

Avengers: Age of Ultron

Brand chatter

In Cinemas 23 April

As Marvel's prequel Avengers Assemble topped UK charts as the highest-grossing comic book movie of all time, this mega-franchise shows no signs of slowing down.



117m

Global Trailer views
64% more than Avengers Assemble



12m

Admissions for action films in Q2, of which Avengers will make up 5.2m



£50m

Predicted box office, the biggest release since Skyfall



70,055

Mentions of #AgeOfUltron

This franchise markets to a **mass-market: "Four-Quadrant"**



40%
Female



60%
Male

Age of Ultron

50% Under 25 / 50% Over 25

Man of Steel

38% Under 25 / 62% Over 25

The witty script balances darker themes, making the film more family-friendly.

Brands should take note of the franchise's focus on an active, healthy lifestyle and themes of teamwork. Successful partnerships with this franchise in the past are as diverse as insurance companies and fruit juices, makeup brands and gadgets; there is opportunity to reach both children and their parents.

