

# MAX Email Campaign



## Closer Look at MAX

- Streaming platform originally known as “HBOMAX” now rebranded as “MAX”
- Owned by Warner Bros., American film and entertainment studio
- Headquarters in New York City
- Serves in the USA, Latin America, Caribbean and some parts of Europe
- 97 million users in Q1 2023
- Biggest competitor is Netflix (230 million subscribers)

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## Objective of the Email Campaign

- Educate potential new and existing subscribers on the enhancements made to the streaming platform that is now “MAX”
  - ◆ Launched in end of May
- Encourage existing subscribers of HBO Max to download the new MAX app that have not yet done so
  - ◆ MAX is free if already subscribed to HBO Max

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## CTA

- For consumers who **do not** have MAX
  - ◆ “For HD streaming right at your fingertips, get started and subscribe now for *only* \$9.99 a month!”
- For **current subscribers** who are unaware of or have not updated to the new MAX app
  - ◆ “Don't miss out on our brand new and improved app, MAX, where streaming is better than ever! Click to start streaming now.”
    - Have an embedded link where you are able to click and be able to update the app/download the new version

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## WHO is the Target Audience?

- Age Demographic: Gen X and Millennials (25–44)
- Behavioral Demographic: Customers who are consistent with subscription
- Attitudinal Demographic: Customers are open to a new show while needing to binge familiar ones
- Why?
  - Need consistent cash flow for monthly payments
  - Many shows on MAX are geared towards younger audiences
  - Streaming platforms are popular with younger demographics

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## KPIs

- Percentage of existing subscribers who click on email and download the app
- 33% of Gen Z VoD users use MAX
- 14.2% of all new OTT users come from MAX
- Fame and popularity gap with a high brand awareness and a low usage
- Gen Zs have a higher brand loyalty than other users
- Estimated revenue of 7 billion dollars per year
- MAX aims to reach 120 to 150 million users by 2025

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## Citations

- <https://bootcamp.uxdesign.cc/case-study-redesigning-hbo-max-139b65a98b54>
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- <https://www.statista.com/insights/consumer/brand-profiles/3/7/hbo/united-states/>
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