

Marvel: Multicultural and Always Connected

Working on the movie screens and on changing the world.

By Gbenga Adebija.

Nowadays it is hard to escape Marvel's next big project – not that we are complaining. For decades, the company has dedicated time, research and effort into producing masterpieces for our viewing pleasure. It would be wrong, however, to make light of these efforts as just trying to climb charts, make money or have good PR. I believe that the company has made [promoting culture, diversity and inclusion](#) in all their projects extremely important and that is why I admire them. The authenticity is there.

What is PR?

According to the PRSA, public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics. It is the ability to anticipate and interpret public opinion, and to use it to make key decisions. Over the past decade, [Marvel](#) has utilized the skill of knowing their audience and knowing how to properly market their projects in a grand PR strategy.

Nonprofit Partnerships

When you are worth more than 50 billion dollars, it would make sense to share, right?



Figure 1 Spiderman visits Make-A-Wish child battling cancer.

[Marvel has shared A LOT](#). They have partnered with Make-A-Wish, Starlight Children's Foundation, and Give Kids The World. These allowed kids to meet their heroes; literal heroes in the movies that they watch. Imagine being a kid and Spiderman and Thor come to see you and give you a hug.

Giving gifts to kids in critical condition and letting them feel more than their present conditions is something you can never take away from them.

Beautiful.

Diversity, Equity, and Inclusion



Figure 2 The Marvel universe of diverse heroes.

Sometimes, you can point out the fakeness. Have you ever looked at a PR Campaign, and seen feeble diversity attempts? Some companies literally just plug in someone or some people from different races in their stuff just to look like they are genuine. It's actually quite comical when you can point them out.

Again, this is why Marvel is admired. You cannot do that with them. This is a company that puts out quality campaigns, and it also reflects on their work. It's even in the numbers and accolades. Marvel's "Black Panther" is the third best grossing movie in MCU history, and is the first super hero movie to win an

Academy Award.

Feeble attempt detected? I think not!

Marvel has also put forward more diverse artists in their projects such as Mexican actor [Tenoch Huerta](#) in Black Panther: Wakanda Forever, Pakistan actress [Inman Vellani](#) in the Ms. Marvel miniseries, and many others across the industry from across the world.

This is the result of actually being genuine and passionate about your work. The awards will come when you actually care.

And they do.

Press Room

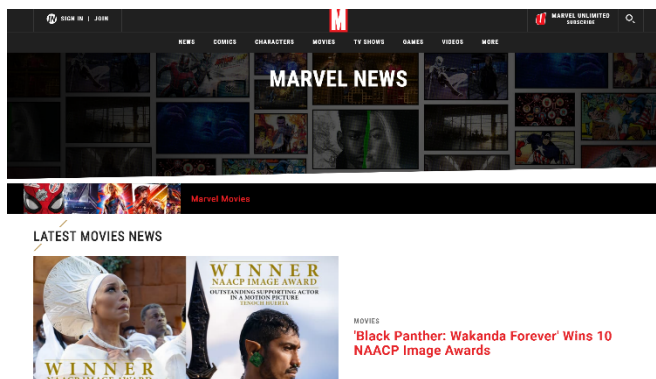


Figure 3 Marvel newsroom that shows interactive features and celebrates Black Panther accolades.

The [media room](#) might be the best one I have ever seen. It is not boring, and it doesn't only have investor relations information on it.

It is colorful and lively and captures the whole essence of the company.

The press room is better than most professional websites!

For once, as a public relations specialist, we can see information that we actually want to

click and read. It is fun, with comics and cartoons everywhere, but still gives you the information in a professional manner.

PR Heaven.

We could go on and on, but my characters are limited (and you would probably get tired of reading). Just know that in everything you do, be real about it. It will get you further than anything and anyone else.

About the Author



Gbenga Adebija is a public relations specialist in Denton Texas and is graduating with a degree in Journalism with a minor in Business in May 2023. He enjoys writing and learning about history. Gbenga wants to pursue a career in Digital Marketing after college.