

Stranger Things Season 2

Problem

How can Netflix use the circulating buzz for the popular show, Stranger Things, to sustain the anticipation for the second season?

Solution

By employing vivid creative that pulled elements from the show.



Background

When the Stranger Things Season 2 brief came in, there was already social chatter regarding the return of the series. In terms of opportunities, this was one of Netflix's most popular series and had a huge fan following. The challenge was to maintain the excitement surrounding the show for current fans, as well as encourage potential new ones to watch Season 1 in preparation.

Objective

One of the main themes for Season 2 was "the upside down." The goal of the campaign was to contextually align with that theme and use media creatively to gain buzz and earned media. In terms of markets, their main priorities were New York and Los Angeles, but they also had 13 smaller test markets throughout the country that were of focus.

Strategy

We recommended running strictly traditional OOH formats in the 13 smaller markets to build reach and awareness of Season 2. In New York and Los Angeles, the strategy was aimed at utilizing high impact formats as the pillars, while layering in frequency formats to further build reach and frequency. We also executed four creatively driven elements in these two main markets. On our Double Decker Buses, we had neon letters of the show's name flipped upside down to align with the upside down theme. As an add-on, we had wheels as extensions on top of the bus so it looked as if the entire bus was upside down. Additionally, we were first to market to include neon on the interior of the buses. We continued to use neon on select prime billboard locations that also had extensions of the four main characters on their bicycles with flood lights installed on each bike to replicate the kids' bike lights. The Lexington and 53rd station escalator wraps were used from a creative standpoint to mimic the look of the tunnels in the upside down world in the show, which play a huge role in the main characters discovering how to stop the villains and close the gate to the upside down. Lastly, Hawkins Lab was a creative concept that did not include any Netflix branding on it. It was used as a faux ad for Hawkins Lab (the main government research entity from the show) and included a phone number that was functioning and allowed the ad to continue its messaging one to one over the phone.

Plan Details

Markets: New York, Los Angeles, Abilene-Sweetwater, Albany, GA, Cleveland, Lincoln & Hastings-Krny, NE

Flight Dates: October 2017 - November 2017

OOH Formats Used: Bulletins (static & digital), Interior Car Cards, Bus Shelters, Double Decker Buses, Escalator

Results

EARNED MEDIA: Neon Billboard with Bike Extensions:
Daily Billboard - [Here](#) Upside Down Double Decker Buses:
Buzzfeed (#3 on a listicle that wasn't even about advertising) - [Here](#) Reddit - [Here](#) Brilliant Ads (Twitter) - [Here](#)
Hawkins Lab: Fast Company - [Here](#) Adweek - [Here](#) Screen-Rant - [Here](#) blogTO - [Here](#) Space.com - [Here](#) Cnet - [Here](#)
Traditional Media: Reddit - [Here](#)

