

Netflix Presentation

By Tshepo Molefe





Background

Netflix is an American entertainment service provider that allows users to stream and/or download movies and series that are exclusively available on their site.



Brief

Netflix is launching in South Africa and wants DSTV subscribers to subscribe to them instead.

Our task is to not only entice the target market through our campaign but to discredit DSTV in the process.



Main Insight

- 1. The content of DSTV was limited**
- 2. Its programme is full of re-runs**



Insight Story

<p><u>Say</u> “I have to wait for shows I want to watch” “DSTV is expensive and full of re-runs”</p>
<p><u>Think</u> I can't watch what I want, when I want to</p>
<p><u>Feel</u> Restricted and Bored</p>



<p><u>Say</u> “Netflix is cheap and convenient for me and it gives me freedom of choice in terms of what I wanna watch”</p>
<p><u>Think</u> I have a variety of things to watch at anytime</p>
<p><u>Feel</u> Encouraged to watch Netflix</p>



Problem Statement

How can Netflix help the DSTV market think that Netflix has a variety of things to watch at anytime because currently they are bored of the limited content they are viewing on DSTV?



Big Idea

Show the DSTV subscribers that Netflix has a variety of choices in terms of content.



Concept

Explosion of Choice



Executions





List of Deliverables

1. 2 x Radio Ads
2. 2 x TV Ads
3. Activation



Radio Ad 1 Description

Client: Netflix

Element: Radio Ad

Type: Conceptual

Length: 30"

Writer: Tshepo Molefe

Title: Faulty Service



Radio Ad 1

FVO: Hi. My name is Steph, and I will be your waiter for today.

MVO: Hi, Steph. I would like to have a T-Bone steak with chips.

FVO: (Hiss sound) I'm afraid, we don't have steak...

MVO: Oh. Well how about a seafood risotto?

FVO: Yeeaahhh... The last prawns were ordered a few minutes ago...

MVO: (irritated) What about anything with chicken?

FVO: Ohhh... (Awkward pause) there's no-

MVO: (shouting) What do you have then?!

FVO: (hesitantly) Well... there's a range of salads over... here...

ANNR: Why wait for what you want when you can have it anytime?

Netflix. Explosion of choice.



Radio Ad 2 Description

Client: Netflix

Element: Radio Ad

Type: Conceptual

Length: 30"

Writer: Tshepo Molefe

Title: Short Circuit



Radio Ad 2

SFX: Cardboard door closing.

MVO1: I finally finished watching Nachos

MVO2: And...

MVO1: I got three words. Bomo no...

MVO1 and MVO2: PLATAAAAAA!

SFX: Short circuiting sounds start ringing.

MVO3: have y'all watched Marvel's The Defenders yet?

MVO1: BOOOOYYYYY!!! I thought Matt Murdock was dead!

SFX: Short circuiting sounds get louder.

MVO2: Thank God, there is going to be a 3rd season of Daredevil...

SFX: Short circuiting sounds are now violent and volatile.



Radio Ad 2 (Cont.)

MVO2: Ey, Sbu... You okay...?

MVO4: Nah.

SFX: Short circuiting sound

MVO4: Just.

SFX: Short circuiting sound

MVO4: Nachos.

SFX: Short circuiting sound

MVO4: De-

SFX: Short circuiting sound

MVO4: Fenders.

SFX: Short circuiting sound

MVO4: Daredevil.

SFX: Short circuiting sound

MVO4: Too.

SFX: Short circuiting sound

MVO4: Much.

SFX: Short circuiting sound

MVO4: Spoilers!

SFX: Explosion sound

ANNR: Don't let limited content be a buzz
kill to your office conversation.

Netflix. Explosion of choice.



TV Ad 1 Description

Client: Netflix

Element: TV Ad

Type: Conceptual

Length: 30"

Writer: Tshepo Molefe

Title: Life in Monochrome



TV Ad 1

Visuals	Audio
Camera shows a world full of colour.	SFX: Joyous, vibey song starts playing.
A young woman goes into a cellular shop and is looking for a new phone to buy	
At this point she has an array of options, from state-of-the-art phones to brick phones	
She spots her desired phone, but as soon as she goes for it, the last one gets bought by a random buyer.	
This continues throughout the advert. The less options she has, the duller the colors of this world becomes.	SFX: Song plays slower as the colours fade.
Her final option is to buy that oldest model of the brick phone that deserves to be left in the 1	



TV Ad 1 (Cont.)

Visuals	Audio
By that time this world she is in, is monochromic.	SFX: Song has transitioned into a dull, sad song
Screen fades into grey background	
Copy is written in red shows: “WHY WAIT FOR WHAT YOU WANT, WHEN YOU CAN HAVE IT ANYTIME?”	MVO: Why wait for what you want, when you can have it anytime?
Previous copy fades. New copy is written in red shows: “NETFLIX. EXPLOSION OF CHOICE.”	MVO: Netflix. Explosion of Choice.



TV Ad 2 Description

Client: Netflix

Element: TV Ad

Type: Conceptual

Length: 30"

Writer: Tshepo Molefe

Title: Lost Signal



TV Ad 2

Visuals	Audio
Camera first shows a pitch black visual, before moving into a visual of a middle aged man sitting in a lounge.	
Camera shows a middle aged man watching television. He seems to be watching what looks like “Isibaya”.	
Please note that the camera is in motion, moving from the image described into a new scene.	
Lightning strikes. The middle aged man’s television that “Connection interrupted by the weather” sign.	SFX: Thunder roars
While the camera is moving from the lounge to another room, the middle aged man is calling his son to fix the TV decoder	MVO: M’fana! We m’shana! Wozolungisa lento le! (Translation: Boy! Son! Come and fix this thing!)
Camera leaves the lounge and show the bedroom	



TV Ad 2 (Cont.)

Visuals	Audio
Camera now settles on a twelve-year-old boy watching a show on a laptop. He is wearing his headphones	MVO: (feint whispers) M'shana! M'shana! (Translation: Son! Son!)
Scene fades. Grey background appears. Copy written in red reads: "WHY WAIT FOR THE WEATHER TO PASS OVER WHEN YOU CAN WATCH OUR SHOWS WITHOUT A LITTLE THUNDER STORM WEARING YOUR FUN DOWN?"	ANNR: Why wait for the weather to pass over, when you can watch our shows without a little thunder storm wearing your fun down?
Previous copy fades. New copy appears and it reads: "NETFLIX. EXPLOSION OF CHOICE."	ANNR: Netflix. Explosion of choice.



Activation Description

Client: Netflix

Element: Activation

Type: Conceptual

Writer: Tshepo Molefe

Title: Terror Attack



Activation

Setting: Mall or any shopping centres in cities. E.g Newtown Junction, North Gate, Cresta Mall, etc

Day: Preferably Saturday, around midday



Activation (Cont.)

1. A particular sounding mall wide alarm will ring across the mall.
2. We will have about twenty or more people inciting the fear, and screaming “The terrorist are here. Everyone evacuate!” Some will be dressed as civilians. Some will be dressed as security guards
3. Those people will then lead the people to a “Safety Point”. This “Safety Point” will have a 4K HD Led Screens and surround sound placed around it.
4. Once everyone has gathered, a huge explosive sound will play from the surround sound. Smoke screens will go off and the twenty or more people that led the shoppers to the “Safety Point” will shoot Netflix Branded T-shirts to shoppers via a shirt gun
5. Once the smoke clears out, the TV will display an explosion, before the words “NETFLIX. EXPLOSION OF CHOICE.” Appear.