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Who Are We?



**Catalina
Avellaneda**

Head of Communication



**Cailynn
Adelman**

Creative Director



**Amanda
Gottlieb**

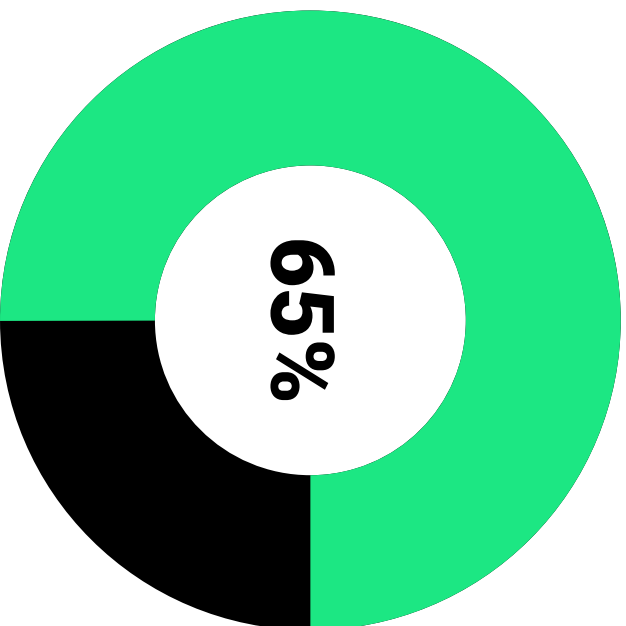
Director



**Dina
Negash**

Head of Graphic Design

Demographics



In the United States, over half of current Hulu subscribers are 18 to 34-year-olds.



Target Audience

Advertise to people aged **18-25** (college students)

48%

Men

52%

Women

Popular Content on Hulu



Our Competitors



\$4.99 per month



\$5 a month

NETFLIX

\$8.99 a month



YouTubeTV

\$64.99 per month

hulu



Students: Get Hulu For Just \$1.99/Month

Stream tons of shows and movies with our ad-supported plan
for just \$1.99/month (regularly \$5.99/month).

65% discount valid as long as you're a college student.
Cancel anytime.

SIGN UP NOW

Student discount offer for Hulu (ad-supported) plan only. \$1.99/month so long as student enrollment status remains verified, then \$5.99/month or then-current, regular price. Offer valid for new and existing Hulu-billed subscribers enrolled at a U.S. Title IV accredited college or university who meet verification qualifications.

Verification performed through SheerID. [Terms apply.](#)

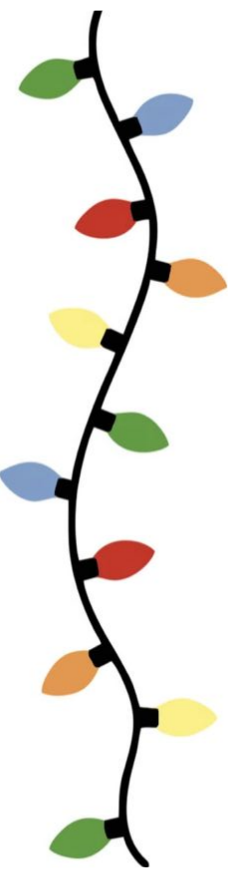
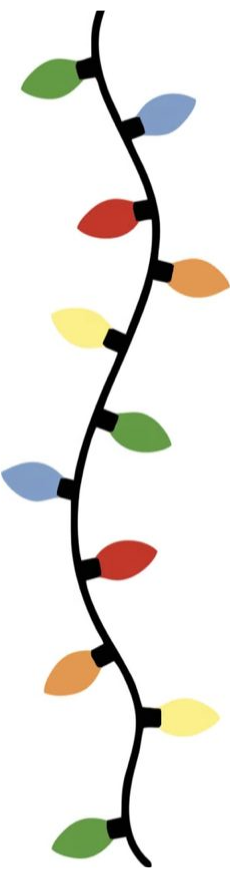
Promotion and Campaign Plan

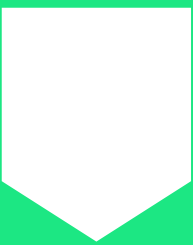
hulu days

Celebrate the holidays with Hulu!

SPECTACULAR STUDENT SPECIAL

- Student monthly subscription
ONLY \$1.99
- **25 DAYS** of exclusive Holiday content accessible to subscribers
- **2 MONTHS** of AD-FREE content





Be Bold PR X holidays Campaign Launch

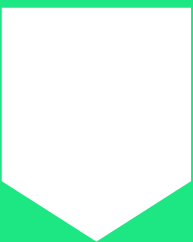
Campaign

This campaign helps ring in the holiday season with a promotion for **college-aged students!**

-Special access to **ad-free content for 2 months.**

- Classic holiday films for the whole **month of December!** Not exclusive to the college students but marketed towards them!





Be Bold PR x Hulu days Campaign Launch

Launch Timing

Hulu Days is set to launch on **December, 3rd 2021** (22 days before *Christmas Day*).

Each day a new holiday movie will air on Hulu.



hulu

Presents...

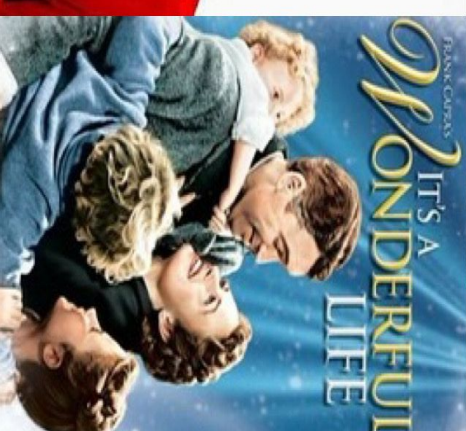
Classic Holiday Movies
Exclusively on Hulu!!



hulu days

Presents...

Classic Holiday Movies
Exclusively on Hulu!!



Coming to Hulu in December

December 3	December 9	December 15	December 21	December 27
The Grinch	The Night Before	A Christmas Story	Reindeer Games	Almost Christmas
December 4	December 10	December 16	December 22	December 28
Home Alone	The Polar Express	White Christmas	The Star	A Madea Christmas
December 5	December 11	December 17	December 23	December 29
The Holiday	Jack Frost	Let it Snow	Fred Claus	Miracle on 34th Street
December 6	December 12	December 18	December 24	December 30
ELF	Klaus	Deck the Halls	Last Christmas	Four Christmases
December 7	December 13	December 19	December 25	December 31
Scrooged	Bad Santa	Jack Frost	This Christmas	Love the Coopers
December 8	December 14	December 20	December 26	
Love Actually	The Santa Clause	A Christmas Carol	Jingle All The Way	

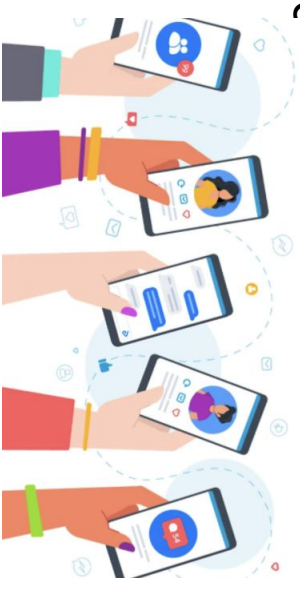
Be Bold PR X Hulu *days* Campaign Launch

Key Strategies

Utilize spokespeople and a **PR stunt**

Generate **mass buzz** on print, digital, and broadcast media and increase public awareness for Hulu's Holiday special

We propose to have a **media day** on the release





hulu [Follow](#)

2,487 posts 1.2m followers 731 following

Hulu

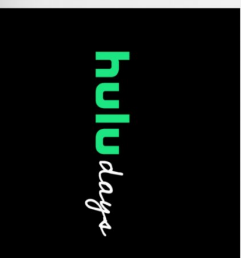
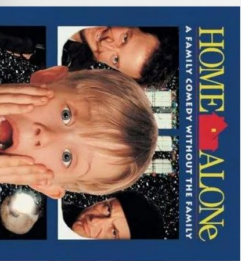
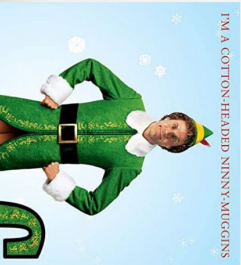
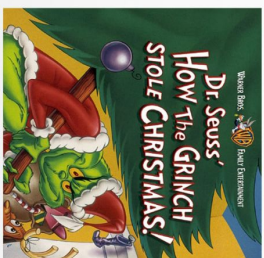
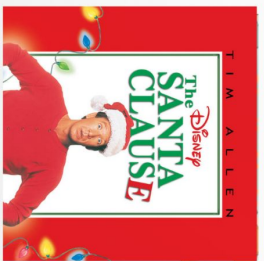
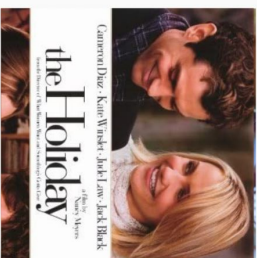
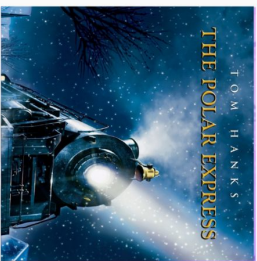
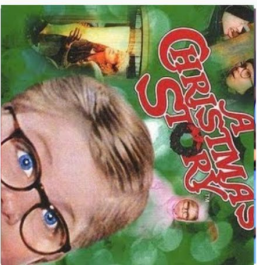
Season's Streamings 🎄

[likeshop.me/hulu](#)



Movies Celebs Merch Contests TV Promo Cameos

POSTS GUIDES REELS VIDEOS TAGGED



Cozy Up With
hulu *days*



this Holiday season!

SPECTACULAR STUDENT
SPECIAL!

25
days
of exclusive
Holiday
content

\$1.99
monthly
subscription

AD-FREE content
for TWO
months



Download the
HULU app
NOW!



Starting **December 3rd**,
your favorite Holiday
movies will be available
with the touch of a
button!

hulu days

25 DAYS OF EXCLUSIVE
HOLIDAY CONTENT



Win a weekend escape to

Winter Park Ski Resort

CLICK HERE TO ENTER

STEPS TO ENTER



Snap a picture of you enjoying the
Holidays and TAG **@HULUDAYS**



Tweet **@HULUDAYS** your favorite
Holiday movie and snack combo



Post a TikTok with your favorite
Holiday jam and use **#HULUDAYS**

STUDENT SUBSCRIPTION
\$1.99

**2 MONTHS OF AD-
FREE CONTENT**



Website

hulu

[Home](#) [About Huludays](#) [Social Media](#)

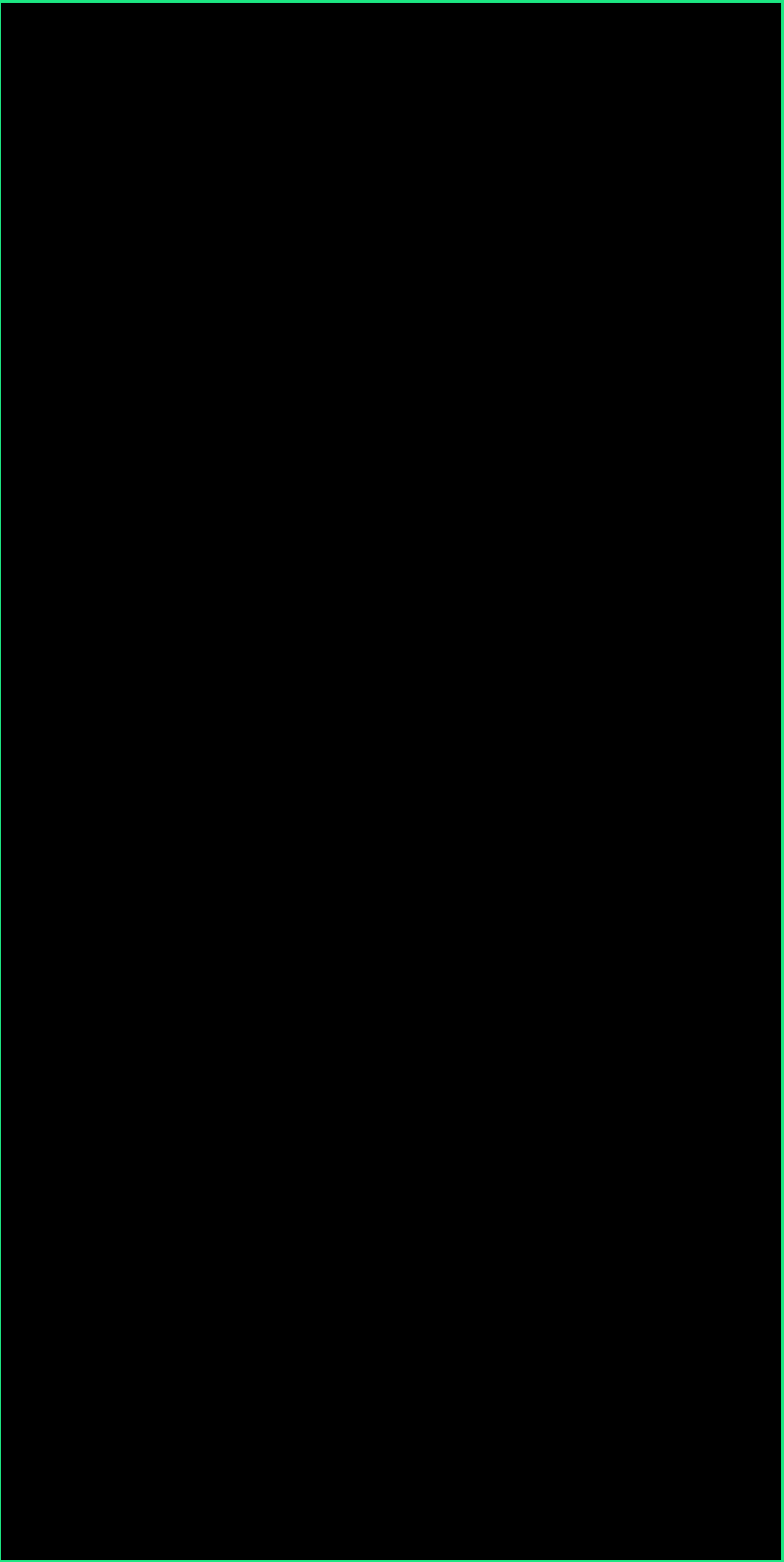
Enjoy the Holiday Season With...



hulu*days*

<https://aq7568a6.wixsite.com/hulu>

hulu*days* **Promotional Video**



Let's Work Together!



BE BOLD
BE BOLD PR

X

hulu days