# NETFLIX BRAND AUDIT

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**1. Brand Overview**

**Brand:** Netflix  
Netflix is a subscription-based streaming service that offers a wide range of movies, TV shows, documentaries, and original content across various genres and languages. It's my favourite because it provides convenient access to high-quality entertainment, including exclusive series that are not available elsewhere, they use auto play, so a new episode starts automatically without any clicking or action on the user’s part, It allows users to stream movies and television shows on a single platform.

Netflix positions itself as a global leader in entertainment streaming by emphasizing original content ("Netflix Originals") and personalized recommendations powered by AI. It operates primarily in the United States but has a strong global presence, offering services in over 190 countries.

**2. Customer Loyalty and Target Market**

Netflix builds loyalty through consistent delivery of fresh content, personalized recommendations, and user-friendly interfaces. It offers multiple user profiles, allows downloads for offline viewing, and uses AI to suggest content tailored to individual preferences. These features enhance user satisfaction and increase engagement.

**Target Market:**

* **Demographics:** Ages 18–45, all genders, middle to upper-income earners
* **Geographic:** Urban and semi-urban areas globally
* **Psychographics:** Viewers who value convenience, enjoy binge-watching, and seek diverse, on-demand entertainment options

Marketing tactics include:

* Personalized email campaigns
* User friendly mobile app
* Mobile push notifications about new releases
* Targeted social media content and trailers
* Tiered subscription pricing
* Occasional free trial promotions (in some regions)

**3. Marketing Tactics: Promotion and Pricing**

Netflix heavily promotes content via YouTube, X (Twitter), Instagram, TikTok, and localized influencers. It releases visually engaging trailers and memes, often trending with hashtags (#StrangerThings, #MoneyHeist).

**Pricing Strategy:**  
Netflix uses a **value-based pricing** model with multiple subscription tiers (Basic, Standard, Premium) depending on the number of screens and video quality. Compared to traditional cable and newer competitors like Disney+ or Amazon Prime Video, Netflix is relatively competitive, especially in markets like Uganda where mobile-only plans exist.

I believe the pricing is fair because of the constant stream of new, high-quality content, exclusive shows, and no ads on most tiers offering great value for money.

**4. Competitor Analysis and Positioning**

**Competitors:**

1. Amazon Prime Video
2. Disney+

**What Makes Netflix Stand Out:**

* Strong global content strategy (e.g., *Lupin*, *Squid Game*, *Blood & Water*)
* Advanced recommendation engine using AI
* Vast library of exclusive content (Netflix Originals)

Netflix differentiates itself through bold storytelling, diverse voices, localized productions, and a consistent brand voice that’s fun, modern, and engaging. Its innovation in content delivery (like skip intro, binge-mode autoplay) enhances the user experience.

**5. Marketing’s Role in Business Objectives**

Netflix’s marketing strategies directly contribute to the following business goals:

* **Revenue Growth:** Personalized ads, cross-platform promotion, and tiered pricing attract diverse customer segments.
* **Customer Retention:** Content drops, algorithmic recommendations, and ongoing series keep users subscribed month-to-month.
* **Brand Awareness:** Viral social media marketing and award-winning originals boost global recognition.
* **Competitive Advantage:** Localized content production (e.g., African, Korean dramas) and early adoption of streaming technologies help Netflix stay ahead.

For example, *Stranger Things* and *The Witcher* have driven both subscriber increases and merchandising opportunities, expanding revenue beyond streaming.

**6. AI Use and Reflection**

For this assignment, I used **ChatGPT** to help clarify the assignment instructions, brainstorm how to organize my ideas, and double-check the logical flow of my analysis. I asked questions such as how to structure my response, whether I was on the right track with competitor comparison, and how to frame marketing tactics clearly.

The most appropriate use of AI in this task was as a **thinking partner**—to ensure I didn’t miss any critical points and to improve the structure and coherence of my writing. I contributed all examples, personal insights, and brand-specific details from my own knowledge and research.

To ensure originality and accuracy, I cross-checked key facts on Netflix’s website and used my experience as a customer to personalize the reflection. The AI tool needed context about the brand, the assignment expectations, and my personal perspective in order to provide meaningful support.

**References**

Netflix. 2025. About Netflix. Netflix. https://about.netflix.com/

Statista. 2025. Netflix’s global subscriber count. Statista. https://www.statista.com/statistics/250934/quarterly-number-of-netflix-streaming-subscribers-worldwide/