



Quibi

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Famous Marketing Failures

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WELCOME TO
the app



Quibi

MARKETING MIX

product, price, place, promotion

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EXTERNAL INFLUENCES
what else?

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mistakes to avoid

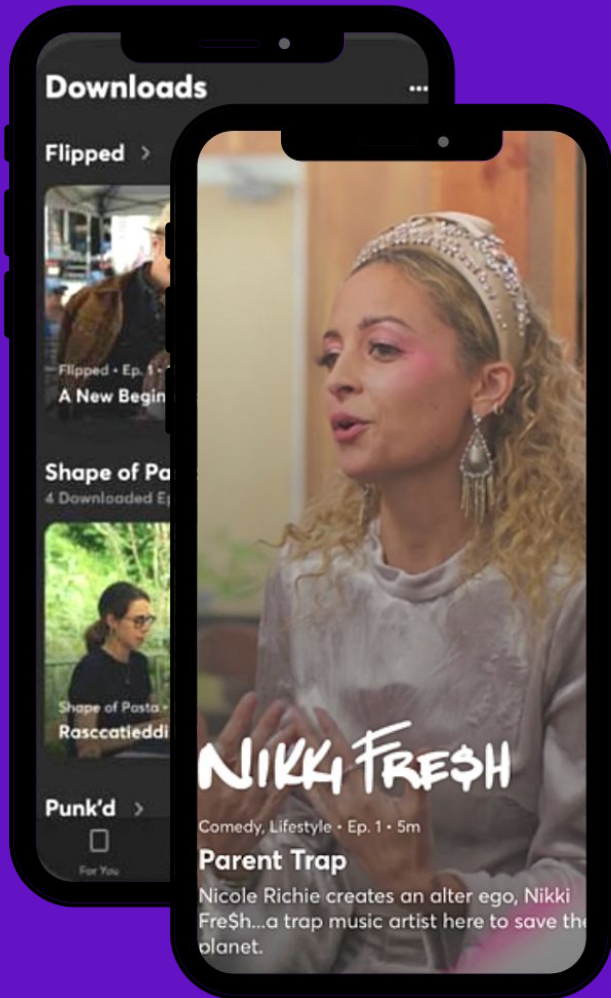
04

SONY

The
WALT DISNEY
Company



J.P.Morgan



Medium length content “a quick bite”

High productions with famous celebrities

Mobile only for content *on the go*

Raised more than 1.75 billion dollars in funding

300,000 downloads in first day and 1.7 million

downloads of its app in its release week

Shutdown six months after launch

Marketing Mix (4 P's) and failures



Product

Mobile app (exclusively)

Hi-tech: switch between landscape and portrait mode

Celebrity cameos

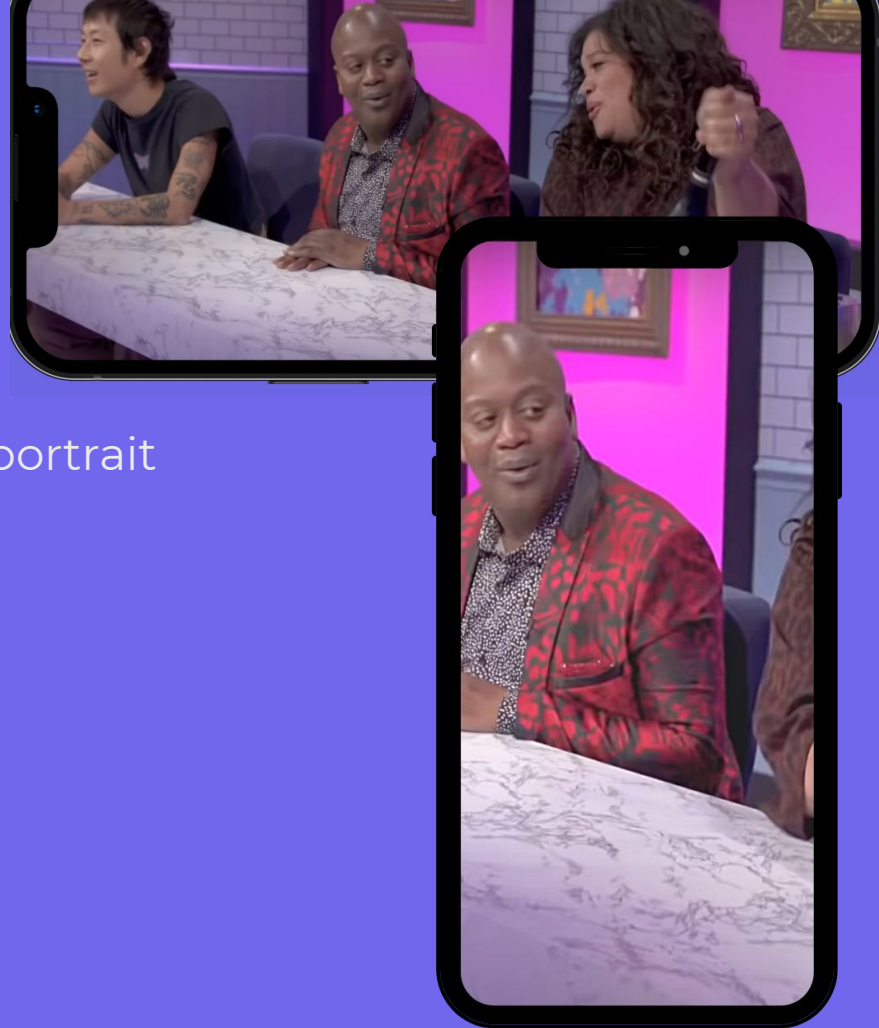
Reboots of shows from 20 years ago

No screenshots or sharing

No connected/ information effect

Average shows (according to reviews)

No one asked for it...





Price

Established competitors

Disney+, Netflix, Apple TV, HBO, etc.

90 day free trial and \$5/month after

Below market rates

Place

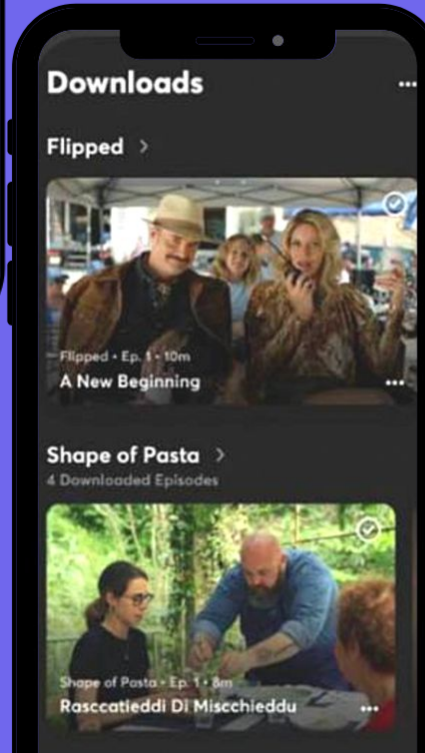
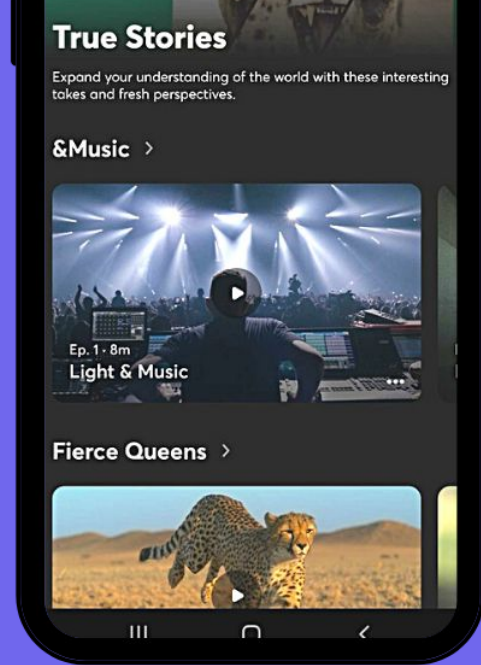
Mobile app (exclusively)

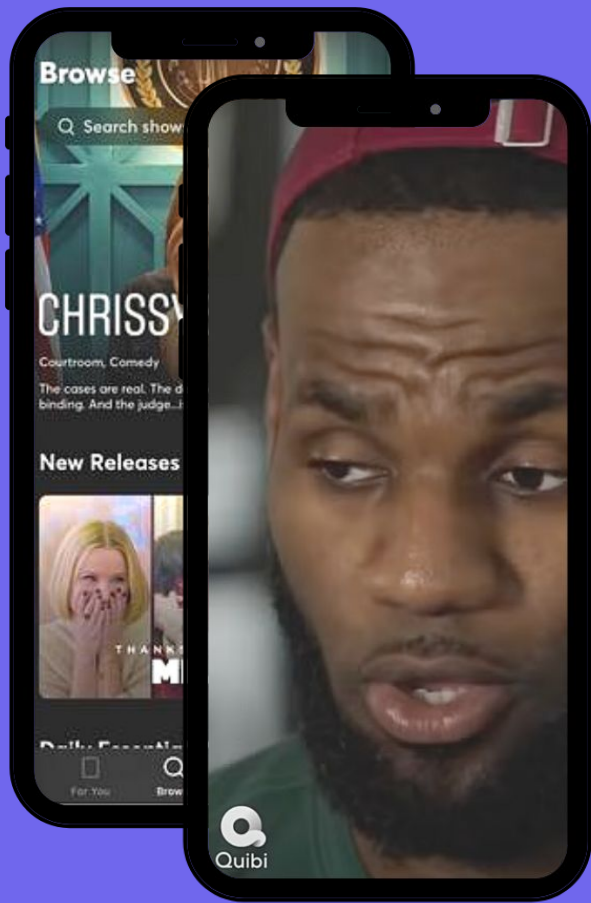
IOS and Android

no desktop, no casting, no sharing

On the go

COVID-19





Promotion

Paid advertisements and trailers

Focused in brand awareness and conversion

Celebrities and teasers

Broad target audience: 18-24 that consume digital content

Failed to reach any demographic

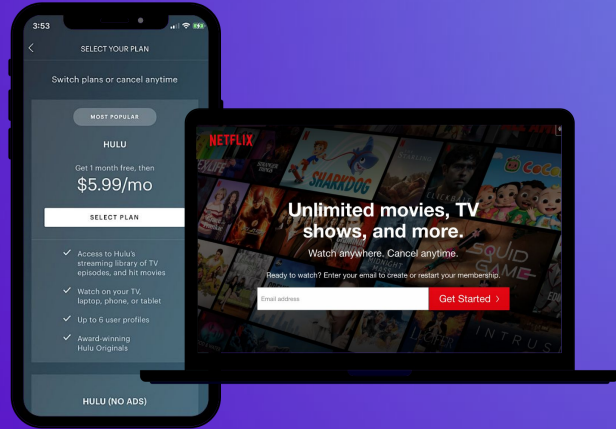
No screenshot or sharing- no organic promotion

External Pressures and failures

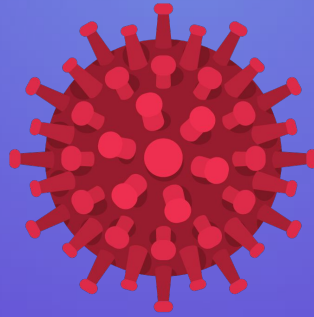




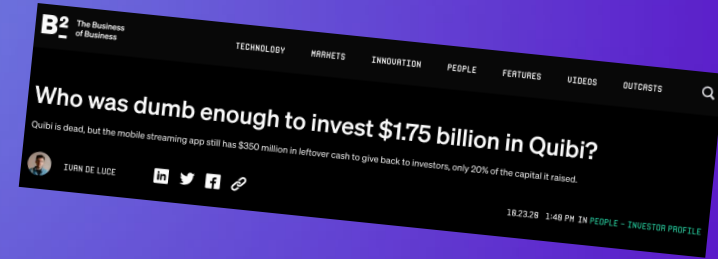
Competition



COVID 19



Venture Capital



The
WALT Disney
Company

J.P.Morgan



SONY



Conclusion





Singed Out

Dating, Game Show • Ep. 1 • 7m

Tracy and Her Bag of Tricks

1 dater, 30 singles, 3 rounds. Who will slip out of the friend zone and into our dater's heart?

Shape of Pasta • Ep. 1 • 8m
Rascattiedi Di Mischieddu

Punk'd >



For You

Browse

Following

Downloads

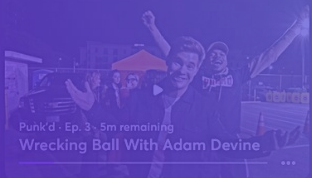


Quibi

Trending



Continue Watching



GAYME SHOW!

Comedy, Game Show • Ep. 1 • Mature • 7m

What Lies Beneath

Two straight men. One fierce competitor. One honorary title. Who will be "Queen of the Straights"?

True Stories

Expand your understanding of the world with these interesting takes and fresh perspectives.

&Music >



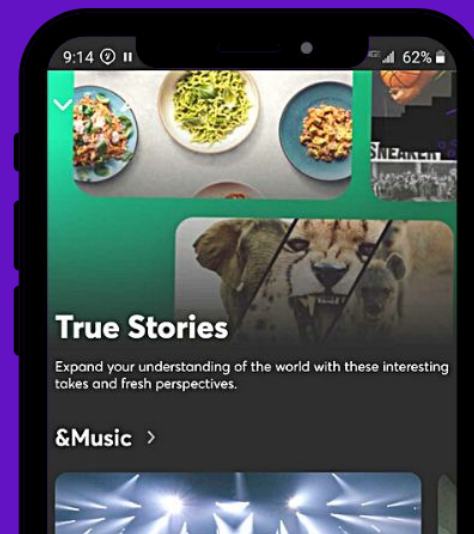
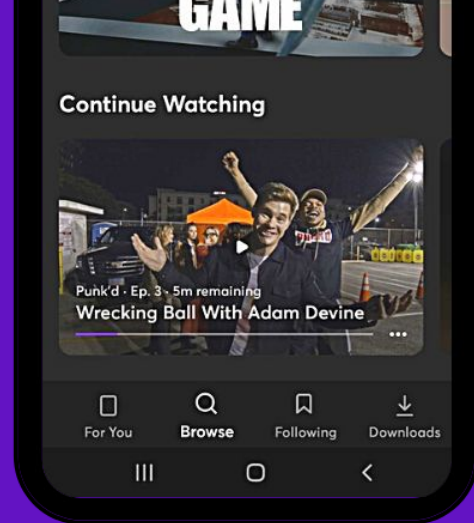
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Right trends wrong approach

Oversaturated market

No needs met



thank you.

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