

NETFLIX

True Crime

a Campaign

- *Concepts, ideas and ways to make murder fun*



TIMELINE

It all started with a murder most foul...

Our campaign timeline begins with a series of social interactions, each building upon the other.

- **Stage 1:** We begin with a key art-based campaign, building excitement and interest in the Netflix True Crime program list.
- **Stage 2:** We then roll out social-focused tactics that help to continue the interest and spur engagement.
- **Stage 3:** Upon the launch of the programming slate, we will run parter ads that will drive spending, capitalizing on the interest in the shows.



CAMPAIGN TACTICS

A sleuth steps onto the scene...

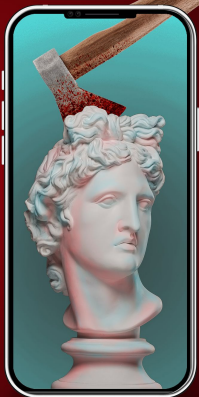
Key Art Campaign

For our key-art based campaign, we have created a look that speaks at a different approach to true crime. Coupling marble busts that have *ahem* *died* in various ways allows us to play on light-hearted crimes and even with the serious tone of some of the programming, keep a more fun nature to the campaign itself. This will feed in well to branded partnerships when Stage 3 rolls out as it tells people it is actively okay, even welcome, to indulge in binge-watching their favorite shows and making an experience of it by purchasing branded collabs.



**DESIGN
EXPLORATION**

IT'S NOT
A **CRIME**
TO **WATCH**



N | TRUE
CRIME

IT'S NOT
A **CRIME**
TO **WATCH**



N | TRUE
CRIME

IT'S NOT
A **CRIME**
TO **WATCH**



N | TRUE
CRIME

IT'S NOT
A **CRIME**
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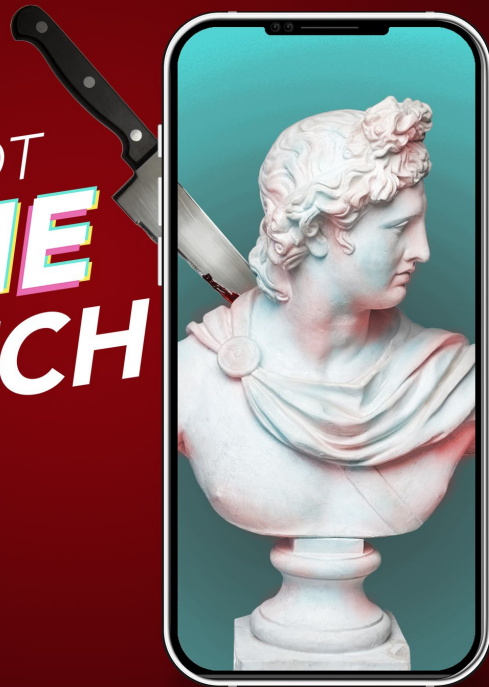
N | TRUE
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N | TRUE
CRIME

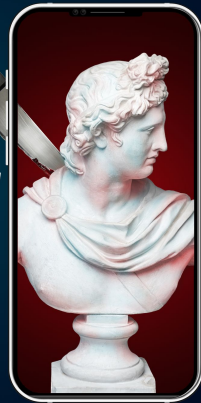
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CAMPAIGN TACTICS

This is a crime...right?

Oh that's wrong.

Playing on the trend of asking if doing something is wrong or right, say, *biting* string cheese instead of tearing it (obviously this is wrong), we will create several options to post across social channels that will allow viewers to engage with the brand's accounts and put their thoughts out to the world about whether you should be pouring milk or cereal first.

We all know the correct answer.





WHEN THE CHEESE TOUCHES THE BOX

CRIME NOT A CRIME

True Crime

IS THIS A CRIME?

||| Music

♥️ 🗨️ ⏴ ...



BITING A KIT KAT

CRIME NOT A CRIME

True Crime

IS THIS A CRIME?

||| Music

♥️ 🗨️ ⏴ ...



IS KETCHUP ON A HOT DOG A CRIME OR NOT A CRIME?

True Crime

IS THIS A CRIME?

||| Music

♥️ 🗨️ ⏴ ...



IS POURING MILK BEFORE CEREAL A CRIME OR NOT A CRIME?

True Crime

IS THIS A CRIME?

||| Music

♥️ 🗨️ ⏴ ...

No one expected a murder here...

Guilt.

We all have it. Some of us are raised with it. But why feel guilty about loving true crime? To play on this, we propose holding viewings of Netflix True Crime shows at churches, normally places where you can't help but feel guilty (God is watching after all) and instead allow viewers to revel in their favorite crime shows. As well, we will use social channels to advertise this concept.

There is a confessional available to those who need it however.





CHURCH OF TRUE CRIME



@netflixtruecrime

Is it a crime to hear this? #netflix #truecrime



N
IT'S NOT
A
CRIME
TO
WATCH





N
TRUE



N
CRIME



Create our own scene of the crime...

A Circus of Criminality

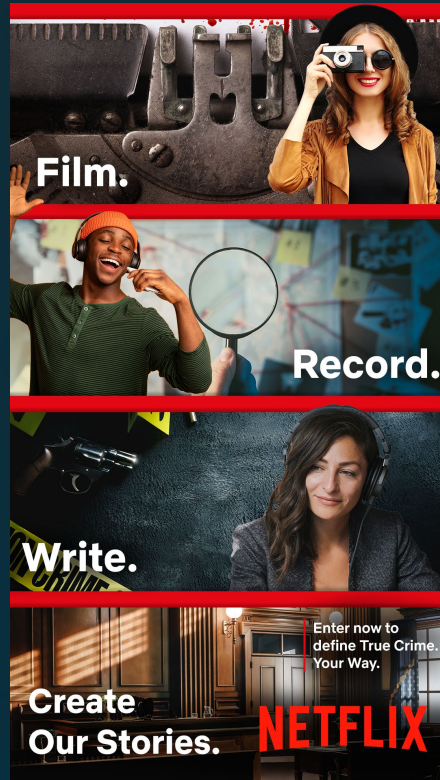
With this concept, we would locate an ideal hosting site and create our very own carnival, all dedicated to true crime. Imagine...a Bad Vegan food stand, a Tiger King Carousel. The possibilities are endless and would create a memorable experience for guests.



Looking for outside help...

Searching for Sleuths

Putting out a call for amateur filmmakers, we would ask aspiring film students to create their own movies and documentaries related to true crime. We could ask directors and producers of true crime films to judge them and reward scholarships to the top contestants.



You might want a lawyer...

Including Jingle

Just like Cellino & Barnes, we would create our very own local lawyer ads, both print and video, and advertise to viewers who need help with their true crime addiction. Bingeing got you in trouble with your spouse? Call us. Got caught watching by your boss? We got you. We will do everything to get you back to your true crime obsession.



What happened?!

Make a little spectacle

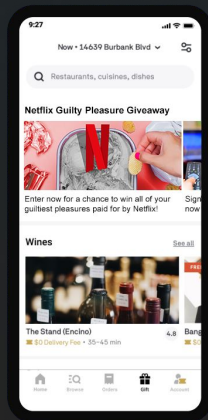
Generating our own buzz, we would graffiti Netflix HQ with clever phrases related to true crime shows. We would have PR stories to publish and post to the social channels about the “vandalism” and then let them know that there is so much more in store.



That's totally a sin...

Which kind of bingeing did you mean?

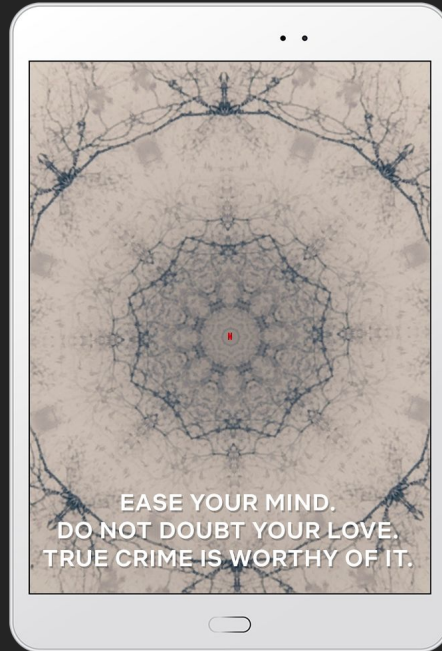
Partnering with Postmates, we would have local restaurants in the LA and NYC area create special true crime meals that would be available for delivery for a few select days. Each would be themed to a specific show and limited in supply and all would allow guests to be entered in a giveaway for merch.



Crime for peace of mind...

Ohm. Ohm. Ohm.

Often people say watching crime docs makes them anxious. Let's fix that. Creating soothing imagery with (not so) subliminal messaging, we would advertise a new way to relax after true crime bingeing. This could also be done in partnership with partners like Better Help and Calm, allowing ease of entry to self-help for people.



This is legal?

Are you sure?

Ever wanted to commit a crime without repercussions? Well, now you can! We would rent out and stock our own store full of true crime and Netflix branded merchandise and let people come in and just...take it. That's right! It's all got to go! Nothing stays! Going out of business! Wait. Not that last one. But all of the others.



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 (presentation included).

