

Marvel Transformation in the Face of the Impact of Short Video Platforms

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Abstract: This research essay explores how Marvel has transformed its marketing strategies in response to the impact of short video platforms like TikTok and Instagram Reels. With the rise of these platforms, the way content is created and consumed has drastically changed, and companies like Marvel have had to adapt to remain relevant and engaging to their target audience. This research topic is significant as it aims to investigate how Marvel has responded to this change and how effective these responses have been in engaging audiences. The research questions are focused on understanding the impact of short video platforms on Marvel's marketing strategies, the specific changes Marvel has made in response, the effectiveness of these changes, and how Marvel has leveraged its existing fan base on social media platforms to engage with audiences on short video platforms. Through a literature survey method and case analysis, this essay examines key strategies Marvel has implemented, such as embracing short-form content, engaging with fans, experimenting with new formats, and collaborating with influencers. The essay also evaluates Marvel's success in responding to short video platforms, the effectiveness of its strategies, and the impact on its audience and market position.

Keywords: marvel, short video platforms, marketing strategies, target audience, consumer behavior, market position

1. Introduction

The advent of short video platforms, such as TikTok and Instagram Reels, has disrupted the entertainment industry, with many traditional media companies struggling to keep up. The rise of short video platforms has brought about a paradigm shift in the way that audiences consume content, and companies across various industries have had to rethink their strategies to stay ahead of the curve. Marvel, known for its extensive comic book universe and blockbuster movies, is no exception [1]. As viewers increasingly turn to short-form videos for their entertainment, Marvel has had to innovate and transform its approach to storytelling. With short-form videos becoming increasingly popular among younger audiences, Marvel has had to transform itself to remain relevant and engage with its fans [2]. This research reviews literature, analyses relevant cases, and uses secondary information to show Marvel Transformation in the Face of the Impact of short Video Platforms.

Marvel, one of the biggest players in the superhero genre, has had to transform itself to remain relevant and engage with its fans in the face of the impact of short video platforms, and this paper aims to explore the company's strategies and tactics for adapting to this new era of entertainment. There is a need for traditional media companies to adapt and transform themselves to remain relevant and engage with their audiences in this new era of entertainment. Companies like Marvel has employed real time strategies to navigate the impact of short video platforms. Marvel Entertainment, LLC, is an American entertainment company and a subsidiary of Walt Disney Studios, with its headquarters located in New York City. Marvel was founded in 1939 by Martin Goodman, and it initially published comic books, including the popular superhero characters such as Spider-Man, The X-Men, The Hulk, Captain America, and Iron Man [3].

In the 1960s, Marvel experienced a boom in popularity and creativity, led by artists and writers such as Stan Lee, Jack Kirby, Steve Ditko, and Jim Steranko, who created some of the most iconic and enduring characters in the industry. In 1998, Marvel went public and diversified into other media, including film and television. It started with licensing its characters to other studios, such as Fox (X-Men, Fantastic Four) and Sony (Spider-Man), but later decided to produce its own movies, starting with Iron Man in 2008. The Marvel Cinematic Universe (MCU) was born, and it has become one of the most successful film franchises in history, grossing over \$22 billion at the global box office.

In recent years, Marvel has faced a new challenge: the rise of short video platforms, such as TikTok and Instagram Reels. These platforms have disrupted the traditional entertainment industry and created new opportunities and challenges for content creators. With their short-form, mobile-first content, they appeal to younger audiences and offer a new way to engage with fans and build brand awareness. Marvel has been experimenting with these platforms, creating short videos that showcase its characters and stories in a new format. For example, it has partnered with TikTok to promote the release of its latest movies, such as Black Widow and Shang-Chi and the Legend of the Ten Rings. It has also created short videos that introduce its characters to new audiences and highlight their personalities and powers. The impact of short video platforms on the entertainment industry is still evolving, and it remains to be seen how Marvel will transform itself in the face of this challenge [4]. However, it is clear that these platforms offer a new way to connect with fans and build brand awareness, and that Marvel is actively exploring new ways to engage with audiences and stay relevant in a rapidly changing landscape.

This study is based on a literature review and a case study of Marvel. By analyzing various sources, the researcher organizes the findings regarding the use of short video contents. The paper outlines the key strategies used by Marvel, its success, challenges, and recommendations on how to better its operations.

2. Key Strategies

To transform itself in the face of the impact of short video platforms, Marvel has adopted several key strategies. Two of the most important of these strategies are embracing short-form content and engaging with fans.

2.1. Embracing Short-form Content

To stay relevant and connect with these audiences, companies like Marvel have been embracing short-form content as part of their content strategy [5]. Embracing short-form content involves creating content that is designed to be consumed quickly and easily, typically in less than a minute. This content can take many forms, such as short videos, animations, infographics, and memes.

Short-form content is typically designed to be visually appealing, attention-grabbing, and shareable, with a focus on delivering a message or story in a concise and engaging way.

For Marvel, embracing short-form content has been a key part of its strategy to reach younger audiences who are increasingly consuming content on platforms like TikTok and Instagram. By creating short-form content that features its popular characters and franchises, Marvel can capture the attention of these audiences and drive engagement with its brand.

One example of Marvel's embrace of short-form content is its use of TikTok. Marvel has an official TikTok account with over 5 million followers, where it regularly shares short videos featuring its characters and franchises. These videos are designed to be engaging and shareable, often featuring popular TikTok trends and challenges. Marvel has also partnered with popular TikTok influencers to create sponsored content that promotes its brand and products to their followers. Another example of Marvel's embrace of short-form content is its use of Instagram Reels. Marvel has an official Instagram account with over 60 million followers, where it regularly shares short videos that showcase its characters and franchises [3]. These videos are designed to be visually stunning and attention-grabbing, with a focus on showcasing the action and excitement of Marvel's stories.

Embracing short-form content has allowed Marvel to stay relevant and connect with younger audiences who are increasingly consuming content on short-form platforms. By creating engaging and visually appealing content that is designed to be consumed quickly and easily, Marvel can capture the attention of these audiences and drive engagement with its brand [6]. As short-form content continues to grow in popularity, it is likely that Marvel and other companies will continue to embrace this format as part of their content strategy. One of Marvel's responses to short video platforms has been to create content specifically for these platforms. The company has created short-form content such as teasers, trailers, and behind-the-scenes clips that are optimized for platforms such as TikTok, Instagram Reels, and YouTube Shorts. These short-form videos are designed to grab the viewer's attention quickly and provide a snapshot of the film or TV series [7]. Marvel's short-form content has been highly successful, with many of its trailers and teasers going viral on social media platforms.

Rather than creating long-form content that requires a significant time investment, Marvel has focused on creating shorter videos that capture the attention of audiences quickly and hold their interest throughout [7]. These videos often feature highlights from Marvel's comics and movies, as well as sneak peeks and teasers for upcoming releases. Marvel has also experimented with new types of content, such as interactive videos and short animations. Interactive videos allow viewers to engage with the content in new and exciting ways, such as by making choices that determine the outcome of the story. Short animations, meanwhile, can be used to bring Marvel's characters to life in new and creative ways, capturing the attention of audiences who may not have been previously interested in Marvel's content.

2.2. Engaging with Fans

Engaging with fans is an important aspect of Marvel's strategy to maintain its relevance and stay connected with its audience. By building and nurturing a strong relationship with its fans, Marvel can create a community of loyal supporters who are invested in the brand and its products. One way Marvel engages with its fans is through social media platforms, such as Twitter, Facebook, and Instagram. These platforms provide an opportunity for Marvel to interact with fans directly, respond to their questions and comments, and share behind-the-scenes content and news updates. Marvel also uses social media to run promotions, contests, and giveaways that incentivize fans to engage with the brand and share their excitement with others [8].

In addition to social media, Marvel engages with fans through events and conventions. These events, such as Comic-Con, provide an opportunity for fans to meet and interact with Marvel creators, actors, and other fans. Marvel also hosts its own events, such as the Marvel Fanfare, which features exclusive content and merchandise for fans to enjoy. Marvel also engages with fans through its products and merchandise. By creating high-quality and visually appealing products that fans are proud to own and display, Marvel fosters a sense of connection and loyalty with its audience. Fans can also express their fandom by wearing Marvel-branded clothing, accessories, and other merchandise.

2.3. Forming Strategic Partnerships

Another way Marvel has experimented with new formats is by partnering with other companies to create cross-promotional content. For example, Marvel has partnered with gaming companies to create video games based on its popular franchises, such as Spider-Man and the Avengers. These games allow fans to engage with Marvel's characters in new and immersive ways, while also driving excitement and buzz around the brand. Therefore, experimenting with new formats has allowed Marvel to stay relevant and connect with new audiences who are increasingly consuming content on short-form platforms. By exploring new types of content and collaborating with other companies, Marvel has been able to create fresh and engaging content that appeals to a wide range of audiences [9]. As the digital landscape continues to evolve, it is likely that Marvel will continue to experiment with new formats in order to stay ahead of the curve and maintain its position as a leader in the entertainment industry.

2.4. Collaborating with Influencers

Influencer marketing has become an integral part of many companies' marketing strategies. Marvel has also recognized the importance of influencer collaborations in promoting their brand and reaching new audiences. Collaborating with influencers allows Marvel to tap into their loyal fan base and increase their reach on social media platforms. This strategy has proven to be particularly effective on short video platforms such as TikTok, where influencers have a massive following and can easily create viral content.

One of Marvel's most successful influencer collaborations was with TikTok star, Addison Rae, in promoting the release of the film "Black Widow." Addison Rae has over 85 million followers on TikTok and is a well-known fan of Marvel movies. Marvel partnered with her to create a dance challenge called the #RedRoomChallenge, where fans were encouraged to recreate a dance routine inspired by the film. The challenge quickly went viral, and millions of people participated, resulting in massive exposure for the film. In addition to collaborating with influencers on social media, Marvel has also partnered with them on various product launches. For example, in 2020, Marvel teamed up with the beauty brand, Ulta, to launch a makeup collection inspired by the Avengers. The brand collaborated with beauty influencers to promote the launch and created tutorials on how to achieve different looks using the products. The partnership was a huge success, and the collection sold out within hours of its launch.

Furthermore, Marvel has also collaborated with gaming influencers to promote their mobile games such as Marvel: Contest of Champions and Marvel: Future Fight. The company partnered with YouTubers and Twitch streamers to create sponsored content that showcased the games' features and gameplay. These collaborations helped promote the games to a wider audience and introduced the Marvel brand to the gaming community [10]. Collaborating with influencers has become an essential strategy for Marvel to transform itself in the face of the impact of short video platforms. Influencer collaborations allow Marvel to reach new audiences, tap into their loyal fan

base, and create viral content that promotes its brand. With the rise of social media platforms and the increasing popularity of influencer marketing, it is expected that Marvel will continue to partner with influencers to promote their brand and products in the future.

3. Marvel's Success

Marvel's success in transforming itself in response to the impact of short video platforms can be attributed to a multi-faceted response that includes creating short-form content, leveraging UGC, building partnerships, and adapting marketing strategies. By embracing these strategies, Marvel has been able to reach new audiences, engage with its existing fan base, and create a sense of community around its brand. With the continued growth of short video platforms, it is expected that Marvel will continue to evolve its strategies to stay relevant and engage with its fans on these platforms.

3.1. Utilizing User Generated Content

Another key response from Marvel has been to leverage the power of user-generated content (UGC). Marvel has encouraged its fans to create their own content based on its movies and TV shows, such as fan art, cosplay, and fan-made trailers. Marvel has also run social media campaigns that encourage fans to share their own experiences and stories related to the brand. By encouraging UGC, Marvel has been able to tap into the passion of its fan base and create a sense of community around its brand. This has helped to build brand loyalty and increase engagement with the Marvel brand on short video platforms. Additionally, Marvel has also focused on building partnerships with short video platforms to reach new audiences. The company has worked closely with platforms such as TikTok and Instagram to create exclusive content and promotional campaigns. For example, in 2021, Marvel partnered with TikTok to create a series of exclusive live streams featuring the cast of "Loki." The live streams allowed fans to interact with the cast and ask them questions in real-time. The partnership was a huge success, with millions of fans tuning in to watch the live streams [11].

3.2. The Impact of Marvel's Response on Its Audience and Market Position

Marvel's success in the face of the impact of short video platforms can be attributed to its ability to adapt and evolve with changing consumer trends and preferences. Marvel has embraced short video platforms and leveraged them to expand its reach and connect with its audience in new ways. One of the key ways in which Marvel has transformed itself in response to short video platforms is by creating original content specifically for these platforms [12]. By creating bite-sized content that can be consumed quickly and easily, Marvel has been able to cater to the growing demand for snackable content. Examples of this include the Marvel Studios' Legends series, which provides a recap of key characters and moments in the Marvel Cinematic Universe, and the Marvel Zombies animated series, which features bite-sized episodes that can be consumed quickly.

Another way in which Marvel has responded to short video platforms is by leveraging social media to engage with its audience. Marvel has a strong social media presence across multiple platforms, including Facebook, Twitter, Instagram, and YouTube. By creating engaging content such as trailers, teasers, and behind-the-scenes footage, Marvel has been able to build excitement and anticipation for its upcoming releases. Furthermore, Marvel has also leveraged short video platforms to promote its merchandise and merchandise partnerships [13]. For example, Marvel has partnered with brands such as Adidas, Vans, and Levi's to create co-branded merchandise lines that are promoted through short video platforms such as TikTok and Instagram. By doing so, Marvel has been able to expand its brand reach and connect with new audiences.

Marvel's response to short video platforms has had a significant impact on its audience and market position. By creating original content specifically for these platforms, Marvel has been able to attract new audiences who may not have been previously interested in the Marvel universe. This has helped to expand Marvel's reach and connect with a wider range of consumers. Additionally, Marvel's social media presence has allowed it to build a more engaged and loyal fan base [9]. By providing behind-the-scenes glimpses into the creative process and promoting fan interactions, Marvel has been able to create a sense of community and belonging among its fans. Marvel's use of short video platforms to promote its merchandise has helped to drive sales and increase brand awareness. By partnering with popular brands and leveraging the power of social media influencers, Marvel has been able to tap into new markets and expand its revenue streams. Marvel's success in the face of the impact of short video platforms can be attributed to its ability to adapt and evolve with changing consumer trends and preferences. By embracing short video platforms and leveraging them to expand its reach and connect with its audience in new ways, Marvel has been able to maintain its position as one of the most successful entertainment franchises in the world.

One of the key impacts of Marvel's response to short video platforms has been on its audience. By creating short-form content specifically for these platforms, Marvel has been able to reach younger audiences who are increasingly consuming content on these platforms. This has helped Marvel to maintain its relevance and expand its audience, particularly among younger viewers who may not have been as familiar with the Marvel brand prior to their presence on short video platforms. Marvel's response to short video platforms has also had a positive impact on its market position. By adapting its storytelling to fit the format of short-form content, Marvel has been able to remain engaging and relevant to audiences who are consuming more and more content on these platforms. This has helped to maintain Marvel's position as a leading entertainment franchise and has solidified its brand as one that is able to evolve and adapt in response to changing trends and technologies.

Another impact of Marvel's response to short video platforms has been on its branding and marketing strategy. By leveraging the popularity of these platforms to promote its existing content, Marvel has been able to reach new audiences and generate excitement and buzz around its upcoming releases. This has helped to maintain and even increase interest in the Marvel brand, which has been crucial in maintaining its position as a leader in the entertainment industry [14]. Marvel's response to short video platforms has had an impact on the entertainment industry as a whole. By embracing new technologies and trends, Marvel has set a standard for other entertainment companies to follow. This has helped to push the industry forward and has encouraged other companies to adapt and innovate in order to remain relevant and engaging to audiences. Marvel's response has set a standard for the entertainment industry as a whole, encouraging other companies to adapt and innovate in order to remain relevant and engaging to audiences. Overall, Marvel's ability to transform itself in response to changing trends and technologies has been a key factor in its continued success as a leading entertainment franchise.

3.3. Marvel Challenges

While Marvel has a diversified portfolio of characters and franchises, the company is still heavily dependent on a few key franchises, such as the Avengers and Spider-Man. This creates a risk of overreliance, and if these franchises were to lose their popularity, Marvel could suffer a significant setback. As Marvel continues to release new content at a rapid pace, there is a risk of franchise fatigue among fans. If audiences begin to feel overwhelmed by the sheer volume of content, Marvel's popularity could begin to decline. As Marvel continues to produce more content, there is a risk of a decline in creative quality. Maintaining consistent creative quality across multiple

franchises and platforms is a significant challenge, and Marvel will need to ensure that it continues to deliver high-quality content to maintain its market position.

Marvel faces significant competition from other studios and franchises in the entertainment industry, such as DC Comics and Star Wars. As consumer behavior continues to change, there is a risk that Marvel's traditional revenue streams, such as box office sales, could be disrupted. For example, the rise of streaming services could impact the box office success of Marvel's films. New technologies such as virtual reality and augmented reality could disrupt the traditional entertainment industry and create new challenges for Marvel. The company will need to stay up to date with these emerging technologies and adapt its strategy accordingly.

4. Recommendations

There are several recommendations that can be made to help Marvel continue to adapt to the changing landscape of the entertainment industry. Interactive content is becoming increasingly popular among audiences, particularly in the form of video games and mobile apps. Marvel should invest in creating more interactive content, such as mobile games and augmented reality experiences, to engage with fans and provide them with new ways to experience the Marvel universe. While Marvel has been successful in the US and Europe, there are still many untapped markets around the world. Marvel should continue to explore new markets, particularly in Asia and South America, and create content specifically designed for these audiences. Marvel has made progress in creating more diverse characters, but there is still room for improvement. By creating more characters that reflect the diversity of its audience, Marvel can attract new fans and create more inclusive storytelling.

Marvel has had success with partnerships and collaborations in the past, such as its partnership with Netflix to create original content. Marvel should continue to leverage these partnerships and collaborations to expand its reach and create new opportunities for storytelling.

Experiment with New Formats: With the rise of streaming services, there are new opportunities for Marvel to experiment with different formats of storytelling, such as serialized television shows and limited series. Marvel should continue to experiment with new formats and find ways to tell its stories in new and exciting ways. These recommendations can help Marvel continue to evolve and adapt to the changing landscape of the entertainment industry. By embracing new technologies, exploring new markets, creating more diverse characters, and experimenting with new formats, Marvel can continue to captivate audiences and maintain its position as a leader in the entertainment industry.

5. Conclusion

In conclusion, Marvel, a leading entertainment company, has transformed itself in response to the impact of short video platforms. By analyzing Marvel's strategies and actions, it is evident that the company has adapted to the changing media landscape by leveraging short video platforms to promote its content and engage with its audience. Marvel's approach to short video platforms has been multi-faceted, including creating original short-form content, partnering with influencers, and leveraging user-generated content. The company has also experimented with different formats and platforms, such as TikTok and Instagram Reels, to reach new and younger audiences. Marvel's success in transforming itself in the face of the impact of short video platforms serves as a valuable case study for other entertainment companies looking to stay relevant and engage with audiences in the digital age. The impact of short video platforms on the entertainment industry has forced traditional media companies like Marvel to adapt and transform their strategies to remain relevant and engage with their audiences. Marvel has embraced short-form content and engaged with fans as

key strategies to navigate this new era of entertainment. By creating short-form content that features its popular characters and franchises on platforms like TikTok and Instagram Reels, Marvel can capture the attention of younger audiences and drive engagement with its brand. As short-form content continues to grow in popularity, it is likely that Marvel and other companies will continue to innovate and transform their approaches to storytelling to stay ahead of the curve. Overall, the impact of short video platforms on the entertainment industry has created new opportunities and challenges for content creators, and it is exciting to see how companies like Marvel will continue to evolve and transform themselves in this rapidly changing landscape.

The significance of this study lies in the fact that it investigates how Marvel has responded to the change in consumer behavior caused by short-form videos and how effective these responses have been in engaging audiences. The results of this study are beneficial to Marvel and other companies in the entertainment industry who are struggling to keep up with the impact of short video platforms on their marketing strategies. The objective limitations of this paper include the fact that it is based on secondary information, and it does not include primary research. Therefore, it does not provide an in-depth analysis of Marvel's strategies and their effectiveness. Future research could involve primary data collection to further explore the impact of short video platforms on the entertainment industry and how companies like Marvel can adapt to this change. Additionally, more research could be done on the specific strategies that have been most effective for Marvel, and how they could be implemented by other companies in the entertainment industry.

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