



**“PEAKY BLINDERS”
AT DEL MAR RACE TRACK
INFORMATION KIT**



Media Kit

To: Patrick Maio, CEO of Netflix

From: Grace Hartounian, Communications Manager at Netflix

Date: Nov. 16, 2021

Subject: Peaky Blinders Race Track Event – Media Kit

Mr. Maio,

To highly promote the sixth and final season of “Peaky Blinders,” Netflix’s communications department has assembled a media kit to present to reporters who are potentially interested in the event at the Del Mar Race Track. The kit should make the event seem more relevant and favorable to engage with for reporters.

The kit is meant to target a broad audience in Southern California and the media, but we hope to mainly reach men aged 16-35. That main target audience relates to the big number of young men as the main audience demographic for the show. However, we do want to also target women over 35-years-old who are potentially interested in the show. This is why we are setting up a family friendly event. After all, “Peaky Blinders” highlights the importance of family and the power of women.

This outline of the media kit includes most of the items that would be distributed to the press.

Some items include:

- **Fact Sheet:** provides information about the “Peaky Blinders” event, like the date, activities, entry fee, food and location. This is meant to show people what is involved with the event and encourages them to attend the event.
- **FAQ:** consists of frequently asked questions with answers about the event. Includes information like directions to the event, contact information for Del Mar Race Track customer service, age requirement, where to buy tickets, the dress code, the date of the

event, and what outside items are allowed inside. This will better prepare people for the event and make them feel more confident about attending.

- **Press Release:** about the “Peaky Blinders event” that provides a good foundation for the press to brainstorm for stories about the event.
- **Position Statement:** informs about Netflix as a company, their successful events, and the new “Peaky Blinders” event. It should convince someone that Netflix is a great company and constantly hosts successful events that the press should not be missing.
- **Biographies:** covers the top Netflix employees Reed Hastings, Netflix co-founder, and Cillian Murphy, Irish actor who plays Tommy Shelby. The media may use this information when covering the Netflix event and to connect with Netflix fans on a more personal level.
- **Media Alert:** guide the press with event information they would need to do their work. Provides useful information about Netflix and Peaky Blinders, what the event entails, where and when it is, why the event is being done, and the contact information for the Netflix communications manager and the events coordinator.
- **Pitch Letter:** one of them is included for you, but similar letters will be emailed to select reporters to motivate them to cover the event.

Please let me know if you have any questions or concerns regarding the media kit and plan.

Looking forward to hearing from you soon!

Best Regards,

Grace Hartounian
Netflix Communications Manager
(xxx) xxx-xxxx

The Netflix logo, consisting of the word "NETFLIX" in a bold, red, sans-serif font, centered on a black rectangular background.

The 4 C's

Company

- Netflix was started with DVD's being posted by snail mail, and now dominates the streaming service world.
- Netflix offers a huge wide variety of movies, television shows, and documentaries that are old and new.
- Netflix's brand positioning involves making its streaming easy to access and navigate to connect people with stories.
- Netflix conveys an easy enjoyable experience without commercials for audiences at home.
- Though Netflix has many strong competitors, the company stands at 213.6 million paid subscribers worldwide and a majority of them are from Canada and the United States.

INSIGHT: Netflix is the leading streaming service for a variety of content.

Consumer

- People want fast easy access to their favorite movies and shows from anywhere.
- People want quality or popular content to watch.
- The target audience would be people ages 16 to 60, people who would rather be on their computer than be outgoing, and people who do not like movie theaters or cable who all enjoy watching movies and shows.
- Netflix has a variety of genres for movies and shows that can cater to any consumer interested in movies or shows.
- People want new and old content at different times.

INSIGHT: The typical Netflix consumer will be interested in conveniently exploring new and old movies and shows from the comfort of their own home.

Culture

- COVID-19 has caused people to need or want to stay home that makes it beneficial for them to use Netflix when home and bored.
- Some cultural trends with entertainment include interesting documentaries, teenage drama shows, foreign content, and comedy shows that Netflix has on its website.
- People who have to stay home or live far away from each other and want to do something interactive may use Netflix's group party extension to watch content at the same time and chat to each other about it on the website.

- There are Netflix original series that are extremely popular worldwide in pop culture and only accessible with a Netflix subscription.
- People almost live and breathe with computers during this time, and many get their entertainment from computers.

INSIGHT: Culture contains popular trends that tend to change overtime and Netflix may try to cater to it.

Category

- Competitors include HBO Max, Hulu, Disney +, Peacock, Paramount Plus, Amazon Prime Video and Apple TV Plus.
- HBO max targets young adults, Hulu targets people ages 18 to 49, Disney + targets Disney fans from children to young adults, Peacock targets people ages 35 to 55, Paramount Plus targets children to people aged 55 who like sports and movies, Amazon Prime Video targets young adults, and Apple TV Plus targets ages 18 to 49.
- All competitors are streaming services that aim to be convenient, easy, and unique due to the growing market of streaming services.
- HBO Max aims to introduce and entertain audience with Warner Bros/Media content, Hulu aims to provide audiences with more television shows, Disney + aims to attract and grow the Disney fan audience, Peacock aims to provide audiences with hit movies, shows, and NBC hits, Paramount Plus aims to provide audience with Paramount content, Amazon Prime Video aims to provide trendy movies, shows, and sports, and Apple TV Plus aims to provide any genre of popular movies and shows.
- Netflix can continue making original content and trying to keep popular movies and shows on it that many other streaming services do not have.

INSIGHT: All the existing streaming services are extremely popular, and more services are being created that impacts Netflix negatively unless they keep up with consumer wants and trends.

Contact:

Grace Hartounian
 (xxx) xxx-xxxx
 ghartoun@usc.edu

NETFLIX

Creative Brief Outline

- What is the task?
- What is the goal?
- Why do we need to do this?

- Who are we speaking to?
- What will make them listen?
- Where will this story get told?

Write a tagline for Netflix's "Peaky Blinders"
Get people to watch the show
Connect audiences with a good story to inspire and entertain them, raise number of Netflix subscribers, and grow "Peaky Blinders" audience.
Current and future Netflix customers; drama or gang show fans
Unique and intriguing fact about "Peaky Blinders"
Billboards

Taglines

Betrayal doesn't come from enemies



Contact: Grace Hartounian; (xxx) xxx-xxxx; ghartoun@usc.edu



Help us help you by filling out
our creative brief.

PROJECT NAME

Netflix's "Peaky Blinders"

DATE

Oct. 29, 2022

Instructions

1. Open this form in an editable Adobe Reader program to fill in your answers.
2. Fill out all of the fields to the best of your knowledge. Doing this helps us to better understand your project and goals.
3. Save edited documents like this: [year]-wf-[teamname]-[project]-creativebrief.pdf
example: [18_wf_campaigns_hbr_landingpage_creativebrief.pdf](#)
4. Upload this form to the documents tab of your Creative Services Design Team request.

Stakeholders

RESPONSIBLE: Reed Hastings	one person
APPROVER: Ted Sarandos	one person
SUPPORT: Greg Peters; Spencer Neumann	can be multiple people
CONSULT: Rachel Whetstone; Bozoma Saint John	can be multiple people
INFORM: David Hyman	can be multiple people

NOTES:
Reed Hastings: CEO
Ted Sarandos: Co-CEO and Chief Content Officer
Greg Peters: COO and Chief Product Officer
Spencer Neumann: Chief Financial Officer
Rachel Whetstone: Chief Communications Officer
Bozoma Saint John: Chief Marketing Officer
David Hyman: Chief Legal Officer

Project information

OVERVIEW/BACKGROUND:

Netflix is hosting a pop-up event at the Del Mar Race Tracks to promote the final season of its original series "Peaky Blinders".

What are we promoting? Why are we promoting it? Provide the background/basis for opportunity and objective.

STRATEGY:

The strategy is to get more people to talk about "Peaky Blinders", watch it, and go to event. This is campaign is part of a larger scale that is being done along the west and east coasts of the U.S.

What is the overall program strategy? Is this a component of a larger campaign?

MARKETING OPPORTUNITY:

This addresses the importance of love and trust and connects it to the final season that people have to finish.

What does this program address?

OBJECTIVES

The objective for this campaign is to have the number of viewers for the last season's launch be 10% more than last season's launch viewers. Event attendance of 1,000 at least.

What is the expected result of the campaign? Preferably measurable.

TARGET AUDIENCE:

16-55 year olds with access to internet and gangster, horse, and 1920's lovers. Majority love the show, and we want them to be oblivious but excited about final season.

Whom are we talking to? Demographics, firmographics, etc. Is this the first time we are speaking to the audience? What do we know about them that will help us? What does our audience think now, and what do we want them to think?

COMPETITION:

All streaming competition to Netflix offer movies/shows to their audiences. Netflix offers a wide variety of genres and contains Netflix originals. All competitors target similar audiences. Peaky Blinder's competitors are other gang films/shows that contain less emotion from gangsters and cheesy

How is this different than others like it? Is there anything we need to know about the competition?

Project information (continued)

KEY MESSAGE/PROMISE:

We want the audience to be excited, fulfilled, and positively impacted with the "Peaky Blinders" last season and event.

What is our unique position? What is the single most important message that we want the audience to leave with?

SUPPORTING MESSAGE:

The season and event are being made with much care, thought and creativity to meet beyond the audience's expectations.

What is the support for the key message? What supports the promise that we made?

CALL TO ACTION:

Advertise Netflix's "Peaky Blinders" last season and pop-up event.

What do we want them to do?

CREATIVE CONSIDERATIONS:

Image of Tommy Shelby and horse, tagline, deep dark tone, and reliability. Expresses the show accurately (dark, love, thrill).

Are there any executional considerations/mandatories? What should the tone be? Images?

MEDIA/DELIVERABLES:

Fact sheet, 4 C's, FAQ, creative brief, season teaser pictures.

What is/are the final media associated with this project? Include final file requirements. Include all types, sizes, variations, test scenarios, etc.

OTHER CONSIDERATIONS:

DEMAND GEN:

Headline:

"Peaky Blinders" Takes over Derby

Subtitle:

Birmingham opens at the Del Mar Race Tracks for a "Peaky Blinders" Experience

CTA:

Once in a lifetime event for a show at race tracks.

Don't forget this important information...

DEADLINE:

Nov. 15, 2021

BUDGET:

\$5 million



Paid Social Element Strategy

This is a social media sponsored in-feed advertisement post that can be used on owned and paid media like Instagram and Facebook. It advertises the *Peaky Blinders* pop-up event at the Del Mar Race Track and promotes the sixth and final season of the show. This post mainly targets *Peaky Blinders* fans, but also targets horse fans, Southern California natives, and people who are looking for a new event to attend. A direct link to the Del Mar Race Track website will be attached to the post’s caption to give users convenient access to the event tickets.

Management and tracking tools will be used with the advertisement to analyze how many views the posts receive, how many clicks the website receives, and how many people buy the event tickets. Collecting this information will allow us to determine if we are reaching the correct audiences, if our advertisement is eye-catching or if we are offering enough to the audience.

Contact:

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IMMEDIATE RELEASE

Friday, Nov. 5, 2021

Contact: Grace Hartounian

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Peaky Blinders Race Track Pop-up Event

Netflix to Host Pop-Up Event for the Sixth Season of Hit Netflix Original Series “Peaky Blinders” at Del Mar Race Tracks

LOS ANGELES – For the release of the sixth and final season of the popular Netflix original series “Peaky Blinders”, Netflix will host a pop-up event at the Del Mar Race Track.

The event will take place on Friday, Feb. 4, 2022, at 9-5 p.m., which will be before the release of the show’s final season in the same month. The event will require a \$15 entry ticket and black-tie dress code. There will be horses to feed, a derby to watch, popular 1920’s English cuisine, and more.

“I am thrilled to be a part of the team to host such a unique event at the race track for such an amazing show. The final season will blow viewers away as well as this event. This event will make people bigger fans of the show,” Grace Hartounian, Netflix Communications Manager, said.

“Peaky Blinders” is a British historical fiction crime drama about war hero and gang leader Tommy Shelby fighting for money and power in Birmingham, England, for his family. The show has become one of the most internationally popular Netflix original shows, and has accumulated tens of millions of views in the U.S. alone.

Company Information

Netflix Inc. was founded by Reed Hastings and Marc Randolph and has its headquarters in Los Gatos, Calif. It is a streaming entertainment service that offers media-streaming and video rentals. In 2007, Netflix began to offer streams of movies and shows from anywhere on the internet and became a fully online service in 2010. It has expanded its services in more than 190 countries and had revenue of \$25 billion in 2020. For more information, visit

<https://about.netflix.com/en>.

###



PEAKY BLINDERS FACT SHEET

Peaky Blinders Pop-Up Event



**DEL MAR
RACE
TRACK**



**BLACK TIE
DRESS CODE**

**Promoting
the 6th and
last season**

**G
A
M
E
S**

**FEED
HORSES
AND
WATCH
THE DERBY!**



**Get ready to time
travel to the 1920's
with
POPULAR
ENGLISH CUISINE**

**\$15
TICKET
ENTRY**

**FRIDAY,
FEBRUARY
4, 2022,
9-5 P.M.**



- **Netflix Hosts “Peaky Blinders” Pop-Up Event at Del Mar Race Tracks to Promote the Last Season; 1:54 minutes.**
- [Website link](#)

Grace Hartounian, Netflix Communications’ Coordinator, talks about the “Peaky Blinders” pop up event at Del Mar Race Tracks.

(Nick Cave and The Bad Seeds – Red Right Hand plays)

Grace: Welcome to my first podcast everyone! My name Grace and I will be your host.

Why am I making this podcast?

Well, I wanted to keep you guys updated with the exciting opportunities that stem from my work.

What am I promoting this time?

The incredible “Peaky Blinders” and its final season! I will be setting up a pop-up event at the Del Mar Race Tracks.

The tracks will be transformed into Birmingham. There will also be English food from the 1920’s, a black-tie dress code, and (horse noise) horses to pet.

If you don’t know the show, it is a popular original Netflix series about war hero Tommy Shelby who supports his family with a crime business.

I think “Peaky Blinders” having star-studded actors, strong female roles, and showing what war did to the men of Britain offers a great storyline and intimate emotions for the audience to connect with.

I grew up watching gangster films, so this show is an upgrade of those classic, violent, macho gang films.

Everyone should watch this show. Even if you don’t watch it, the event will be a unique experience that race tracks do not normally host often. But I warn you, it will make you a “Peaky Blinders” fan.

There is a lot of love, family, business, horses, violence, and explosions.

(Explosion noise)

Sorry but no explosions at the event, just horses and good grub. You don’t want to miss it! Thanks for tuning in.



Position Statement

Due to Netflix making some content available across the world, the fanbase is extensive and big. *Peaky Blinders* is one of the most watched original Netflix series across the world. Its fanbase continues to grow along with the number of views it receives. While Netflix does not release the number of views its content receives, *Peaky Blinders* has hit social media by storm and receives #1 trending show on Netflix when a new season releases. It also averages 3 million views for each season in the United Kingdom. Taking place in the 20s, *Peaky Blinders* makes fans want to experience the good parts of its time era. Having events to promote to the show that fans can attend will allow them to become bigger fans and create more excitement and press around the sixth and final season.

Netflix is the trend setter for the streaming service industry. It is the first streaming service available to audiences online and began the shift from movie theatres and video rentals to accessible media online. Netflix creates an exclusivity for audiences by providing original content only to Netflix subscribers. Countless of movies and series have been provided to audiences as Netflix originals and become extremely successful. Netflix originals receive some of the most views on the streaming site.

When Netflix hosts in-person events for fans to experience, the turnout always becomes successful. An example is the “Stranger Things” Fun Fair pop-up event at the Santa Monica Pier. It lasted for two full days in the summer and caused the city of Santa Monica to be filled with

major traffic for those days. The pier was the busiest it had ever been and the event was featured on countless of outlets and social media accounts. People did not live in Los Angeles without hearing about this event. Fans having an in-person experience related to their favorite movie or show online boosts adrenaline and creates unique connections between the fans and the content. This allows fans to have more positive experiences with Netflix content and become more loyal viewers to the movie or series. It also results in more people exploring the content being promoted and potentially increases the viewer count by a significant number. This can be the case for *Peaky Blinders*.

Grace Hartounian

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Backgrounder

In 1997, Netflix, Inc. was founded by Reed Hastings and Marc Randolph in Scotts Valley, Calif. Randolph invested \$2.5 million to start Netflix and set up the headquarters in nearby Los Gatos. He remains as the CEO of the company.

Netflix is a streaming entertainment service that offers media-streaming and video rentals. It also has been offering online subscription services online since 1999. In 2007, Netflix began to offer streams of movies and shows from anywhere on the internet and became a fully online service in 2010. Netflix has expanded its services in more than 190 countries.

In 2020, its revenue was \$25 billion. The market size of streaming services was 342.44 billion in 2019 and is expected to continuously grow in the coming years. As of May 2021, Netflix's typical user is white, between 18-and-54-years-old. The next popular demographics in chronological order are Hispanic, Black, and Asian. American Netflix's target audience is anyone within 35-and-44-years-old.

The company labels the shows or movies it has invested in as "Netflix Originals." One of the most popular Netflix original shows watched internationally is *Peaky Blinders*. The sixth and final season will be released in February 2022.

Sources:

Dixon, Colin. "User Demographics for Netflix, Disney+, Tubi, and YouTube." *NScreenMedia*, 23 Aug. 2021, <https://nscreenmedia.com/streaming-user-demographics-top-4-services/>.

Fortune Business Insights. "Video Streaming Market to Reach USD 842.93 Billion by 2027; Increasing Popularity of OTT Platforms to Drive Market Growth: Says Fortune Business Insights™." *GlobeNewswire News Room*, Fortune Business Insights, 30 June 2021, <https://www.globenewswire.com/news-release/2021/06/30/2255433/0/en/Video-Streaming-Market-to-Rreach-USD-842-93-Billion-by-2027-Increasing-Popularity-of-OTT-Platforms-to-Drive-Market-Growth-Says-Fortune-Business-Insights.html>.

Hosch, William L. "Netflix." *Encyclopedia Britannica*, Encyclopedia Britannica, Inc., <https://www.britannica.com/topic/Netflix-Inc>.

Pitch Letter

ICYMI: Award Winning Netflix Original Series *Peaky Blinders* Promotes Last Season in Southern California

On Fri, Oct.8, 2021 at 6:00 p.m., Grace Hartounian <ghartoun@usc.edu> wrote:

Hi Pat,

Netflix is hosting a pop-up event at the Del Mar Racing Track at the Del Mar Fairgrounds on Friday, Feb. 4, 2022, at 9-5 p.m., to promote the last season of its original series, *Peaky Blinders*. In 2021, *Peaky Blinders* is an internationally popular Netflix original series, accumulating tens of millions of views in the U.S. alone. Fans of the show have been highly anticipating the release of the last season, so campaigns are being carried out worldwide.

The pop-up event in Del Mar would involve redesigning the surroundings of the race track into Birmingham, a town in *Peaky Blinders*, during the 1920s. The event would include:

- popular English cuisine from the 1920s
- a black-tie dress code
- games
- horses to view or feed
- a derby to watch

This event would be a great feature story for the Los Angeles Times because Netflix goes all out on pop-up events to promote our shows. A past pop-up event that was featured on almost every news outlet including the Los Angeles Times was for the third season of *Stranger Things*. Netflix transformed the Santa Monica pier for two days into Hawkins, the mysterious town

from the show, that flooded the city of Santa Monica with fans. We are expecting a similar turn out with Del Mar.

I would be thrilled to connect you with our CEO, Reed Hastings, and event planner, Anna Jameson, for an interview prior to the event. Please let me know if you are interested in covering this story and if you have any questions.

Best Regards,

Grace Hartounian

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REED HASTINGS

Wilmot Reed Hastings, Jr., (born October 8, 1960 in Boston, Massachusetts, U.S.), is a 61-year-old American entrepreneur who was cofounder (1997) and CEO (1998–) of Netflix, a media-streaming and video-rental company.

Hastings studied mathematics at Bowdoin College in Brunswick, Maine, graduating with a bachelor's degree in 1983. After serving in the U.S. Marine Corps, he spent two years with the Peace Corps, most of the time teaching math in Swaziland (now Eswatini). He returned to the United States and went to Stanford University, where he received (1988) a master's degree in computer science.

Subsequently Hastings became a software developer, and in 1991 he founded Pure Software (later Pure Atria Corporation), which he sold in 1997 for a substantial profit. He cofounded Netflix in 1997 and became CEO in 1998. He is still CEO today.



CILLIAN MURPHY

Cillian Murphy, (born May 25, 1976, in Cork, Ireland) is a 45-year-old Irish actor. He is mostly known for his leading role as Tommy Shelby in the Netflix show "Peaky Blinders."

Murphy practiced his theatre and music skills as a young child. He then attended University College Cork to study law, but found performing the school's plays suited him more than law. He began his performance career as the lead singer, guitarist, and songwriter of the rock band The Sons of Mr. Green Genes. He later performed in short and independent films.

He became known for his roles in "Dunkirk", "The Dark Knight Trilogy", "Inception", and "Peaky Blinders".

Murphy has been nominated for many awards. Some awards he has won include Best Drama Performance from National Television Awards in 2020 and Best Actor in a Lead Role in Drama from Irish Film & Television Award in 2018.



MEDIA ALERT

Who Grace Hartounian, communications manager for Netflix, with the Netflix communications team.

What Netflix will be hosting a Peaky Blinders pop-up event with games, black-tie dress code, food and horses.

Where The event will take place at the Del Mar Race Tracks Del Mar that is located west of the I-5 freeway. Exit Via de la Valle and head west to the Racetrack.

When Friday, February 4 2022 at 9-5 p.m. Food will be available for the duration of the event. Media interviews will be available around 1 p.m.

Why Peaky Blinders' final season will be released in February 2022. This event will promote the season to current and potential fans of the show.

Contact Grace Hartounian, Netflix Communications Manager, at (xxx) xxx-xxxx or ghartoun@usc.edu