Research on the Market Positioning Analysis and STP Strategy of Marvel Enterprises

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Abstract. Due to the end of the Avengers series and the withdrawal of Iron Man, Marvel's most important film and television character, Marvel Studios needs to re-analyze its market positioning and STP strategy research. So far, Marvel Studios has been going through a huge transformation since the end of the Avengers, and they need to rebuild a cosmic series. Still, at the same time, the remaining anime characters can no longer be as clear-cut as Iron Man. This can be discussed and studied through the current ways of expanding overseas markets, creating global brands, and changing the unique style of audience positioning across regions. Marvel uses the low-cost market research method of American TV dramas to analyze which type of anime characters the audience is more interested in. This is a good start, but the audience needs a sci-fi style with individualism as the core and a highly recognizable role, which is difficult to locate and analyze in the market.

Keywords: Marvel Enterprises · Market positioning · STP Strategy

1 Introduction

1.1 Research Background

Founded in 1939, Marvel created many heroic comic book characters based on the American Dream but was on the brink of bankruptcy in 1990. Marvel uses a kind of universe construction that is difficult to achieve, linking all the anime characters. Still, each anime character has a distinct personality and independence, which finally brings them together into one Marvel universe, which is very important. Attract fans. Marvel's independent films of anime heroes are preparing for the final finale in the next decade. This requires Marvel to have a clear market positioning analysis and strategic research, knowing the foreshadowing contained in the film and the different excitement levels. Expected Easter eggs to meet the audience's expectations.

It isn't easy to create continuous film work, and Marvel Studios is the most successful so far. In terms of movies, Marvel Studios wants each independent hero movie to have its distinct characteristics. Still, at the same time, it is included in the Marvel universe, and at the same time, it cannot excavate all the characters' plots at one time; otherwise, there will be no back. A Series of films happened. The most important of these is that the core content's stability creates the plot's continuity. Harrison found that about 25% of a

core group overlaps from one movie to the next (with a range of 14% to 68%), and the full crew averages an overlap of 14% (with a range of 2% to 33%). Predictably, movies in a series exhibit more core-group overlap: For example, from Captain America: The Winter Soldier to Captain America: Civil War, it was 68%, and from Iron Man to Iron Man 2, it was 55% [1]. And the results are obvious. Akshay Pai found that the infinity Arc of Marvel movies has grossed over $22 billion worldwide over 23 movies, with the two latest Avengers movies grabbing over $2 billion each. Star Wars, by comparison, in its 45 years of history, has grossed over $10 billion worldwide [2]. This also reflects that the creation of the Marvel Universe has made Marvel's complete transformation successful while creating huge commercial value. Such examples have also led many studios and even product companies to try to build their universes to attract customers to increase their sales. Akshay Pai found that companies like Procter and Gamble and Unilever have managed to build this shared universe of products in the FMCG sector. To do this, they rely on price points and product story arcs. This ensures their products don't end up cannibalizing and complement each other [2]. It is difficult for the Marvel Universe to build a strategic framework for product sales. First, the product needs a solid foundation to have relatively more continuous sales. The continuity of brand and service is also crucial in establishing the cosmic framework to ensure that the relationship between products and products is complementary so that products can have the following continuity.

1.2 Literature Review

Most articles focus on the fact that Marvel has been on the brink of bankruptcy and has steadily achieved its current success by creating a market strategy for the Marvel Universe. At the same time, this strategic shift cannot be replicated by competitors. These successes are based on the Wei Pictures has a wealth of animation characters, stable core content, and constantly challenges the content of the Marvel universe. These elements are inseparable. However, there is another indispensable factor for the strategic research of the Marvel universe. Most authors underestimate the publicity ability of Marvel Studios for movies. Most of the audience of Marvel Studios are young people or teenagers. Marvel fermented through the Internet and released pilot films or promotional films of different movies on software with a relatively high number of people to let it ferment among movie fans. Adding remarks to the movie world or becoming a gimmick to promote the movie can make the movie get a lot of exposure and publicity. Marvel will also hold a red carpet party for hero actors yearly, making many fans fall into the crazy pursuit. Of course, Marvel's protection of the movie's content is also in place, and all the actors are silent about the movie's plot, making Marvel's commercial booing to its peak.

1.3 Research Framework

For the market positioning analysis and STP strategy research of Marvel Studios, it is first necessary to understand Marvel's strategy for the market. Secondly, to transform and change itself through establishing the Marvel Universe, and thirdly, through such transformation and change in the process get different inspiration, and finally, whether

these transformation methods can be imitated, and what different conditions need to be met. Ramos found that neither I was trying to narrate Marvel's true history. Still, as an entrepreneur who wanted to reflect on the ways Marvel acted as a startup, pitching one idea, adapting to uncertainty, and building a sustainable business from one vision [3]. Marvel's success in business strategy is also a breakthrough amid many uncertainties.

2   Methods

This research is mainly based on analyzing film and television evaluations, magazines, materials, etc. On different Marvel movie websites, different film critics put forward their own opinions and suggestions on the works. The analysis of these evaluations and whether the follow-up movies' content met the expectations of movie fans. The analysis of these evaluations shows Marvel's pursuit of film and business strategy. Only by identifying the positioning of the market and the clarity of its strategic goals can the interests be maximized.

The most competitive with Marvel are DC Pictures and Sony. These two companies also have anime characters with full characters. Somebody found that DC films gained a standing for being dull, genuine, and coarse, while Marvel motion pictures were much fairly adored for being funny, bright, and engaging for the two youngsters and grown-ups the same [4]. However, Marvel is now the dominant player in the animation market. Through comparative analysis, we can see that Sony Pictures mainly lacks superheroes like Spider-Man. Still, other anime characters are too impersonal to give the audience a strong visual effect and leave a deep impression. The box office is also not good and will be affected accordingly. Although DC Pictures and Marvel have many anime characters, there are not many that can interest the audience, mainly Superman and Batman. Aquaman has also been gradually getting positive reviews over the last year, but the first and second installments seem to have had some issues with casting. From this comparison, we can see that Marvel is unique in its business strategy. It does not imitate other film companies but gradually explores it by itself. Through the comparison, the transformation direction of Marvel can be clear.

3   Result

3.1   Analysis of Marvel's Market Positioning

Marvel's positioning of its audience is very clear, which is not only a division of age groups but also a division of gender, education level, and consumption level. Meyers found that Millennials, meanwhile, continue to be the driving force behind Marvel's success. Still, Gen Zers account for a much smaller portion of Marvel's fanbase — perhaps a sign the company will have to adjust how it markets its heroes moving forward [5]. A movie is a visual product, and its requirements are more about the visual impact on the audience or whether it can meet the audience's expectations after consumption, which is very important for the development of the film company. Since most Marvel fans are teenagers, this also requires that Marvel movies have interesting storylines to gain many fans. Of course, Marvel is still transforming in terms of audiences, and it

hopes to achieve a cross-regional audience for teenagers to maximize benefits. The clear storylines and plots of Marvel movies and the creative sci-fi genre are also enough to support this goal. Recreational entertainment is also provided for people of different ages.

Marvel Pictures and DC Pictures have always been the two major animation and film industries that have been compared. Compared with a large number of animation images in the Marvel Cinematic Universe, most of the characters that DC can attract audiences are Superman and Batman. At the same time, compared to DC, Marvel has a large number of movies released in the Marvel Universe every year, and at the same time, it has also achieved crushing at the box office. In terms of ratings, Marvel also has a bigger advantage than DC. However, in terms of hero production, DC seems to have more initiative in the inner details of hero characters. The Joker movie has won many awards, the Batman franchise has been nominated for multiple awards, and Marvel has only one Black Panther nominated. Of course, it is undeniable that the Marvel Universe has brought greater success to Marvel itself, which DC Pictures cannot replicate under the premise of commercial value. Brook found that while actors like Heath Ledger and Joaquin Phoenix are exceptions to this, the character-studded films of the MCU often leave insufficient room for an actor to shine in the way Academy voters appreciate [6]. In the subsequent film production, Marvel Studios will not only pursue the quantity and box office of the film but also pay more attention to the content and quality. According to the fan theory, it is possible to include some reasonable plot needs and the visual and sci-fi content expected by the audience in the Marvel world.

3.2   Analysis of Marketing Strategy of Marvel Studios

In today's self-media era, the animation industry has gradually formed a complete industrial chain and knowledge framework in Japan, South Korea, Europe, and the United States, which can bring huge benefits to the domestic animation industry. At the same time, the animation industry has a huge demand for talents and can provide these people with a larger market platform. Krewen found that Over 50% of animation companies reported an increase in talent demand in 2020 and enjoyed the largest headcount (724 hires between 2017–2019.) [7]. Marvel has also grown with the growth of TV media, but it is undeniable that it has a very mature and perfect industrial framework. The display methods of film and television animation are also becoming more and more abundant. People are not only satisfied with pursuing ordinary visual effects but are also more inclined to 3D effects. This effect can give the audience a visual impact from the first perspective, and at the same time, it can bring the audience into the film's special effects more quickly. However, such high-demand special effects also require a lot of costs and employee energy, and it is also a great challenge to deal with special effects in movies. Secondly, the animation film industry also hopes to use a small space to provide larger information so that the virtual world is established and the information conveyed in it is more vivid. The maturity and perfection of film and television animation are not limited to this. It can also be used in digital media such as real estate, digital cities, and game production. It can give people a deeper and wider understanding of new things. For consumers of animation, the consumption of animation products is directly related to their consumption level. If the economic resources are not rich enough, pursuing the impact

brought by vision is impossible. Most of the consumers of animation are young people. They may already have a regular job if they are much more mature. If they are young, they may still go to school, but their time is limited, and they can't focus daily on the animation film industry. At the same time, the comic exhibition held by the animation company or the animation film conference requires consumers to have more time. Not all consumers understand the animation industry; most have a one-sided understanding through different media software and then keep up with the trend. Still, the real consumption needs to force them to know enough about the animation industry cognition. In the production process, the animation film industry is more willing to integrate the traditional cultural content of these countries to attract consumers because they are facing consumers from different countries and cultures. The setting of the consumption environment will also stimulate the desire of consumers. Marvel Studios' portrayal of characters can resonate with fans. They don't make their anime characters so perfect that it doesn't look real. It can be seen that Marvel's market positioning strategy is accurate. They have shaped the iron man with a sense of justice in the comics into a playboy, which undoubtedly brings fans and anime characters closer. Marvel fans are mostly drawn to movie anime characters with distinct strengths and weaknesses. Those anime characters are willing to live, among them Spiderman Peter Parker, an anime character that almost all teenagers know. Spiderman Peter Parker is a high school student who has super powers after being bitten by a spider and has not given up his life after the death of his parents. He is still maintaining order and safety in the city. This will resonate with many teenagers, and everyone wants to be like Peter Parker– Superhero. Teenagers can gain the energy and courage to live in it. Marvel's superhero culture has gradually become one of the spiritual and cultural representatives of the United States.

The marketing strategy of Marvel Studios can be used for reference. First, the degree of confidentiality of Marvel's works is unimaginable. Every actor needs to sign a non-disclosure agreement after the work is completed. In order to get the complete script, they will never know when faced with questions from reporters. Of course, Marvel also has marketing methods, allowing paparazzi or fans to take some spoiler photos. Then through self-media dissemination, they can immediately bring entertainment to a climax and attract the expectations of many fans. Marvel also spends much thought at Comic-Con every year, where fans can interact closely with the main actors and actresses, and Marvel is trying its best to integrate the main actors into the interaction of fans. When promoting movies, Marvel Studios will also cooperate with products with a certain influence to improve the publicity effect. Marvel also uses actors to ferment the media. They let fans imagine themselves by letting actors post pictures of the set on their social media. At the same time, through the interaction of several actors to make fans scream, such behavior will continue to ferment under the spread of the media. Outside the screen, the interaction between actors and private friendship or love is also worthy of attention. Booth found that Whether they're doing interviews, making fun of each other on social media, or supporting one another's new projects, these celebrities have made it clear that their friendships will outlast the film series [8]. For example, the actor who plays Spider-Man and the actor who plays Mary Jane seem to have become a habit. Three pairs of actors are on the screen. Besides, they all became lovers, adding more topical discussions to the Spider-Man movie.

4 Discussion

4.1 Audience Targeting

Although Marvel has now attracted many teenagers because of its many anime characters, they like excitement and pursue entertainment. Marvel Studios has created many movie fans for Marvel by combining numerous plump animal characters, simple and clear storylines, exciting movie rhythms, and a technologically-sense viewing experience. However, what Marvel is now pursuing is a cross-regional age audience. Now adults are under great pressure in life and employment. With the acceleration of the pace of life, most people are willing to go to entertainment venues to relax. Cinema is one of the many choices. However, since most of the anime characters under Marvel are born based on the culture of the United States, Marvel must bring the audience into the visual perception through the clarity of the plot to reduce cultural barriers. While carrying the mainstream American culture, Marvel Studios must integrate the different cultures of audiences worldwide. This is the audience goal of Marvel in the future.

4.2 Film Quality

Compared with other animation companies, Marvel's pursuit of the plot is more direct, simple, and clear. It makes many audiences not to think that Marvel's movies are really good in the true sense because all its movies seem to be for following. Such a risk-free move has indeed brought huge benefits to Marvel. Still, the depth and art of the film itself have also been submerged, and people's expectations for Marvel have also become its superb special effects technology. A kind of injury. DC Pictures is much better than Marvel in this regard. Compared to Marvel movies, only one Black Panther has won the Oscar for Best Costume Design, Original Music, and Best Art Direction. DC Pictures has so far won the Oscars. The accolades were numerous, and Joaquin Phoenix, who experimented with the Joker movie, also won Best Actor. However, participating in a Marvel movie seems to mean that the actors and awards are completely missed. Buzdar found that Marvel has perfected a formula that has garnered a devoted fan base, millions of dollars, and dominance over the film industry. This formula is simple: play it safe and take no risks [9]. This mode of unwillingness to break the conventional plot routine seems to have to be changed now that the Marvel Universe series has ended. When the anime characters are not enough to arouse the audience's sympathy, relying solely on their superb special effects technology is impossible. To achieve this, the fullness of the plot is crucial, and it also provides the actors with the freedom to express themselves.

4.3 Marvel's Cultural Fusion

Most of Marvel's superhero anime characters contain the United States' cultural output. Before the end of the Avengers, Marvel can cultivate many people worldwide through full anime characters, simple and clear movie plots, and superb special effects technology. Marvel fans, but with superheroes like Iron Man fading out of the movie screen, Marvel began to innovate boldly, but the innovation process was unsatisfactory. The main focus of the movie Shang-chi is traditional Chinese martial arts, but the actors' choices, makeup,

and image design also seem to be driven by stereotypes. Marvel's ignoring the impact of the Asian market on the industry is not worth the loss. There is little hope of recovery in the Asian market for the series of films rolled out this year. Marvel's innovative ability seems to have reached its limit. In the long run, if Marvel wants to continue to seek transformation, it will respect the history of other countries and treat the cultures of different countries equally so that the audience can buy it.

4.4 Propaganda Work

Marvel is very smart about movie marketing and has almost no shortcomings. Marvel has focused on working with different social media to increase the exposure of its movies while also involving millions of fans in the steps of movie promotion. At the same time, Marvel will also release new superhero series games and comics with the movie's release, which directly attracts fans of different age groups in other fields. Marvel has also cooperated with many famous brands, such as Coca-Cola, Audi, etc. Moore found that One of the most significant aspects of Marvel's marketing strategy has been its stellar partnerships with famous brands. The emphasis on co-branding has strengthened Marvel's fanbase in multiple demographics [10]. These cooperation and joint names bring huge exposure to Marvel and push Marvel's commercial value to the peak. However, no matter how high the exposure of the film is, the film itself is a crucial foundation. Marvel's new stage films have encountered innovation bottlenecks and can no longer create higher commercial value.

5 Conclusion

The market positioning analysis of Marvel Studios is clear and unique. It builds its own Marvel universe series and does not follow the same path as other studios. The audience positioning of Marvel Pictures ranges from teenagers to cross-age groups. At the same time, it ensures the mass production of its movies every year. Each movie paves the way for the next movie and improves its commercial value. Marvel Studios also pays attention to the integration of different cultures. Although Marvel's superhero anime characters all contain American culture, they are also constantly integrating so that people worldwide can understand the movie's plot simply and clearly. Finally, Marvel's marketing is also very clever; they use social media to increase the film's exposure, keep fans involved, and hold a large red carpet meeting every year for the anime. Marvel has also cooperated with many big names, bringing its commercial value to its peak. Marvel's success has brought many inspirations to the industry. First, you must have your distinctive characters, and the image of anime characters with individuality can leave an impression on the audience. Second, the ingenious integration of values, the embodiment of values in the film, can sublimate the film's content. This is not to educate people by using the protagonist's preaching method but to integrate it into the film naturally. Third, focus on the global market for market positioning. When planning a film, you should not only consider the culture of a country but also consider future global publicity. Ultimately, Marvel's success lies in its Marvel Universe strategy, which can also be applied to other industries. It demonstrates the strong interconnection between products, services, and brands, which can create enormous business value.

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