

Paul Gitter, president of consumer products for Marvel Entertainment, recently elaborated on the growing success and marketing opportunities for next year's highly-anticipated film The Avengers and Sony Pictures' The Amazing Spider-Man. Declaring "we will own the summer of 2012," Gitter says "'Avengers Assemble' has helped us position Marvel films as true sustaining brands. This initiative has enabled our partners to build standout, long-term programs with unique merchandise, retail and product promotions featuring our entire portfolio of Avengers." "Marvel has devoted significant time and resources to films, digital, internet, promotions, consumer products and publishing to create a continuity program that will keep consumers engaged so that by the time The Avengers debuts in 2012, there will be a significant amount of awareness in the marketplace." Apparently, Gitter also strongly believes that the successful five-year build-up to The Avengers has helped to strengthen retail partnerships. He states, "Retailers have been less tolerant with IP films,

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