

HELLO, NETFLIX

Couch Critics

December 10, 2024

COUCH CRITICS



Tymera Johnson



Airiana Dargan



Daria Bychkova



Gage Hensey



Jackson Crow



Now Playing

- 1. Situation Analysis*
- 2. Goals, Objectives, & Strategies*
- 3. Primary Research*
- 4. Creative Brief + Campaign Concept*
- 5. Creative Development & Activation*
- 6. Media Overview*



You Asked Us To...

Create a campaign to **generate excitement and buzz.**

Make 2025 the **most-watched year yet.**

What Is The Campaign Challenge?

Competition is **cluttered**.

Netflix is determined to stand out and **solidify its position as the top streaming platform of choice.**

What Is The Competition Known For?



Nostalgia, exclusivity



**WarnerMedia influence,
original content**



Live TV, versatile bundles



Quality originals, historic brand

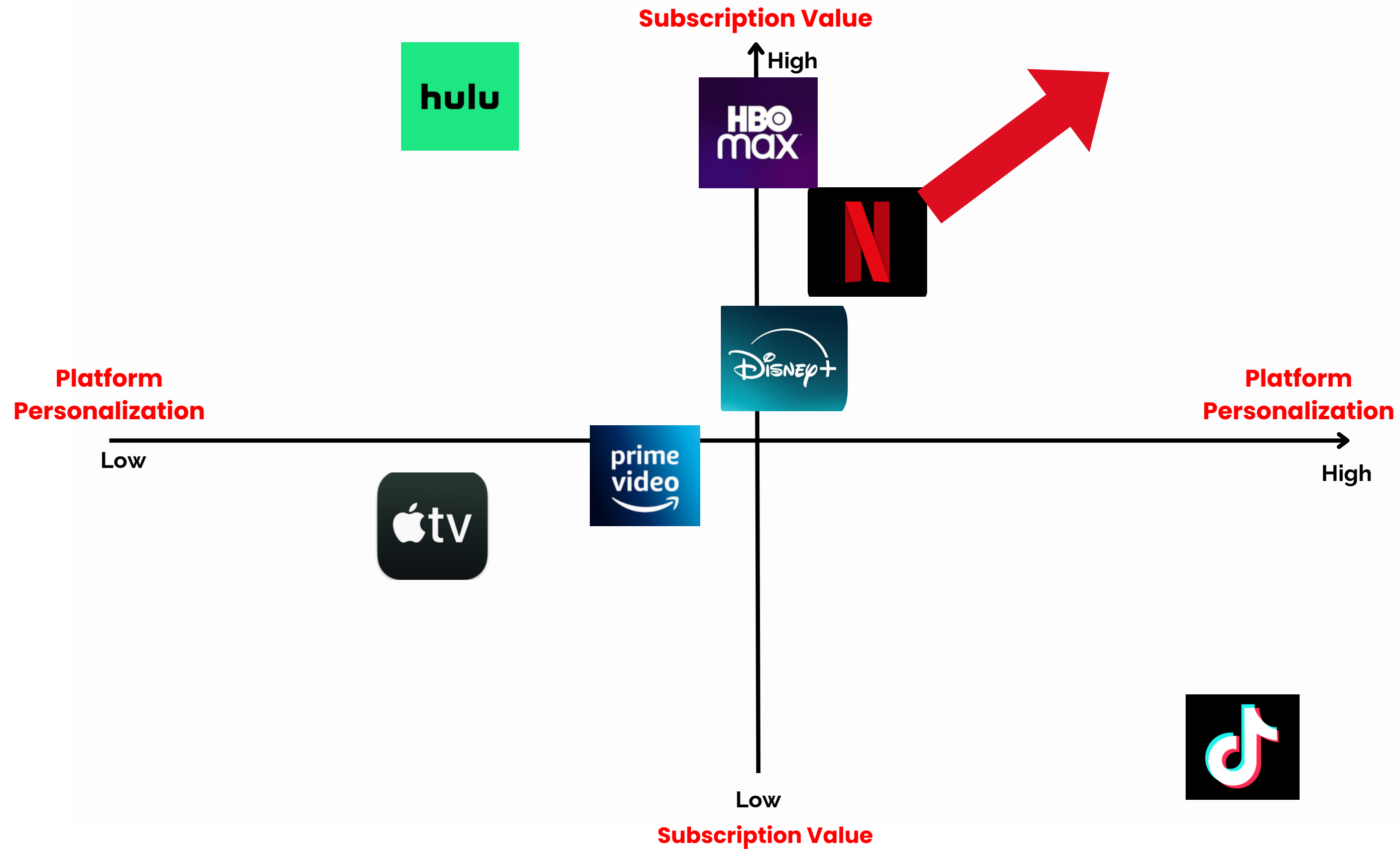


Amazon universe, bundle options



**Short videos for creative
expression and trends**

Competition is cluttered, our campaign will create the separation.



S

- **Market Leadership**
- **Original Programming**

O

- **Strategic Partnerships**
- **Interactive Content**

W

- **High Production Costs**
- **Subscription Costs**

T

- **Competition Imitation**
- **Streaming Bundles**

Target Audience

Individuals ages 18–34, who are passionate about streaming services and deeply engaged in fandoms, with a strong interest in trend-driven brands and celebrities.

Stream Seekers

- Stream Seekers show an interest in their **favorite brands and celebrities through digital media.**
- These viewers are **passionate participants in various fandoms.**
- Eager to stay on top of trends and **in the know** on what everyone is talking about.

MEET ALICE THE PARIS DREAMER

- Caucasian, Age 34
- A happily married mom with one kid (115)
- A great fan of drama-filled shows (169)
- Enjoys a glass of dry red in hand (124)
- Prefers watching reels from fashion influencers on Instagram (215)

N SERIES

YOU EMILY
IN PARIS
SUITS



MEET RYAN THE CREATIVE STRANGER

- African-American, Age 35
- Full-time as a marketing manager (111)
- Ryan and his partner Alex take immense pride in their home (104)
- Loyal Netflix subscriber for years, and it's their favorite way to spend time together (115)
- A passion for traveling (106)

**STRANGER
THINGS**

N SERIES
LOVE
IS
BLIND

N SERIES
DREAM HOME MAKEOVER



MEET AMY THE ROYAL LADY

- Caucasian, Age 27
- A proud mom of two little kids (117)
- She is following a lot of celebrities on social media (166)
- She cherishes moments spent with her friends, sipping tea because of her love for period dramas and royal aesthetics (131)

N SERIES

BRIDGERTON

N FILM

MISS AMERICANA

TAYLOR SWIFT





GOALS, OBJECTIVES, & STRATEGIES

Our Overall Goal

Our goal is to **solidify** Netflix as the leading streaming service that **bonds communities** of Stream Seekers.

Objectives To Reach Our Goal

1

Create campaign to launch new programming that increases engagement by 15% from FY24.

2

Create new & improved partnerships that lead to 40% talent/creator shares increase.

3

Become the top trending entertainment topic across socials nationwide.

Create campaign to launch new programming that increases engagement by 15% from FY24.

- **Empower** the Netflix community by giving consumers a voice in content decisions, through fan engagement and polling.
- **Foster** a sense of exclusive engagement by elevating the experience for premium subscribers by boosting anticipation and allowing for early access content.
- **Strengthen** local community engagement around high index cities through immersive venues that deepen emotional connection for viewers.

Create new & improved partnerships that lead to 40% talent/creator shares increase.

- **Leverage** cross-industry alliances to expand service offerings and drive high growth for creator shares.
- **Activate** brand collaborations to strengthen creator influence and audience loyalty.
- **Establish** deeper brand love by integrating interactive content through the impact of influencers.

Become the top trending entertainment topic across socials nationwide.

- **Tease** exclusive content of upcoming releases on social platforms.
- **Utilize** hashtags to encourage conversation around fan content.
- **Increase** cultural relevance through influencer collaborations.



PRIMARY RE-SEARCH

Survey Overview

- **Qualtrics XM** software.
- Quantitative survey **distributed via social media and convenience sampling.**
- Focus on the **overall moods about streaming and social media's influence** on viewing choices.
- Purpose was to **gather insights for final results.**

Survey Overview

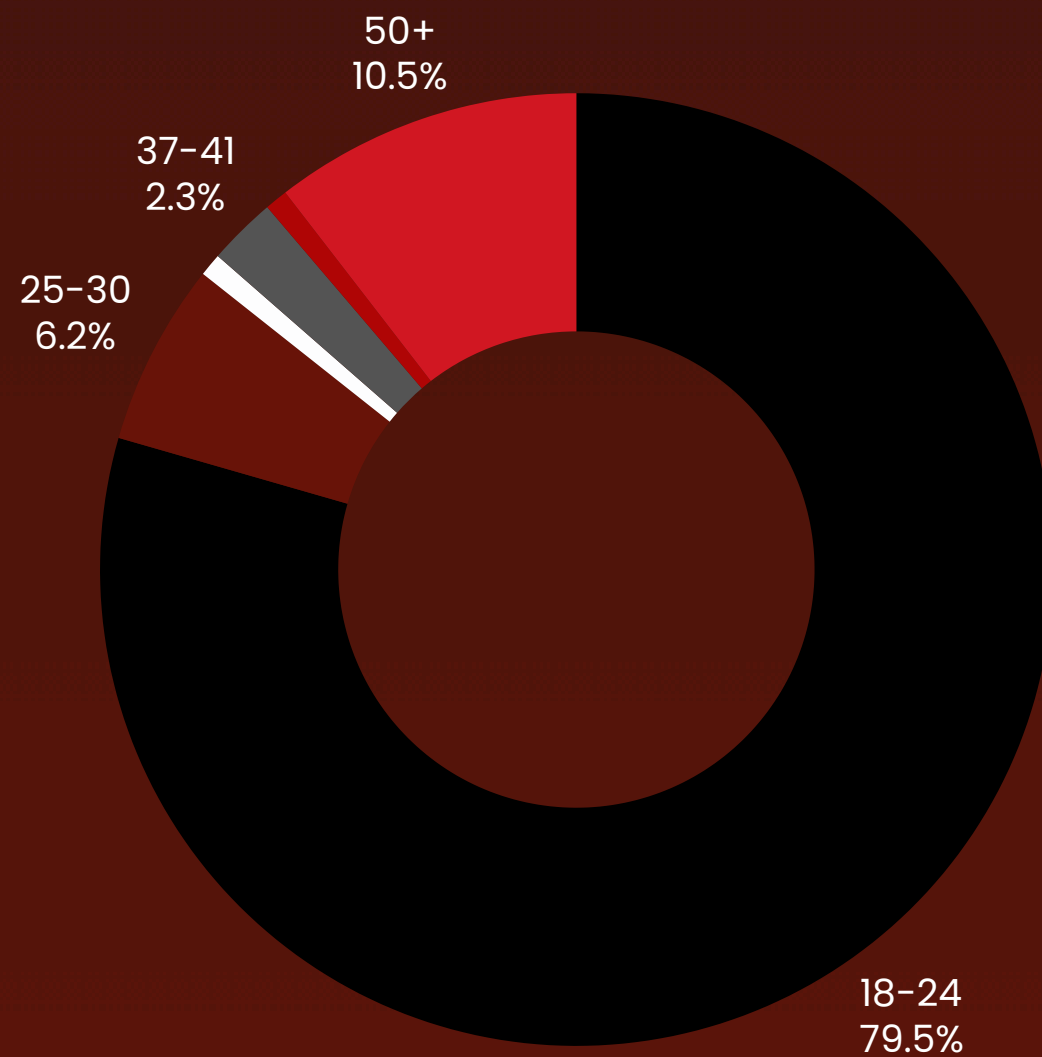
268

QUALIFIED RESPONDENTS

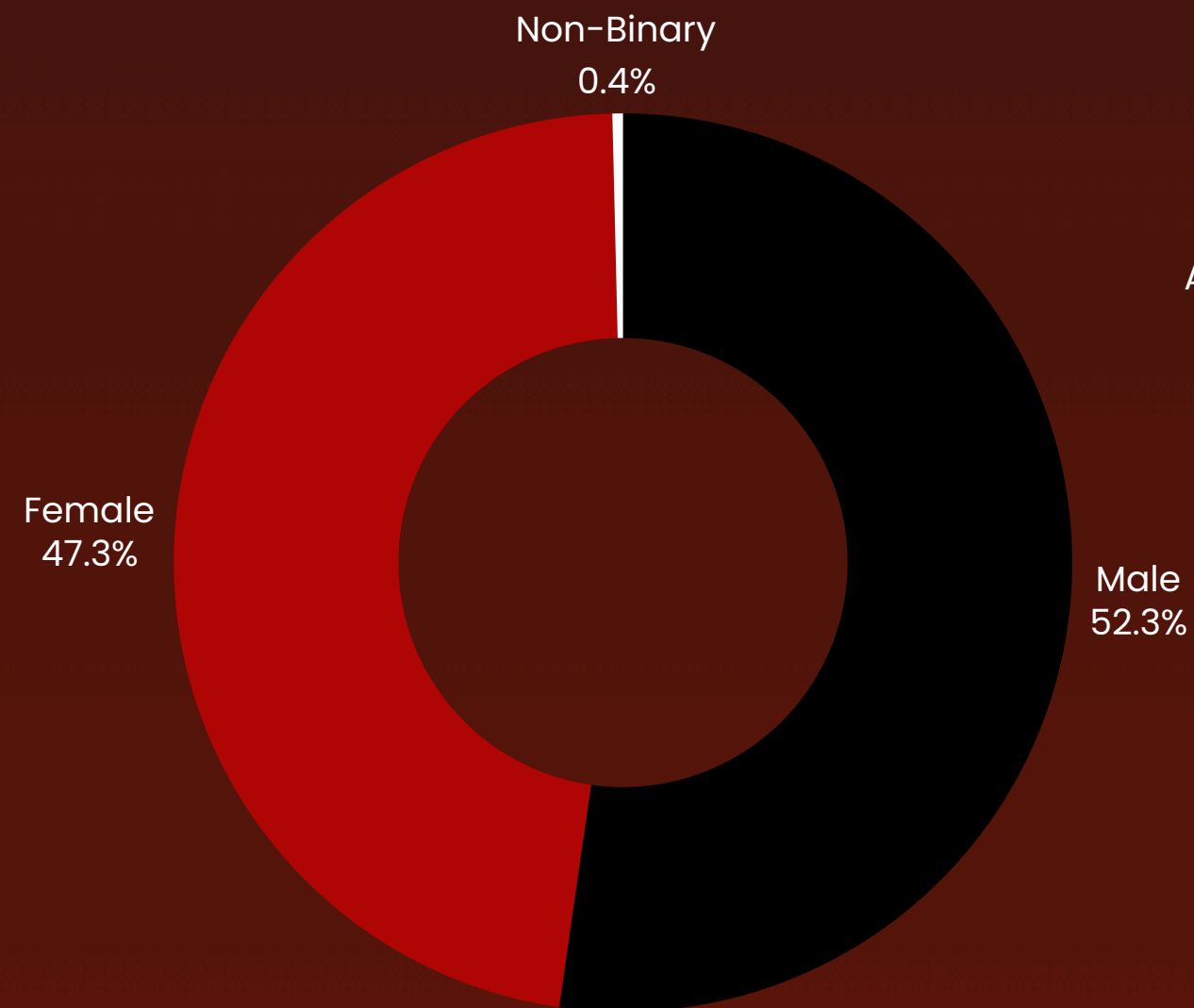
Aged 18 to 50+

Demographics

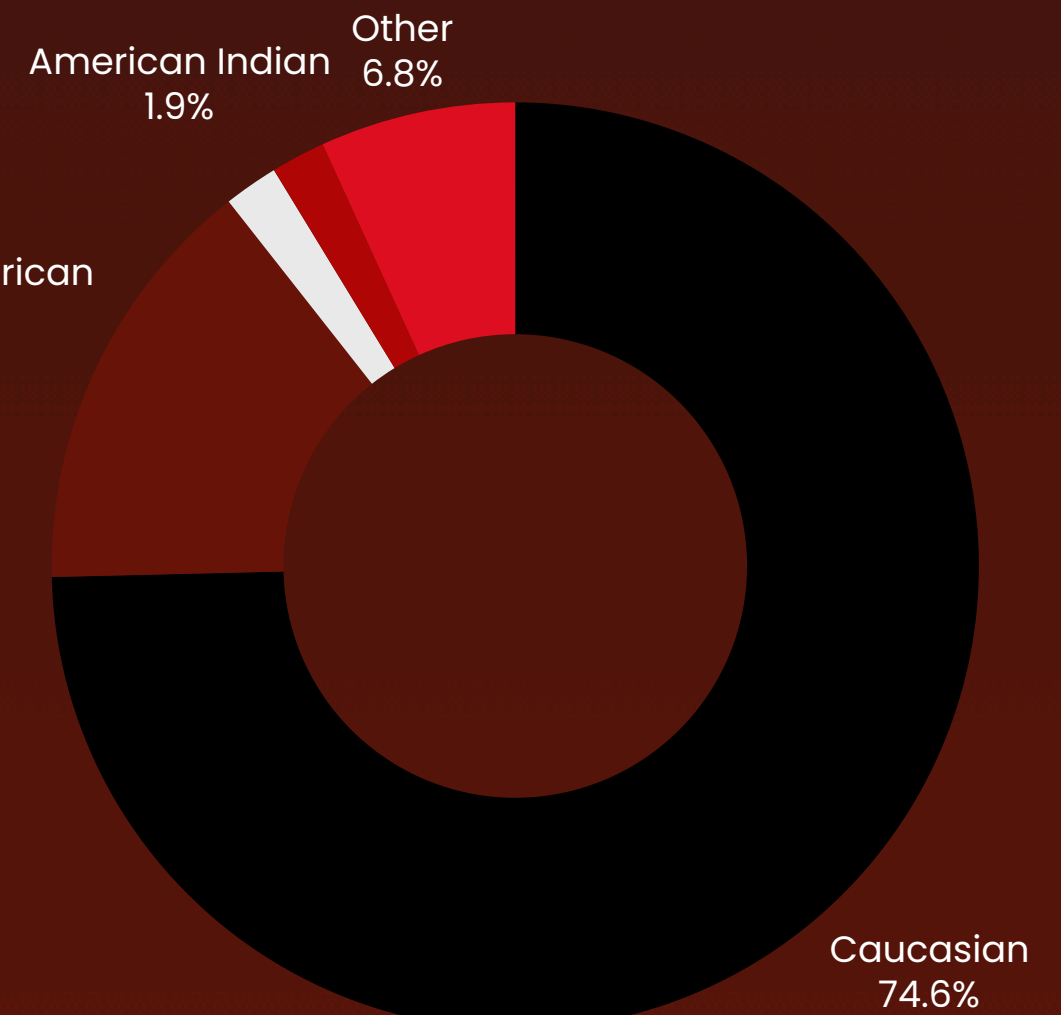
Age



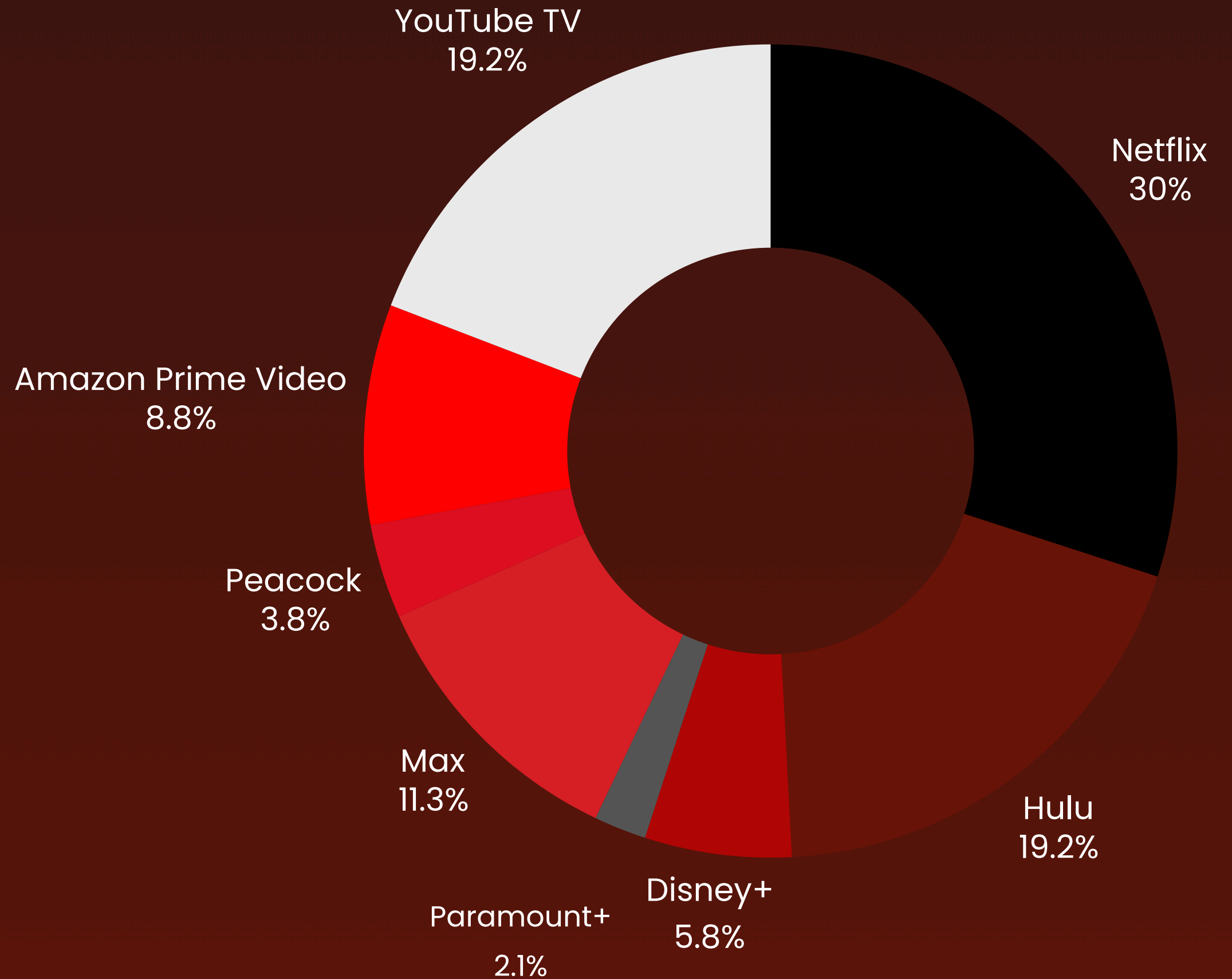
Gender



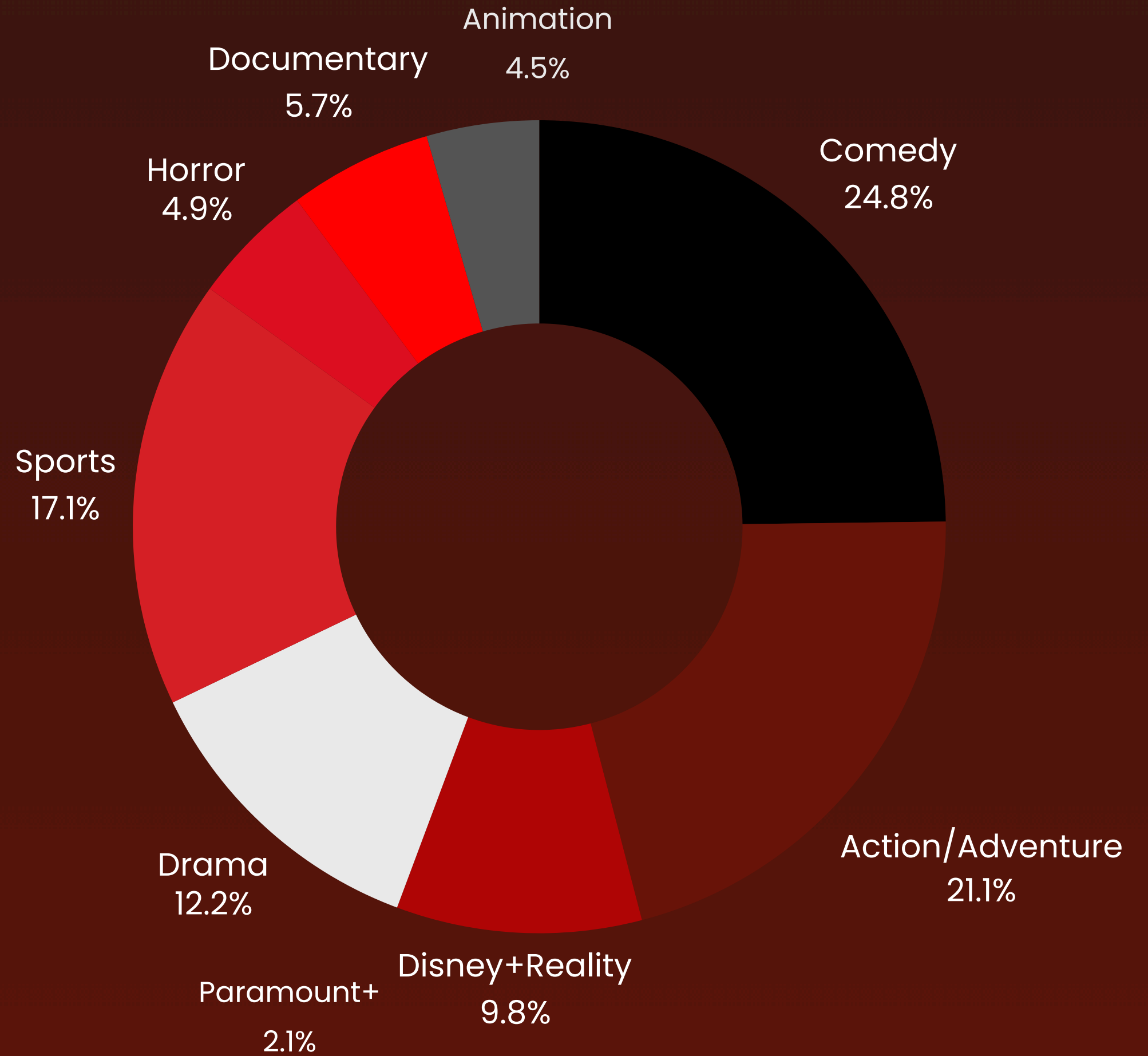
Ethnicity



What Is Your Favorite Streaming Platform?



What Is Your Favorite Genre Of Content?



Are

You A

Binge

Watcher?

No
41.3%

Yes
58.7%



How Much

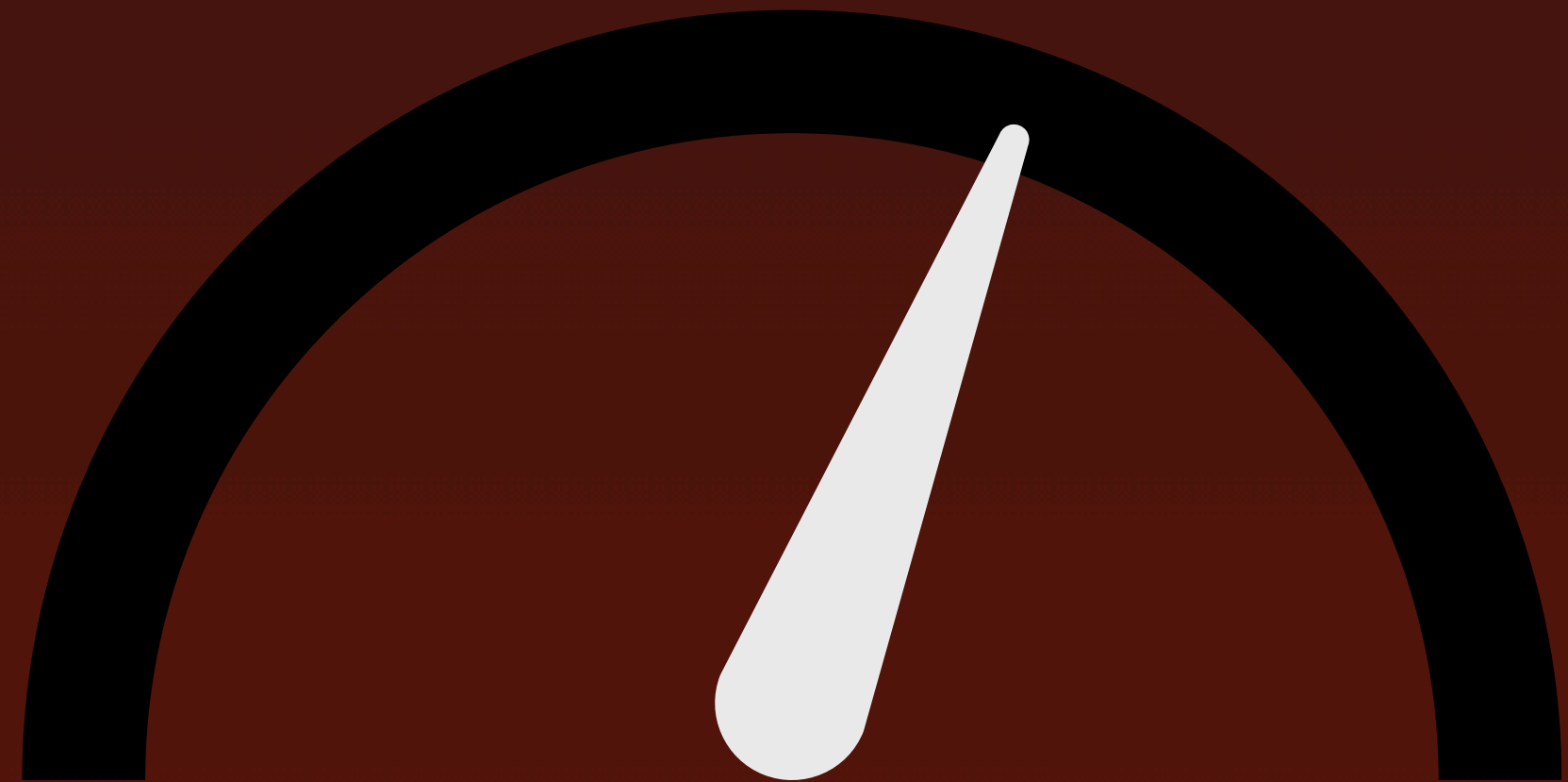
Do You

Agree With

the

Statement:

**“Content Trending on Social Media
Influences Me To Watch.”**



67.8/100

Survey Insights

Demographics

The survey shows that the primary target audience are young adults aged 18-34.

Relatively balanced gender distribution.

Heavily surveyed Caucasian demographic.

Streaming Service Preference

Netflix leads as the most popular streaming service with a high subscription rate and preference.

Social medias influence plays a crucial role in discovery of content surpassing traditional advertising methods.

Content Consumption

Binge watching is a common behavior practiced.

Comedy and Action/Adventure rank as the most popular genres.

Focus Group Overview

2

FOCUS GROUPS

16

QUALIFIED RESPONDENTS

Aged 18 to 47 prefers Netflix as
#1 streaming service or they are
a Netflix subscriber

What We Learned...

FEELINGS TOWARDS NETFLIX:

“Sometimes I get overstimulated and feel drowned by the wide variety. But I love their original content, the upcoming seasons definitely convince me to stay and I enjoy the anticipation being built around the releases.”

-Caroline, 27, Hispanic Female, Netflix Loyalist

WHERE TO FIND NEW CONTENT TO WATCH:

“I mostly find out about new shows through social media. TikTok ad’s, TikTok videos created by fans or influencers, or through scrolling on Instagram. It’s the best way to stay up-to-date.”

-Parker, 21, Caucasian Male, Netflix User

What About Social Media?

SOCIAL MEDIA INFLUENCE:

“I am easily influenced by what social media has to say. If a show is trending, I almost always try to watch it. Even my roommates will see the same videos and want to watch it. I do not want to have F.O.M.O. (fear of missing out).”

-Hayden, 21, Caucasian Female, Netflix Loyalist

“I tend to learn about new shows on things like TikTok and Instagram but have also heard from tv show ads on live TV. If something is trending, it usually means it's good and I'll at least check it out.”

-Nikhil, 18, Asian Male, Netflix User

“I would say I am definitely influenced by social media. Whatever is trending currently, I will check it out. I want to stay in the loop of things, and usually if it's popular it must be good.”

-Starr, 34, African American Female, Netflix Loyalist

Where The Light Bulb Started To Flicker:

THRILLING/EMOTIONAL EXPERIENCES:

“Human connection is a thrilling emotional experience I have. I like to bond with friends and family, because I cherish my relationships and getting to know people on a personal level.”

-Albert, 22, African American Male, Netflix Loyalist

1-1 Interview

22

1 - 1 Interviews

Aged 18 to 50+

1-1 Interview Overview

- **22 participants**, aged 18-58, within target demographics.
- Focus on engagement with streaming and **Netflix's role in media habits.**
- Convenience sampling for **diverse perspectives.**
- Align campaign with **audience expectations and behaviors.**

1-1 Interview Findings

- **Stream Seekers value Netflix's content convenience.**
- **Platform aesthetics increase user engagement.**
- **Frequent content updates attract interests.**
- **Content recommendations create effortless viewing experiences.**
- **Effective advertising makes the subscription worth it.**

1-1 Interview Findings

STREAM SEEKERS VALUE CONTENT VARIETY AND CONVENIENCE

“The ‘Continue Watching’ tab is my favorite feature because I enjoy watching multiple series at once. It’s so convenient to have them all lined up in one place, and it’s easy to see where I left off.”

— Jacob, 22, Caucasian Male

PLATFORM AESTHETICS INCREASE USER ENGAGEMENT

“I’m really into the aesthetics of the interface. I love the colors Netflix uses, the icons, the user-friendly search and recommendation system. How does it always guess what I prefer?”

— Polly, 29, Caucasian Female

1-1 Interview Findings

NETFLIX RECOMMENDATIONS CREATE EFFORTLESS VIEWING EXPERIENCES

“Netflix knows my taste so well that the shows it recommends are usually spot-on. If I see something similar to what I just finished, there’s an 80% chance I’ll watch it.”

— Cithera, 28, Trinidadian Female

EFFECTIVE ADVERTISING MAKES THE SUBSCRIPTION WORTH IT

“I prefer Netflix’s interface over other streaming services. It’s good at advertising the latest releases, but they could improve by not repeating the same options. Still, I think the subscription is worth it.”

— Albert, 22, African-American Male

Ethnography Overview

- To better analyze and evaluate our Stream Seekers behavioral habits, Couch Critics **conducted 1 ethnography.**
- Our research methods included **viewing experience and selection process.**
- Through these ethnography methods, Couch Critics gained better insight by **observing Stream Seekers in their comfortable environment.**

What Did We Learn?

- Stream Seekers typically choose their content based on **recommendations and trailers.**
- Our Stream Seekers that we observed spend about **5 - 10 minutes searching before making a selection.**
- They feel confident in their choice about half the time, trusting that a **trending show, good description or an enticing trailer** signals a satisfying viewing experience.



CREATIVE BRIEF + CAMPAIGN CONCEPT

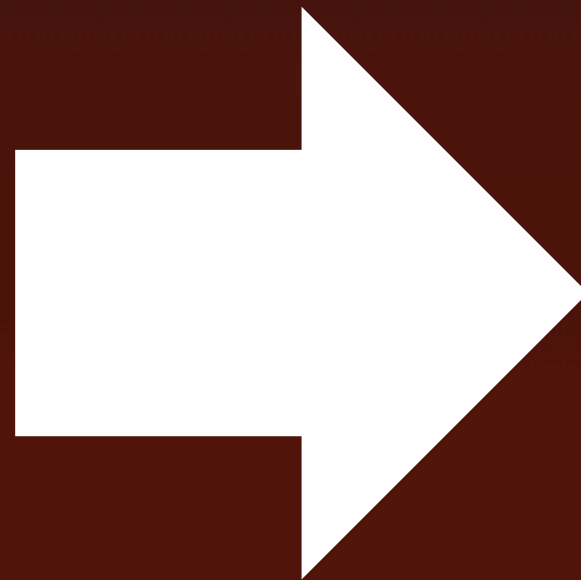
Key Consumer Insight

"I'm overwhelmed with choices, but none of them seem to excite me anymore."

From



**“Netflix is not
feeling fresh.”**



To



**“Netflix has the most
thrilling content and
experiences.”**

Main Message

- From the moment you press play, **Stream Seekers everywhere will be talking about Netflix shows and movies**, highlighting the exclusivity of immersive and thrilling worlds.
- Ultimately, **disrupting the streaming industry, making 2025 programming the biggest cinematic streaming experience ever!**

Reason To Believe

- The 2025 programming taps into what Stream Seekers love—highly anticipated shows, celebrities, and **fresh experiences that keep them at the forefront of culture.**
- With exclusive content, fan-favorite returns, and a diverse lineup of new releases, **Netflix offers Stream Seekers the ultimate destination for trend-setting entertainment.**

THE BIG IDEA

NETFLIX IS CALLING



Join the story beyond the screen.

- “Netflix Is Calling” invites Stream Seekers to **embrace a sense of curiosity and anticipation** for what’s about to come.
- An invitation to join the story beyond the screen, positioning Netflix as a brand with **bold, immersive content**.
- The call could represent discovering **new favorite shows, unexpected twists, or an invitation to dive into an immersive world**.
- This campaign represents an **ongoing journey, always delivering fresh and exciting content** for fans to explore.
- A call that Stream Seekers **can’t resist answering**.



*Creative
Development
& Activation*

Television

- 60 second commercial brings **the big idea to life** in an exciting and engaging way.
- A Stream Seeker who is overwhelmed with options gets an **unexpected call**, leading to a montage of Netflix characters saying **"Hello."**
- Highlights Netflix's **exclusive, conversation-starting experiences that brings fans together.**
- Showcases 2025 programming as the ultimate cinematic streaming experience, **setting the tone for the campaign.**

“Hello” Commercial



Continuing the call: Hotline Mystery



Notable Netflix actors will receive phones in the mail **beginning January 1st.**

They will then spread the news via social media **creating buzz and mystery** regarding what the phones could possibly mean for fans.



This will lead into media & creative activation, encouraging Stream Seekers to engage in communities of fandoms where they will be **entered to receive a phone of their own in the mail based on interaction and attendance.**

Once a Stream Seeker is chosen, they will receive a package in the mail containing the red phone and a card with the number **1-800-NET-FLIX.**



Once called, they have the chance to be **randomly connected between 12PM - 5PM PST on Saturday, January 25, 2025 to one of Netflix's most coveted actors.** If they are not connected to a live call, a recording will play of an actors voice encouraging them to continue to join the story beyond the screen.



GaténMatarazzo · Following
Los Angeles



656,343

GaténMatarazzo Look what just came in the mail! Who else got a call?? #Netflixiscalling #landline

View 34,678 comments



Add a comment...

32 minutes ago

Gatén Matarazzo from Stranger Things posting his Hotline Mystery package to Instagram, generating buzz and mystery around what it could mean for fans.



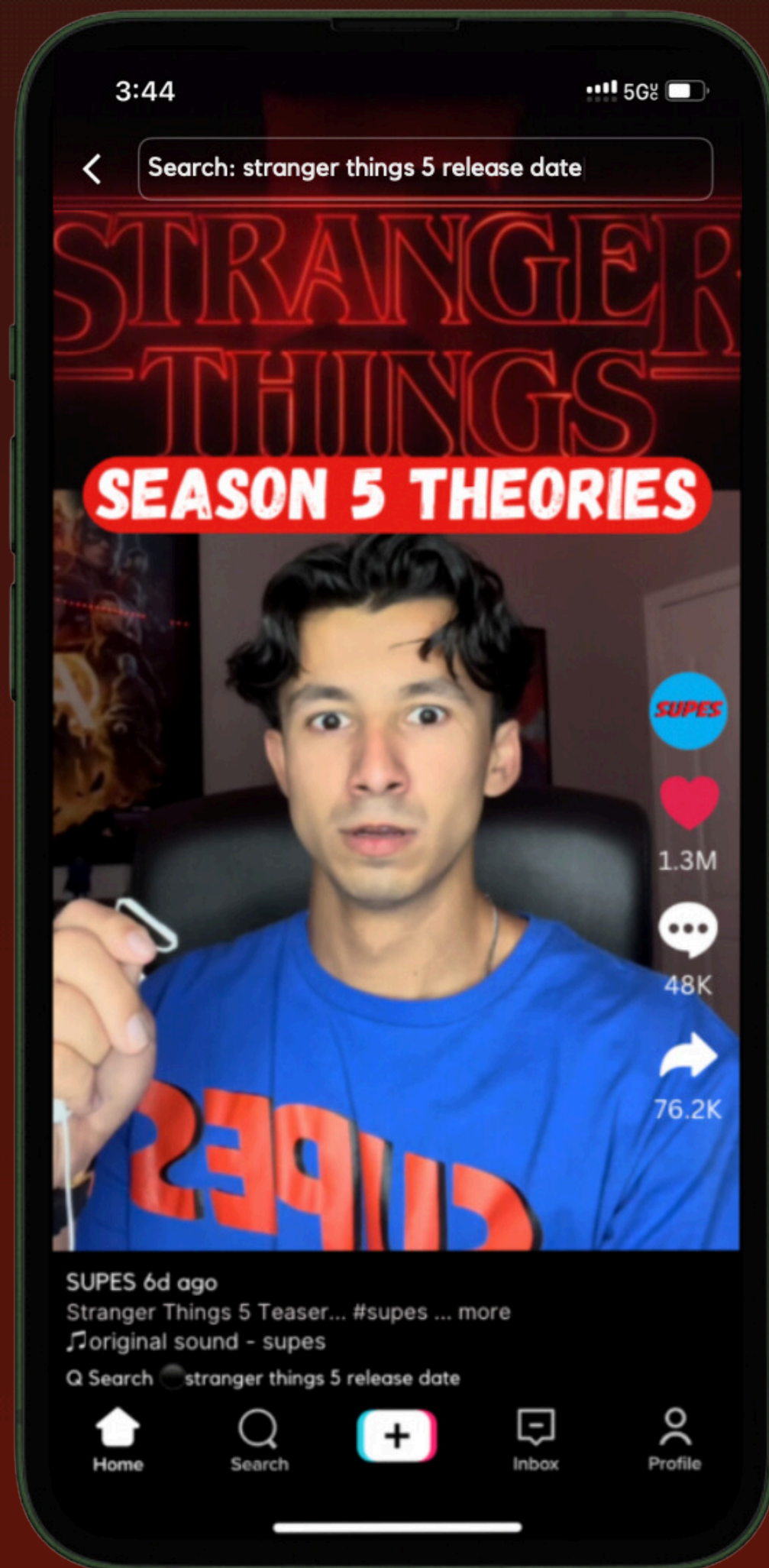
**The Hotline Mystery package delivered at a
Stream Seekers doorstep.**



**Stream Seeker on the phone with one of her
favorite Netflix actors.**

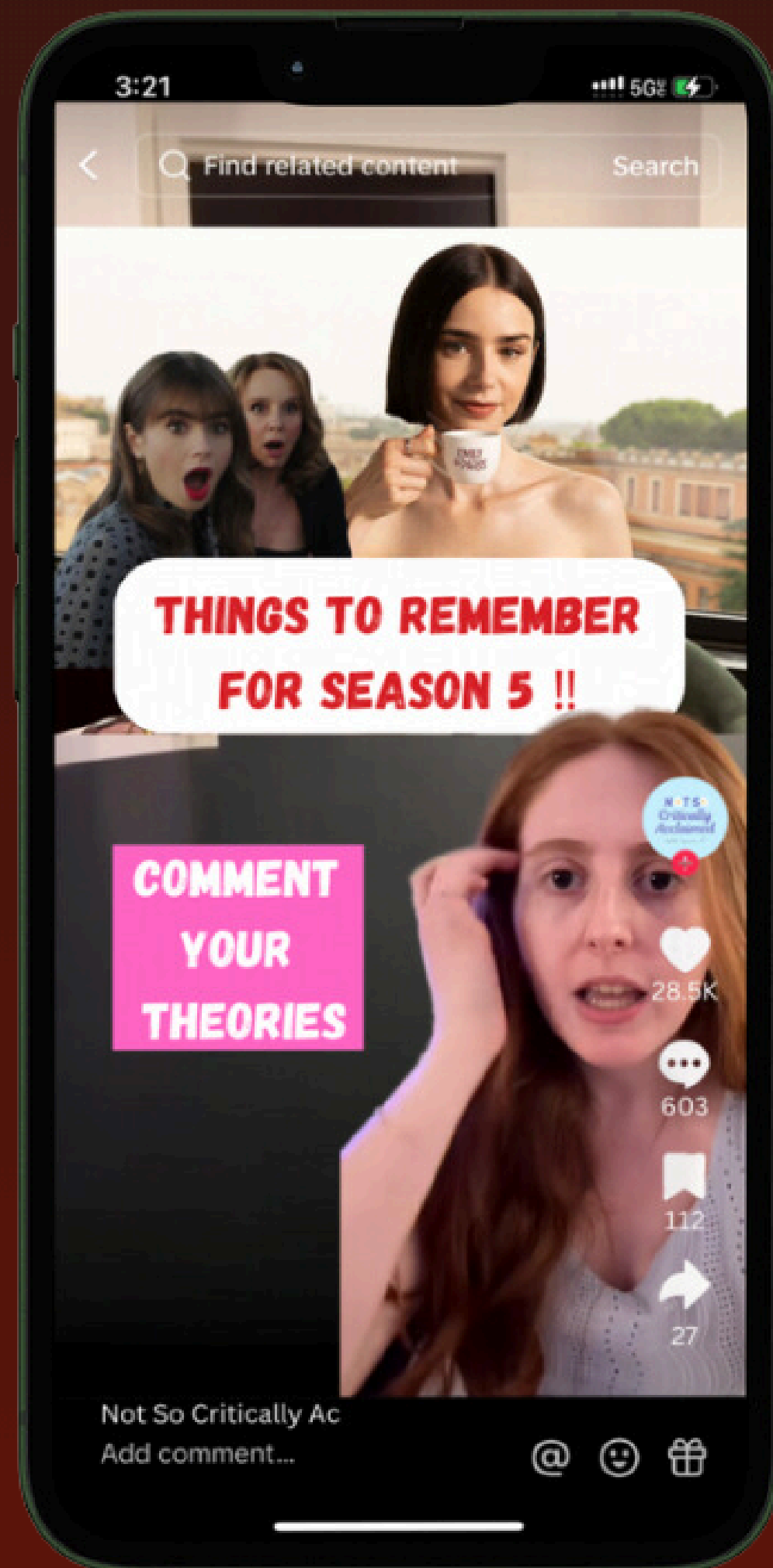
Branded Content

- Utilize influencers that are **leaders of fandoms.**
- **Increase brand retention and generate national conversation** among Stream Seekers.
- Get fans **engaged and hyped about future content.**



Supes Social Following:

- TikTok: 3.5M
- Instagram: 270K
- Youtube: 240K



**Not So Critically
Acclaimed** Social
Following:

- Instagram: 19K
- TikTok: 268K



Polina Social Following:

- Tiktok: 95.5K

Digital Media

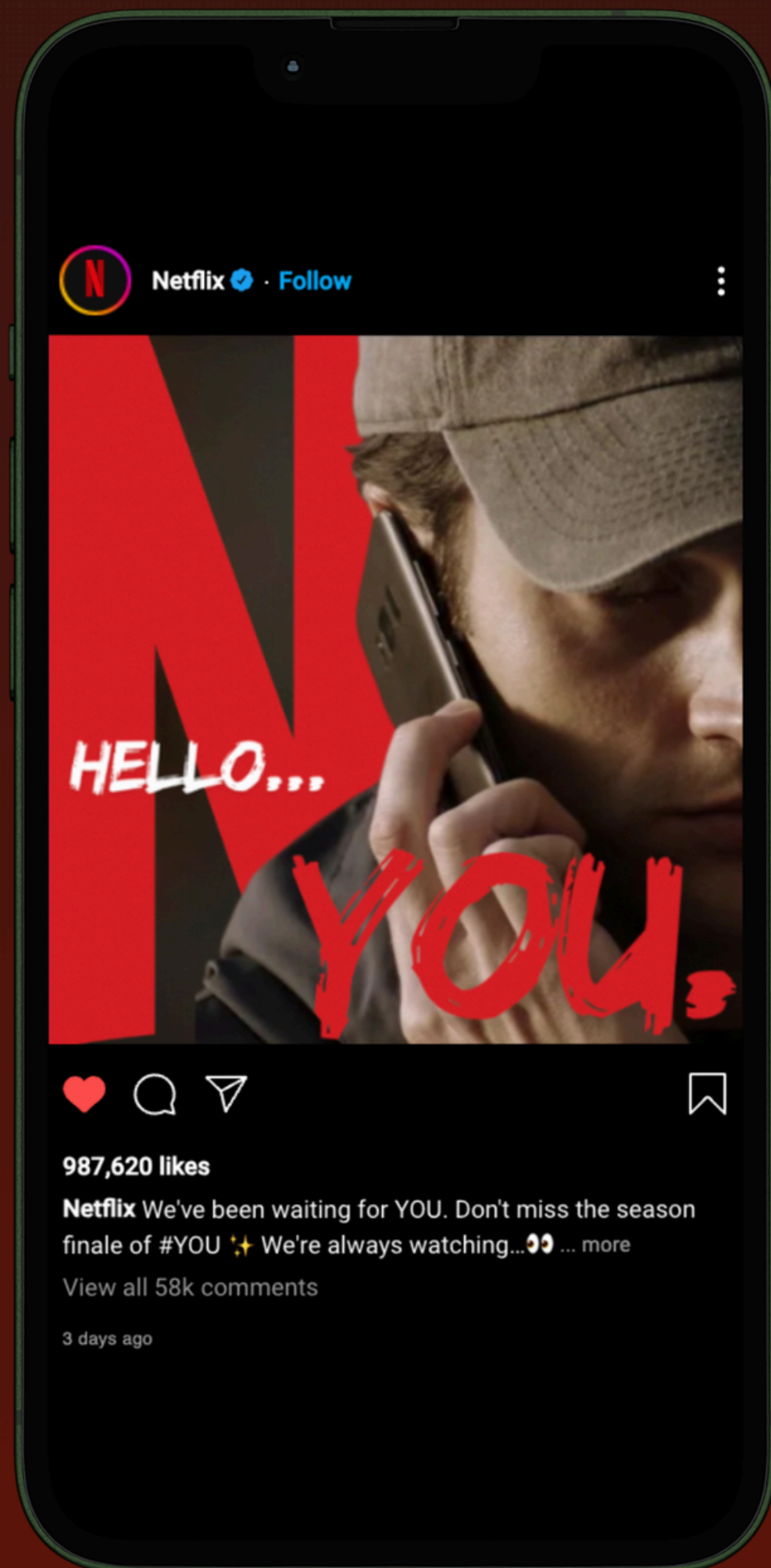
- Continue the thread of “Netflix Is Calling” by depicting actors from the top shows to be “**answering the call.**”
- Ensure that Stream Seekers are **hyped for the thrill of what’s next to come.**
- Captions on each post will also **encourage conversations around new content among Stream Seekers.**



Caption:

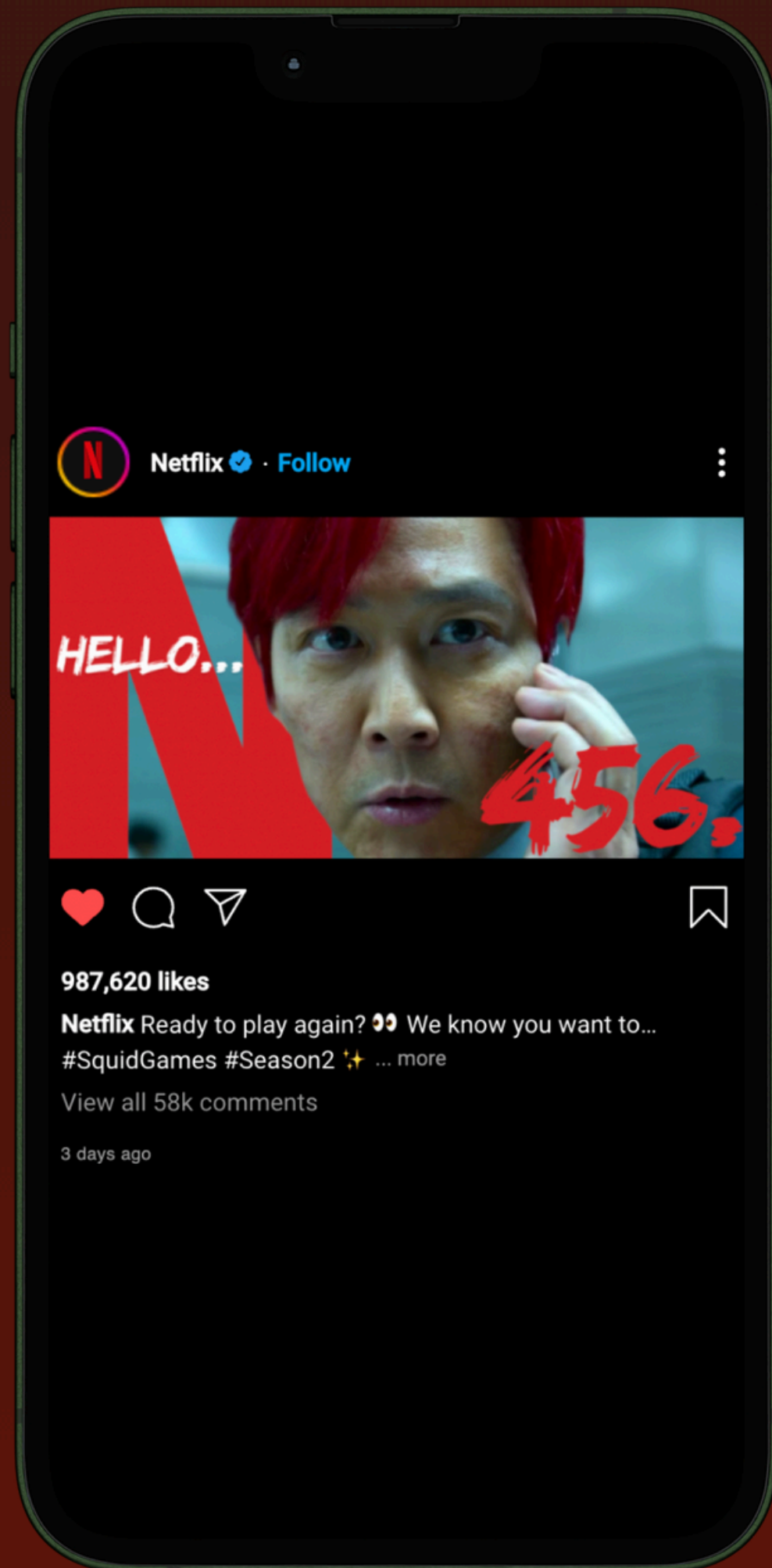
Things are about to get
STRANGE. ✨ Are you ready to
dive into the Upside Down one
last time? 🐳

#StrangerThings #Season5



Caption:

We've been waiting for YOU.
Don't miss the season finale of
#YOU ✨
We're always watching... 👁️



Caption:

Ready to play again? 🙄 We
know you want to... ✨
#SquidGames #Season2

Podcasts

- We plan on using influential podcasters who are **leaders within the space to build excitement and anticipation** for Netflix's upcoming 2025 content.
- The purpose will aim to create discussions and crafting theories around the upcoming releases to **drive and boost conversation around the upcoming content.**

Alex Cooper

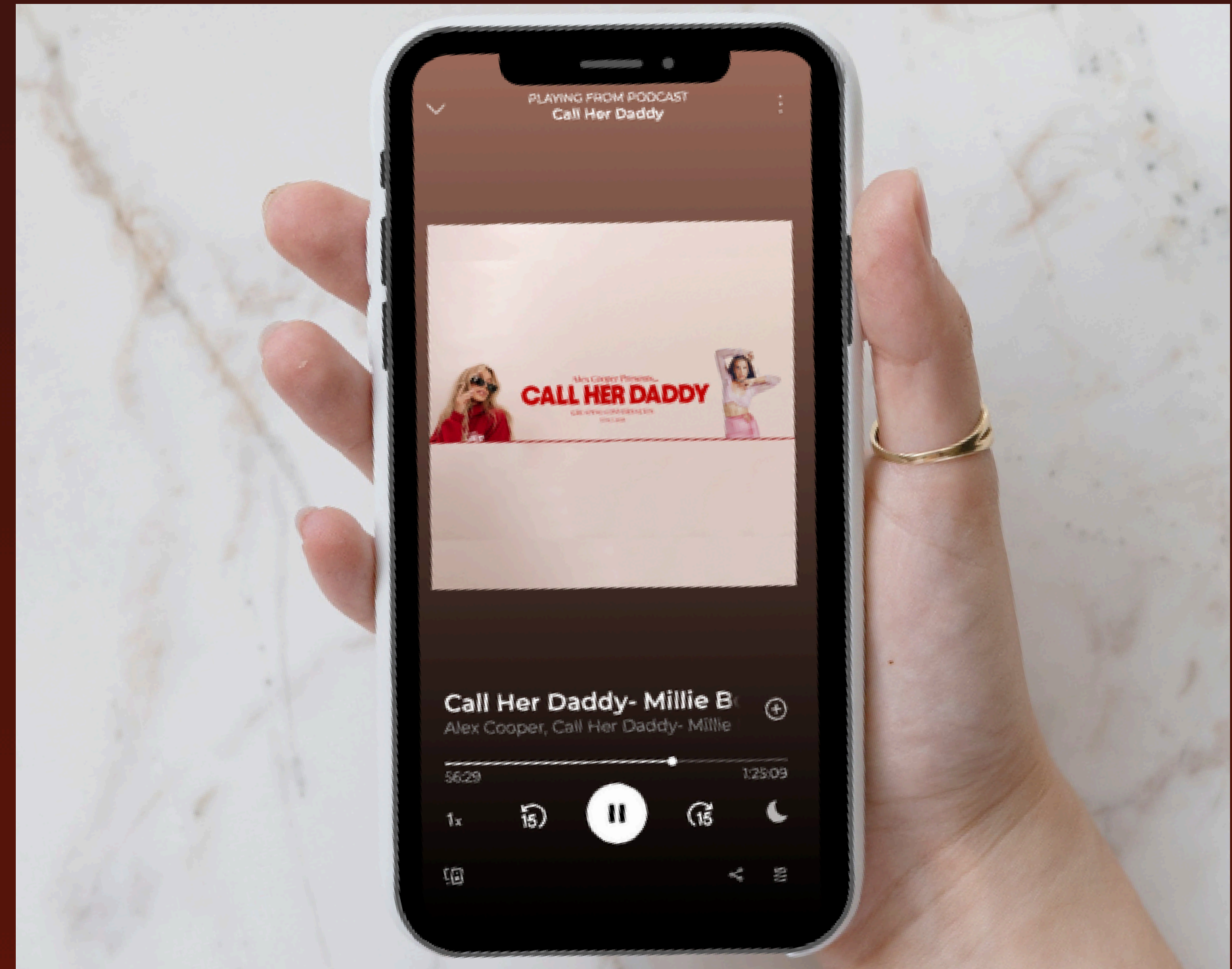
Social Following:

- Instagram: 3.2M
- Twitter (X): 479.6K
- TikTok: 2.3M
- YouTube: 1M

Millie Bobby Brown

Social Following:

- Instagram: 63.5M
- Facebook: 5M

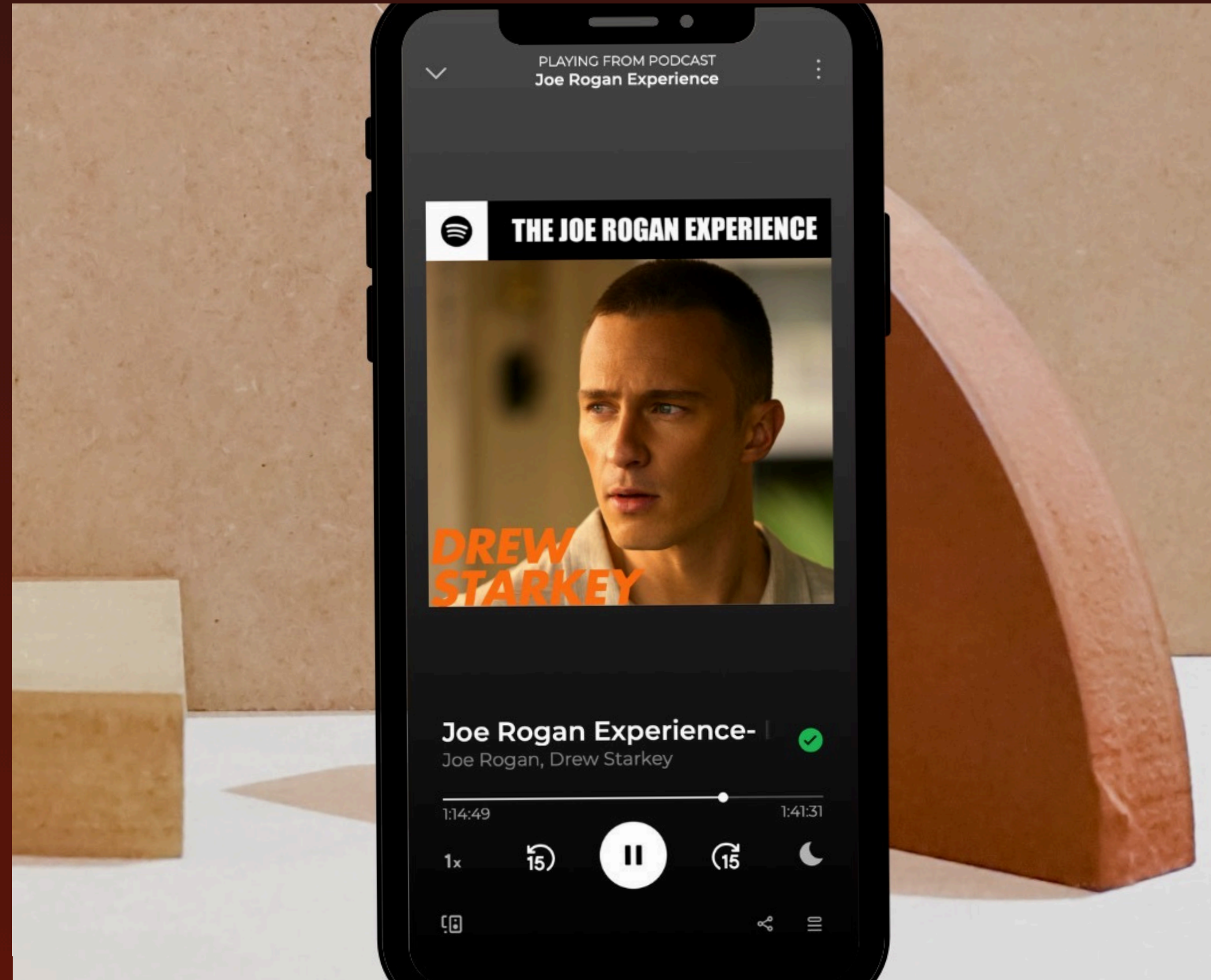


Joe Rogan Social Following:

- Instagram: 19.5M
- Facebook: 7.5M
- Twitter(X): 13.9M
- Youtube: 18.5M

Drew Starkey Social Following:

- Instagram: 4.7M
- Twitter(X): 68.5K

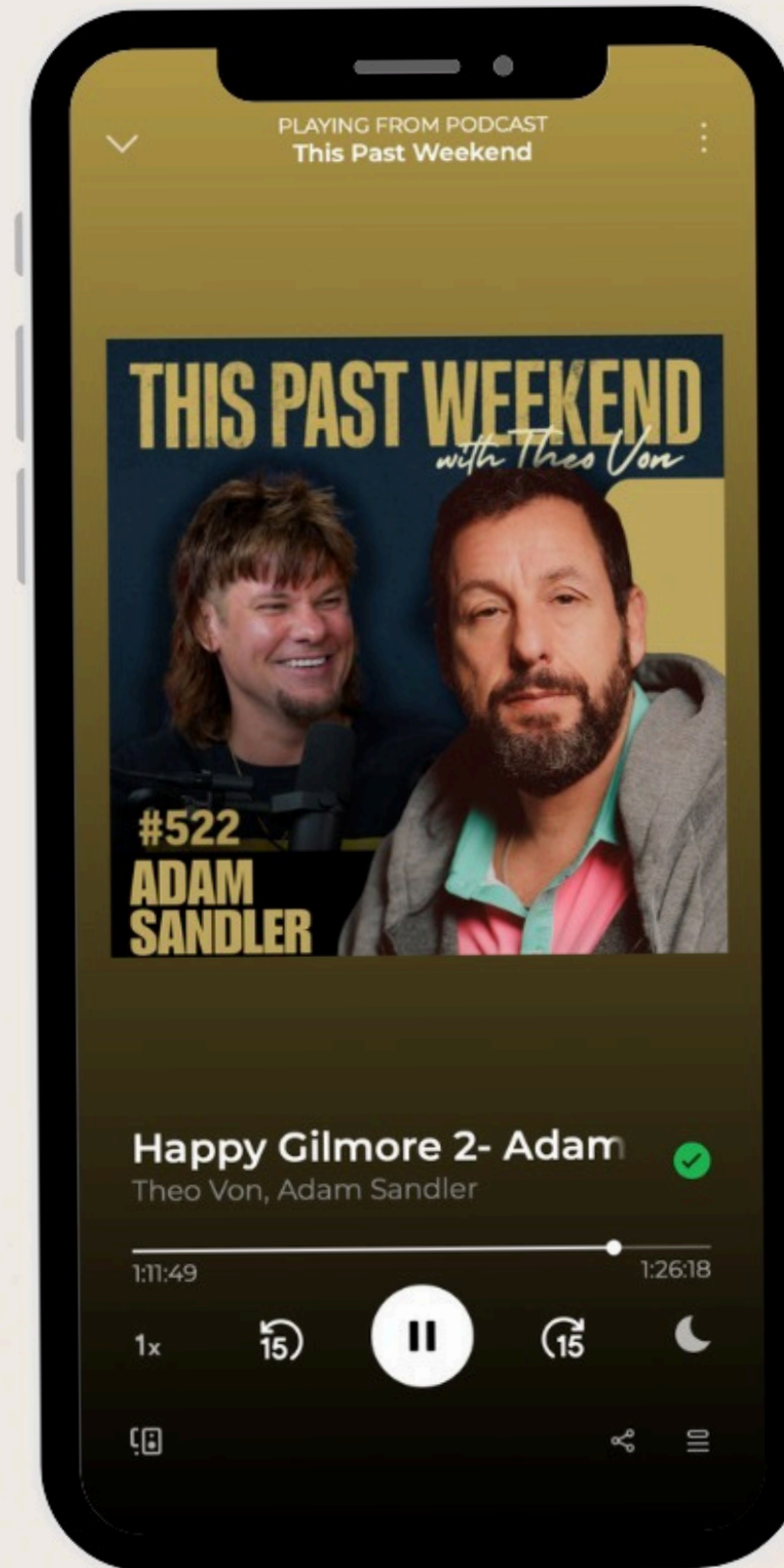


Theo Von Social Following:

- Instagram: 7.1M
- TikTok: 7.1M
- Twitter(X): 1.3M
- Facebook: 2.1M
- Youtube: 3.33M

Adam Sandler Social Following:

- Instagram: 21.8M
- Twitter(X): 3.1M
- Facebook: 55M



Out Of Home: Billboards

- **Build excitement** for 2025 Netflix shows and movies.
- Strategically placed in **high-traffic entertainment hubs**.
- Bold, cryptic visuals **spark curiosity and speculation**.
- Drive online and offline **conversations**.
- Reinforce Netflix as the **ultimate entertainment destination**.



NETFLIX IS CALLING

JOIN THE STORY BEYOND THE SCREEN
COMING SOON

NETFLIX

01042



NETFLIX IS CALLING

JOIN THE STORY BEYOND THE SCREEN

COMING SOON

NETFLIX

01042



"HELLO"

"HELLO"

"HELLO"

2025

N

01042

Experiential

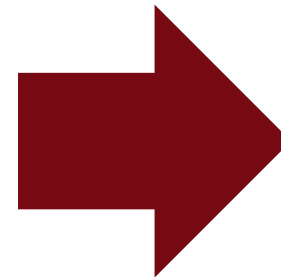
- The experiential advertising efforts will **continue the conversation through events that highlight both the world of fandoms that Stream Seekers are in search of and urge them to join the story beyond the screen.**
- To cover the wide variety of interests and hobbies that align with those of the Stream Seeking community, Couch Critics' proprietary research utilized the **most popular interests/hobbies to be combined with not only Netflix content, but Netflix itself as a brand.**

'Happy Gilmore 2' Celebrity/Fan Golf Tournament

- Celebrity **golf tournament** in January.
- **Combines fandom excitement, fitness, and the buzz** around Happy Gilmore 2.
- Teams of two: **one Netflix celebrity and one fan.**
- Fans compete for **meet & greets, exclusive studio tours, and cash prizes.**

Where?

- Riviera Country Club, Los Angeles, CA
- Bally's Golf Links at Ferry Point near New York City



When?

- Sunday, January 19, 2025
- Sunday, January 26, 2025



‘Happy Gilmore 2’ Celebrity/Fan Golf
Tournament Flyer.



Netflix branded golf accessories.



Golf caddy wearing Netflix branded apparel.

Netflix X Coachella:

“Netchella Studios”

- Netflix’s “Netchella” booth at **Coachella**.
- “Netflix Studios: Netchella Is Calling”
 - Netflix themed food, drinks, and photo ops **inspired** by Netflix shows.
- Audience Engagement: Allows Stream Seekers to join Netflix stories **beyond the screen**.
- The Red Landline acts as a **central meeting spot**, mimicking **concert flag culture**.
- Billboards in Los Angeles will begin going up as early as January 1st to anticipate the 2025 Coachella dates of **April 11-13 & April 18-20, 2025**.



“Netflix Studios” interactive pop-up booth serving Netflix content themed food and drinks, with hotline photo opportunity.



“Netflix Studios” interactive pop-up booth serving Netflix content themed food and drinks.



**Interactive pop-up booth with
hotline mystery photo opportunity.**

2025

#NETCHELLA
IS
CALLING

APRIL 11-13 & 18-20

N



Netflix is Calling-Con

- Comic-Con **emphasizes the culture behind fictional content.**
- Build Netflix into a **leader of fandom entertainment.**
- **Actor/actress panels, interactive booths, and photo-ops** with the red phone.
- Become a **mecca for immersive communities & experiences.**
- Call Stream Seekers to **physically** join the story beyond the screen.

Notable Comic-Con cities/dates in the month of January 2025:

- Fort Meyers, FL Comic-Con **January 11th, 2025**
- Philadelphia, PA Comic-Con **January 19th, 2025**
- Pasadena, CA Comic-Con **January 26th, 2025**



“Netflix is Calling-Con” interactive studio booth with Netflix themed prizes and goodies.



Actor panel engaging with fans and media, with hotline phones and Netflix branding in front of them.



Actor panel engaging with fans and media, with hotline phones and Netflix branding in front of them

Golden Globe Red-Phone Carpet

- The Golden Globe Awards **recognize excellence in film and television.**
- Celebrities gather each January to **honor outstanding work within the industry.**
- Placing the red phone on the red carpet to showcase **Netflix's extensive community of talent & diverse offerings.**
- Even if actors leave “empty-handed,” **the red phone serves as a token.**

The 2025 Golden Globes will take place on Sunday, January 5th. **Our “Hello” commercial will also be aired during this event.**



**Golden Globe Red-Phone
Carpet photo opportunity.**



Cast of Netflix's "Squid Game" posted along a Netflix branded backdrop and hotline phone.



**Golden Globe Award and Netflix Hotline
Mystery phone photo opportunity on
the red carpet.**



Cast of Netflix's "Stranger Things" taking a photo in front of the Hotline Mystery phone on the red carpet.

Collaborations

- Collaborations between Netflix & brands **tailored to the interests of Stream Seekers** gives the best of both worlds and physical objects to join the story beyond the screen.
- Exclusive menu items, themed beauty collections, and fashion drops create **immersive, must-experience moments** that blend fandom with real-world activities.
- The purpose is to **amplify engagement, spark excitement, and integrate Netflix** into everyday life.



ULTA[®]
BEAUTY

X

BRIDGERTON

NETFLIX



NO ONE
OUTSTRANGES
THE HUT



+

STRANGER
THINGS
NETFLIX

01042



MEDIA

Media Overview

- We plan on highlighting content that Netflix has to offer through emotional and creative messaging.
- Primary and secondary research shows that social media has consumers in a chokehold when it comes to determining what to watch and where.

“I tend to learn about new shows on things like TikTok and Instagram but have also heard from tv show ads on live TV. If something is trending, it usually means it's good and I'll at least check it out.”

-Nikhil, 18, Asian male

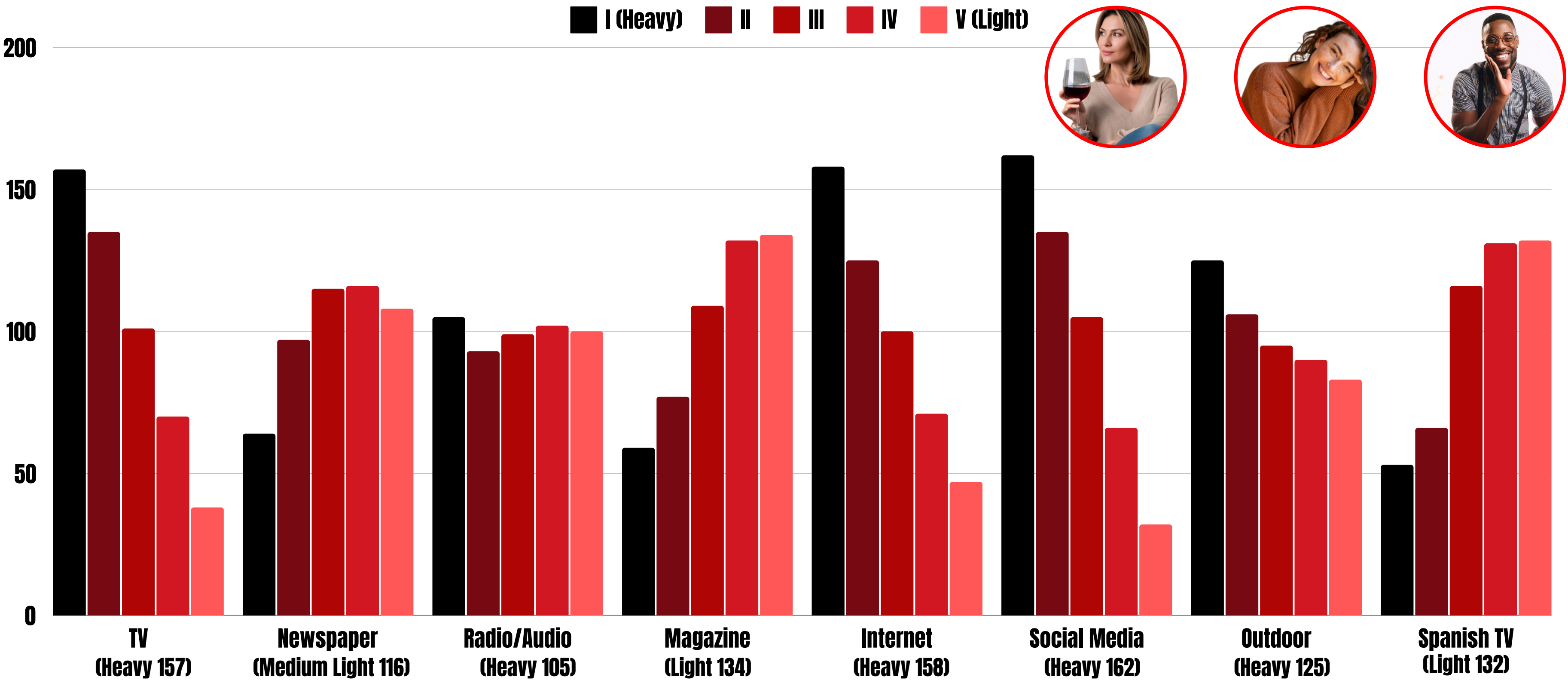
- Communicate this through heavy TV and digital advertising, along with other mediums, to ensure that our work is being seen at large.

Media Objectives

Provide 50% reach at 6+ frequency nationally to increase awareness through the media mix during January of 2025.

Drive digital engagement by increasing impressions and conversion rates of Stream Seekers by the end of Q1 2025.

Media Consumption Habits



Commercial Airing Space

- **We plan on buying commercial space across highly watched events in January:**
 - **College Football Playoffs: Semifinals**
 - **College Football Championship**
 - **NFC Championship**
 - **AFC Championship**
 - **Golden Globes**

GEOGRAPHY

Top 10 Cities:

Seattle
San Francisco
Los Angeles
Las Vegas
Austin
Dallas
Chicago
Miami
New York
Boston



Media Strategy

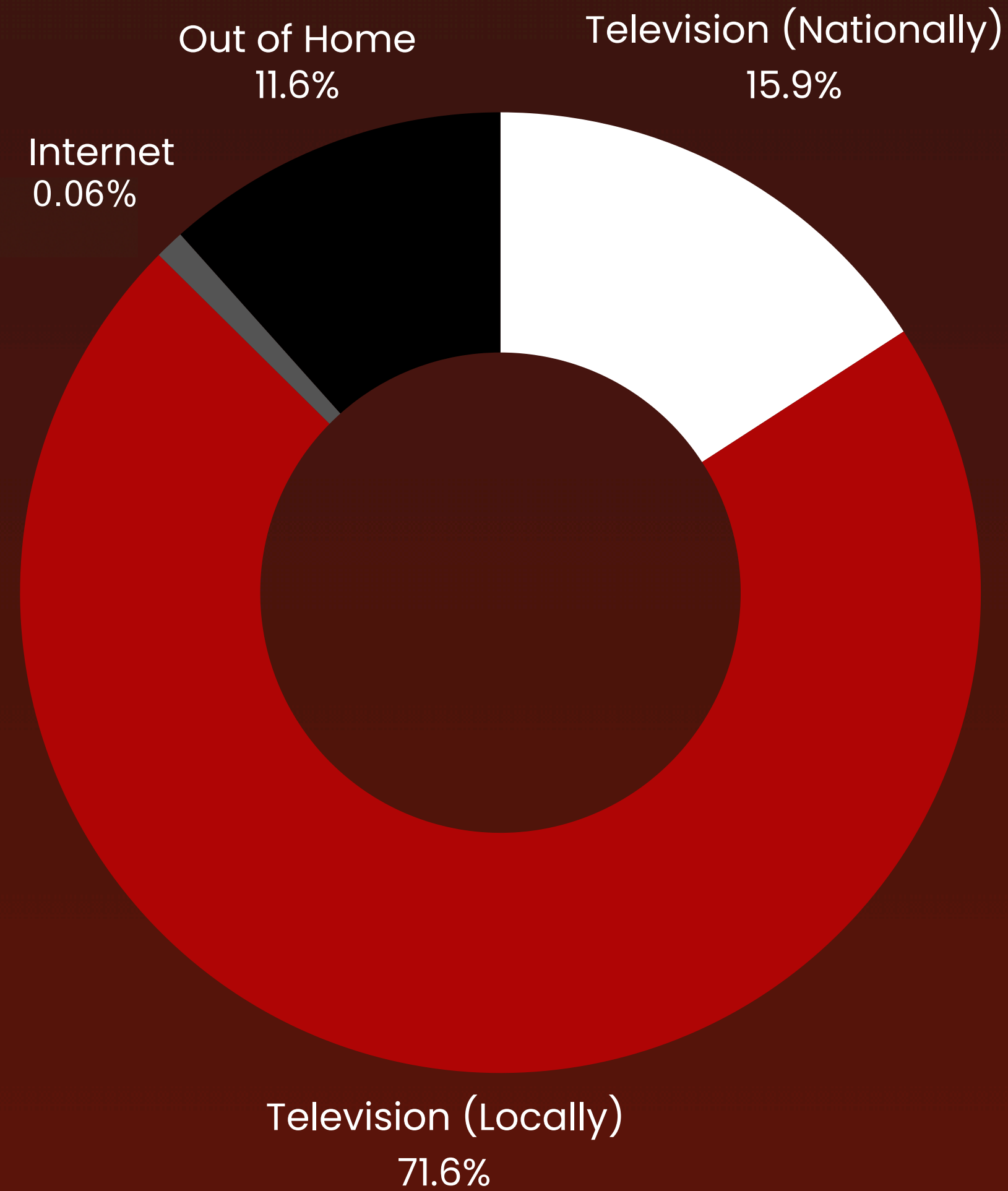
Reach Stream Seekers at the media touch points they most heavily interact with to convert Netflix's **content title love to overall brand love**.

Stream Seekers use TV, internet, and social media the most, with radio/audio (podcasts) on a rapid rise.

- These platforms will be focused on within our media plan and **\$9M budget**, as well as **supplemental placements in experiential and collaborative** advertising methods.



BUDGET BREAKDOWN



Success Metrics

Couch Critics will measure the success of the 2025 “Next on Netflix” campaign through:

Impressions growth

Engagement rates

**Talent/Creator
shares**

Accomplishing Our Goal

Solidify Netflix as the leading streaming service that bonds communities of Stream Seekers.

Create campaign to launch new programing that increases engagement by 15% from FY24.

- Hotline Mystery
- Experiential
- Collaborations
- Billboards

Create new & improved partnerships that lead to 40% talent/creator shares increase.

- Branded content
- Podcasts
- Influencer collabs

Become the top trending entertainment topic across socials nationwide.

- Television commercial
- Influencer collabs
- Digital media

Thank YOU....
Questions?

