

1.

Mission Statement

To entertain the world

A graphic with a dark red to black gradient background. The text is in a large, bold, white sans-serif font.

**We are here to
entertain the world,
one fan at a time.**

Vision Statement

Becoming the best entertainment distribution service

A graphic with a dark red to black gradient background. The text is in a large, bold, white sans-serif font.

**Thrilling everyone
again and again.**

Whatever you're into, whatever your mood, Netflix delivers the next series, films and games you'll obsess over. This is entertainment the world never sees coming – and can't stop talking about.

Values

Selflessness You are humble when searching for the best ideas; you seek what's best for Netflix, not yourself or your team; you take time to help others succeed.	Judgment You look beyond short term fixes in favor of long term solutions; you make wise decisions despite ambiguity; you use data to inform your intuition.	Candor You willingly receive and give feedback; you are open about what's working and what needs to improve; you admit mistakes openly and share learnings widely.	Creativity You welcome new ideas; you are passionate and persistent in pursuit of more innovative solutions; you value artistic expression.
Courage You are vulnerable in search for the truth; you are willing to risk failure, or challenge the status quo, in the pursuit of excellence.	Inclusion You recognize your biases and work to counteract them; you work to ensure everyone at Netflix can do their best work, whatever their culture, identity or background.	Curiosity You learn rapidly and eagerly; you are as interested in other people's ideas as your own; you're humble about what you don't yet know.	Resilience You quickly adapt to changing circumstances; you make tough decisions without agonizing or long delay; you embrace a hard challenge.

2. Brand Personality

Netflix's brand personality is characterized as warm, inviting, entertaining, bold, culturally relevant, and understanding, often positioning itself as a caregiver and entertainer. It emphasizes an inclusive, curated, and personalized experience for users, fostering a sense of community and enjoyment through its unique, bold, and relatable brand voice.

3. Brand Positioning

Netflix is positioned as a caregiver, leader, and innovator in the entertainment market. The Netflix brand positioning statement is to be the “leading subscription-based streaming platform in the global mass media and entertainment industry.”

Audience = Global. The target market is extremely broad, reaching across all socio-economic segments and age groups.

Difference :

Convenience = Netflix customers can access entertainment content whenever and wherever they choose, using multiple devices, iOS and Android devices, game consoles, and even browsers on laptops or desktops.

Versatility = Netflix offers a wide variety of TV shows and movies to suit virtually every kind of audience, including a host of original series productions.

Customization = Netflix provides personalized services and content to every customer, regardless of their market segment. It's a user-friendly platform that can adapt to the needs of its active subscribers and new customers.

Quality = Content on Netflix is produced to the highest standards, with high-definition options, including 4K, as well as crisp audio. Netflix also ensures it stays up to date with current shows, series, documentaries, and movies.

Exclusivity = Netflix is home to a number of exclusive shows and movies which make its platform more appealing to specific audiences. Its approach to working with production houses and other large brands gives it a competitive advantage.

Competition : Disney+, Amazon Prime Video, HBO Max, Hulu, Apple TV+, and Paramount+

4.

Brand Visual Identity

Colour Palette: The Power of Red and Black

Name: Netflix

Logo:

N Symbol = In high-awareness markets, we lead with the N Symbol. There is power in owning a letter of the alphabet: it's universal and instantly identifiable as shorthand for our brand. However, without Netflix Red, the N Symbol might not read as Netflix, which is why it always appears in its signature color.

Wordmark = The Wordmark remains an essential identifier of our brand. While our goal is to lead with the N Symbol, we enlist the Wordmark to ensure brand recognition in low-awareness markets or when production limits the use of color.

Typeface: Netflix Sans, a custom, proprietary typeface developed in partnership with Dalton Maag. We're a confident brand. We never crowd our logos and always give them room to breathe and stand out. The clear space around the N Symbol is the width of one leg of the N. The clear space around the Wordmark is the width of the T.

Color

The Symbol should appear in our brand standard Red and our Symbol Dark Red. The Wordmark should appear in our brand standard Red, except when limited by production (see Special-use Wordmarks below).



Netflix Red
RGB 229 9 20
HEX E50914
CMYK 0 96 93 2
PMS 1795 C



Symbol Dark Red
RGB 178 7 16
HEX B20710
CMYK 18 100 100 10
PMS 7627 C

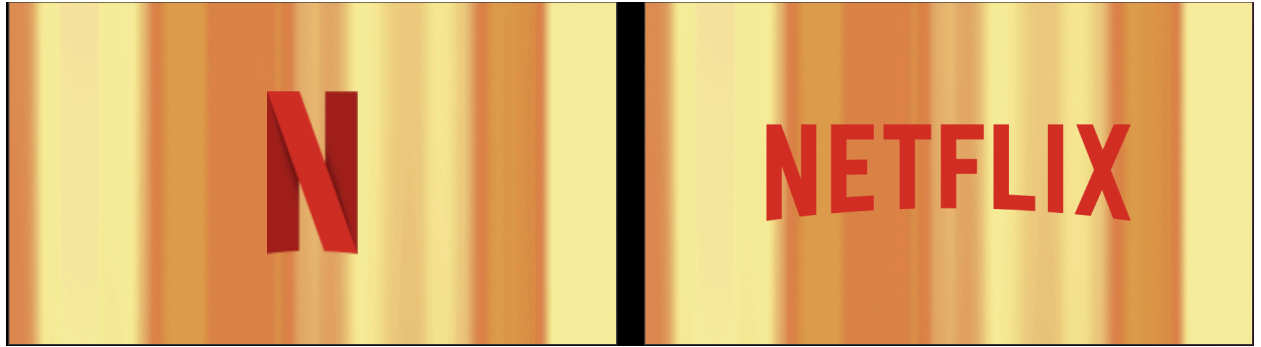
NETFLIX



Netflix Red
RGB 229 9 20
HEX E50914
CMYK 0 96 93 2
PMS 1795 C



NETFLIX



5.

History

Netflix began in 1997 as a DVD-by-mail rental service, launching its website in 1998 and a subscription model in 1999. It evolved into a streaming service in 2007 and later produced original content, with its first major original series premiering in 2013.

Founded by Reed Hastings and Marc Randolph, the company disrupted the traditional video rental industry, most notably Blockbuster, by prioritizing customer experience and innovation.



6. **Brand Communication & Consistency**

Netflix achieves strong brand communication and consistency by using its iconic, minimalistic logo and consistent, approachable, and witty brand voice across all platforms.

Netflix also integrates its visual and verbal branding into its product, from the opening sound to its content and user interface, creating a familiar and integrated brand experience.

Netflix Social Media Voice = Humorous & Witty

Netflix employs a humorous and engaging tone, especially on social media, which helps them connect with audiences and stand out in a crowded market.

Global Consistency:

Despite having dozens of accounts in various languages and regions, Netflix

ensures a consistent brand feel, with humor and tone being translated and adapted for local markets.

7. SWOT

The Business Model Analysis

Netflix SWOT Analysis

Posted On July 25, 2025 by [Daniel Pereira](#)

SWOT ANALYSIS OF NETFLIX

