

Following DC Comics' television campaigns for the New 52, Before Watchmen and The Girl With the Dragon Tattoo, Marvel announced this morning that it will take to the radio to promote its Marvel NOW! initiative. Commercials spotlighting such titles as Uncanny Avengers, Deadpool, Fantastic Four, All-New X-Men, Indestructible Hulk, Thor: God of Thunder, Captain America [...]

Read more: <http://robot6.comicbookresources.com/2012/11/marvel-launching-radio-campaign-to-promote-marvel-now/>