

Analysing the Global Marketing Strategies of Major Film and Television Studios: a Case Study Based on Marvel

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Abstract. This article turns the focus to American Marvel, an internationally renowned IP marketing practitioner. In today's increasingly competitive film market, the successful application of film brand marketing strategies plays a vital role in the prosperity and development of the film industry. With the growth of the global population and the improvement of consumption levels, the film and television industry has evolved into the world's most popular One of the most popular cultural and entertainment areas. In the next few years, it is expected that the scale of the global market will continue to expand, with broad development prospects. Through effective marketing strategies, large-scale film and television can already attract the attention of many viewers, increase the income of film and television companies. For example, the movies launched by the company have successfully achieved brand communication and promotion, and the stable movie style has become a unique and identifiable label for the Marvel movie brand. In this context, this article will flexibly Using literature analysis and the SWOT model, the role of SWOT is further explained. The results of this marketing strategy help identify the company's strengths and identify weaknesses to further improve the company's competitiveness.

Keywords: Marvel; Corporate Marketing; SWOT Method; IP Marketing Strategy.

1. Introduction

Marvel was founded in 1939 and is one of the two major comic book giants in the United States. It was originally named Time Comics and later changed its name to Marvel. With the rapid spread of the movie industry, the comic industry has also been greatly impacted. At the end of the 20th century, Marvel's profits declined rapidly, and it had no choice but to sell some of its superhero copyrights to other large companies at high prices. The film industry draws huge profits from it, but Marvel's return rate is extremely small and cannot support the company's further development. Since then, Marvel has entered the film and television industry and created many well-known IPs, such as Captain America, Iron Man and other superhero characters, which are favored by global audiences. In 2008, Marvel launched its own huge movie plan - the Marvel Cinematic Universe. The first movie Iron Man was released in the same year, which was of great significance to Marvel movies. In the following years, many impressive movies were made one after another, such as Doctor Strange, The Avengers, etc. [1]. In July 2024, the official Weibo of Marvel Studios in the United States announced that it had 6.014 million fans, and the Weibo marketing of each of its Marvel Studios movies was promoted. The marketing of other Chinese movies is still in the super topic stage. Year-on-year the movie marketing of other Chinese movies has been promoted, and the marketing methods of American Marvel Universe movies have achieved extraordinary achievements. The purpose of this study is to plan marketing so that more young people can pay attention to Marvel movies and use some marketing methods to promote some specific brands, so as to better establish the brand image and promote market sales. Process, in addition, the significance of this study is that our domestic film and television companies can learn from Marvel's marketing analysis strategies to make the domestic film and television industry shine on the international stage. The research method is case analysis. It is a scientific analysis method that conducts in-depth and careful research on representative things to obtain an overall understanding. This article first writes a literature review, then discusses the research background, purpose and significance, and then discusses the SWOT strategy of Marvel marketing research.

2. Literature Review

2.1. Introduction to Marvel

Marvel Comics is one of the giants of American comics. It was founded in 1939 and officially named Marvel in 1961. It was formerly known as Marvel Comics and was formerly known as Time Comics. In April 1939, the company created the world's first anti-mutant, Namor, in the first issue of Movie Comics Weekly. This was Marvel's first superhero. He was half a year earlier than the founding of the company. In October of the same year, the company created the world's first cyborg superhero in Marvel Comics - the original Human Torch, making the first punch in Marvel history. Before 2000, superheroes in Marvel comics only existed in one world, and it was based on official history. In 2009, Marvel was acquired by the Walt Disney Company for a whopping US\$4 billion and became its subsidiary. At the same time, it acquired more than 5,000 of its IPs, including Avengers 4 and these superheroes. In September 2010, Marvel announced its official Chinese name as Marvel. Today, this company has become a diversified film and television Entertainment Company with a market value of hundreds of billions of dollars, and its classic IPs are countless. According to the second fiscal quarter financial report of fiscal year 2024. The financial report showed that Marvel's second-quarter revenue fell 11.6% year-on-year to US\$1.341 billion, exceeding the midpoint of the financial forecast and the US\$1.33 billion expected by analysts. Generally accepted accounting principles net loss was US\$207.5 million, non-GAAP net profit was US\$290.2 million, and diluted earnings per share fell 42.1% year-on-year. Marvel predicts that revenue in the third quarter of fiscal year 2024 will reach US\$1.4 billion, slightly higher than analysts' forecast of US\$1.39 billion. One of the reasons for the growth is that it is mainly driven by artificial intelligence and cloud infrastructure [2].

2.2. Introduction to SWOT-Model

In today's strategic planning reports, SWOT analysis is a well-known tool. SWOT analysis from McKinsey Consulting Company includes the analysis of a company's strengths, weaknesses, opportunities and threats. Therefore, SWOT analysis is actually a method that synthesizes and summarizes all aspects of the internal and external conditions of the enterprise, and then analyzes the strengths and weaknesses, opportunities and threats faced by the organization. The S in the model refers to advantages, specifically the competitive situation of marketing activities. The W refers to the current disadvantages. Advantages and disadvantages are relative, and sometimes they can become advantages if done well. The O in the model refers to the opportunities that may be encountered. Through this marketing, sales barriers can be lifted, and new marketing channels can be created. T in the model refers to threats. After a marketing campaign, the number of companies increases, which means seizing opportunities and resolving threats.

3. Research on Marvel's Marketing strategy Based on SWOT Model

3.1. Internal Strengths

Marvel Studios was founded in 1939, has a long history and rich cultural heritage, by the influence of popular trends, by the masses of people, the mass base is solid, the company has a senior team, and business are through a strict quality control. Loyal fans more, after years of precipitation, has been a large number of fans of the favorite In addition, the excellent production team is also one of the advantages of the film's special effects and scripts and other aspects of the audience breathtaking, this advantage so that it has gained a large amount of money in the film industry, the biggest advantage is the peripheral products are abundant, such as hand, toys, but also Comic-Con company's revenue greatly increased. In addition, the Marvel film and television there are many original works, such as the Avengers three in the story of the creation of their own set an almost insurmountable problem. Avengers three has a large group of outstanding characters, they wrestled from tens of thousands of

comic books, they have their own growth story and superpowers, and they can have their own story in their own exclusive movie. Each novelty comic book represents each movie, it must be said, Avengers III is a superb script, Marvel Studios put every scene, every line can be vividly close to the character traits of the Marvel characters, creating a strong visual feast, but also all the story types and writing skills used in a living [3].

3.2. Internal Disadvantages

Marvel's movie is not like other films such as Harry Potter's audience range, the Avengers are mainly for young people to create, so the audience range is relatively narrow, and in recent years China's film and television industry is rapidly rising, a large part of the people are more willing to support domestic films. Overall, the internal disadvantage of Marvel marketing is that the audience recently prefer domestic movies, China's other film and television industry is also booming, Marvel movie series is facing a major challenge. Due to the huge cost, Marvel needs to increase the price of goods to promote its marketing, so far, many consumers may not buy the goods they need because of the increase in price, which leads to a decline in the global sales of their market [4]. Secondly, internal disadvantages also include Marvel's excessive pursuit of quantity, which has led them to significantly exceed the production load of Marvel Studios. Marvel Studios and Disney are both part of the multiverse series, which can also invariably increase the huge expenses. Although Marvel has increased the number of productions, but cannot guarantee the quality of its production, which also makes the Marvel fans have a huge sense of disappointment in its performance, thus making the box office decline. Furthermore, each movie is too independent from the other, lacking the connection between them, which greatly weakened the enthusiasm of the audience, and their plot is too cliché, letting the audience know the end of them too early. The fourth is the poor special effects, in each movie there are more or less some flaws, in a particular environment to make the audience more out of the drama.

3.3. External Opportunities

Because Marvel is transformed from the comic book company, so the team painting technology is unquestionable, as well as superb acting skills plus Disney's strong support, so that the Marvel animation has more opportunities for development. The direction of development has become more diversified, its peripheral products are extremely rich, such as hand puppet, dolls, etc. become the main profit tool of the comic book company, due to the continuous expansion of the market scale, but also more and more well-known enterprises around the world are familiar with, so as to produce further in-depth cooperation, the comic book company can set up theme parks, can attract more young people in depth to understand to the diversity of the comic book and fun, potential development opportunities are the market barriers to entry are lowered. Opportunity is the market barriers to entry to reduce, select which can be compatible with the company's size, organizational structure, can make the company to obtain more development opportunities. First of all external opportunities can remind Disney need to pay more attention to the quality of the movie and the innovation of the content, only through the quality of the movie experience, can attract the attention of the fans, in addition to this, it also provides an opportunity for Disney to evaluate its movie production and distribution strategy. It also gives Disney an opportunity to evaluate their movie production and distribution strategy. They can also learn from successful movies and find ways to improve box office and quality.

3.4. External Threats

Although the box office of Marvel movies has ranked first in the world in recent years and has won the love of young people, there are still a series of problems, such as the high production cost of the film, the huge investment cost of the characters, and the extremely high positioning. The box office of movies is high, but the risks are high. In addition, the subject matter is limited, and the prospects are worrying. Secondly, there are too many similar products. If you want to stand out among many works, you should make your works have different highlights and compete with them. There is

also DC's Justice League. They all belong to the superhero series. Good works will be praised by everyone. DC movies such as Justice League are strongly supported by DC movies and have strong financial support. Therefore, they have an impact on the Avengers. Quite huge. It also has potential competitors. For example, with the continuous innovation of technology, emerging technologies such as virtual reality may also have a huge impact on the film industry. Some small studios and independent producers may also use disguised innovations. Generate work and develop some new marketing strategies to become a potential competitor. Thirdly, due to the rise of domestic animation, my country's film and television industry started late. However, after years of development, our country's film and television technology has gradually caught up with the world's pace, so Chinese audiences have a better impression of domestic comics. Under this influence, this series of films will inevitably be affected [5]. Another threat to Marvel Studios is Disney's active involvement in streaming. The audio-visual experience of superhero movies is one of the main reasons for them to attract audiences into the cinema. However, unfortunately, in the past year, it has become the norm for blockbusters to be on streaming media. People do not have to pursue the big screen, but for them the audience for watching movies on the small screen is also steadily increasing. Once new movie-watching habits are fully established, the commercial threat to theater blockbusters will also face unprecedented threats. With the ever-changing media forms, short videos, games, etc. will also have a big impact on the film industry. On the other hand, other Hollywood streaming media are also targeting the big IP field to accelerate changes in the public's movie-watching habits.

4. For Suggestions on the Future of Marvel

Accelerating the peripheral product survey found that although the audience likes the Marvel series of movies, they do not buy many peripheral products, especially digital products, and fewer people buy makeup. Therefore, it is recommended that Marvel can expand more products because Profit cannot just be limited to the box office but should also focus on other aspects. According to surveys, audiences will buy related books related to movie clips after watching other movies such as Justice League, but in Manwan's movies it is not difficult to find that there are very few books on this topic on the market. In recent years, animation, film and television in our country have risen rapidly and are deeply loved by the general public. The box office of many domestic movies is almost the same as that of the Avengers series, so my suggestion is to combine elements of animation with Chinese elements. , makes Marvel movies look more diversified, and also shows that domestic and foreign movies can be inclusive and inclusive. It is undoubtedly a huge attraction, so that foreign movies can take the best of them and discard the dross. The third suggestion is that according to the survey, most Marvel fans are mainly between the ages of 18 and 25. Compared with other movies, they are not only loved by young people, but also attract children and middle-aged and elderly people to watch, it is suggested that the Marvel series can broaden the age range of the audience, so as to achieve better development. Comparing it with DC Films, we can see that the competition between them is definitely beneficial to each other and can also promote the vigorous development of the film industry. However, with the development of technology, a large number of people believe that these two film and television giants have already I haven't created a high-quality work for a long time. Basically, I used the relatively old-fashioned storyline composition extensions before, making the movie boring, so my suggestion for this is to pay attention to when it comes to a role, try to make it as perfect as possible. Don't rush to put a large number of characters in the film to get higher box office. Taking into account the cultural differences in different countries and the openness of the audience, different IP styles should be created to meet different regional needs. Because Asia has a relatively large population, we can appropriately expand the global market and combine it with other products, such as derivatives and theme parks, to further increase media exposure. Marvel can adopt three methods to attract customers. One is tiered pricing, setting different prices according to different forms and content quality. The second is promotional activities, which are carried out regularly, such as

discounts, buy one, get one free, etc. to attract their desire to buy. The last point is the membership system, which provides exclusive content and discounts to enhance fans' loyalty and stickiness.

5. Conclusion

The fact that Marvel has made a name for itself among many movie and television companies and is well known all over the world is due to its professional team of creators, which has produced many superior works and its technical production is unique, which captures the audience's attention. The second is that its storyline is created in such a way that people want to watch the next one. Almost every movie ends with some kind of colorful egg, which better sets up the suspense and hints at the direction of the storyline development. Their success is no accident, after decades of refinement to create such a movie and television empire today. Marvel is now creating PSAs that not only promote the brand's image, but also solidify its position in the industry and give the audience a feeling of being exposed to the world. Of course, for Marvel itself no longer need to attract people's attention through the fancy style and cool play, its films have been recognized and supported by the audience around the world, it is more to let the brand with the special value back to the audience, no longer the pursuit of how to create greater profits, but to consumers to show a kind of love, warmth, insist on doing their own kind of brand image. Streaming media will be the mainstay of future development. Streaming media will be the main trend of future development, fans only need to spend a small amount of money in the future can subscribe to the Marvel channel, now the streaming media to do a relatively good job is Netflix, so Marvel can learn from Netflix's business model to optimize their marketing, which is undoubtedly one of the best development directions. The limitation of this study is the lack of comparisons, and the lack of introduction and comparison of competitors in the argumentation process.

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