

# *MKTG7028 Assessment2- Marketing Communications Case Analysis*

Presented By Yuwei Cheng(u7602663)

# NETFLIX

## *Introduction*

Netflix is as one of the top providers of on-demand, subscription-based movies, and television shows. In August 1997, this company was established in the US. Netflix provides customers access to a vast library of films and television shows in various genres.

**Value Proposition:** By anticipating and addressing customer requirements, Netflix is dedicated to fostering long-term customer satisfaction.

Netflix is as one of the top providers of on-demand, subscription-based movies, and television shows(Wikipedia Contributors, 2018). In August 1997, this company was established in the US. Netflix provides customers access to a vast library of films and television shows in various genres(Netflix, n.d.).

Netflix's Value Proposition: By anticipating and addressing customer requirements, Netflix is dedicated to fostering long-term customer satisfaction.

# *Netflix — Servitization*

Servitization refers to the transformation of a company's business model from selling products to selling services or solutions that address customer needs more comprehensively.

Subscription-  
Based Model

Content Variety  
and  
Personalization

Original  
Content  
Production

Convenience  
and  
Accessibility

Quality and  
Innovation

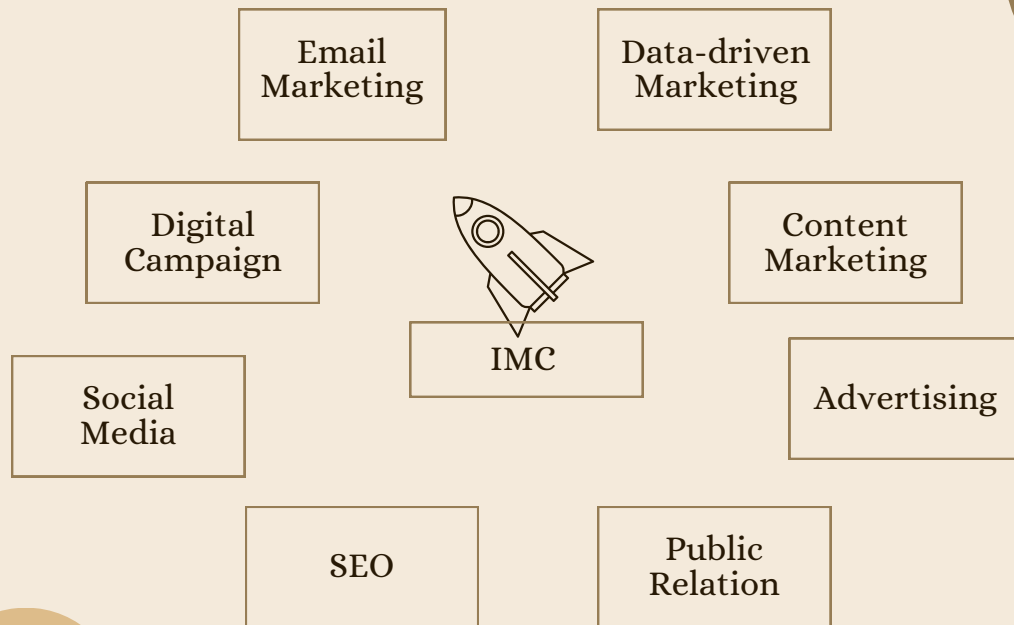
Continuous  
Content  
Updates

Free Trial  
Periods

User-Friendly  
Interface

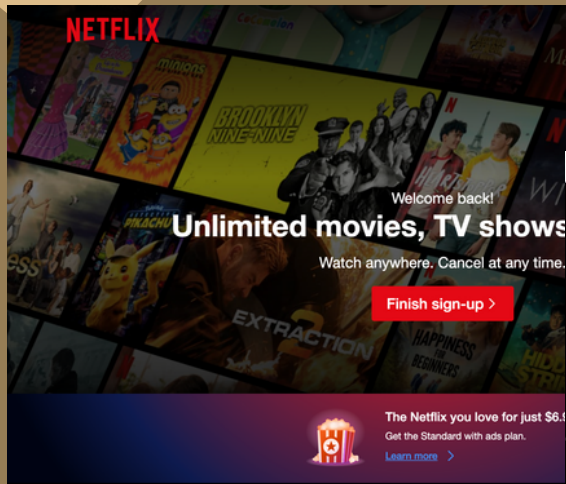
Servitization is transitioning from limited to comprehensive services that meet customer demands (Guest, n.d.). Netflix, once a DVD rental service, evolved into a major internet streaming player (Netflix, n.d.). Their subscription model now offers diverse content, enhanced by automated suggestions and original hits like House of Cards. Convenient, device-independent viewing reinforces Netflix's user-centric reputation.

## *Netflix---Communication Strategies*

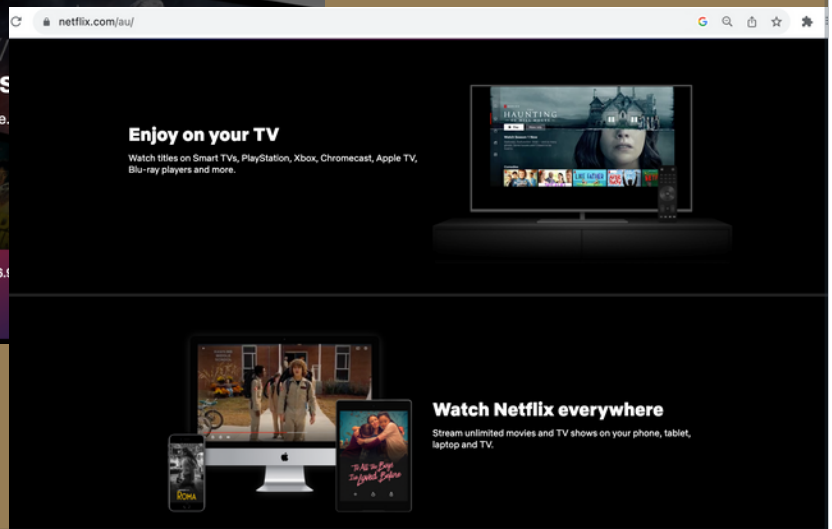


Netflix expertly integrates agility and consumer focus for potent impact via integrated marketing. A customer-centric model guarantees seamlessness(Villarreal, 2010). Advanced targeting arises from integrated marketing and content analytics(Villarreal, 2010). The strategy spotlights original content, tailored suggestions, and compelling trailers, amplifying global resonance through interactive storytelling. Region-specific methods, social media participation, influencer partnerships, and strategic events fine-tune content dynamics. Industry acclaim and stellar content bolster Netflix's position.

# Netflix---PESO Model

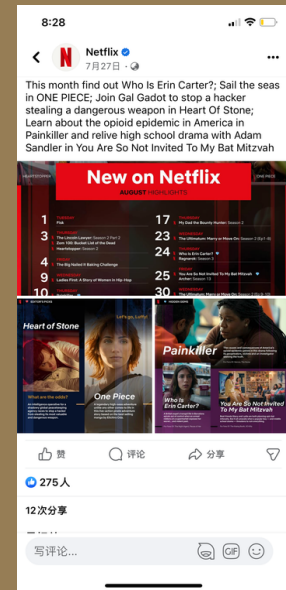
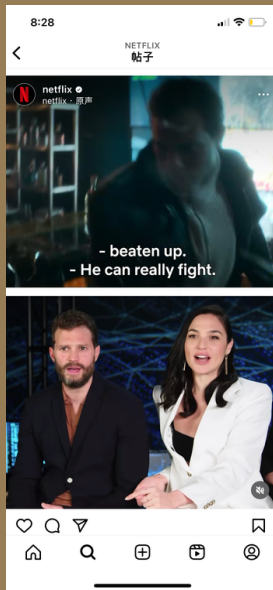


## Netflix.AU (Owned Media)



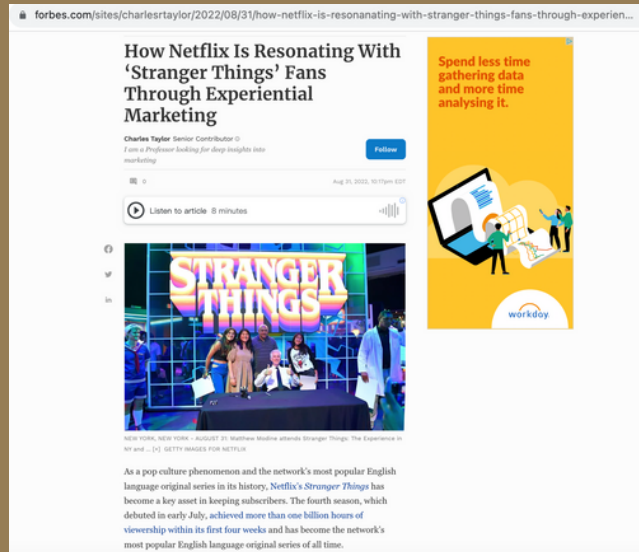
Netflix uses PESO (Paid, Earned, Shared, Owned) media strategy(Dietrich, 2023). Their Australian site exudes contemporary style, focusing on easy navigation and entertainment. Strong visuals span genres, echoing their global entertainment image. Bold colors and fonts elevate the user-friendly design, showcasing creative storytelling.

# Netflix ---Facebook &Instagram (Shared Media)



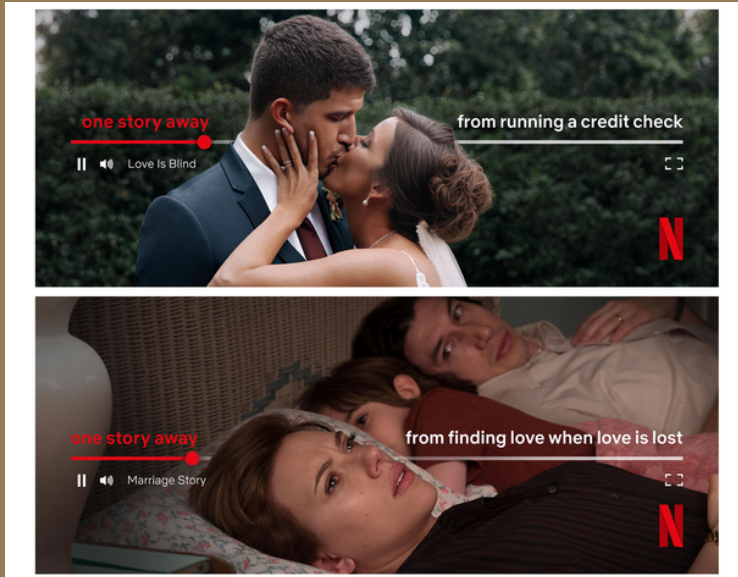
Netflix's social media tone is vibrant, maintaining a lighthearted and approachable style to engage diverse audiences. Visuals like photos, GIFs, and clips capture the essence of their content, adhering to the brand's image.

# Netflix --- 'Stranger Things' Experiential Marketing (Earned Media)



The "Stranger Things" campaign evokes nostalgia and suspense, reflecting the show's themes and Netflix's brand identity(Taylor, n.d.). It creatively employs recognizable imagery and maintains consistent messaging across social media, posters, and trailers.

## Netflix --- 'One Story Away' (Paid Media)



With this short film, Netflix aims to bring viewers to the core values of the brand: bringing together creators from around the world with a passion for storytelling, and bringing everyone closer together with a good story.


Netflix's "One Story Away" global spot unites emotions through narrative clips, supported by a red progress bar symbolizing unity (About Netflix - "One Story Away" Campaign Celebrates the Power of Storytelling, n.d.). Launched in 27 countries in 2020, the campaign also features online films and billboards in select cities (About Netflix - "One Story Away" Campaign Celebrates the Power of Storytelling, n.d.), reflecting Netflix's aim to foster relationships and emotions through storytelling.





## *Conclusion*

Netflix swiftly shifted from DVD rentals to streaming, prioritizing environmental concerns. Their expansion led to substantial investments in premium original content, solidifying global digital media dominance. Innovation, personalization, diverse storytelling, and top-notch quality have reshaped entertainment consumption and public opinion through strategic communication and a unique value proposition.



Netflix swiftly shifted from DVD rentals to streaming, prioritizing environmental concerns. Their expansion led to substantial investments in premium original content, solidifying global digital media dominance. Innovation, personalization, diverse storytelling, and top-notch quality have reshaped entertainment consumption and public opinion through strategic communication and a unique value proposition.



*Thank You*

## References

About Netflix - "One Story Away" campaign celebrates the power of storytelling. (n.d.). About Netflix. <https://about.netflix.com/en/news/one-story-away-campaign>

Dietrich, G. (2023, January 10). A 2023 PESO Model™ Primer for Communicators. Spin Sucks. <https://spinsucks.com/communication/pr-pros-must-embrace-the-peso-model/>

Guest, S. A. P. (n.d.). SAP BrandVoice: What Is Servitization And How Can It Help Your Business? Forbes. Retrieved August 18, 2023, from <https://www.forbes.com/sites/sap/2022/03/28/what-is-servitization-and-how-can-it-help-your-business/?sh=32b625ed7cf5>

Netflix. (n.d.). About Netflix - Homepage. About Netflix. <https://about.netflix.com/>

Taylor, C. (n.d.). How Netflix Is Resonating With "Stranger Things" Fans Through Experiential Marketing. Forbes. <https://www.forbes.com/sites/charlesrtaylor/2022/08/31/how-netflix-is-resonating-with-stranger-things-fans-through-experiential-marketing/>

Villarreal, R. (2010). Integrated Marketing Communication Strategy. Wiley International Encyclopedia of Marketing. <https://doi.org/10.1002/9781444316568.wiem01027>

Wikipedia Contributors. (2018, November 28). Netflix. Wikipedia; Wikimedia Foundation. <https://en.wikipedia.org/wiki/Netflix>

## Organisation: Netflix

Date	media source	audience?	ad/article top	comments
23.06	youtube	youth	Heart of Stone/Gal Gadot/Official Trailer/Netflix	@lanboggs: I got to go be on the set of this movie, it was incredible, can't wait to see the final product Gal and Netflix!
8.16	Netflix website	Loyal Netflix viewers, especially those who follow newly released movies	Top 10 week of Aug.7 : " Heart of Stone' and 'Painkiller' Debut at#1 on the English Film and Series Lists	
8.16	Facebook	people who love this kind of show	Time for Helen to ditch the brown suit and put on some celebration clothes-- Fisk has officially hit the Global Top 10	Great show. so funny. I've binged every episode on Netflix and ABC Iveiw. Hopefully it's renewed for a third season.
8.16	INS	big fans of this show	WE'RE STILL TALKING 5YEARS LATER	Still a fan of them even after 5 years