

NETFLIX

Brief set by
Netflix

Non-English Language Content: Great stories are universal

Related Disciplines

Advertising
Integrated Campaign

Deadline

22 March 2022, 5pm GMT

Additional Prizes

Mentoring sessions with Netflix staff, an invitation to a virtual or physical premiere or experiential activation, Netflix merchandise and more

Page 1 of 2

The backstory

Netflix is a global streaming entertainment service offering ad free, unlimited viewing focused on movies and TV series. Netflix is present in 190 countries to over 209 million members. Content is offered in over 30 languages, and the brand continues to explore the next language to launch.

Despite this broad language offering, UK consumer appetite for non-English language titles has historically been low. However recently this has started to change, with Netflix titles such as *Squid Game* (Korean), *Lupin* (French) and *La Casa De Papel* (Spanish) becoming huge hits all around the world, including the UK (see *the brief pack for an example of how Netflix used the Euros 2021 as a cultural conversation hook*).

Netflix believe that great stories are universal. The increasing impact of foreign language content on pop culture is undeniable; an Oscar for *Parasite*, a sold out Wembley stadium for BTS, searches for currency conversion calculators for WON are skyrocketing, and white Vans are this year's must have Halloween accessory. Netflix is leading the way in globalizing the entertainment business, providing a platform for people from more than 190 countries to watch stories from all over the world. They want to show members around the world that great content can come from anywhere, and be loved by anyone. They also believe more people should see their lives reflected on screen – and more voices should have the chance to be heard.

What's the challenge?

Create excitement for non-English language content amongst UK audiences, and leverage this as a conversation driver among fans of entertainment.

Develop a campaign that gets more UK audiences to consider, explore, try watching and talk about non-English language films and series on Netflix. You can choose to focus on a wide range of content, or target your response to a specific show or film. And the mediums you choose are completely up to you – they could be anything from a social through to experiential work.

Who are we talking to?

18-34 year old entertainment lovers based all around the UK. Think about how your response can reach beyond London-centric audiences and instead speak to everyone, from a rural community through to a metropolitan borough. They already watch Netflix content, but may not have considered watching non-English programmes before. And remember, for many people in the UK English may not be their first language. Is there a way you could consider this in your idea?

Your response should be inclusive, speaking to *everyone*, and have broad appeal.

Things to think about

Where to speak to your audience

Consider the media habits, attitudes and behaviours of the target audience - how can you best reach and engage with them? What social media channels are they using, what trends are popular, how might that impact your response to the brief?

Celebrate the benefits

For many people in the UK, watching non-English language content may not be something they have considered before, so how can you encourage them that there's more to be gained than just good stories? For example, it can be a fantastic opportunity to broaden your knowledge of other cultures and perspectives. But maybe there's other reasons you could discover that really make this type of content stand out. Also, consider exploring recent successes and finding what you think gave them this tipping point and how you might be able to incorporate this into your response.

Make it Netflix

For Netflix, reach and frequency is a consideration but it's not the priority – they want you to drive conversation. Talkable moments, tapping into culture and current affairs, and entertaining people are all central to how the brand plans their campaigns, so please be mindful of this in your response. No format is off limits!

It's all about timing...

Consider cultural moments and events throughout the year – how might your response piggyback onto an existing moment? Or maybe you could even create your own.

Challenge the challenges

Some of the barriers that broadcasters, streamers and film studios might face when marketing non-English language content include:

- **Subtitles & dubbing** – there are some perceptions that subtitles can be hard to read and follow, or that mouths not matching the dialogue can be off-putting. Netflix doesn't push people in a subbed direction or a dubbed direction – they want to be the home of choice – there's no right or wrong option, as long as people are watching.
- **Perceived relevance** – there can be a certain pretentiousness associated with subtitled or dubbed content. It can have strong associations with arthouse cinema, as opposed to mainstream entertainment. Equally, some audiences

NETFLIX

feel that content with characters and locations from elsewhere in the world might not be relatable.

- **Viewing habits & taste** – people's tastes are very broad, even in a single market. How can Netflix celebrate this diversity?

The important stuff

Develop a campaign that speaks to 18-34 year olds in the UK that gets them to engage with non-English titles on Netflix. Your response should have multiple touchpoints and clearly explain how it would reach people all across the UK.

You should include:

- Key insights and how they influenced your response
- How and where your idea will run
- How you'll get people talking
- A series of key visuals and mock-ups across multiple touchpoints.

What and how to submit: Read **Preparing Your Entries** before you get started for full format guidelines.

Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGS**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGS** (max. 4).

Brief set by

Netflix

Non-English Language Content: Great stories are universal

Related Disciplines

Advertising
Integrated Campaign

Deadline

22 March 2022, 5pm GMT

Additional Prizes

Mentoring sessions with Netflix staff, an invitation to a virtual or physical premiere or experiential activation, Netflix merchandise and more

Further Information

Read more about the Netflix Long Term View ir.netflix.net/ir-overview/long-term-view

Helpful Links

Looking for consumer insights on what made certain series become a success? These articles might help:

Bloomberg - Squid Game proves Netflix's biggest advantage is foreign language TV bloomberg.com/news/newsletters/2021-10-10/-squid-game-is-netflix-s-first-korean-hit-a-japanese-show-is-next

GQ - White Lines gq-magazine.co.uk/culture/article/white-lines-netflix

GQ - Best foreign films on Netflix <https://www.gq-magazine.co.uk/gallery/best-foreign-films-netflix-uk>

Glamour - Best foreign language films and shows on Netflix glamourmagazine.co.uk/gallery/best-foreign-language-films-tv-shows-netflix

Pop Sugar - 47 foreign shows on Netflix popsugar.co.uk/entertainment/best-foreign-tv-shows-on-netflix-46851499

Metro 6 of the best foreign language TV shows on Netflix metro.co.uk/2019/05/15/six-best-foreign-language-tv-shows-netflix-9512599

Evening Standard - 20 best foreign language films to watch online standard.co.uk/culture/film/best-international-foreign-language-films-a4414876.html