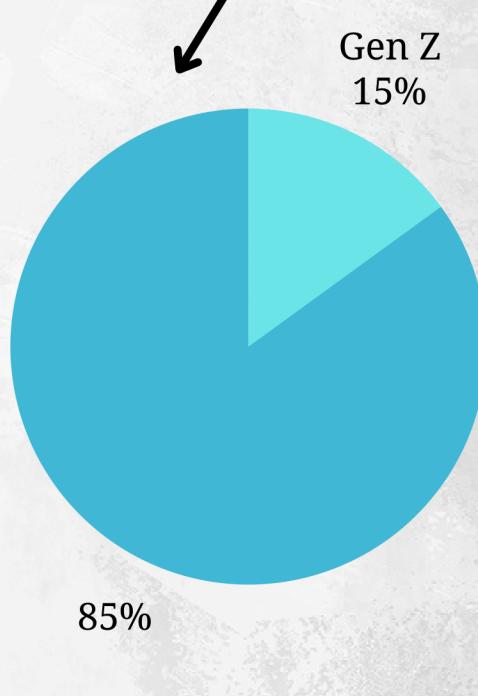




SCENERY

GROWTH STRATEGY

target audience



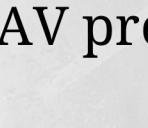
The Netherlands



English speakers

3rd

in the world for its IT integration



market for AV products

Benelux

Banijay



SCENERY

Competitors of Human Playground:



A NETFLIX DOCUMENTARY SERIES

HUMAN PLAYGROUND

SCENERY

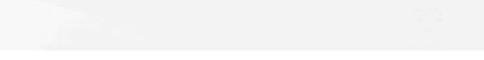


NARRATED BY DAVID ATTENBOROUGH

A NETFLIX DOCUMENTARY SERIES

HUMAN PLAYGROUND

SCENERY



TRIGGER OF MISCONCEPTION

★ 4/10

Not quite play
markphilo 17 February 2023

Nice narration by Idris and some nice camera work.

Done in 10 min segments of each item making it easy to dip in/out of or spin through for some of the less appealing ones.

And I did spin on some. I question some of the items come under playground. There were some obvious elements of peer pressure under the guise of tradition. I would prefer to review items where participants were not forced or coerced into it or coping with what appeared substantial mental trauma.

To be clear, a playground is something you enter under your own free will to test your skill set perhaps to include risk to life and limb.

★ 4/10

Misleading title
sascha-dilly 17 December 2022

Warning: Spoilers

Some nice pictures and some interesting rituals

But: what does this have in common with the title of the show? And why do they let Elba always call this playing or game when it's not?

Yoga is no game! Rockclimbing is no game! Sumo is no game! Surfing monster waves is no game!

And even if you mix this up with some superstitious rituals or poor sports like jumping over some funny ponds in the Netherlands this is still no show about games

'PLAY'

★★★★★

Oct 23, 2022

This docuseries was very good. Idris Elba and the entire crew did a spectacular job on this series. It's about discovering new cultures and the sports traditions they have in each country. It goes deep into how popular these sports are in these countries and how dedicated each athlete is to the sport. If you're a Netflix member, you should watch this docuseries sometime. It's a definite must see.



Insight from target research

Type of content consumed by Gen Z (22 survey responses)



Podcasts/Audiobooks

Written content

Audio-visual

AUTHENTICITY

TRUSTWORTHINESS

RELIABILITY

HONESTY

RESPECT

RESPECT

Top 3 documentary topics



SOLUTION



Interactive media market and podcast market in the Benelux region

4 P's of Marketing

PRODUCT 1



- interactive video
- mental health + ways to cope through play

PRODUCT 2



- podcast
- debunks the myths around types of play

Price \$

1. Netflix subscription (range 4.99-9.99 euro)
2. Free

Place

1. Netflix
2. Spotify, Apple Podcasts



NETFLIX



Promotion

Trailers

Content marketing - short-form video with a hashtag to trigger user-generated content on Instagram

Message

“ Play can make your life better ”



GOALS!

- In 6 months increase customers by 30%
- The viewers would have a broader understanding of what play is
- A decline in negative reviews regarding the shown types of play and how they relate to the title will be seen

