

Variety reports that Marvel and Disney have acquired an estimated \$100 million in worldwide marketing support for The Avengers. This is their largest promotion push yet, with companies including Acura, Dr. Pepper, Visa, Wyndham hotels, Harley-Davidson, Land O'Frost lunchmeats, Farmers Insurance, Hershey, Symantec, Oracle, Colantotte and Red Baron pizza having all signed up. Their aim is to develop strong relationships with these brands moving forward and you may recall that many of them have already played a role in past Marvel Studios films. "It's really a strong core of partners that have been partners for many of these pictures," said Bob Sabouni, exec VP, worldwide marketing partnerships, Marvel Entertainment. "We're building a thematic universe (with these films), and (the returning brand partners) are very much part of that. There are certain core partners that we are going to always work with, but this movie's appeal is so broad that we have

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