Prime Video Drops Fans Into the Marvelous World of Mrs. Maisel With a Sprawling Campaign



For three seasons, Prime Video's period comedy The Marvelous Mrs. Maisel has transported fans to late-1950s, early-1960s New York through ornate sets, detailed costuming and painstaking world-building by award-winning creators. To celebrate the arrival of season four, which debuted on Feb. 18, the streamer has fashioned a sprawling, thoroughly nostalgic campaign that immerses fans in the plucky comedian's universe.

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