

Big Idea Worksheet

Your name: Lena Binder, Julian Kulinsky, Sven Ritzmann

Name of the project: "Future licenses for Netflix."

Who is your audience?

List the primary groups or individuals to whom you'll be communicating.

- Leadership

If you had to narrow that to a single person, who would that be?

- Netflix: Pablo Perez De Rosso: Vice President, Strategy, Planning & Analysis

What does your audience care about?

- Many subscribers
- Market leadership
- Better customer experience than the competitors

What action does your audience need to take?

- Movie and TV Show licenses should be purchased that are the most attractive

What is at stake?

What are the benefits if your audience acts in the way that you want them to?

- More subscribers
- More profit
- Better customer ratings

What are the risks if they do not?

- The subscribers of the service could decrease
- Less profit
- Less attractive movie and series offerings could lead to poor user ratings

Form your big idea

It should articulate your point of view, convey what's at stake, and be a complete (and single!) sentence.

"Licenses should be purchased for the most attractive movies and TV shows, so you can be the market leader again and make more money and have a bigger customer base than the competition (e.g. disney +)."