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Project Objective

Research Method

Findings & Insights

Brand Positioning

Marketing Recommendations

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PROJECT OBJECTIVE

Project Objective



Define the target audience for HBO MAX



What do our target audience want from SVOD?



What values or emotions drive this expectation/need?

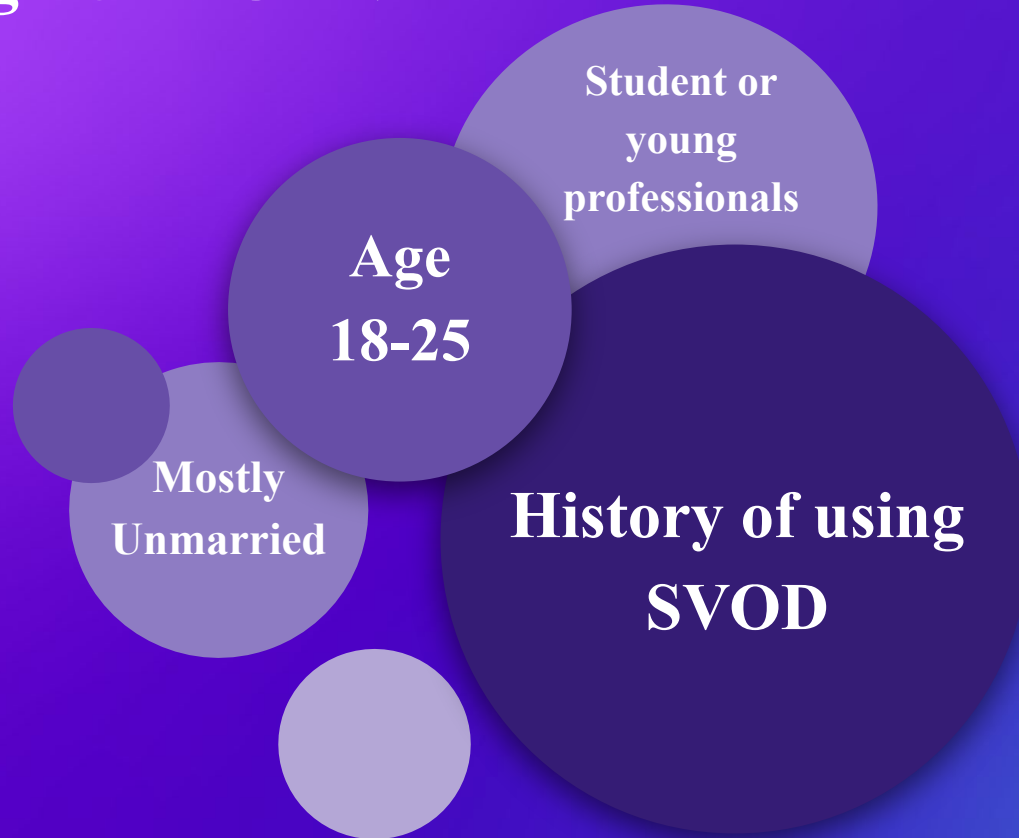


How can HBO Max appeal to the target audience?



How can HBO Max differentiate itself in the competitive marketplace?

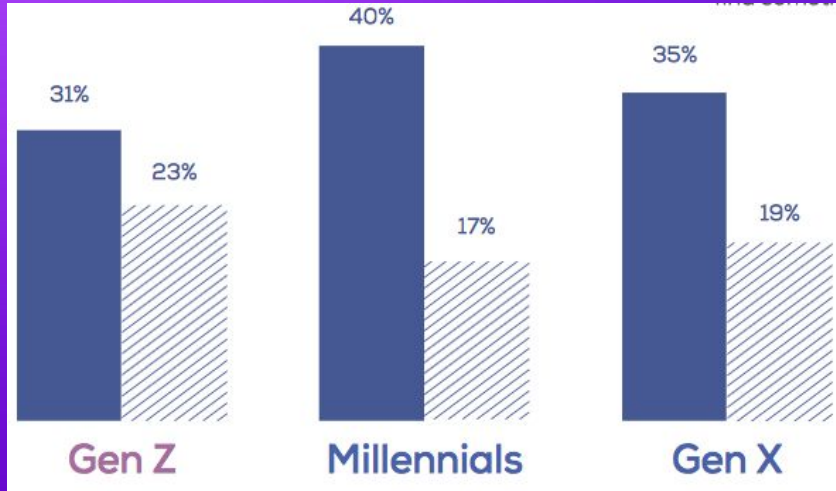
Target Segment: GEN Z





RESEARCH METHOD

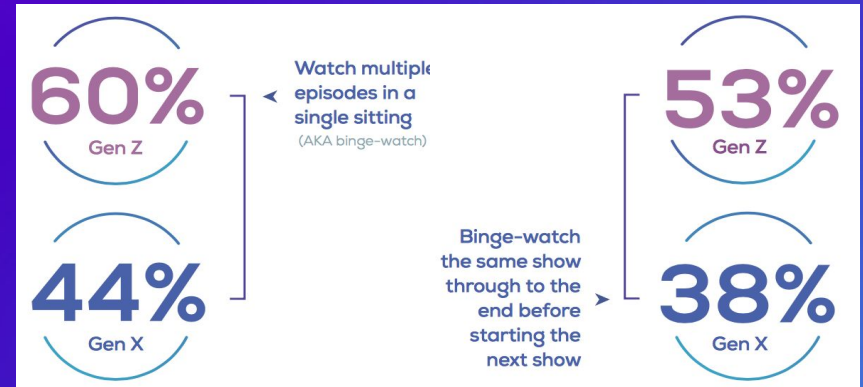
Gen Z SVOD Usage pattern



Gen Z is **21% more likely** to be in discovery mode when they watch television: channel surfing or flipping through programs until they find something to watch.



38% of Gen Z is most open to suggestions and will check out TV content recommendations based on previous viewing habits.



Gen Z are more likely to binge-watching

Gen Z SVOD Usage pattern Cont'd

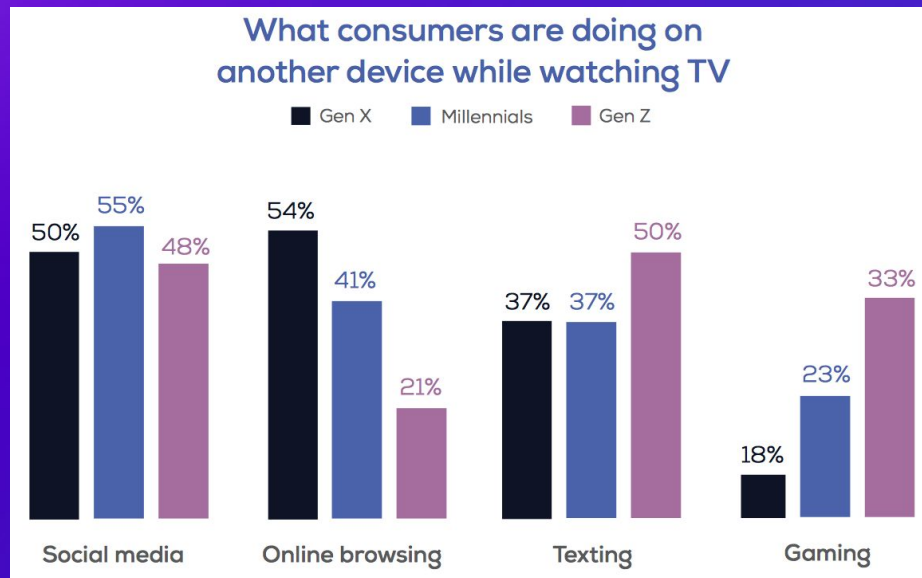
A few reasons why Gen Z will watch a show:

43% Just to talk about it

32% Simply to impress others

23% To look smart

Use smartphone while watching television
(Every or almost every time)



Gen Z are more likely to multi-screening and multi-task

Primary Research : Iterated Individual Interviews

Overview | 28 IDIs in total

Age | 16-28

Gender | 15 Male / 13 Female

Occupation | Students / Working Professional

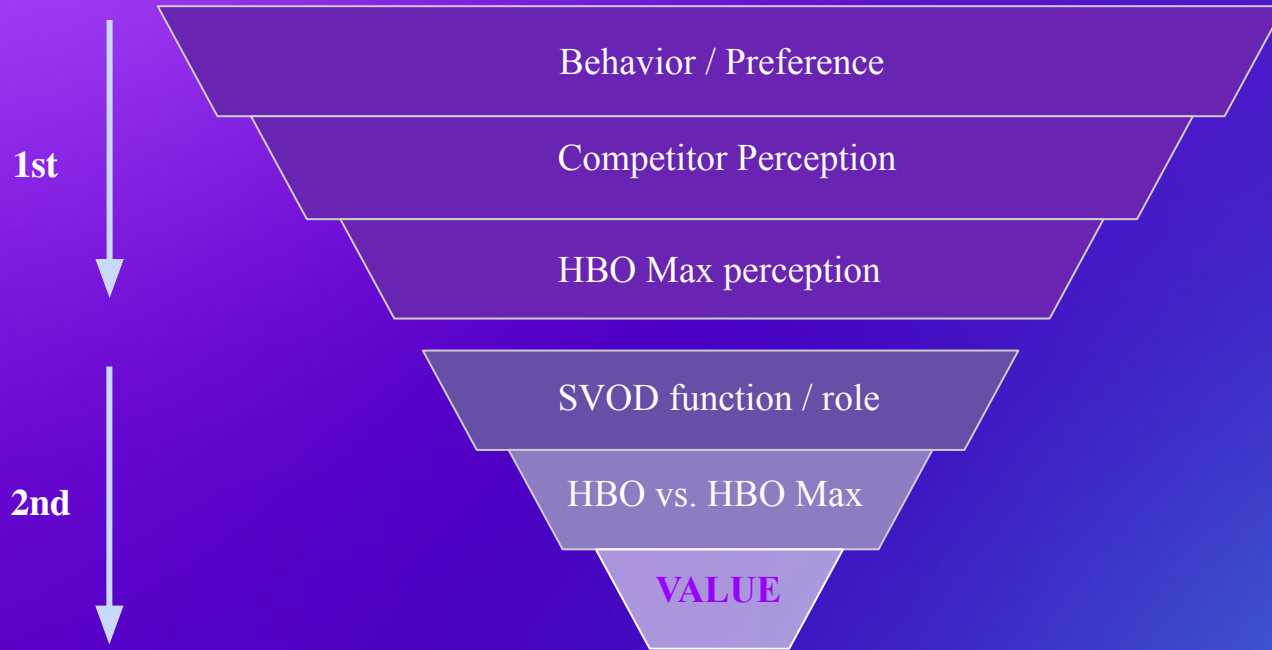
Industry | Business / Art / Healthcare / Engineer

SVOD Usage History

- Netflix: currently using
- HBO: limited usage
- Disney + : limited usage



Primary Research : Iterated IDIs





FINDINGS & INSIGHTS

Insight 1. GenZ are “Die Hearts”

--- GenZ will choose an SVOD platform because of one of their favorite shows

	ABSOLUTE LOYALTY	<i>“I always watch How I Met Your Mother when I am feeling down. It has sentimental value to me and I will follow it wherever it goes”</i>
	EXCLUSIVE	<i>“I don’t think I would cancel my HBO subscription because there are no other places where I could watch Game Of Thrones”</i>
	SPECIFIC CONTENT FOCUS	<i>“I canceled my Netflix membership in the beginning of this year when they took Friends off”</i>

Insight 2: GenZ enjoys unrestricted explorations

“Though I have my favorite kinds of shows, I still hope to have the option of able to choose from a wide range of variety of programs from different categories and genres”

**Feeling of variety,
abundance of choices,
and the freedom to
explore**

“When viewing shows from each genres or categories, I prefer to have gridview with large numbers of options, as opposed to what Netflix currently has, 20 options in one row that I need to scroll around.”

“I am curious about the different kinds of contents out there and would try them out from time to time ”

Content Variety is one of the top two most important features

Insight 3: Opportunity in FOMO marketing campaign to encourage reactive purchase

--- GenZ makes subscription purchase decision under peer influence

"The only reason I subscribed to HBO was because my coworkers were all watching GOT and discussing it after work. I didn't want to feel missing out."

As humans, we naturally want to be part of things and to be connected.

Around **69% of GenZ** experience the phenomenon, according to Strategy Online



Insight 4: Companionship vs. Captivation

"I usually watch shows while I am doing artwork to kill time or before I go to bed. More light-hearted or things I've watched before. Something I don't have to pay much attention on."

"I think usually during dinner time or after work, mostly to relax and don't myself to feel bored."



"Light-hearted", "Kill time", "Less attention needed", "While doing something else", "Relax", "Background"

"Binge-watching", "Without distraction", "Heavy", "Attention-grabbing", "Commitment"



"If I am really into one show, I prefer binge-watching at a specific time without being distracted."

"It really depends on the show and genre. If it something heavy and requires thinking, I'd rather watch it when I have more time devoted to it"

Insight 5: Key shows shape the perception of the brand



Well-made and fancy

Sophisticated

High-quality

HBO

Serious and Intertwined

Magical and convoluted



Insight 5 Deviation: Competitor Brand image Landscape



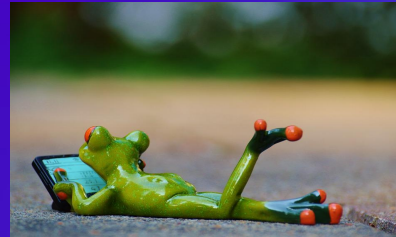
Brainless

Documentary

Netflix

Break free from
traditional media

Chill, relaxing and
enjoyable



Insight 5 Deviation: Competitor Brand image Landscape



Good for the first time only

Disney+

Feels Refreshing, enjoyable time, fine afternoon

Kids Stuff

Adventurous



Insight 5: Key shows shape the perception of the brand



Inclusive, Diverse

Innovative, A lot to explore

HBO Max

Mashup

Mostly classics with limited new shows





BRAND POSITIONING & MARKETING TACTICS

Brand Positioning & Marketing Tactic 1

Max in quality, *Max* in experience, be the Die Heart you want here at HBOMax



Not only one of your favorite shows, but all of
them

Brand Positioning & Marketing Tactic 2

Max your freedom to choose, no limitations, no restrains, anything, anytime

Grid-view UI



Contrary to the row with 20 options that Netflix has, GenZ viewers would love to have a larger number of choices for each category with option to expand to grid-view UI

Diverse Genres and Categories



Availabilities of wide range of genre, nationalities, emotional, scenario options etc. to create more categories for easy explorations and unlimited choices

Brand Positioning & Marketing Tactic 3

Max your social experience

VIDEO COMMERCIAL



Leverage viewer's desire to feel connected and push viewers to make reactive purchase after watching commercials

Sample Scenario

A young professional who smoothly joins new colleagues' conversation about GOT during work breaks and enjoys HBO movie time with families at night

SOCIAL MEDIA CAMPAIGNS



Leverage FOMO by posting and sharing testimonials on multiple social media channels (Facebook, twitter etc.)

Use specific number of likes, comments and shares to show how HBO Max is in demand

Delivering message “never miss out on the trends and hits”

Brand Positioning & Marketing Tactic 4



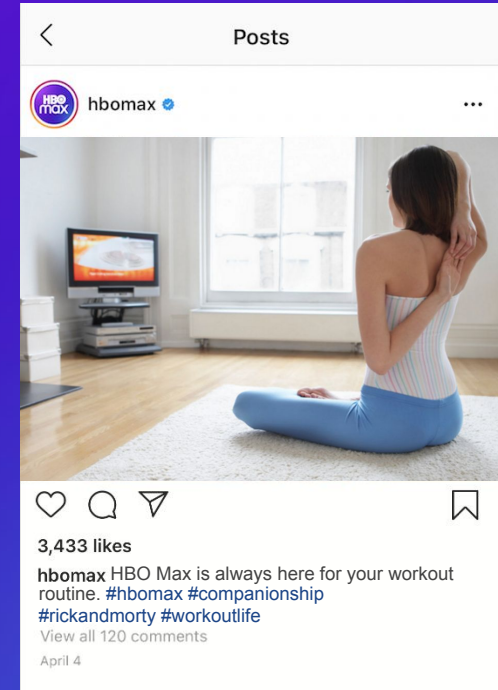
Max the companionship

Video Commercial

Features 3 Gen Zers spend their days with HBO Max in different scenarios (e.g. morning coffee shop while waiting for friends, study break, workout, dinner time)

Instagram Ads

Showing Gen Zers interacting with HBO Max in different scenarios.



Brand Positioning & Marketing Tactic 4



Max the storytelling experience



Theme Video Commercial

Use each hot show as a theme for each execution. Features Gen Zers watching the show and receive VR-like, immersive viewing experience.

Tik Tok Challenge

Create Tik Tok challenge campaigns that allow Gen Zers to create stories based on the shows, #your(show_name)challenge, @(official_show_account) to get featured on HBO Max website, Twitter and Instagram account

Brand Positioning & Marketing Tactic 5

Max the difference between Just “HBO” and “HBO Max”

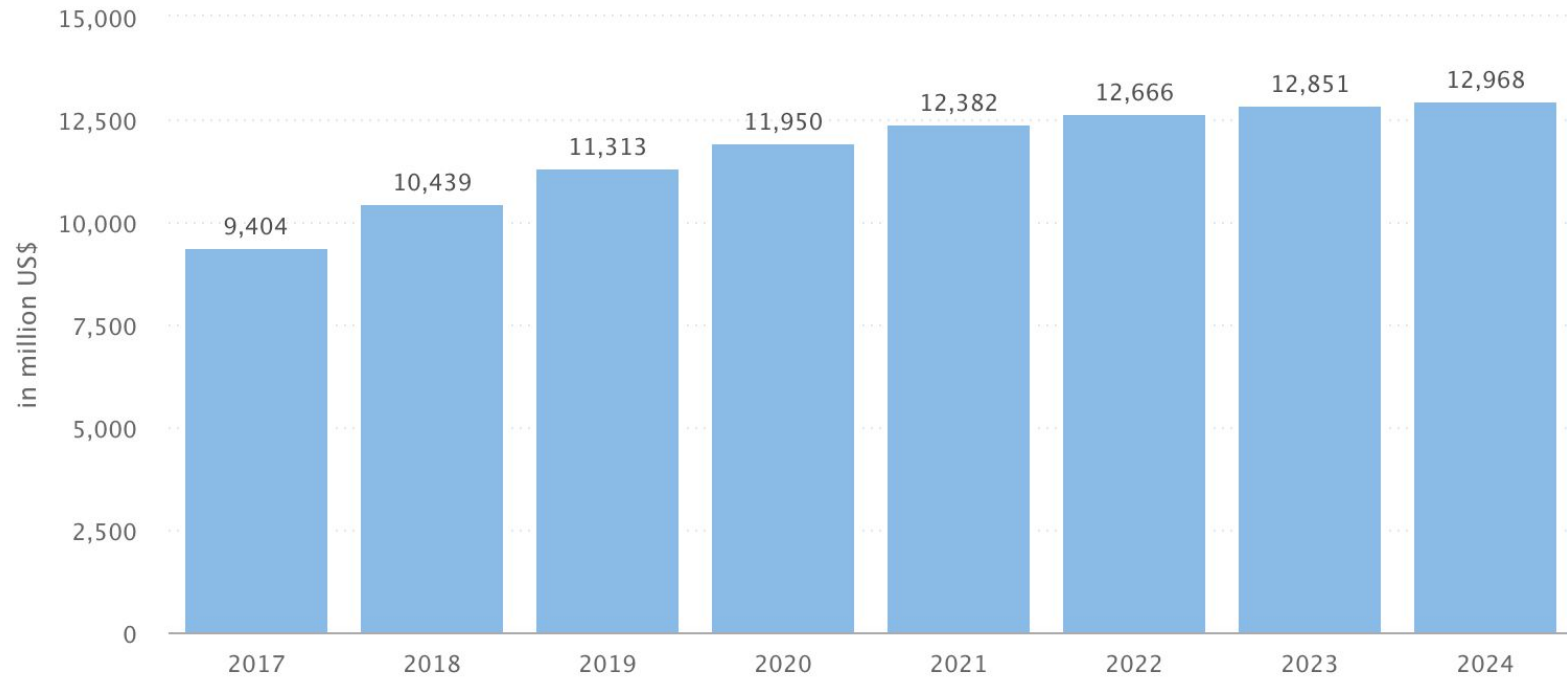
Key shows shape the perception → “New and Trendy” and the high-quality continued



Thank You!

Revenue

Revenue Growth

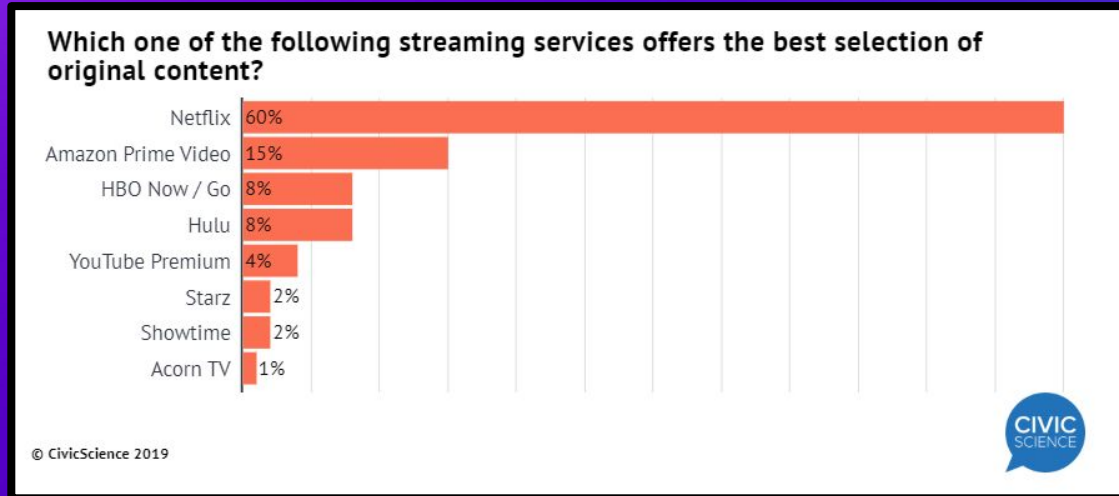


Source: Statista (COVID-19 impact will be implemented Q2 2020), March 2020

Info

Content and Originality

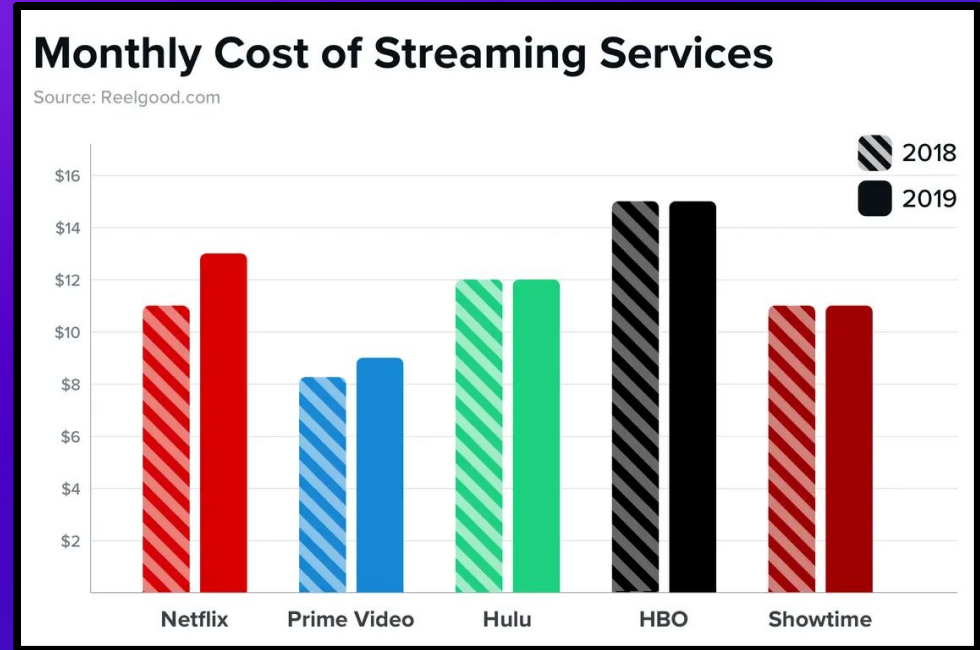
A CivicScience report published in October 2019 found that US viewers overwhelmingly prefer Netflix when it comes to original programming, with 60% choosing Netflix as the best place to find original programming. Amazon Prime, with a 15% vote share was a distant second, with Hulu and HBO Now only claiming 8% apiece. With HBO long considered the natural home of prestige content, for Netflix to be preferred by 7.5 more people is certainly a vote of confidence in the streaming giant's content.



Source: www.businessofapps.com

PRICE

While HBO Now is the most expensive service and has fewer movies and TV shows than the competition, the premium network has historically favored quality over quantity, and focused on a stacked Sunday night line-up of programming. But after the AT&T and Time Warner merger, HBO's quantity of content will increase. AT&T plans to increase HBO's budget and wants to introduce two hours of prime-time original programming on Monday nights along with Sundays.



Source: business insider

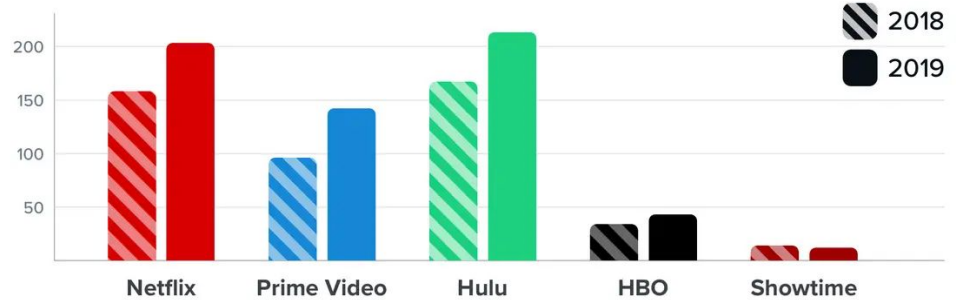
Quality of Content



High Quality Shows on Streaming Services

Count of highly popular shows with minimum IMDB score of 8.0 comparing 2018 and 2019

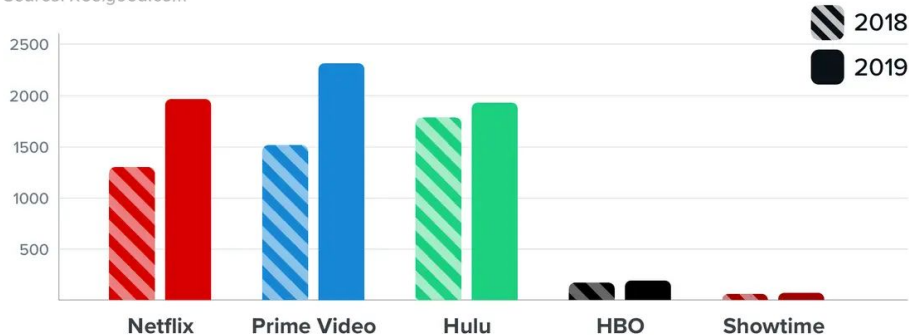
Source: Reelgood.com



Total Available Shows on Streaming Services

Show library size by major streaming service comparing 2018 and 2019

Source: Reelgood.com



Source: business insider



Quantity of content

Based on our Primary and Secondary research, we identified the major competitors of HBO Max and carried on with our research. Our further research and analysis is mostly based on:



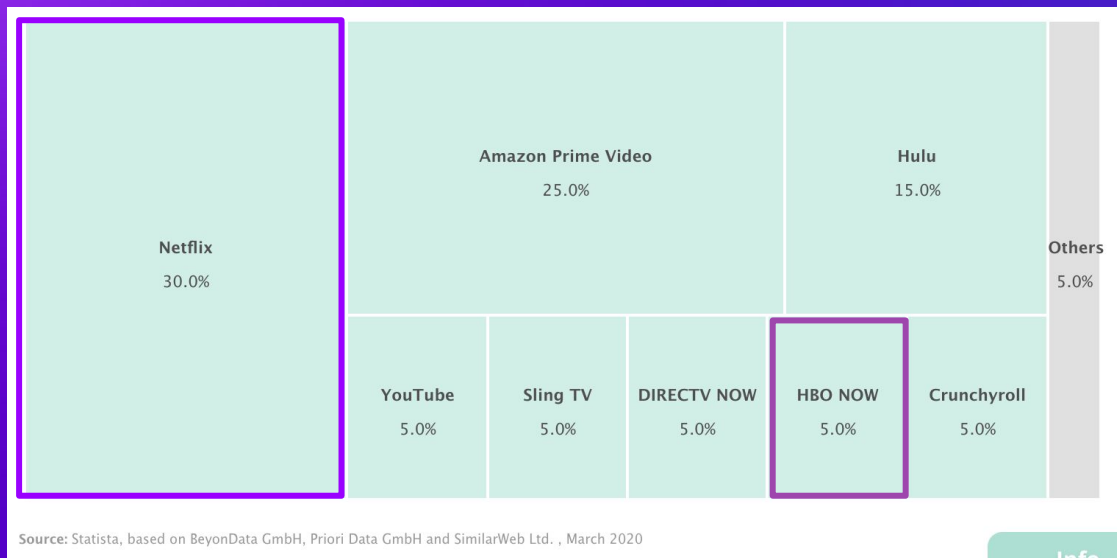
HBO Max vs. Netflix vs. Disney+

Comparing SVODS on various grounds



Popularity

In 2018, Netflix curiously seems to drop in popularity among 25-34 year olds, who are also the demographic that most heavily favour HBO Now. People have a perception that HBO offers only adult suitable content.



Secondary Research



Revenue in the Video Streaming (SVoD) segment amounts to US\$11,950m in 2020. It is expected to show an annual growth rate (CAGR 2020-2024) of 2.1%, resulting in a market volume of US\$12,968m by 2024. This clearly states the potential market for SVODS.

Key Decision Drivers for SVOD subscription

