

This is the incredible story of an ex-con turned world-saving Super Hero.

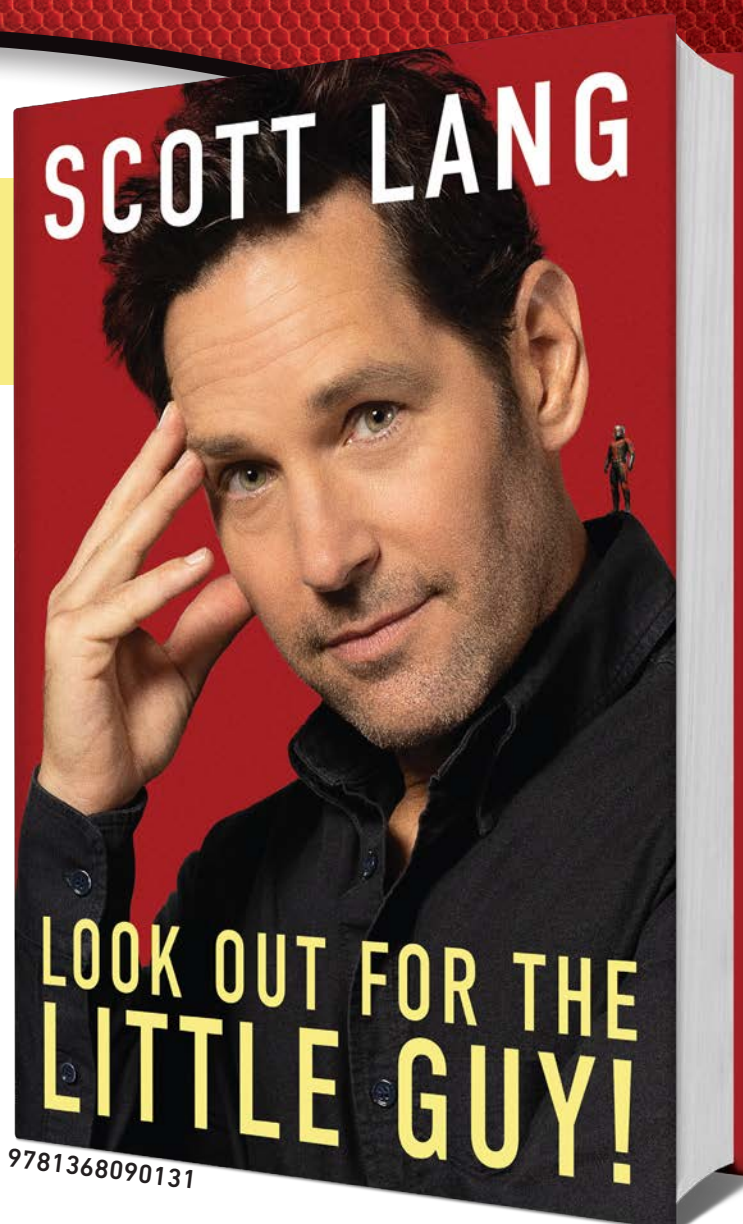
# LOOK OUT FOR THE LITTLE GUY!

**“Introduces the man behind the hero, and the hero I call friend.”**

—Bruce Banner, fellow Avenger

## KEY PROMOTION

- Pre-pub campaign in 5+ waves, including movie launch, Disney+ release, Comic Con, on-sale, and holiday
- Retailer support with in-store window posters, front table displays, etc.
- Amazing support from Marvel.com and Marvel social media platforms, Ant-Man, Disney+, Disney Movies at Home — 384 million+ reach!
- National consumer advertising campaign across multiple platforms, February through holiday
- San Diego and New York Comic Con activations and promotion
- Bookpage, CALIBA, and NAIBA holiday ads
- Gift guide pitches



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 HYPERION AVENUE

 MARVEL STUDIOS

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# LOOK OUT FOR THE LITTLE GUY!

On Sale  
**9/5/23**

## MARVEL'S INCREDIBLE 211+ MILLION REACH!

- Social media campaign on Marvel.com and Marvel and Ant-Man social channels (2/20, 5/16, 9/6)
- Marvel.com Announcement: <https://www.marvel.com/articles/movies/scott-lang-memoir-look-out-for-the-little-guy>
  - Marvel: 690.9K likes, 804 comments across platforms
  - MarvelStudios: 297K likes, 837 comments across platforms
  - AntManOfficial: 286.8K likes, 547 comments across platforms

### @Marvel:

Facebook: 33.7M

Twitter: 17M

Instagram 67.4M

YouTube: 20M

### @MarvelStudios:

Facebook: 8.5M

Twitter: 13.2M

Instagram: 38.4M

### @Ant-Man:

Twitter: 13.3M

Instagram: 354K

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