

Netflix:

BRAND AUDIT

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LOGO, SYMBOL & SLOGAN

NETFLIX



“SEE WHAT’S NEXT”

Netflix Red
#E50914

Symbol
Dark Red
#B20710

Ivory
#F5F51

Nero
#221F1F

MISSION

We promise our customers stellar service, our suppliers a valuable partner, our investors the prospects of sustained profitable growth, and our employees the allure of huge impact.

TRADEMARKS

- 200 filings
- Netflix
- N

PATENTS

- Netflix Streaming Service
- Netflix DVD Service

COPYRIGHT

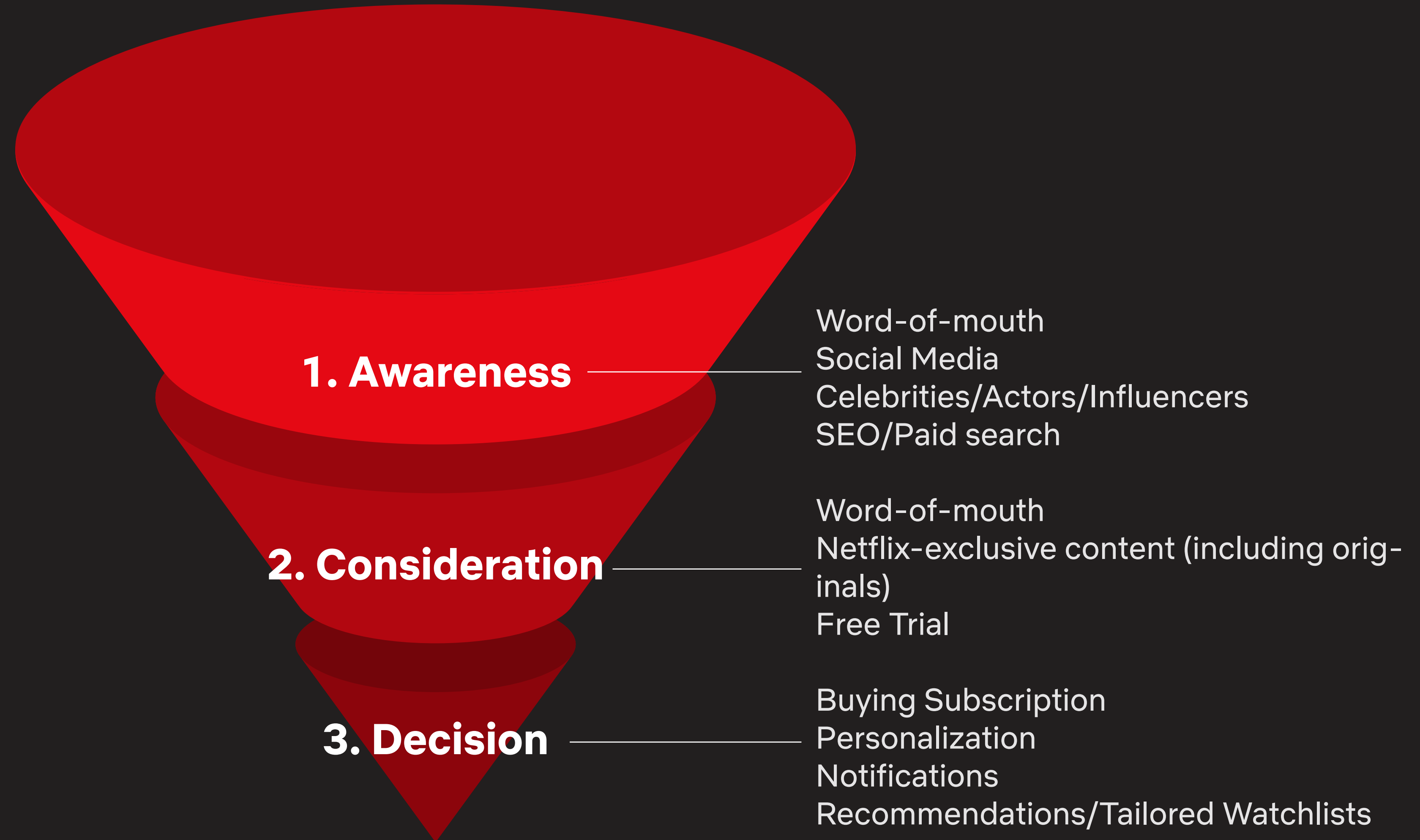
- Service & Content

Pricing Breakdown

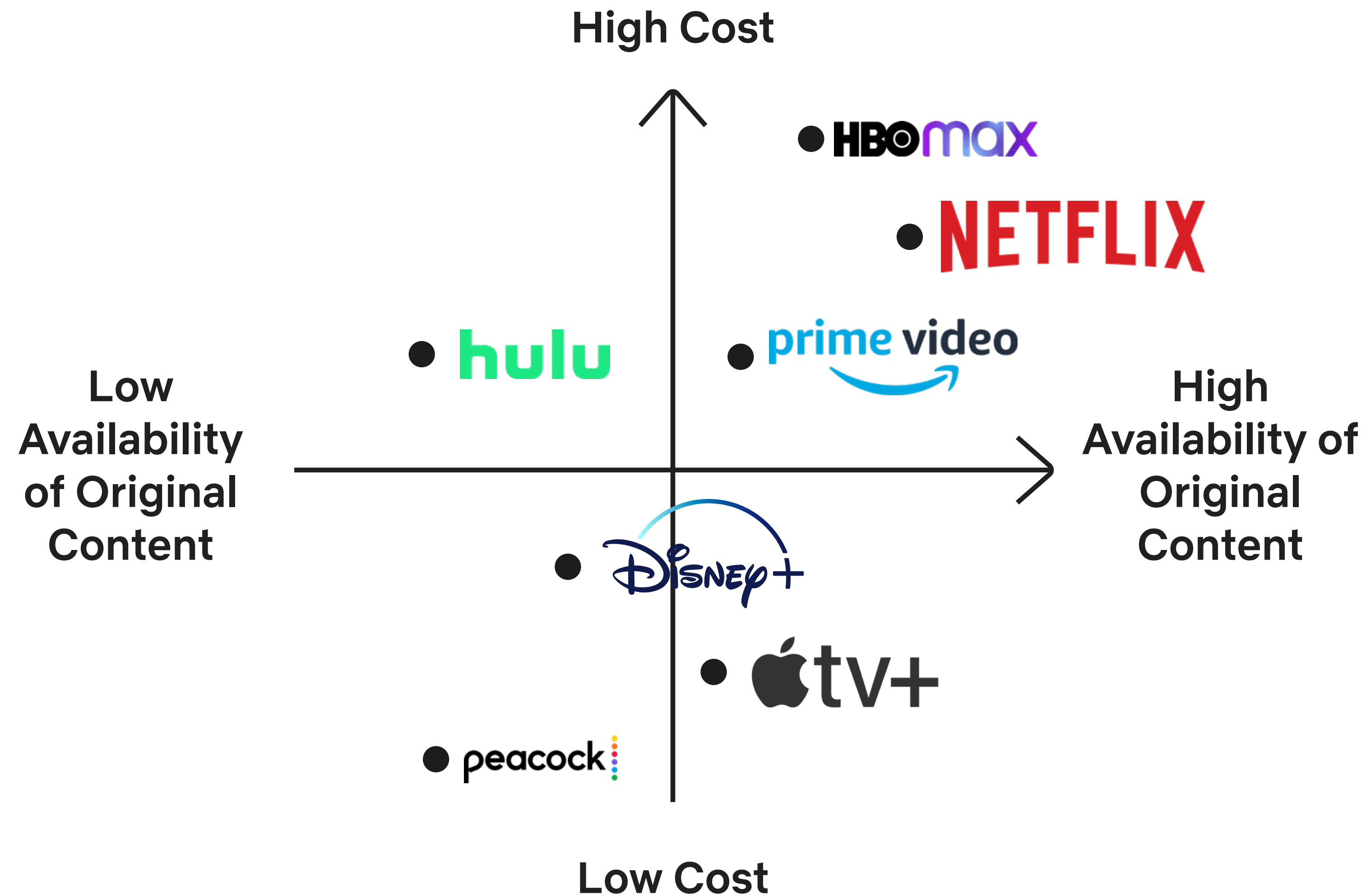
	Basic	Standard	Premium
Monthly cost (USD)	\$8.99	\$13.99	\$17.99
Number of screens you can watch on at the same time	1	2	4
Number of phones or tables you can have downloads on	1	2	4
Unlimited TV shows, movies, and mobile games	✓	✓	✓
Watch on your laptop, TV, phone, and tablet	✓	✓	✓
HD available		✓	✓
Ultra HD available			✓

**The user is initially offered a free subscription for the first 30 days. After signing up, the user can cancel his/her/their membership in 30 days without payment. The membership automatically continues until the user cancels. There is no cancellation fee, commitment, or contract.

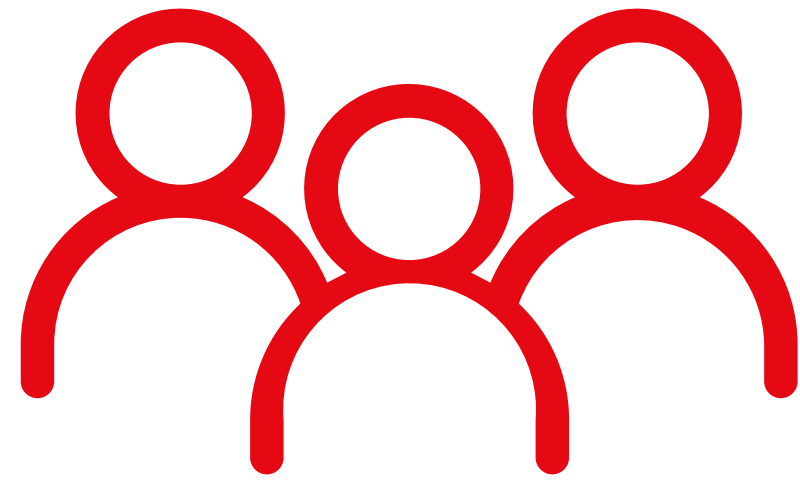
Netflix's Marketing Funnel



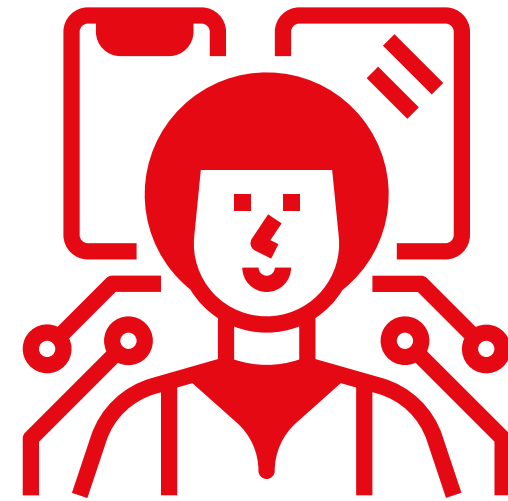
Competitive Analysis



Target Audience



All Genders



**Millenials &
Generation Z**



**Movie and
TV Lovers**

Brand Voice

- | Playful and Humorous
- | Informative and Professional



Brand Voice

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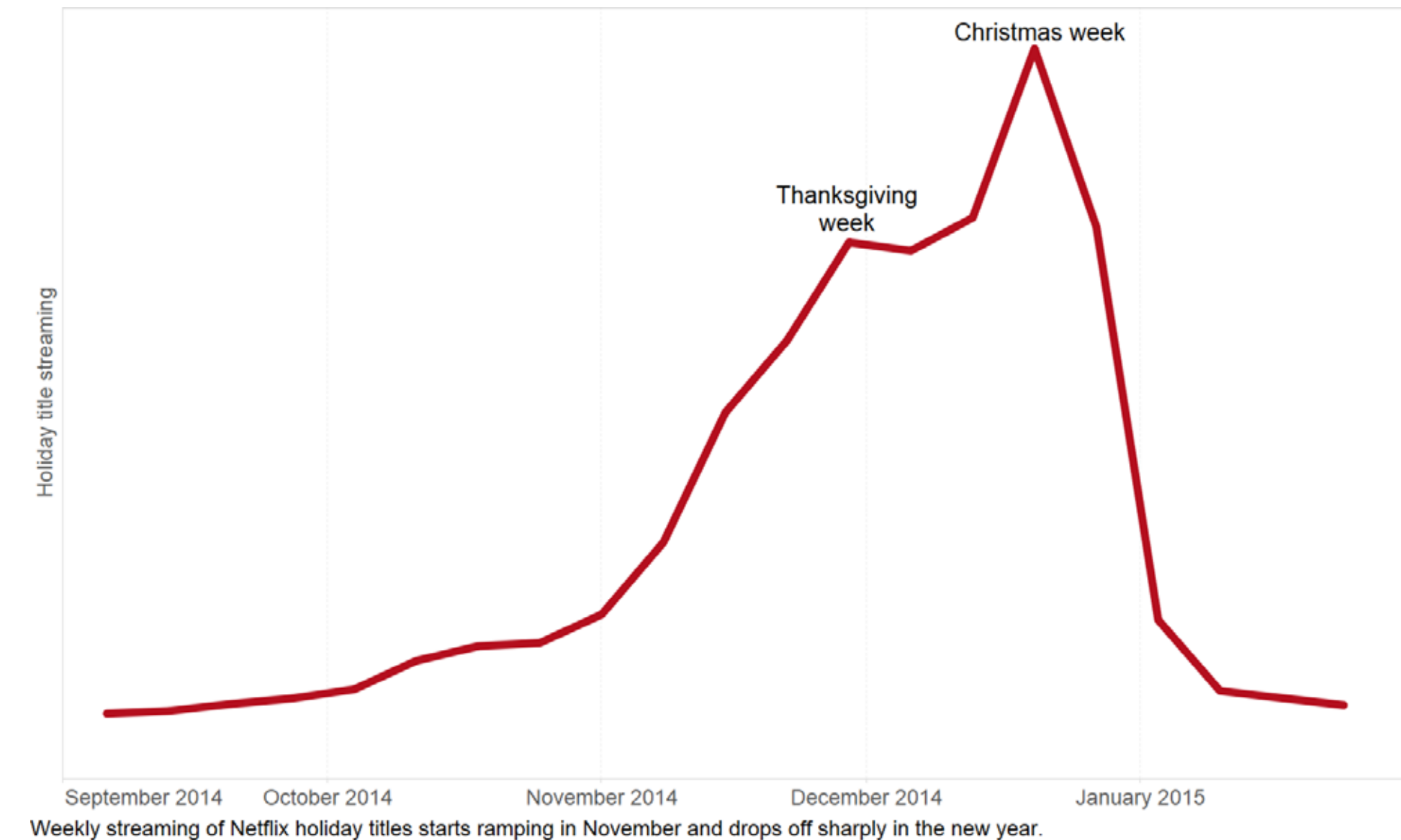
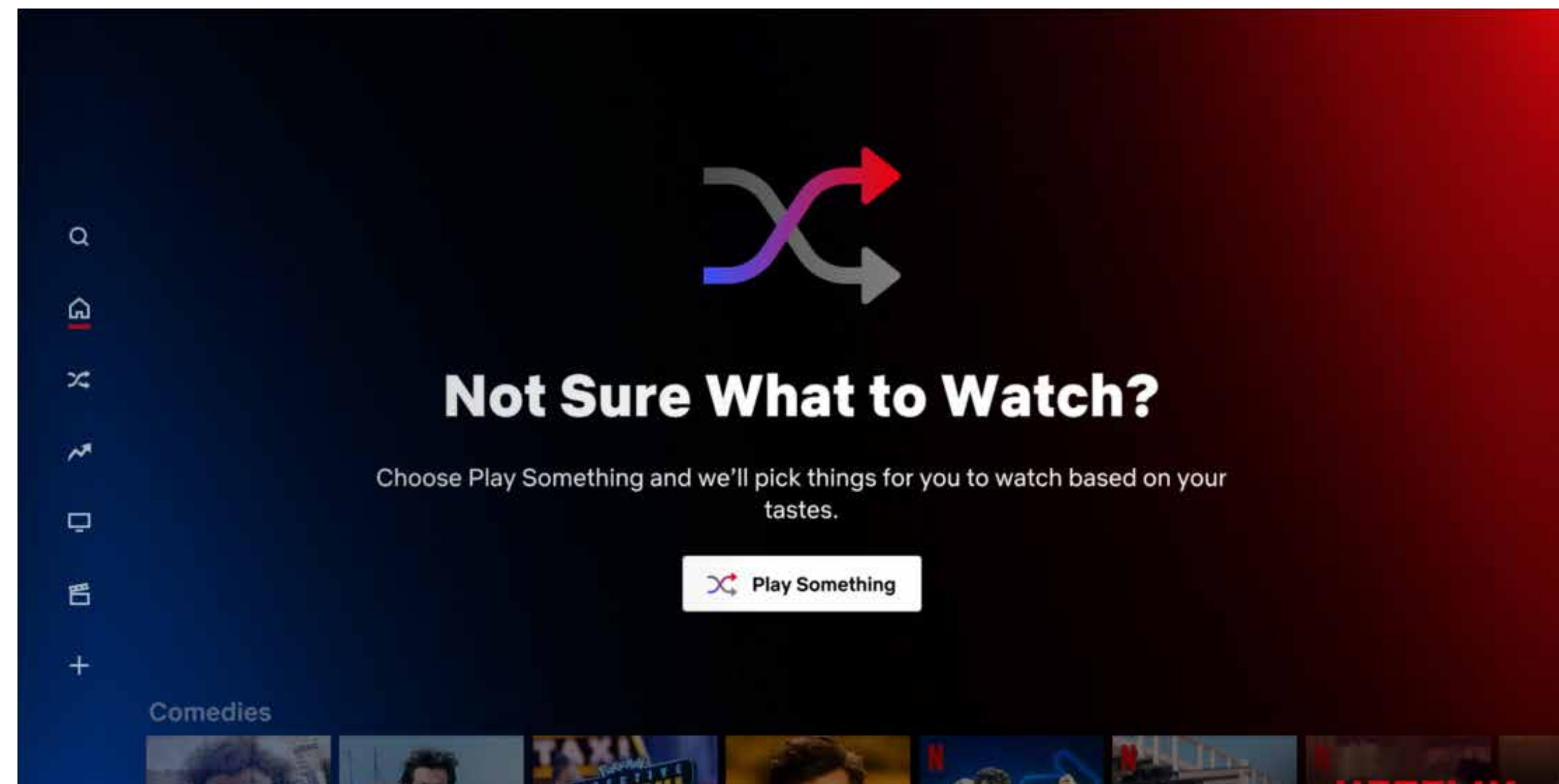
Brand Voice

- | Playful and Humorous
- | Informative and Professional



Brand Personality

I Competence



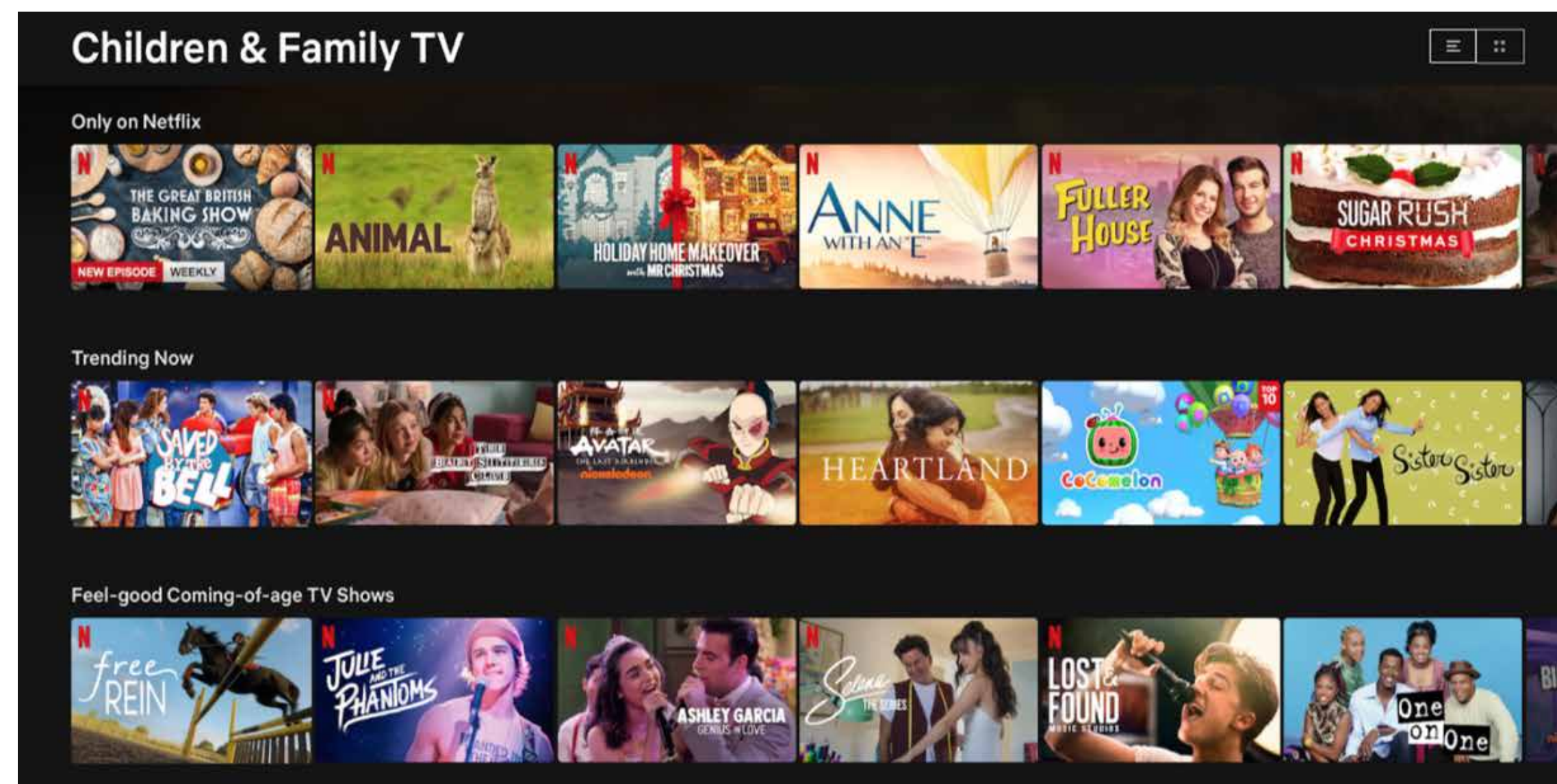
Brand Personality

I Excitement



Brand Personality

I Sincerity



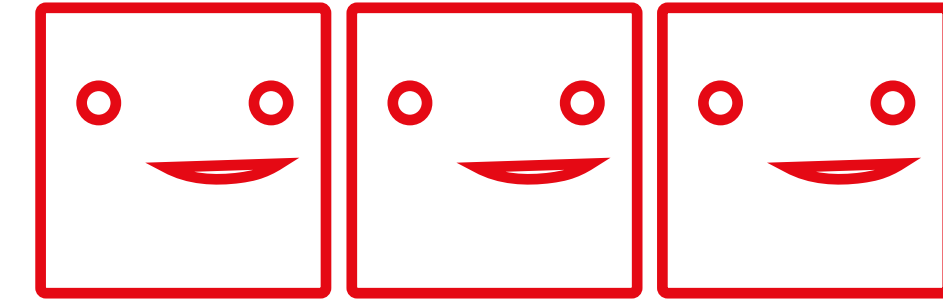
Points of Parity



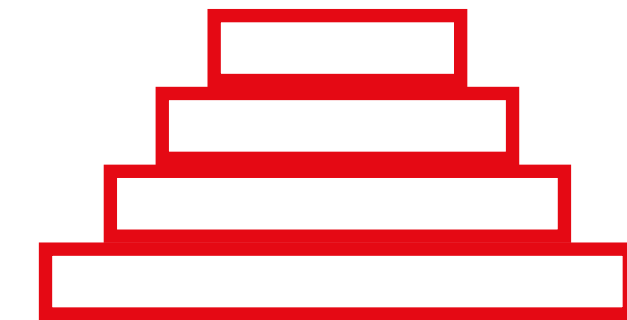
Parental controls



**Catalog of movies,
television shows and
original content on demand**

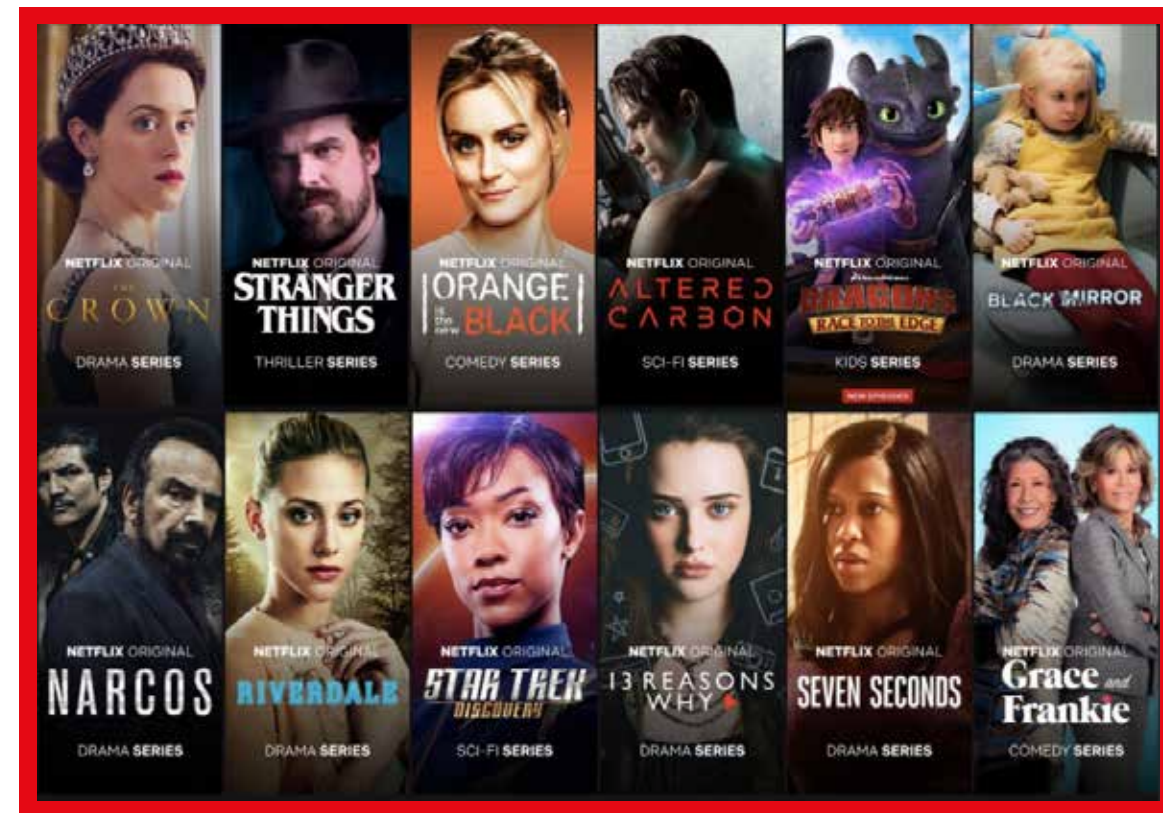


**Multiple users
within an account**



**Levels of
streaming tiers**

Points of Difference



Netflix Originals



**Deep Consumer
Insight**



**Ad-free content for
all subscriptions**

Research Studies

- | Due to COVID-19, time spent streaming increased by almost 75% in 2020**
- | 38% of survey respondents found Netflix to have the best original programming**
- | Failure to deliver similar success in 2021 due to pull-back of coronavirus until Q3**

Media Interpretation

- | Disrupter of other brands (Blockbuster) & itself while being largely unrivaled for a decade**
- | Streaming Wars but maintaining category leader position**
- | For the future, original programming / sustainability efforts / partnership with Walmart**

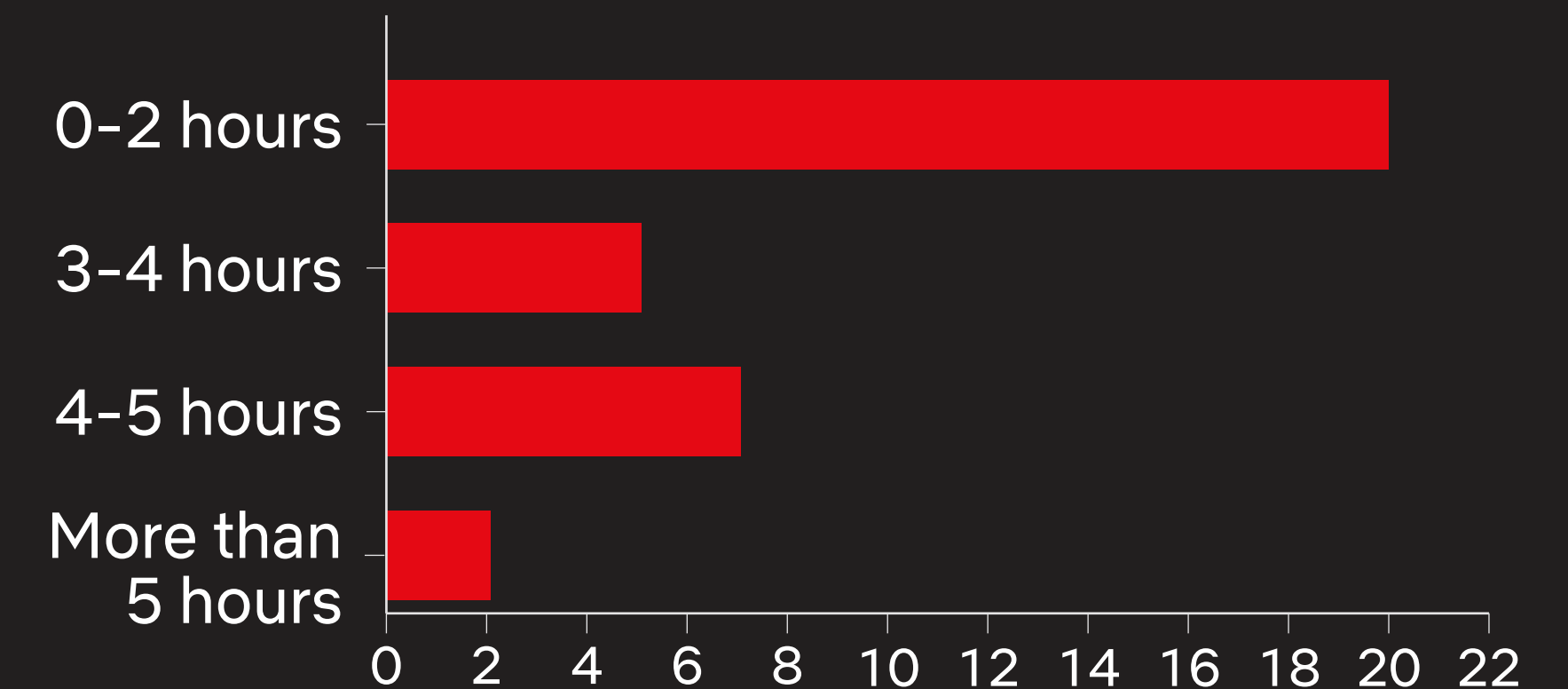
Quantitative Survey

- 92% of our respondents placed Netflix at the top of the streaming market
- 72% of respondents were found to be subscribing to more than 3+ streaming services

On average, how often do you watch Netflix in a week?



On average, how often do you use streaming platforms other than Netflix?

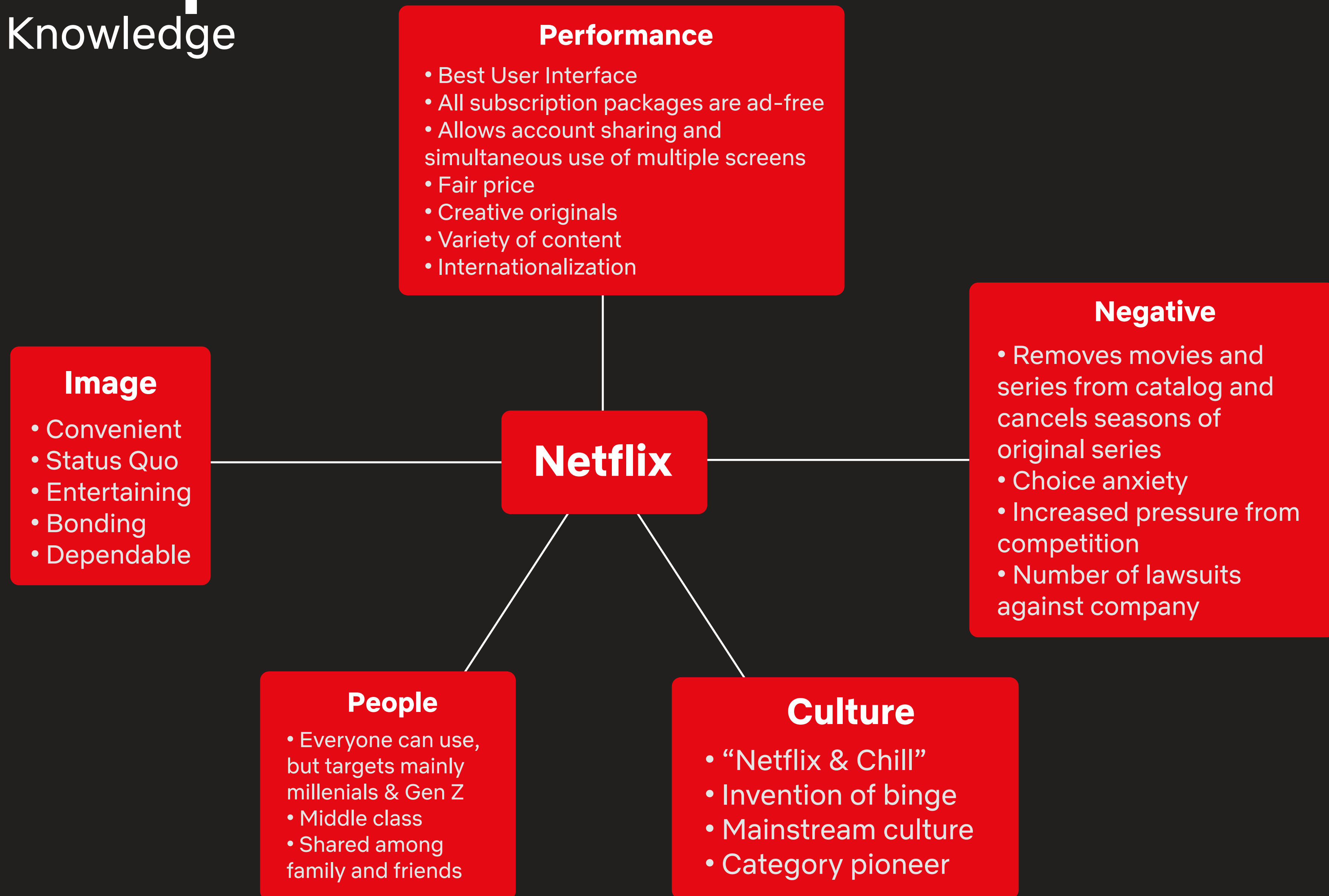


Qualitative Survey

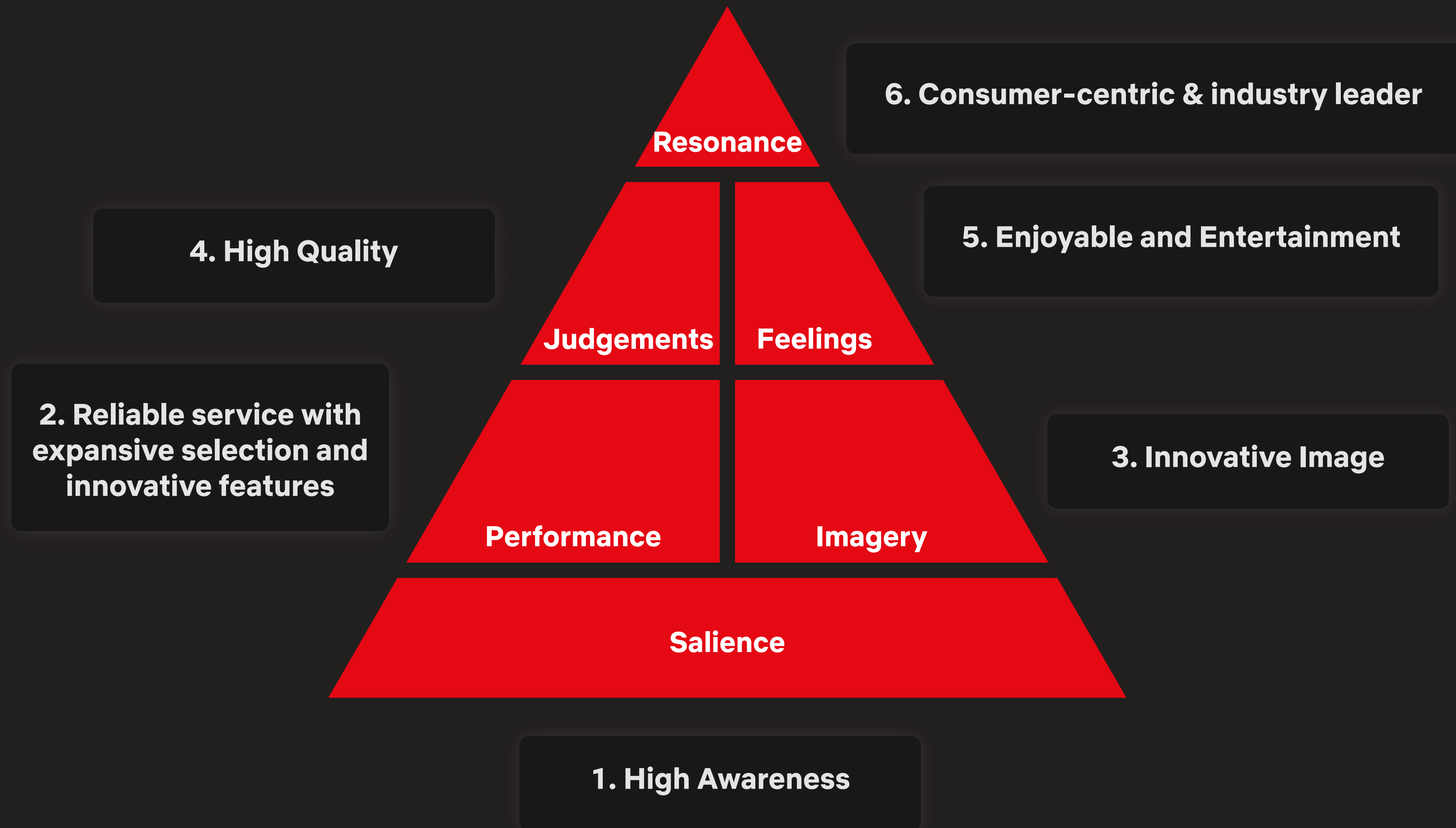
- | Being completely ad-free was a important aspect of a consumer's purchase decision**
- | Netflix has the easiest and most intuitive UI/UX. (POD)**
- | Competitors like HBO Max were listed as having better quality content despite a smaller quantity**

Mental Map

& Consumer Knowledge



Brand Resonance



Positioning

CURRENT

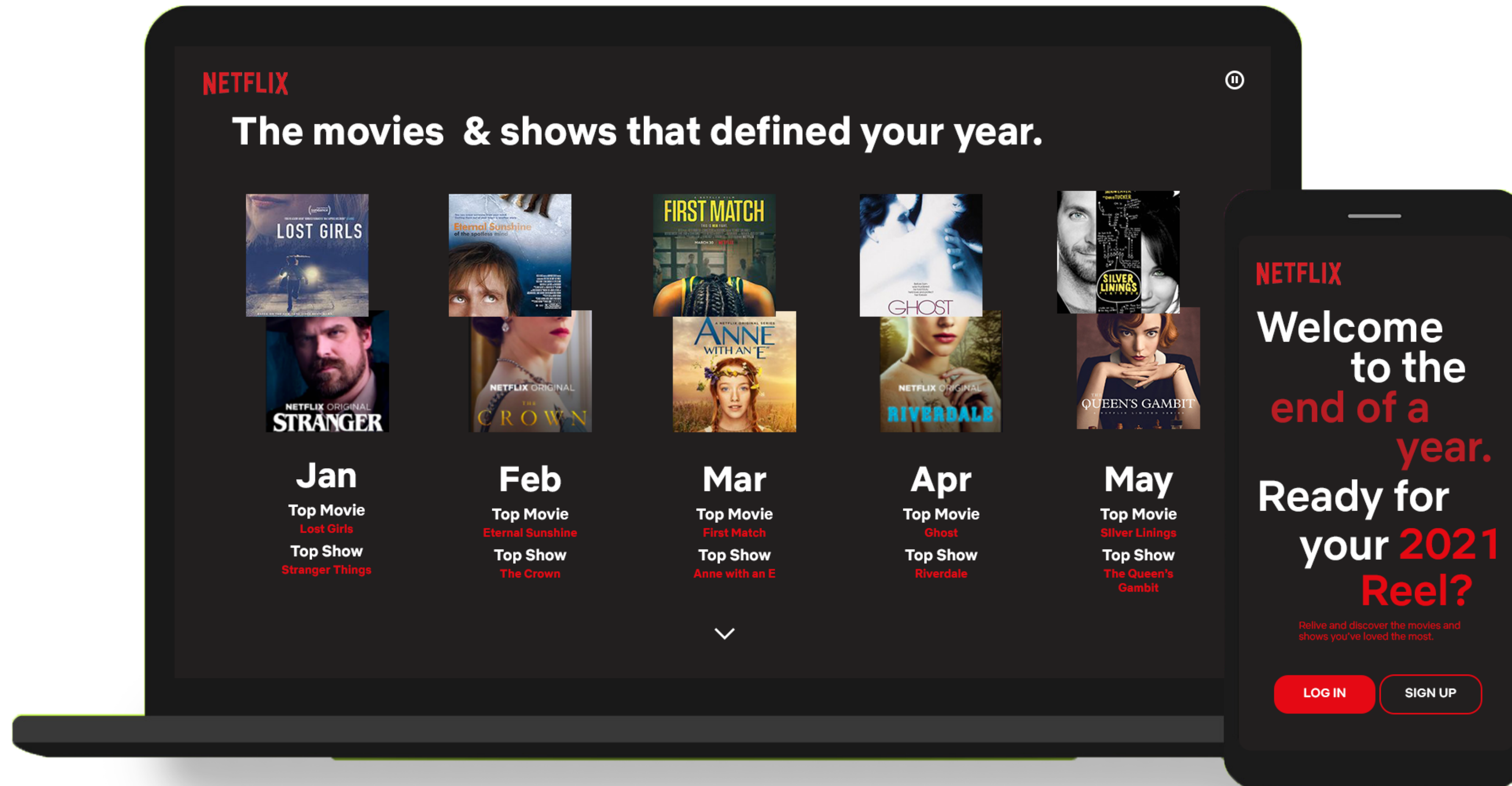
For **young adults**, Netflix is the **premier streaming service** that best delivers on original content and diverse library because Netflix, and only Netflix, offers ad-free content through a **seamlessly easy to use** interface bringing relaxation back to entertainment.

RECOMMENDED

For **young adults** and **families**, Netflix is the **premier entertainment and social experience** that best delivers on original content and innovation because Netflix, and only Netflix, is focused on creating an **experiential platform** that allows consumers to **interact as both an individual and a community**.

| Recommendations

“Netflix Reel”





“It’s More than a Movie, It’s Netflix”

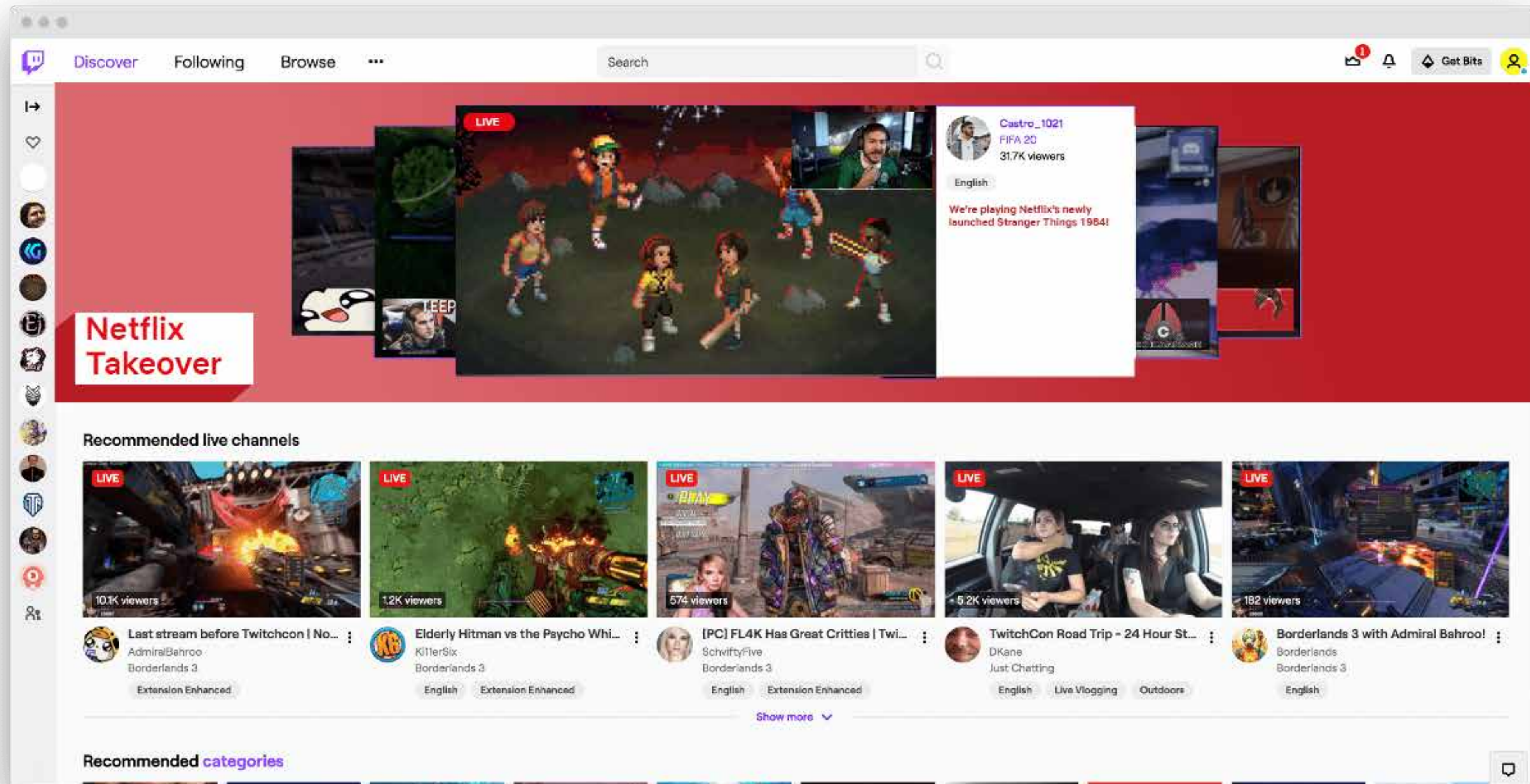
It's **more** than just a movie.
Subscribe today.

NETFLIX



“It’s More than a Movie, It’s Netflix”

Netflix x Twitch Partnership



Questions?

THANK YOU!