



BM4503

Public Relations and Communications Management

ICA 1

Group 4

Company name: Netflix

Campaign name: Kingdom Adpocalypse

Submission Date: 29 May 2019

| Group Members | Admission Number |
|-----------------------------------|------------------|
| Loh Si Qi Kaitlyn | 184540A |
| Muhd Rifqi Solihin Bin Muhd Hairi | 180686P |
| Ho See Peng Shannon | 180679J |
| Nur 'Atiqah Yusoff | 182796Q |
| Lee Man Loong | 180160L |

CONTENT PAGE

| | |
|--|-----------|
| BACKGROUND INFORMATION - COMPANY | 2 |
| BACKGROUND INFORMATION - SERIES | 2 |
| CAMPAIGN SLOGAN | 3 |
| PROPOSED TARGET AUDIENCE | 4 |
| PROPOSED CAMPAIGN COMMUNICATIONS OBJECTIVES & KEY MESSAGE | 4 |
| BIG IDEA - The Last Survivor | 5 |
| TIMELINE | 7 |
| CAMPAIGN EVALUATION METHOD | 10 |
| MOCK UPS | 11 |
| MEDIA KIT | 13 |

BACKGROUND INFORMATION - COMPANY

Netflix, Inc. is a media streaming and video rental company founded on 29 August 1997. The company first started out as a streaming service through DVDs but soon became digitalized. Since 2013, Netflix has created original content under Netflix Originals. This streaming service now has 139 million subscribers in over 190 countries.

Netflix's vision includes:

- Becoming the best global entertainment distribution service
- Licensing entertainment content around the world
- Creating markets that are accessible to filmmakers
- Helping content creators around the world to find a global audience

The brand 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.

BACKGROUND INFORMATION - SERIES

Kingdom is a Netflix Korean original series that premiered on 25 January 2019.

Currently, it has completed season 1 and season 2 will be released on January 2020.

Synopsis:

During the Joseon era, the emperor had fallen sick from a mysterious illness and was barricaded from the rest of the palace. Despite Crown Prince's, Lee Chang, insistent pleading to see his father, the Queen and prime minister refuses to let him in. Lee Chang becomes suspicious and quickly caught on that there was a dark secret the both of them are hiding.

He then seeks out to find answers in a countryside village outside the capital and encounters a plague spread by undead corpses that comes alive at night. With the help of a physician, an ex-soldier and the prince's bodyguard, they race against time to find the cure and their way back to the capital before the corrupt minister takes over the throne.

Our **proposed event** is an escape room that will be held at Siloso Beach, Sentosa for 10 days. Through this event, participants will be able to experience a live zombie apocalypse that corresponds to what will happen in the second season.

CAMPAIGN SLOGAN

Worthy for our Kingdom

RESEARCH FINDINGS: SWOT ANALYSIS

Strengths

1. It is downloaded by majority (more than 500,000,000+ downloads on google play store) Hence the branding is very strong.
2. A platform that allows one to view or download movies and TV series of all genres. Can be watched online and offline.
3. No commercials. Unlike other platforms that streams movies and TV series (like 123movies, watchepisode4, etc.), the buffer time is fast and there isn't any disruption by advertisements while one is watching a movie or TV series.

Weaknesses

1. Netflix has a lack of choice as it has gaps in the product range. For example, Netflix has High School Musical 3 but does not provide High School Musicals 1 & 2.
2. Netflix is not very efficient when it comes to product demand.
3. Netflix does not own full licensing to many of their "Original Series" as well, which makes some of their "Original Series" disappear after a period of time.

Opportunities

1. With the huge improvement in technology such as VR and 4K UHD, Netflix can provide ways for consumers to access content in the app.
2. Even though Netflix has licensing issues with China, when resolved, Netflix can grow in China and it would be a big advantage to Netflix as the entertainment market in China is huge.
3. Netflix can form partnerships with telecoms to provide bundles. For example, Spotify has a partnership with Singtel and they provide bundles for Singtel consumers. Spotify subscriptions are \$0.99 per month for Singtel consumers. This will definitely boost sales for Netflix.

Threats

1. Competitors arise like Amazon.com, Apple, Disney and more hence it can lead to overcasting Netflix once their subscription price is lower than Netflix.
2. Content that some are interested in may not be in Netflix hence they go to other platforms that offer the show/film they are looking for.

PROPOSED TARGET AUDIENCE

Since the series is rated M18, the target audience will be aged 18 and above.

Primary Audience: fans of the series and Netflix subscribers.

Secondary Audience: people who have an interest in horror/ thriller films and escape room enthusiasts.

Research Design:

As we only need the general knowledge of whether our target audience is interested in watching the series, we will be conducting an online short survey. The survey will be done by at least 100 youth aged from 18 to 25 years old.

- Common responses for Question 1:
 - No, I do not watch netflix (4%)
 - Yes, I do watch netflix (96%)

This indicates that the majority of our target audience watches netflix.

PROPOSED CAMPAIGN COMMUNICATIONS OBJECTIVES & KEY MESSAGE

The objectives of this campaign:

- To raise awareness of Kingdom's upcoming season amongst 80% of people aged 18 to 29.
- To increase viewership of Kingdom season 2 by 70% amongst people aged 18 to 29 through the event.

The key messages of this campaign:

- A Netflix Korean original series, Kingdom, is releasing a season 2 in January 2020.
- Kingdom's concept is unlike any other typical dramas and it is worth watching.

BIG IDEA - The Last Survivor

Our main and biggest promotional event is an outdoor escape room at Sentosa Siloso Beach from 13 to 22 December 2019, 5 pm to 12 am.

The reason being an escape room is that people can get to experience first-hand the zombie apocalypse happening in the series. We would like participants to feel the thrill and horror that the characters faced so they can deeper understand the emotions of characters when they watch the actual show.

The escape room includes elements from the first and second season of Kingdom. The entire Siloso Beach will be used for the escape room and the beach will be divided into 3 areas from the series. The main goal is to escape the course by getting from one end of the beach to the other before the time is up.

Area 1: Maze

Participants will begin by finding their way through the maze. Along the way, they have to find clues/ hints that will help them solve problems inside the maze. They have to scan QR codes on the walls to access the questions and clues. To get to the next area, participants will have to walk on a bridge above water.

Area 2: Forest

The only way to the palace is through the dark forest. Participants have to make their way through the creepy props and for safety, there will not be steep slopes and sharp edges that may cause injuries.

Area 3: Palace

The last stage of the course is solving the puzzle on the second level of the building. This area will contain jumpscares and scare actors. For safety, the scare actors will not touch or harm participants. Upon completing the course, participants are to place their answers into a box (the correct answers are entitled to a lucky draw to win attractive prizes).

1st Prize: A pair of exclusive VIP Passes for the meet and greet with the casts and director of Kingdom.

2nd Prize: Early access to the first **2 episodes** of Kingdom Season 2 granted by Netflix.

3rd Prize: A pair of tickets for any escape room in **Xcape Singapore**.

Each round lasts for **60 mins** and limited to **40 people per round**.

We will invite a group of influencers and press to experience the escape room a day before it is open to the public. An invitation is included in the media kit (*see page 12*).

Aside from the escape room, we also have a quiz at the end of season 2. The quiz tests the knowledge of the viewers and one lucky winner will win a pair of two-way flight tickets to Seoul, Korea.

A meet and greet with the cast from Korea will also be organized on 28 December 2019 at Bugis Junction, 2 pm to attract passersby and fans of the series. We will invite the main actors and the director to Singapore. This will also be a good opportunity for the media and public to know more about what season 2 is about.

KEY TACTICS

1) Posters:

Posters will be put around City area and the Central Business District as the reach is higher and wider. It will also be placed around Sentosa to inform people of the upcoming event at the Siloso Beach.

2) Video:

A 25 seconds promotional video will be made to generate public interest and reach out to target audience. The video ad needs to be strategically placed on media platforms (youtube, Instagram stories, etc.) and outdoors (e.g. digital bus stop boards) so when users are scrolling through or waiting for the bus, they will come across the video.

3) **Social media** (Instagram, Twitter, etc):

Pictures and video ads will be designed or created to put up on Netflix's accounts to inform users of the event closer to the event dates.

TIMELINE

| | | |
|-----------|--------|---|
| JUNE'19 | WEEK 1 | <ul style="list-style-type: none"> - BOOKING OF SENTOSA SILOSO BEACH - REQUEST OF CONSENT AND APPROVAL TO PUT UP PHYSICAL POSTERS IN PUBLIC |
| | WEEK 2 | CONFIRM DESIGN OF POSTERS AND START PRINTING |
| | WEEK 3 | BOOKING OF EVENT COMPANY AND MEETING WITH ORGANIZERS (DISCUSS LAYOUT OF COURSE) |
| | WEEK 4 | <ul style="list-style-type: none"> - SCOUT SCARE ACTORS - CONTACT CAST, PRODUCERS AND DIRECTOR OF KINGDOM TO INFORM ABOUT THE MEET AND GREET. |
| JULY'19 | WEEK 1 | START PRODUCTION OF OFFICIAL YOUTUBE TRAILERS |
| | WEEK 2 | PRODUCTION OF OFFICIAL YOUTUBE TRAILER 1 |
| | WEEK 3 | <ul style="list-style-type: none"> - PRODUCTION OF OFFICIAL YOUTUBE TRAILER 2 - CONFIRM ATTENDANCE OF CAST AND CREW |
| | WEEK 4 | EDITING OF OFFICIAL YOUTUBE TRAILER 1 |
| AUGUST'19 | WEEK 1 | EDITING OF OFFICIAL YOUTUBE TRAILER 2 |
| | WEEK 2 | DESIGNING OF INSTAGRAM AND FACEBOOK POSTS |
| | WEEK 3 | START GIVING HINTS ON SOCIAL MEDIA PLATFORMS |
| | WEEK 4 | FINALISING OVERALL FLOOR PLAN LAYOUT |

| | | |
|--------------|--------|---|
| SEPTEMBER'19 | WEEK 1 | BUYING RESOURCES FOR ESCAPE ROOM |
| | WEEK 2 | <ul style="list-style-type: none"> - BOOK OTHER ⅔ OF SILOSO BEACH - SETUP PALACE BUILDING, AND EMERGENCY SHELTER |
| | WEEK 3 | <ul style="list-style-type: none"> - SETUP OUTDOOR MAZE AND FOREST - PREPARE MEDIA KITS - RELEASE OF PHYSICAL POSTERS FOR SHOW |
| | WEEK 4 | <ul style="list-style-type: none"> - RELEASE MEDIA KITS - RELEASE OF OFFICIAL YOUTUBE TRAILER |
| OCTOBER'19 | WEEK 1 | <ul style="list-style-type: none"> - OFFICIAL YOUTUBE TRAILER - RELEASE OF INSTAGRAM POST ON RELEASE OF THE SHOW - RELEASE OF POSTERS FOR XCAPE ROOM |
| | WEEK 2 | <ul style="list-style-type: none"> - INSTAGRAM POSTS |
| | WEEK 3 | RELEASE OF CAMPAIGN DETAILS ON INSTAGRAM & FACEBOOK |
| | WEEK 4 | <ul style="list-style-type: none"> - RELEASE OF CAMPAIGN DETAILS ON INSTAGRAM & FACEBOOK - PRESENTING MEDIA KIT TO JOURNALISTS |

| | | |
|-------------|--------|---|
| NOVEMBER'19 | WEEK 1 | FINAL SETUP OF ESCAPE ROOM |
| | WEEK 2 | START OF SIGN UPS |
| | WEEK 3 | SIGN UPS |
| | WEEK 4 | <ul style="list-style-type: none"> - CLOSE SIGN UP PAGE - GROUPING PARTICIPANTS INTO TEAMS OF 8 |
| DECEMBER'19 | WEEK 1 | <ul style="list-style-type: none"> - ADVERTISEMENTS - EMAIL ESCAPE ROOM DETAILS FOR PARTICIPANTS |
| | WEEK 2 | <ul style="list-style-type: none"> - (12 DEC - 22 DEC) ESCAPE ROOM EVENT - (12 DEC) SNEAK PREVIEW FOR PRESS - (15 DEC) PRIZE GIVING CEREMONY |
| | WEEK 3 | <ul style="list-style-type: none"> - RELEASE DETAILS FOR THE QUIZ - ARRIVAL OF CAST AND CREW FROM KOREA |
| | WEEK 4 | <ul style="list-style-type: none"> - MEET AND GREET WITH CAST AT BUGIS JUNCTION (28 DEC 2019, 2PM) - PREMIUM ACCESS OF 2 EPISODES FOR THE WINNERS |

| | | |
|------------|--------|---|
| JANUARY'20 | WEEK 1 | <ul style="list-style-type: none"> - RELEASE OF KINGDOM SEASON 2 - (RELEASE OF EPISODE 1&2) |
| | WEEK 2 | (RELEASE OF EPISODE 3&4) |
| | WEEK 3 | (RELEASE OF EPISODE 5&6) |

| | | |
|-------------|--------|---|
| | WEEK 4 | RELEASE OF QUIZ QUESTION |
| FEBRUARY'20 | WEEK 1 | <ul style="list-style-type: none"> - END OF QUIZ - SELECTING WINNERS |
| | WEEK 2 | QUIZ WINNERS ANNOUNCEMENT |
| | WEEK 3 | <ul style="list-style-type: none"> - WRAP UP EVENT - COLLECT SURVEY RESPONSES |
| | WEEK 4 | END OF CAMPAIGN |

CAMPAIGN EVALUATION METHOD

1. Once the participants complete the course, they will be asked to do a short survey about the event. The feedback form sample link: <https://forms.gle/5F3kfVuS5JxfnFAA>

2. Media Coverage measurement.

Since we are doing social media advertisements, we could check the number of impressions with users of that platform. For example, the number of views, likes and shares an advertisement managed to get.

Content analysis: by tracking viewership and ratings of each episode, we can find out how well the series is doing accurately and if we were able to hit the campaign objective of raising viewership by 80%.

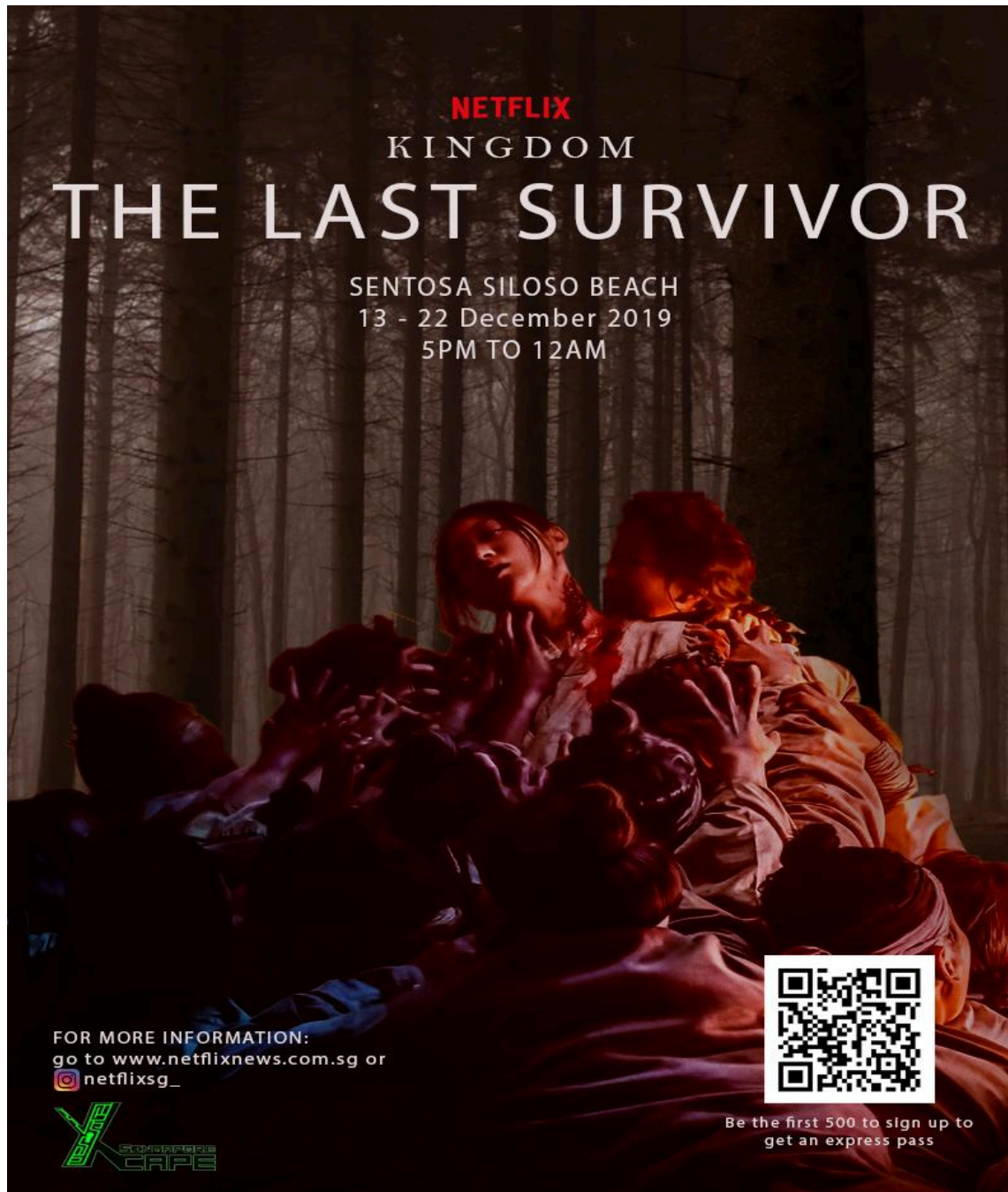
3. Recall and Retention measurement

This allows us to track whether the campaign has a lasting impression on them. For example, from solving the escape room and quiz at the end of the season.5%55

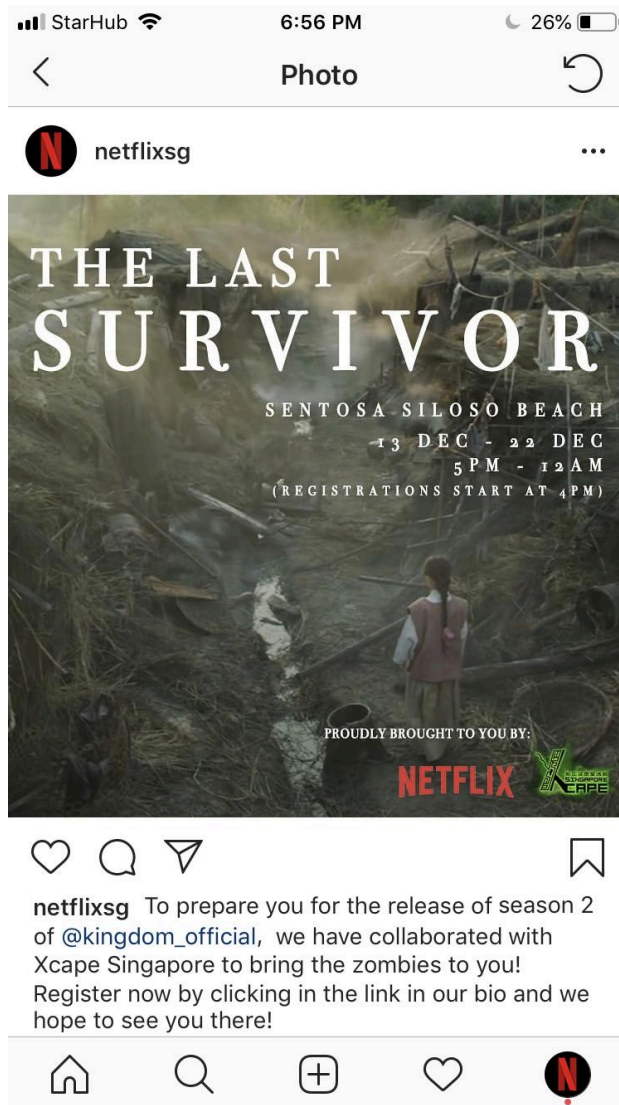
MOCK UPS

Video link: <https://youtu.be/TxJKLUMKSF0>

Poster:



Instagram/Twitter:





MEDIA KIT

The media kit will be sent out to a selected group of influencers and press to generate publicity and buzz. The kit, in the form of a bottle and envelope, will be tied with a string to represent how letters and messages were delivered in the series. It will include:

- Invitation card (handwritten) with details of Escape Room
- Map of the Escape Room
- Tickets for the preview of Escape Room
- Meet and Greet Pass
- Details of the campaign (for press release)