

# marvel

A Case Study

## MISSION:

Serve as Marvel Studios sole music solution and sonic curator for the studio as a brand, major films, including soundtrack services, as well as other products.

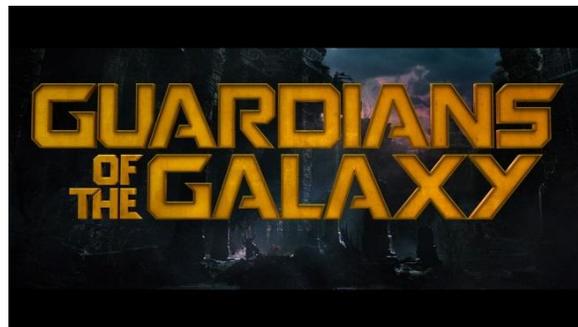
Format has worked with Marvel since 2000.

## ACHIEVEMENTS:



Worked with filmmakers to help define the sound of Guardians of the Galaxy by using 1970s songs based on the main character's use of walkman and a mix tape his mother gave him, which thematically serves as a love letter to her son.

- The #1 album in the US for 3 weeks, recently triple platinum certified and grammy nominated.
- Film grossed over \$800 million Worldwide.
- The soundtrack rediscovered songs for younger generations of music fans landing 5 spots on the Spotify Viral 50 playlist, alongside other songs popular in the youth market.
- The soundtrack was landmark and record breaking - the first ever to reach #1 composed entirely of pre-existing music.



["Come and Get Your Love" - Guardians of The Galaxy](#)

# IRON MAN

Sourcing and connecting high level musical talent to all Marvel franchises; e.g., AC/DC for Iron Man.

- Iron Man 2 soundtrack reached #1 in 18 countries; first time ever that AC/DC contributed all of the music for a soundtrack, including original Bon Scott recordings.
- AC/DC's use of "Back in Black" in Iron Man exposed them to an entirely new generation of fans.



["Shoot to Thrill" - Iron Man](#)

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Identified composer and worked to develop timeless sonic logo for Marvel Studios incorporating nearly 70 years of Marvel's comic book history.



[Marvel Logo](#)

Actively advise Marvel Studios on all music choices for their marketing materials, including film trailers, TV spots and Comic Con events.

Identify and create a musical identity for each character in the Marvel Cinematic Universe.

- Marvel is unique in that every film interconnects on some level, and musical identity is critical and must be conceptualized well in advance.

Numerous Platinum & Multi-Platinum Soundtracks:

