



# Most Hated Man

On The Internet

**NETFLIX**

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Welcome!

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# Comps - Wild Postings

With this idea, we will create quote-based posters related to the show and post them around high traffic corners in the Los Angeles area. These will advertise links to the original website that will be recreated but this time will have links to help services and information to protect users from tech-related predators.

**“I don’t  
think you  
understand  
how scared  
you should  
be.”**

**NO ONE IS OFF LIMITS.**  
Find out more at [isanyoneup.com](http://isanyoneup.com)

**“I can  
make  
money off  
of f\*\*king  
people  
over.”**

**NO ONE IS OFF LIMITS.**  
Find out more at [isanyoneup.com](http://isanyoneup.com)

# Comps - Wild Postings



# Comps - Wild Postings



# Comps - Fake Ads

It used to be very common to see crass and seductive ads around various websites that would link users to questionable content. With this idea, we would recreate them, setting them firmly in early 2000s looks, but they would link to our site which would be full of help services and information that would protect users from online predators.



# Comps - Thank You for...

Often doing good is its own reward. But why not congratulate someone for choosing the right answer? With this idea, we would allow users of the site to make donations to appropriate charities, or spread helpful information across their social channels and gamify their actions, resulting in rewards that could range from digital avatars to wallpaper backgrounds to e-cards that thank them for their efforts in helping to fight against online harassment.

Thank You For ~~Being Evil!~~

Your submission has been received.  
isanyoneup.com  
<3's you

Thank You For **Doing Good**

Your submission has been received.  
isanyoneup.com  
<3's you

# Comps - Hit Them With The Facts

When you face the facts, the reality of a situation comes to light and frequently asks you to question your actions and re-evaluate how you handle things going forward. We would use Netflix's social channels to play clips of the show and interspersed with various facts that will be sourced from reliable action groups to send the message to all followers of the channels that there is a problem...and even better, that it can be fixed.

## facts:

-In 2017, the number of Americans ages 18-29 who had become victims of intimate imagery abuse jumped to 12%, an increase of over 100%. In 2019, the problem only grew, showing a 400% increase in the number of victims from 2016.



**Please Note:** The proceeding contains a recreation of a pitch deck I created for a design agency that was working to create experiential events and media campaigns for Netflix's "Most Hated Man On The Internet". I have redone and recreated content from the original presentation to keep confidentiality agreements but all work within represents pieces I art directed, concepted, designed and produced.