Archived X post (full text)

cinesthetic. (@TheCinesthetic)

Fri Sep 11 22:58:54 +0000 2026

https://x.com/TheCinesthetic/status/2098546855332467169

The original SPIDER-MAN (2002) Twin Towers teaser is one of the wildest pieces of movie marketing history.

It premiered before A KNIGHT·S TALE in May 2001 and showed Spider-Man catching a helicopter full of bank robbers in a giant web between the Twin Towers.

Sony pulled it after 9/11, along with the teaser poster featuring the towers reflected in Spider-Man·s eyes. The teaser footage was shot specifically for the campaign and wasn·t part of the finished film.

Attached teaser poster (from the X post media)



Frame from attached Twin Towers teaser video (helicopter in web)

