



THE ULTIMATE RANKING

THE SUPERHERO & SUPER-EQUITY ANALYSIS.

Jung von Matt NERD & APPINIO present A VERY UNIQUE COMPARISON BETWEEN SUPERHEROES.
Hamburg, 26 February 2021

THE SUPER HERO SEASON HAS BEGUN!

JUNGVATT
appinio

This collage features several items related to Marvel's Phase 4: a screenshot of kino.de with a search for 'Filme, Kinos, Stars...'; a TVSPIELFILM article titled 'Das MCU regiert die Welt: „WandaVision“ stellt alle andere Serien in den Schatten'; a VARIETY article titled '„WandaVision“ Breaks Into Nielsen Top 10 Streaming Rankings'; a YouTube trailer for 'THE FALCON AND THE WINTER SOLDIER'; and a screenshot of a Joe Rogan podcast episode with the text 'WANDAVISION IS NOW OFFICIALLY THE MOST POPULAR TV SHOW IN THE WORLD'.

This collage features several items related to DC's Justice League Snyder Cut: a Looper article titled 'New Justice League Snyder Cut Trailer Is Breaking The Internet'; a screenshot of the HBO Max trailer; a screenshot of a tweet from Zack Snyder's Justice League; a screenshot of a tweet from Luiz Fernando stating 'That's it. The #SnyderCut trailer finishes 24hrs with 9.7M views on Twitter across #ZackSnydersJusticeLeague, #ZackSnyder, #HBOMax & #WarnerBrosUK on par with #GvK's 9.8M'; and a screenshot of a tweet from SnyderCut.com stating 'Justice League: The Snyder Cut Official Trailer #3'.

MARVEL HAS STARTED THEIR PHASE 4 WITH WANDAVISION & Co. ...

... WHILE **DC** IS ABOUT TO LAUNCH THEIR FLAGSHIP.

SUPERHEROES WILL BE BIGGER THAN EVER. BUT WHO IS THE BIGGEST?

There is no question, that superheroes have become a bridge between nerd culture and mainstream. Franchises like Marvel and DC have the highest reach and are able to make the whole world talk about their stars, their heroes. Especially the recent launch of just the Trailer for the upcoming Snyder's Cut of Justice League shows how much of an impact superheroes and their franchises have. All while TV shows like Wandavision change the landscape and perception of future series in general.

We wanted to go a step further and not focus on the single dimension of reach, because each superhero has a unique personality and fans are emotionally attached to them. This study was made with the intention to broaden the view about superheroes and show how they can offer brands much more besides their blatant reach and popularity.

What does that mean for brands?

Today's brands want reach and connect with customers and that's where the various attributes of superheroes can shine. This study shows that brands can find their fitting counterpart by combining their characteristics with brand values and missions. This way brands are able to visualize their personalities through superheroes and connect with the fans on an emotional level.

SUPERHEROES IN GERMANY

99%

Know at least one superhero **by name**

73%

Call themselves a **fan** of at least one superhero

70%

Call themselves a „**hardcore**“ fan of at least one superhero



88%

The **best-known** figure is **Spiderman**

The **most popular** figure is **Spiderman**

27%



10%

Nightcrawler ranks low at the end in terms of popularity...

TOP 10

PROMINENCE

How well do you know the following superheroes?

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88%

SPIDERMAN



87%

SUPERMAN



86%

BATMAN



80%

HULK



76%

IRONMAN



66%

WONDER WOMAN



66%

THOR



51%

AQUAMAN



51%

FLASH



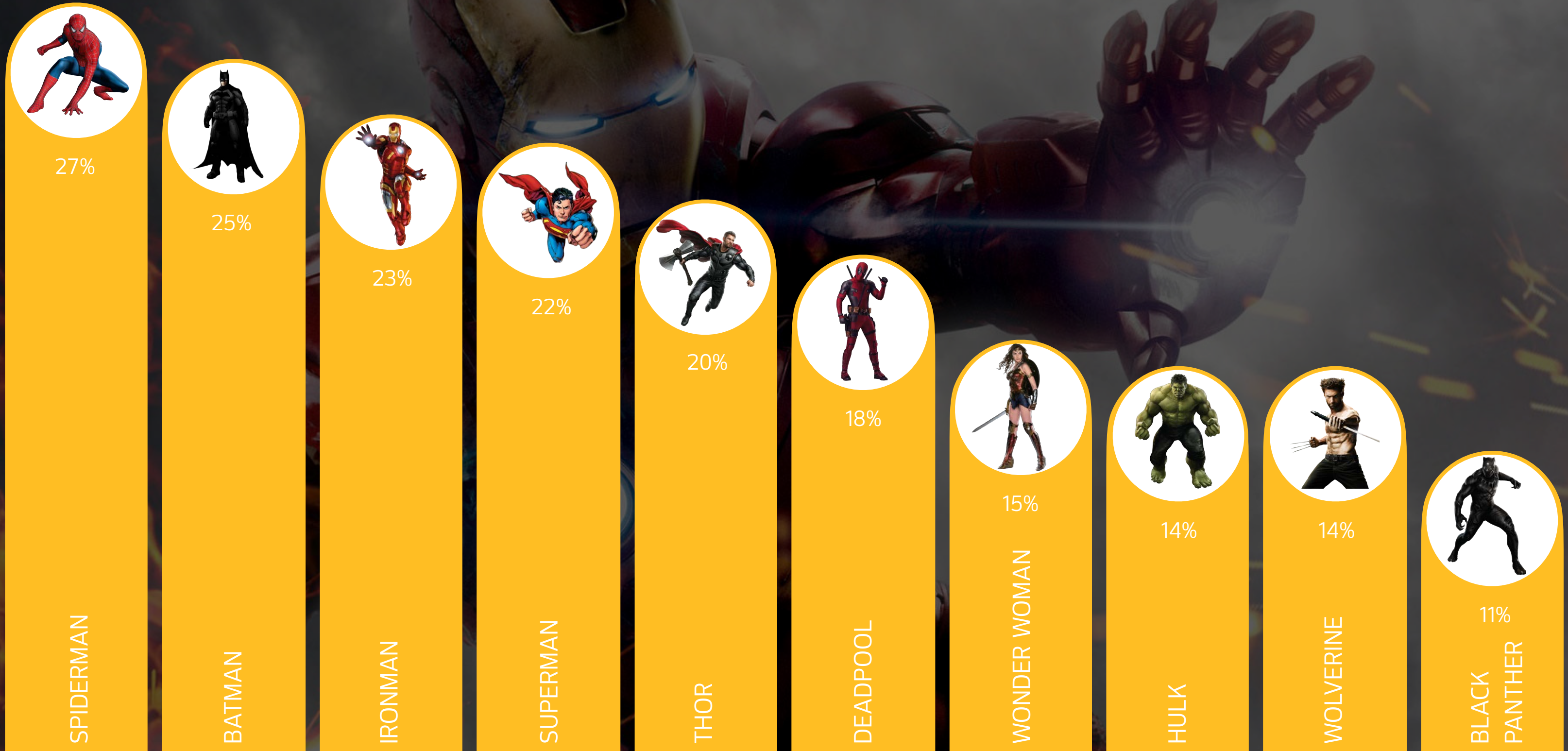
51%

WOLVERINE

TOP 10

POPULARITY

How much do you like the following superheroes?



TOP 03

TOP FAVORITES BY AGE

If you had to decide, which of these superheroes is your absolute favorite?

16-24y

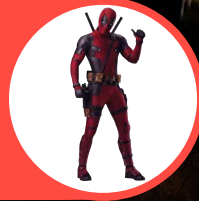
SPIDERMAN

19%



DEADPOOL

18%



IRONMAN

10%



BATMAN

20%



35-44y

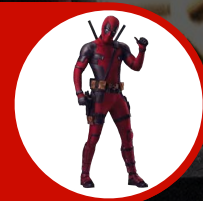
IRONMAN

12%



DEADPOOL

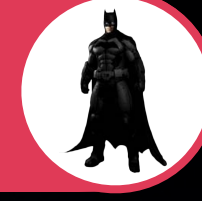
10%



25-34y

BATMAN

16%



DEADPOOL

14%



SPIDERMAN

12%



BATMAN

16%



45-65y

SUPERMAN *

15%



SPIDERMAN

12%



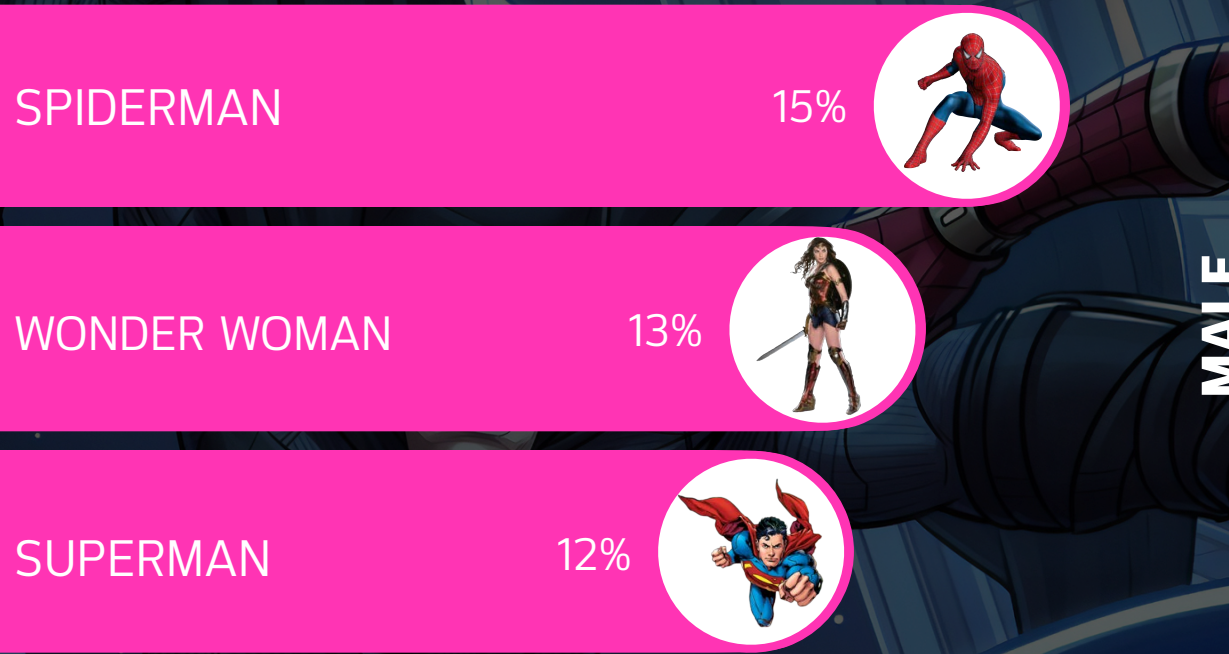
* = ONLY IN THIS AGE GROUP

TOP 03

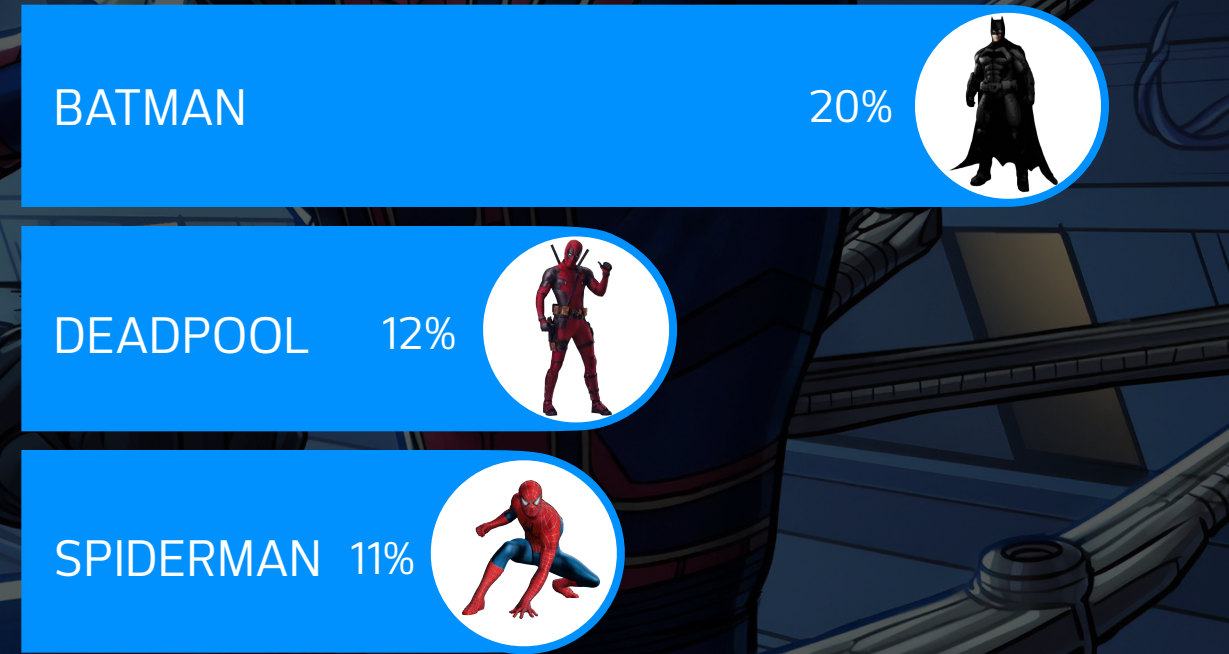
TOP FAVORITES SPLIT BY GENDER

If you had to decide, which of these superheroes is your absolute favorite?

FEMALE



MALE



TOP 03

SUPERHEROES BEING SOCIAL

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BEST BUDDY

Which of the superheroes would you befriend?



26%

BATMAN



26%

SPIDERMAN



24%

SUPERMAN

BEST BRAWLER

Which of the superheroes would you like to bring to a bar fight?



25%

HULK



16%

THOR



13%

DEADPOOL

TOP 03

SUPERHEROES GOING WILD

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appinio

TOP PARTY PLUS ONE

Which of the superheroes would you go on a party with?



29%

WONDER WOMAN



23%

SPIDERMAN



21%

BATMAN

BEST TO GO OUT WITH

Which of the superheroes would you like to drink a beer with?



22%

BATMAN



22%

THOR



19%

DEADPOOL

TOP 03

TOP PARTY PLUS ONE SPLIT BY GENDER

Which of the superheroes would you go on a party with?

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FEMALE

WONDER WOMAN

30%



SPIDERMAN

25%



BATMAN

21%



MALE

WONDER WOMAN

28%



BATMAN

21%



THOR

21%

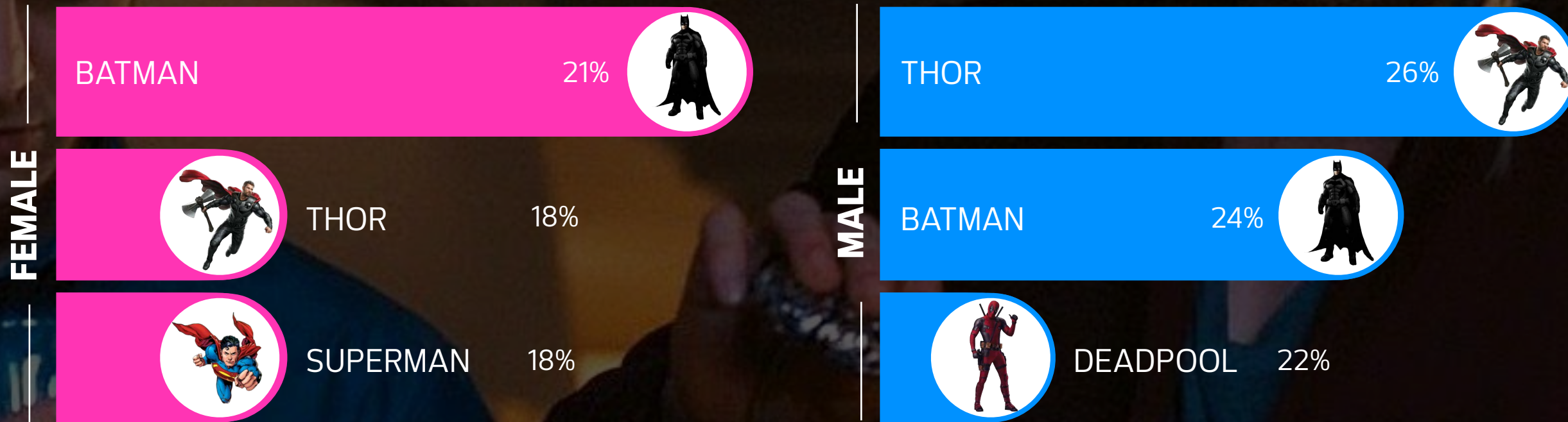


TOP 03

BEST TO GO OUT WITH SPLIT BY GENDER

Which of the superheroes would you like to drink a beer with?

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ABOUT JVM NERD:

THE NEW KID ON THE BLOCK: WE CURATE A NEW POP CULTURE FOR A NEW GENERATION!

Games Wirtschaft POLITIK WIRTSCHAFT SPORT GAMESCOM 2020 EVENTS KARRIERE MARKETING & PR

Start · Marketing & PR · JvM/Nerd: Jung von Matt gründet Popkultur-Sparte

MARKETING & PR

JvM/Nerd: Jung von Matt gründet Popkultur-Sparte

20. Januar 2020



Handelsblatt Digital Health 4 Wochen kostenlos

GAMING, COMICS, POPKULTUR

Werbeagentur Jung von Matt zielt mit neuer Tochter auf die Nerds

Toan Nguyen gründet innerhalb des Unternehmens eine Agentur für „digitale Popkultur“. Im Fokus von „JvM/Nerd“ stehen Comic- und Computerspielfans.

Alexander Möthe

17.01.2020 - 04:01 Uhr · Kommentieren



HORIZONT Jung von Matt/Nerd: Toan Nguyen gründet Agent...

JUNG VON MATT/NERD

Toan Nguyen gründet Agentur für Fandom, Nerd- und Popkultur

von Tim Theobald
Freitag, 17. Januar 2020



MEEDIA MARKEN MEDIEN MACHER DATEN JOBS NEWSLETTER

Anzeige

17.01.2020 | 11:08 Uhr

JvM/Nerd: Hamburger Agentur setzt mit neuer Tochter auf digitale Popkultur



JvM/Nerd-Chef Toan Nguyen Foto: JvM

Jung von Matt springt auf den Zug der Gaming-, Nerd- und digitalen Popkultur auf und hat die Tochter JvM/Nerd gegründet. Die Vermarktungsberatung unter der

HORIZONT Randgruppenliebe: Warum Marketer den Nerd in ...

Santiago Campillo-Lundbeck

RANDGRUPPENLIEBE

Warum Marketer den Nerd in uns allen nicht unterschätzen sollten

Donnerstag, 05. März 2020

Fans der Serie "Big Bang Theory" werden sich freuen: Endlich gibt es eine Studie, die den Nerds offiziell attestiert, in der Mitte der Gesellschaft angekommen zu sein. Und so manche Marke wird mit Interesse registrieren, dass es hier auch attraktive Themen zur Markenkommunikation zu finden gibt, die auf den ersten Blick vielleicht nicht so naheliegend gewesen wären.



Business Punk WORK HARD. PLAY HARD.

DAS HEFT ABO-SHOP

RESSORTS DOSSIERS LUNCH-NEWS

SUCHBEGRIFF EINGEBEN SUCHEN

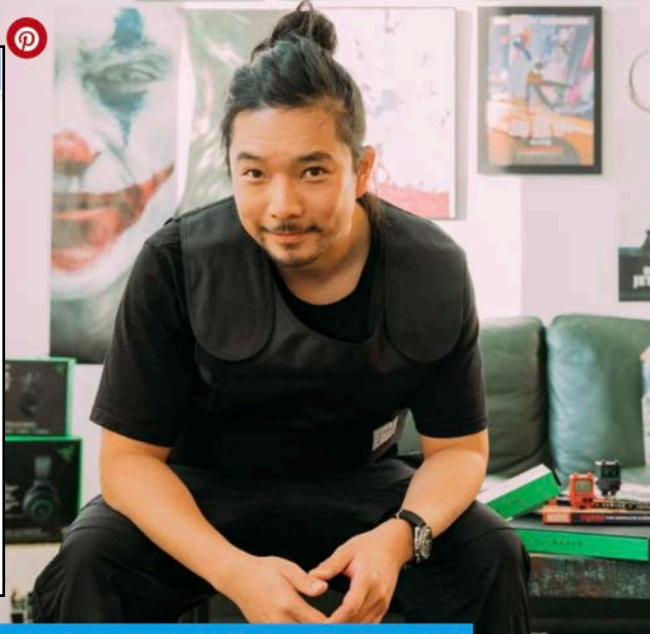
MARKETING AGENTUREN MEDIEN TECH KARRIERE SPECIALS W&+

JvM/Nerd

Jung von Matt gründet Agentur für Nerd-Kultur

Superhelden, Manga und SciFi sind längst Mainstream. Doch in der Werbung sieht man sie selten. Das will Toan Nguyen ändern und gründet unter dem Dach von Jung von Matt die Tochter JvM/Nerd.

Text: Verena Gründel
17. Januar 2020



W&+ SPECIALS EVENTS & AKADEMIE JOBS NEWSLETTER WHITEPAPER MEDIADATEN ABO MEHR

MARKETING AGENTUREN MEDIEN TECH KARRIERE SPECIALS W&+

JvM/Nerd

Jung von Matt gründet Agentur für Nerd-Kultur

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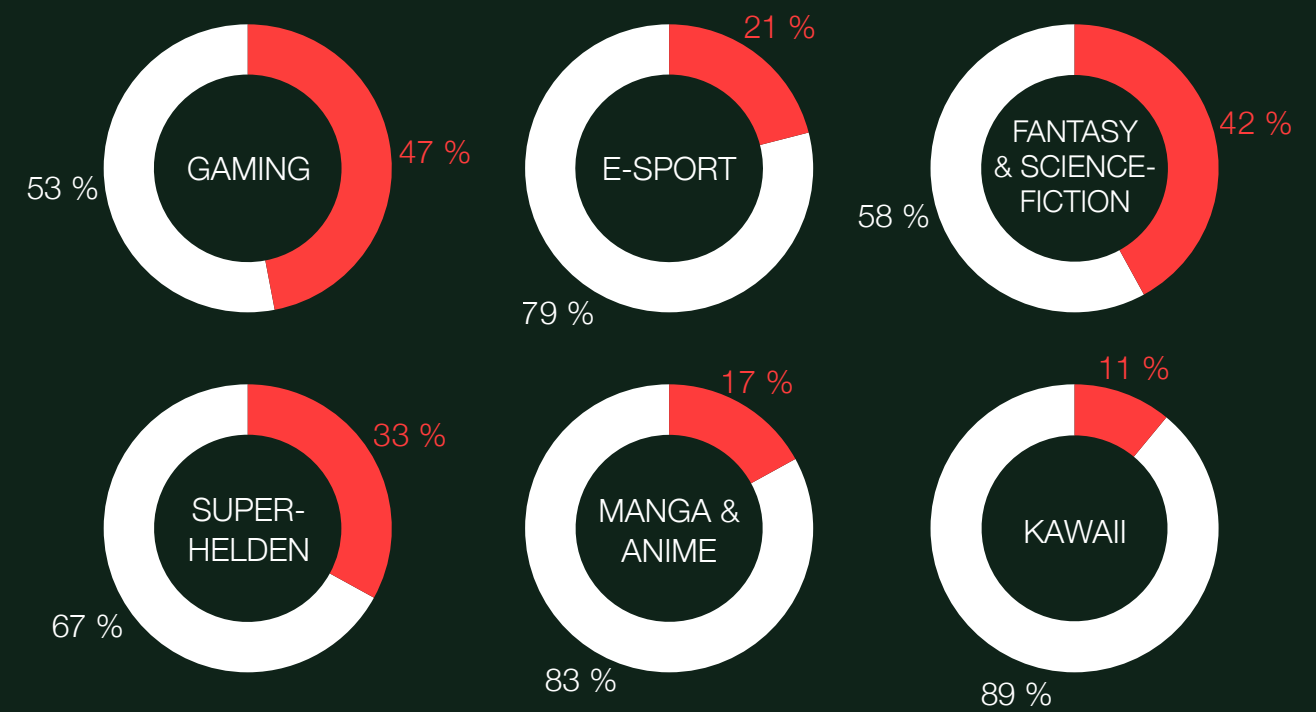


Das neue Sexy: Toan Nguyen über nerdige Werbung

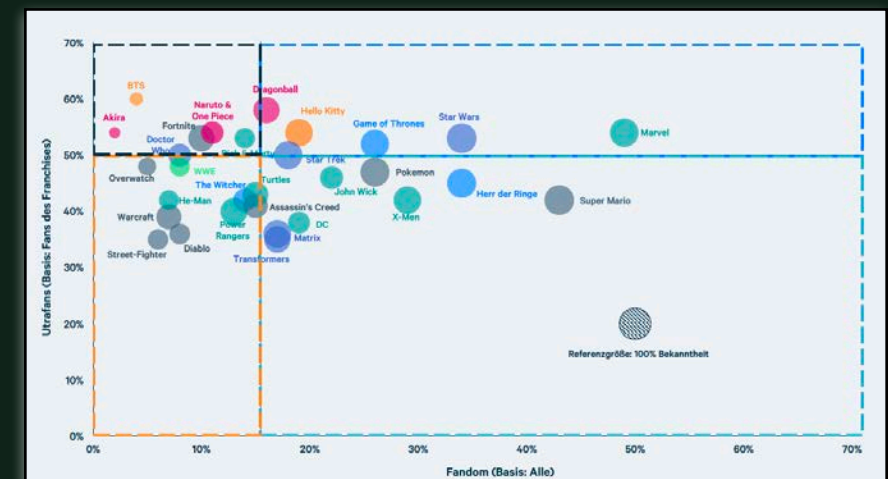
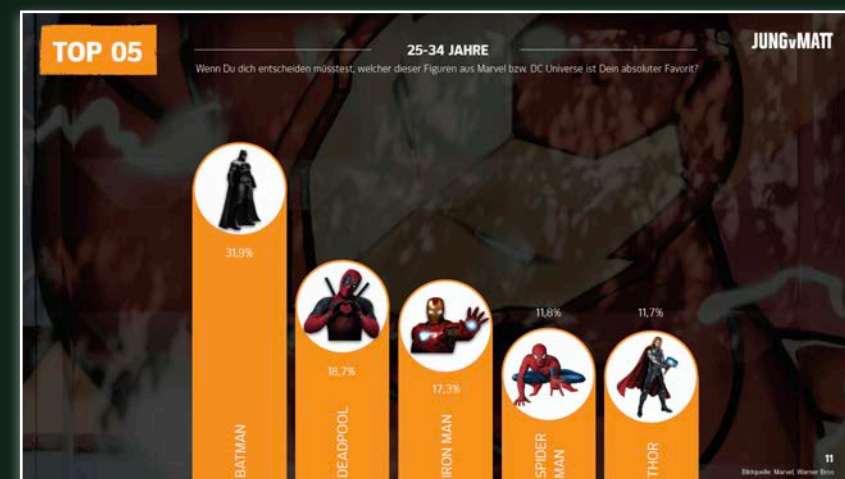
KEINE AUSGABE MEHR VERPASSEN!

NERDS LOVE DATA: WE HAVE THE BIGGEST DATA BASE ON FANDOM AND NERD CULTURE IN EU AND GERMANY.

FANDOM PENETRATION IN GERMANY:



Erst im Januar gegründet, will Jung von Matt/Nerd jetzt mit einer Grundlagenstudie zur Nerdkultur in Deutschland Agenda-Setting betreiben. Die von Innofact erhobene repräsentative Studie liefert umfangreiche Einblicke in eine Lebenswelt, die vielen Menschen erst über die Sitcom „The Big Bang Theory“ bekannt wurde. Und die wichtigste Botschaft für Markenartikler: In den Fankreisen der Nerds sind sie mit ihren Botschaften willkommen.





**DID JUNG VON MATT
IMPRESS YOU?
OVER TO YOU.**

IMPRINT

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JvM NERD

Written by: Anna Fassel

Approved by: Toan Nguyen