

NETFLIX Creative Brief

Netflix Fall Social Media Campaign: ***YOUR NEXT BINGE***

The Backstory: Netflix's extensive catalog is one of its greatest strengths, but it can also overwhelm users with their endless options. In recent internal reviews, Netflix identified a growing challenge: while the platform offers a large variety of shows, users were spending an average of 18 minutes browsing the site searching for their next watch. This "decision fatigue" was leading to dissatisfaction and even an increase in app abandonment.

On top of this, Netflix's data analytics team noted that while big-name original series were pulling in predictable numbers, lesser-known gems were struggling to find their audience. These hidden titles, many of which were critically acclaimed, weren't getting the visibility they deserved. Additionally, as competition in the streaming space has increased, Netflix has seen more feedback from users who feel they've "watched it all."

What's the Challenge? The marketing and content strategy teams were tasked with finding a way to re-engage viewers, shorten discovery time, and showcase the depth of Netflix's offerings. They came up with the idea to personalize the experience, making recommendations feel more like suggestions from a friend rather than an algorithm.

The Solution: The "Your Next Binge" campaign—a multi-platform social initiative designed to blend the power of Netflix's recommendation engine with the viral nature of social sharing. The aim is to rekindle the joy of discovery by leaning into quizzes, influencers, and bite-sized video recommendations that allow users to quickly find new content that feels like it was made just for them.

Campaign Goals & Objectives

Primary Objective: To increase user retention by 15% in the next six months through personalized content and user engagement on social platforms.

Secondary Objective: Expand awareness and boost viewership of under-the-radar shows by 20% via social sharing.

Tertiary Objective: Drive app downloads from non-subscribers by 10% through cross-platform social promotions.

Messaging Voice & Tone

Voice: Relatable, witty, conversational

Tone: Playful, fun, and trendy. Content will be infused with humor, memes, and pop culture references to encourage sharing.

Hashtags: #YourNextBinge, #NetflixPicks, #DiscoverNetflix

