

Product placement in the extended Super Bowl ad reassured us that, similar to previous Marvel Studios flicks, despite a new distributor, an eventual Dr. Pepper marketing campaign would launch for The Avengers upon release. And now, the Youtube channel for the "uniquely blended" beverage has made things official merging the first look at their eight limited edition, collectible cans, with the latest theatrical trailer. Check it out below! Although the campaign, which'd offer promotional give-aways & exclusive content, hasn't officially launched, it may have kicked off early outside the states. @fishirulez of Mexico has posted personal photos of a couple cans. Marvel Studios presents in association with Paramount Pictures "Marvel's The Avengers"--the super hero team up of a lifetime, featuring iconic Marvel super heroes Iron Man, the Incredible Hulk, Thor, Captain America, Hawkeye and Black Widow. When an unexpected enemy emerges that threatens global safety and security, Nick

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