

Although promotion for The Avengers movie has been heavy these past few days — midnight screening tickets announced, characters posters, and the preeminent Japanese trailer — I've stumbled across a few meager promotional efforts. Kicking things off, last week, an announcement trailer from Dr.Pepper confirmed that a marketing campaign would soon rise in anticipation for the movie. And now, the full limited edition collectible can lineup, sans Iron Man, has been revealed. [CLICK IMAGES TO ENLARGE](#) Next up; continuing the partnership that commenced with Iron Man 2 and spanned to Captain America: The First Avenger, offering exclusive content, it seems Marvel and Norton AntiVirus have reteamed for The Avengers. Although the campaign hasn't officially kicked off, a promo seems to reveal when new content unveils. [CLICK IMAGES TO ENLARGE](#) Moving along;

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