

Netflix

## NETFLIX CORE ATTRIBUTES

EASY CONVENIENT EMPOWERING  
ENTERTAINING FUN ENGAGING  
ADDICTIVE ENJOYABLE  
PROVEN PERSONAL **SMART**  
ENTHUSIASTIC STRAIGHTFORWARD

## PRIMARY OBJECTIVES

- Generate new customer acquisition via direct mail
- Capture consumer's attention with breakthrough and intriguing creative
- Overcome consumer subscription fears



## **DESIRED RESULTS**

- Develop 2-3 direct mail pieces for in market testing
- Achieve optimal conversion rate vs. conversion cost
  - 1% conversion at .09 per unit
  - Consider more expensive mail pieces that may deliver a higher conversion rate

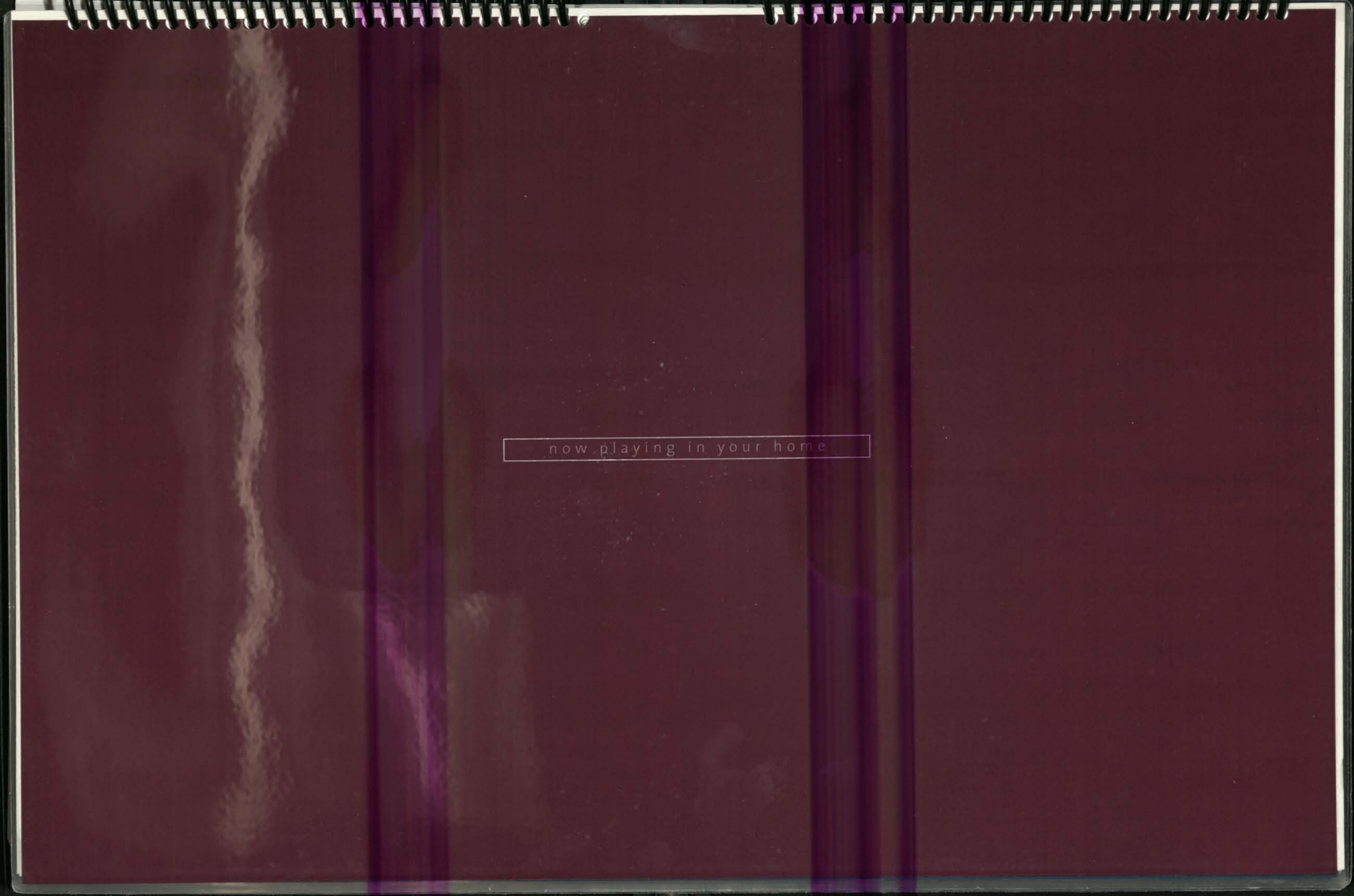
## **FORM FACTOR**

- Conform to USPS letter rate guidelines
- Addressable using high speed inkjet printer
- Include an area of customizable artwork/text



## **COMMUNICATION MANDATORIES**

- Clearly convey that Netflix is an extremely easy and convenient way to rent movies
- Create a compelling hook around the ease and convenience platform
- Communicate primary benefits:
  - No late fees, no due dates
  - Free trial
  - Fast delivery
  - Free shipping
  - Huge selection
  - Easy four step process



now playing in your home



## **Now Playing in Your Home**

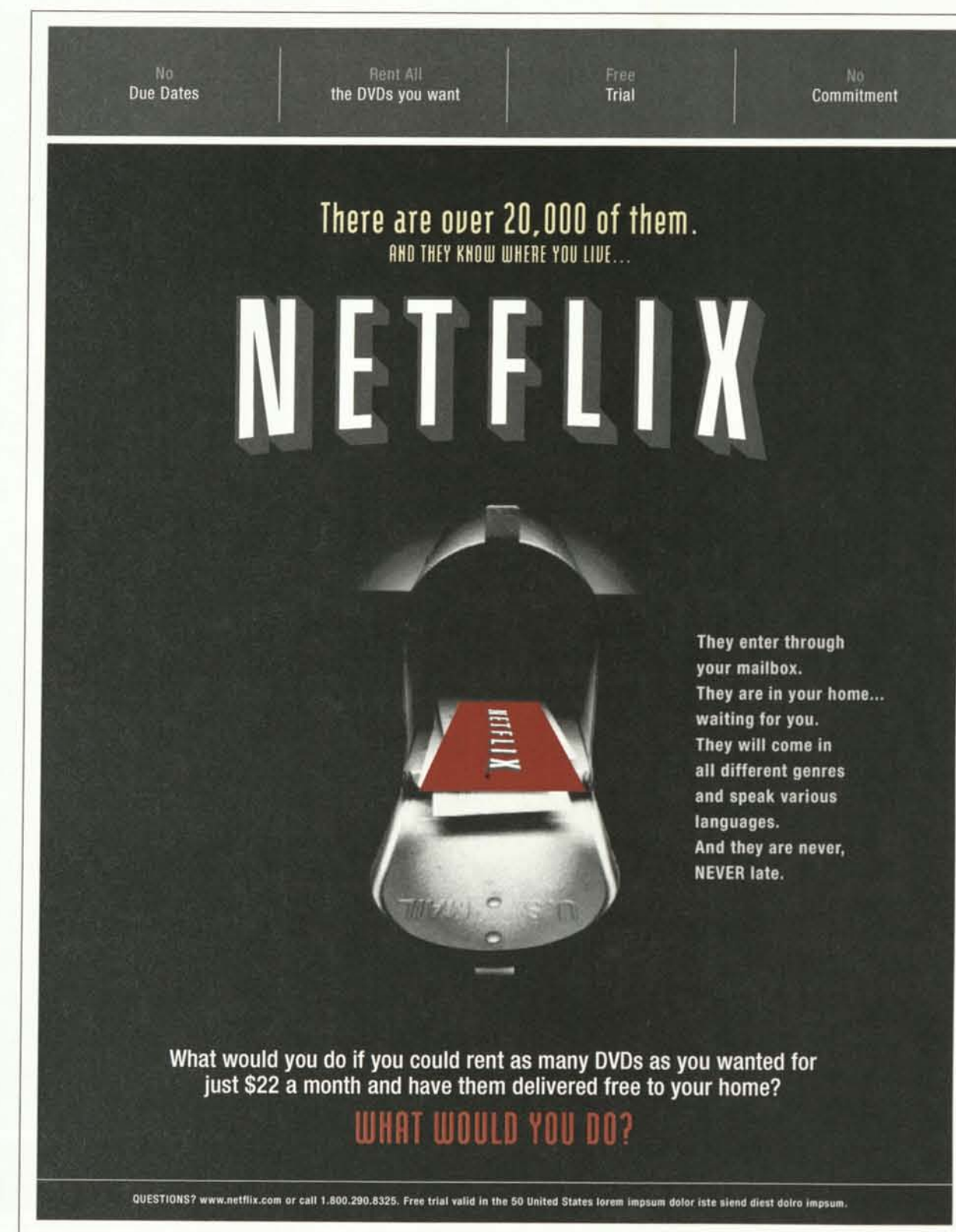
**This direction is mailed in the form of a movie poster and features bold, prominent, eye-catching type to express Netflix's benefits, attributes and key messages. The movie poster theme is versatile enough to extend to a series of movie genres. Each of the posters in the series will communicate the same key messages but in a compatible tone to the movie poster genre (e.g., drama, comedy and horror).**

**This approach conveys the Netflix message in a interesting format, that will catch the viewer's eye and focus only on key points, without extraneous information to clutter the mailer.**





Vellum Envelope



Poster/Mailer Sample 1

No  
Due Dates

Free  
Delivery

Free  
Trial

No  
Commitment

She lived in her own world.

# NETFLIX

{ A world where late fees didn't exist.  
Where movies were delivered  
straight to your mailbox.  
Her choices were unlimited.  
What world was she in? }

What would you do  
if you could  
rent as many DVDs  
as you wanted  
for just \$22  
a month and have  
them delivered free  
to your home?



QUESTIONS? [www.netflix.com](http://www.netflix.com) or call 1.800.290.8325. Free trial valid in the 50 United States. Lorem ipsum dolor sit amet, consectetur adipiscing elit.



NETFLIX

970 University Avenue Los Gatos, CA 95032

## TRY NETFLIX FOR FREE!

Go to: [www.netflix.com](http://www.netflix.com) Enter Code: **noduedates72**

Here's how Netflix works:

1

Create your  
movie list online.  
(OVER 18,000 TITLES)



2

We rush you 3 DVDs  
from your list.  
(FREE ONE-DAY DELIVERY)



3

Keep each DVD as  
long as you want.  
(NO LATE FEES)



4

Return your viewed  
movie(s) to get new ones  
from your list.  
(PRE-PAID RETURN ENVELOPES)



QUESTIONS? [www.netflix.com](http://www.netflix.com) or call 1.800.290.8325.

Free trial valid in the 50 United States. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



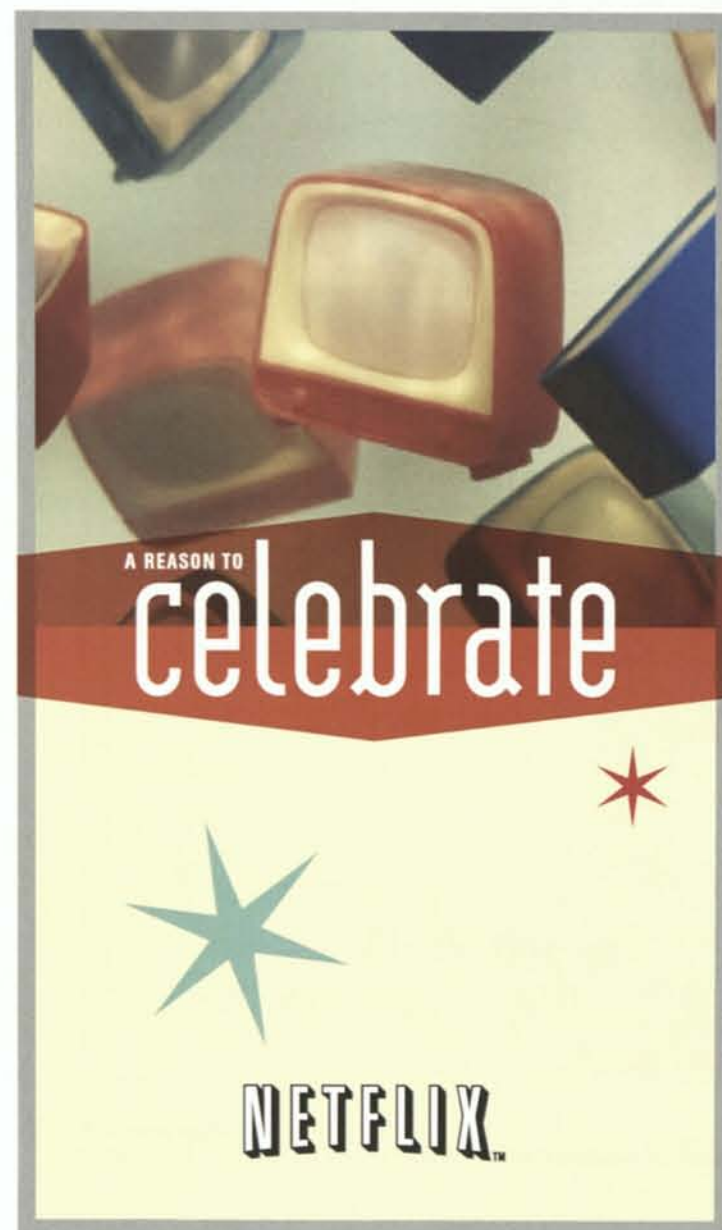


the party's on us!

## **The Party's on Us!**

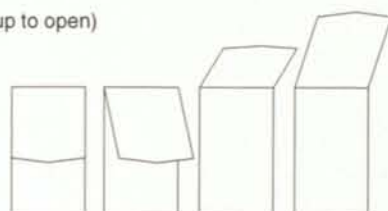
**This direction promises a “party in a box”, compliments of Netflix to convey the convenience of home movie/DVD delivery. The outside envelope will provide a peek into the contained fun and motivate the recipient to see what is inside. Once open the piece clearly communicates all key messages and provides many reasons to celebrate at home with Netflix.**





Front of direct mail piece (card flips up to open)

Direct mail piece size: 5 x 8.5  
Standard size envelope: 5.5 x 8.75

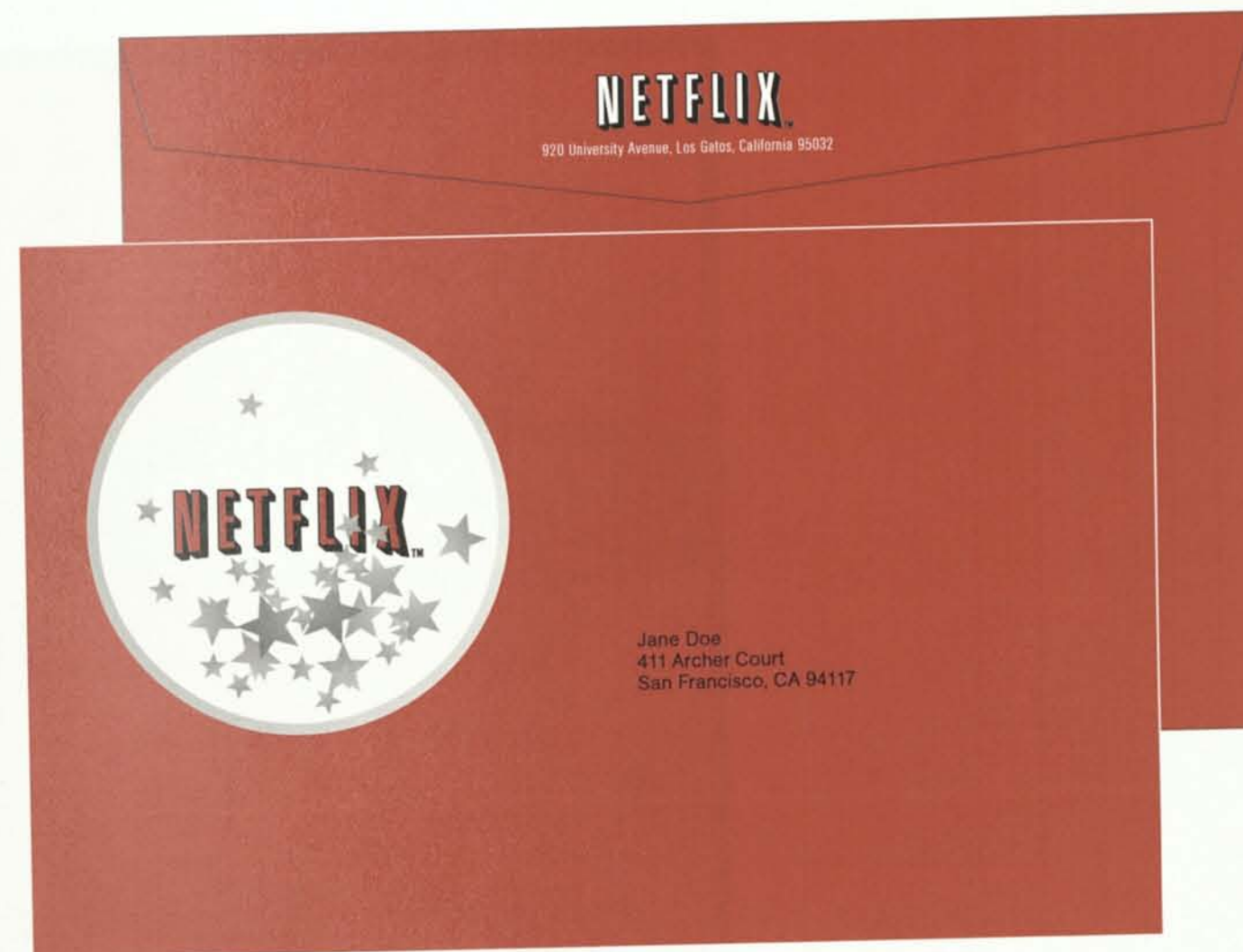


Back of direct mail piece

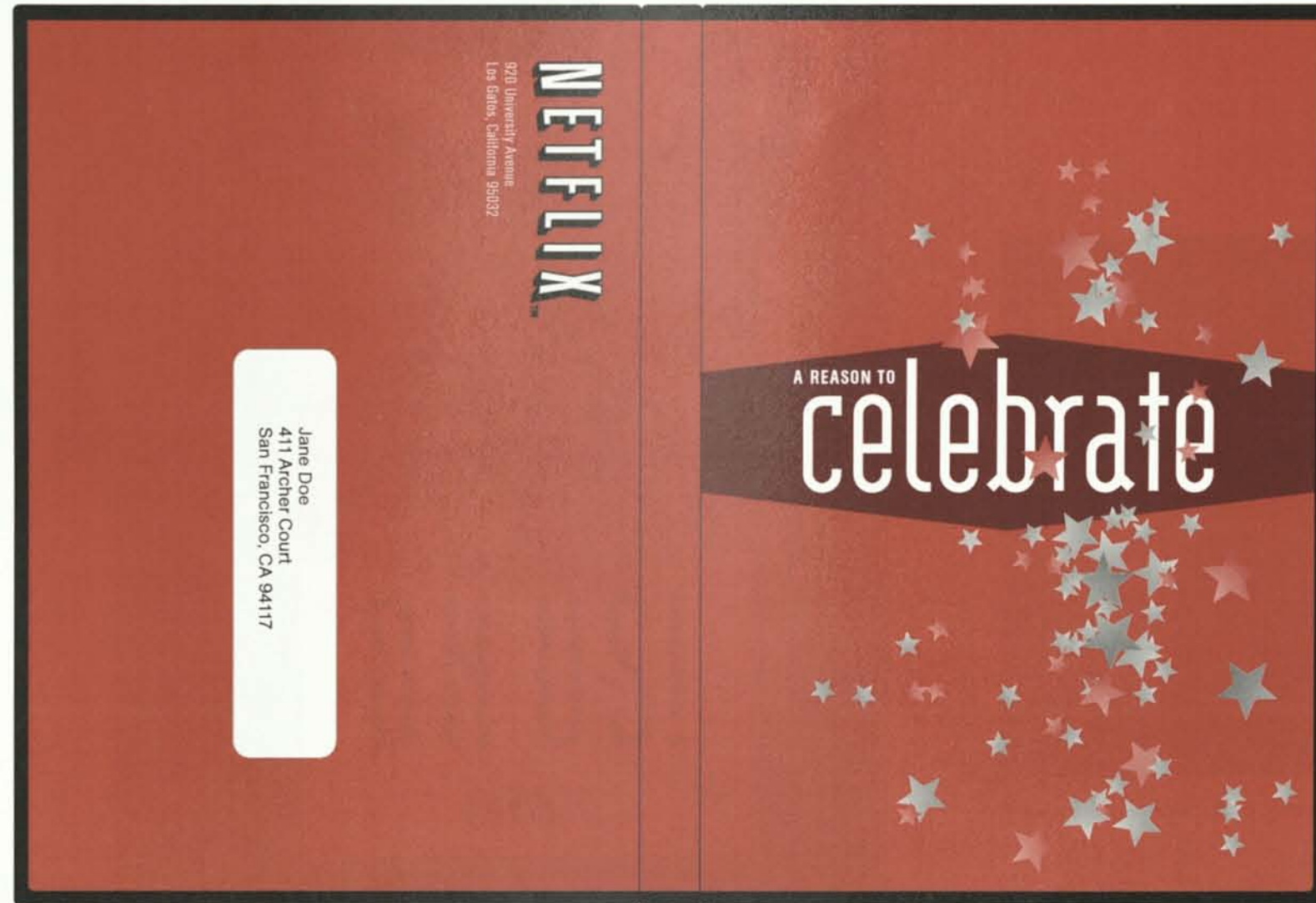




**Envelope option A:**  
Clear plastic envelope containing metallic confetti in between the envelope walls

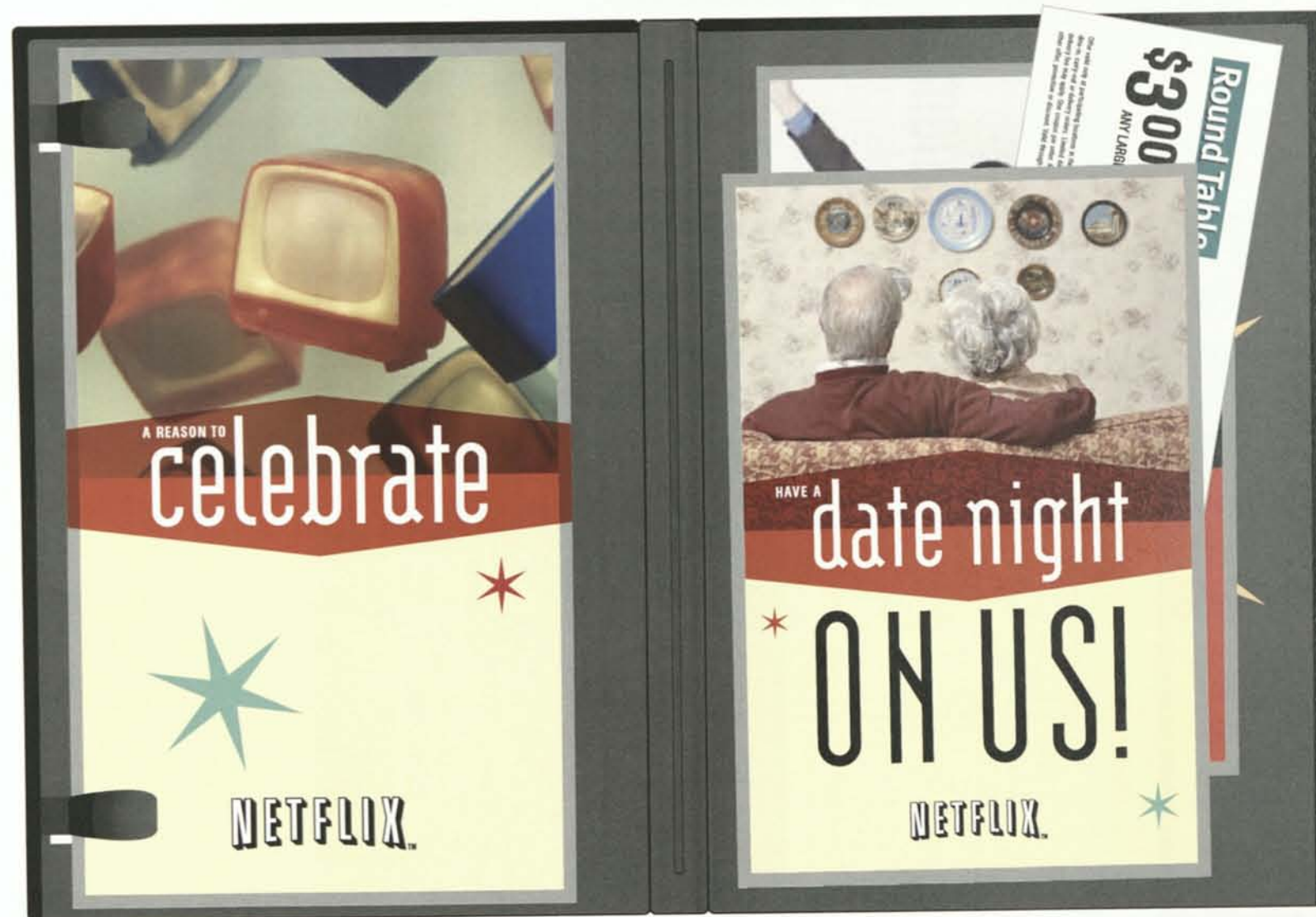


**Envelope option B:**  
Paper envelope with window made from plastic, containing the metallic confetti

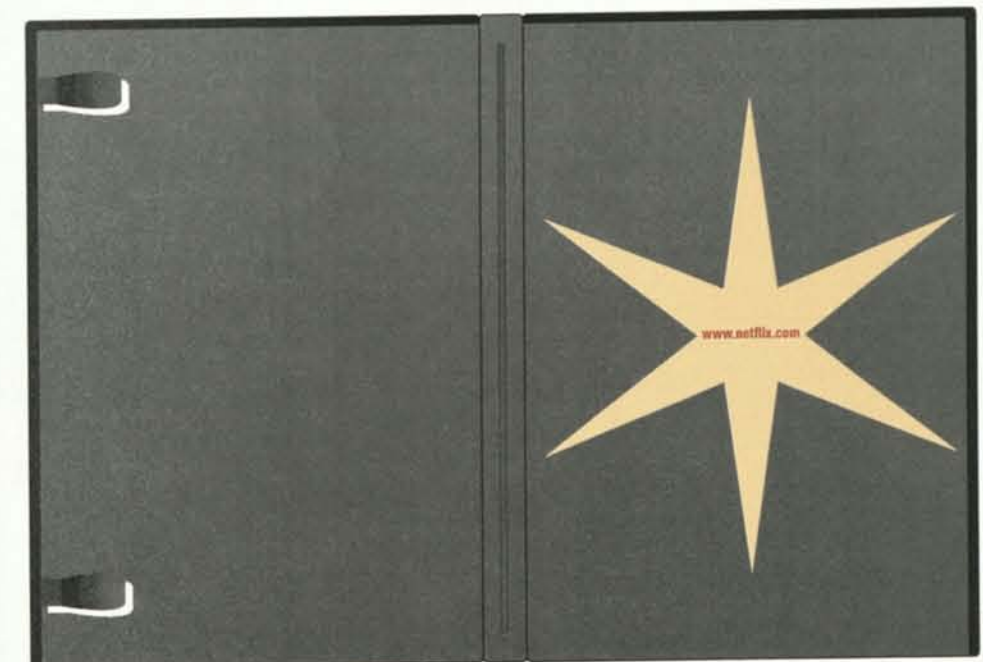


Dvd case option C:  
Outside of dvd case (metallic stars contained within the plastic sleeve)





Dvd case option C:  
 Inside of dvd case  
 Contents: direct mail piece, pizza coupon(s), postcards

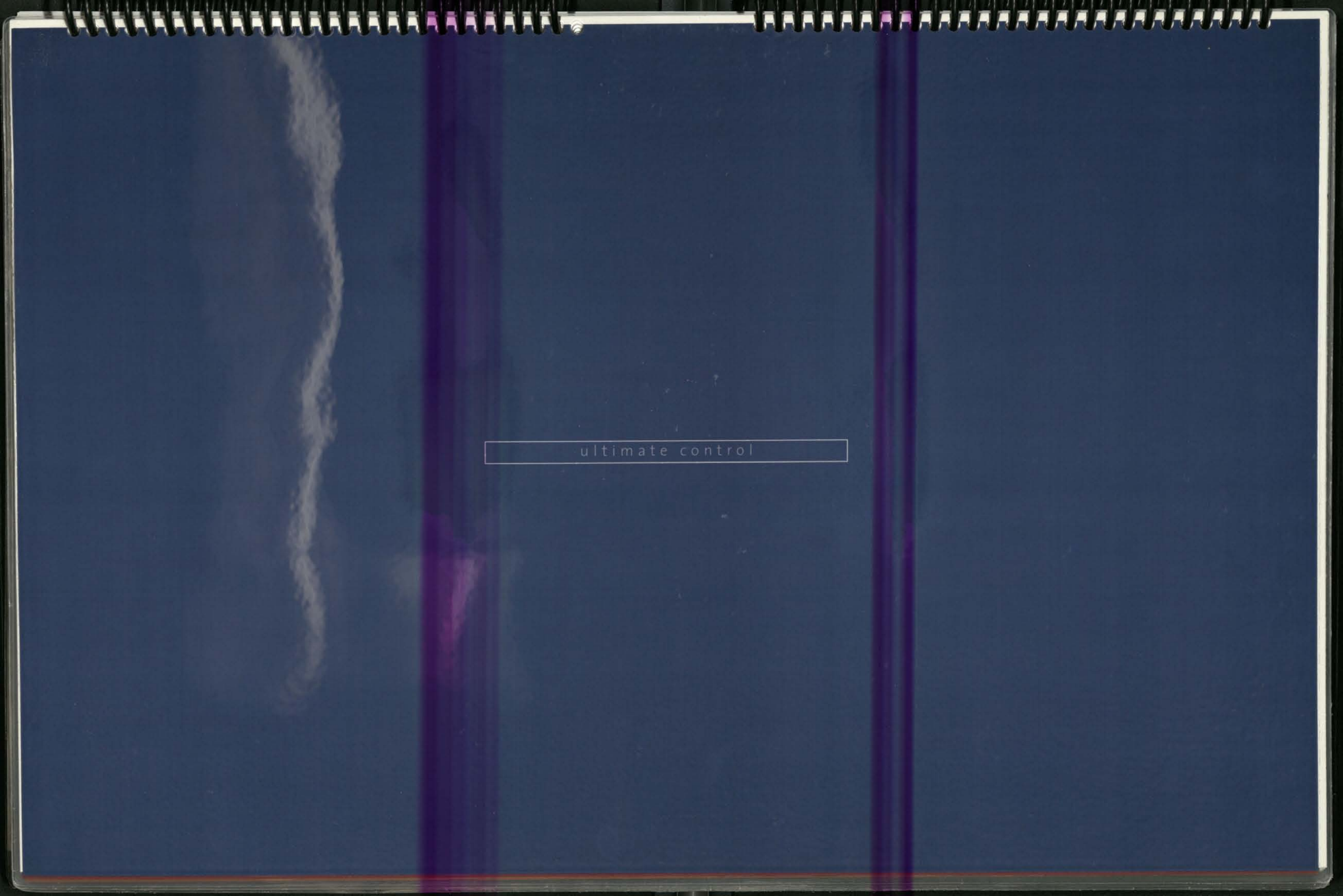


Inside of dvd case shown without contents





4x6 postcards



ultimate control



## **Ultimate Control**

**This direction mimics a movie poster to convey how the user has the “ultimate control” of their movie watching experience. All copy is delivered in the tone of a movie poster, complete with “benefit credits” and rave reviews from satisfied Netflix customers. The overall message drives home the convenience and control provided by Netflix home movie delivery.**

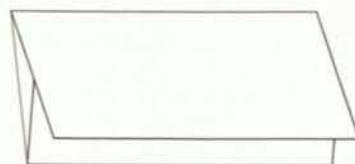
# NETFLIX™

"Two Thumbs Up!"

RENT AS MANY DVDs AS YOU WANT FOR \$22 A MONTH

FREE  
TRIAL

Poster Mailer Sample  
Cover  
Size: 12 x 6 Inches Folded  
12 x 18 Inches Unfolded





★★★★ "I love NetFlix, you have to try it!"  
— John Doe, Satisfied NetFlix Customer

# ULTIMATE CONTROL

OVER 20,000 TITLES  
FREE 1-3 DAY DELIVERY  
NO LATE FEES  
PRE-PAID RETURN ENVELOPES

# 4 STEPS

1



Create your  
movie list online.

2



We rush you 3 DVDs  
from your list.

3



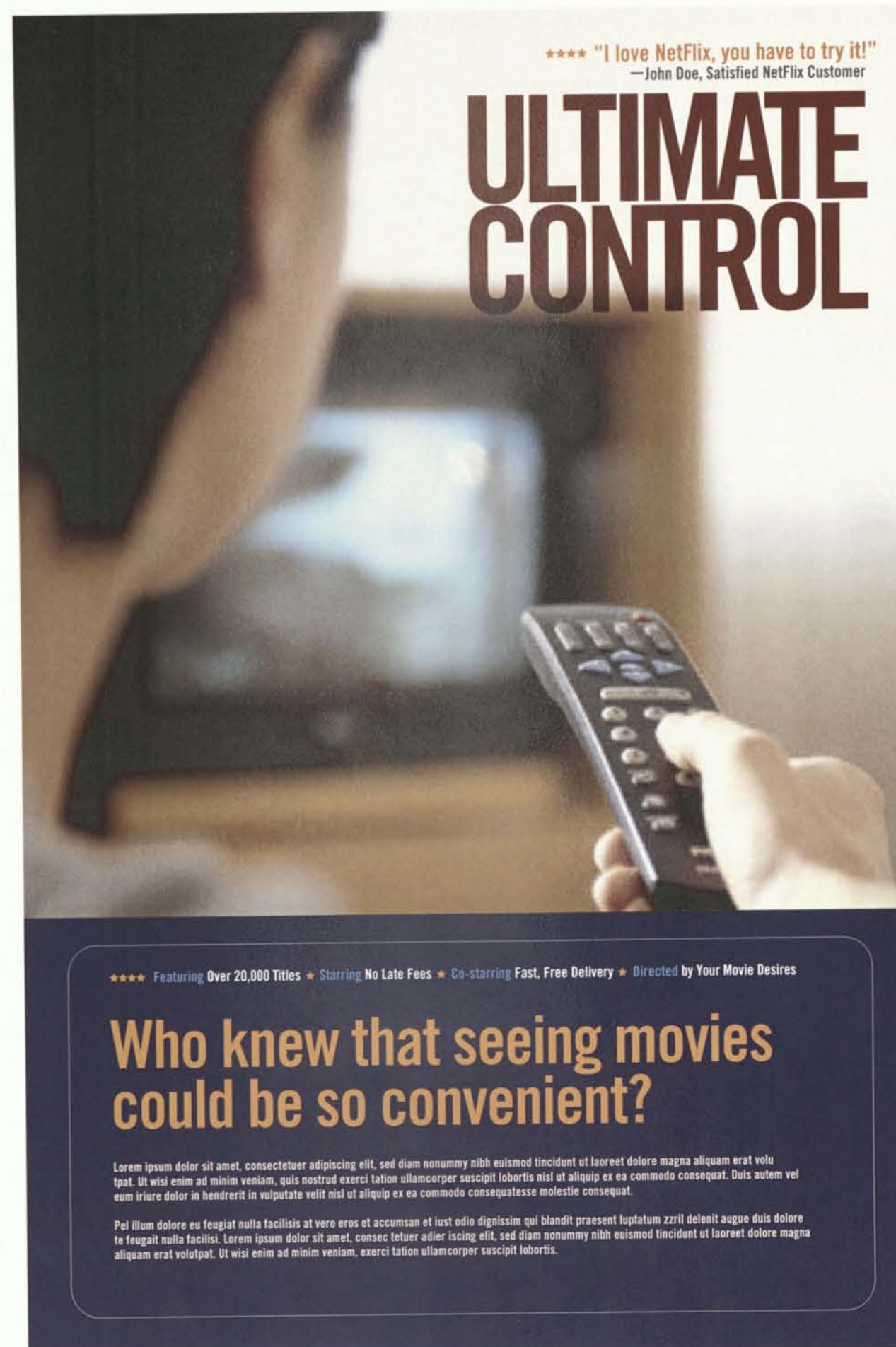
Keep each DVD  
as long as you want.

4



Return your viewed  
movie(s) to get new ones  
from your list.

Inside First Panel



★★★★ "I love NetFlix, you have to try it!"  
—John Doe, Satisfied NetFlix Customer

# ULTIMATE CONTROL

★★★★ Featuring Over 20,000 Titles ★ Starring No Late Fees ★ Co-starring Fast, Free Delivery ★ Directed by Your Movie Desires

## Who knew that seeing movies could be so convenient?

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**NETFLIX**<sup>TM</sup>

970 UNIVERSITY AVENUE, LOS GATOS, CA 95032

PRESORT STD  
U.S. POSTAGE  
**PAID**  
PERMIT NO. 48  
SEYMOUR, IN 47274

Joho Q Sample  
April 04 Netflix  
123 Main Street  
Anytown, CA 95032

★ NO DUE DATES ★ NO COMMITMENTS ★ CANCEL ANYTIME ★

**FREE  
TRIAL**

★ QUESTIONS? ★ VISIT [WWW.NETFLIX.COM](http://WWW.NETFLIX.COM) OR 1.800.290.8325 ★

Back Cover

a new dimension in movie watching



## **A New Dimension in Movie Watching**

**This innovative “pop-up” mailer demonstrates the value proposition and convenience of being able to watch as many DVDs as you want in the comfort of your home. The innovative structure symbolizes the novelty of the service and clearly conveys a rich and easy user experience that will provide a whole new dimension in how to watch movies.**

# NETFLIX™

# NETFLIX™

RENT AS MANY DVDs  
AS YOU WANT

JUST \$22 A MONTH

HERE'S HOW NETFLIX WORKS:

1

Create your movie list online.

OVER 20,000 TITLES



2

We rush you 3 DVDs from your list.

FREE 1 DAY DELIVERY



3

Keep each DVD as long as you want.

NO DUE DATES



4

Return your viewed movie(s)  
to get new ones from your list.

PRE-PAID RETURN ENVELOPES



## FREE TRIAL

NO DUE DATES NO COMMITMENTS CANCEL ANYTIME

Go to: [www.netflix.com](http://www.netflix.com)

Enter code: NODUEDATES

FRONT

SIZE 5 x 9

BACK





POP-UP

A WHOLE NEW DIMENSION IN MOVIE WATCHING.  
**RENT AS MANY DVDs**  
AS YOU WANT.

OVER **20,000** TITLES

**FREE** 1 DAY DELIVERY

**NO** DUE DATES

**PRE-PAID** RETURN ENVELOPES

**FREE TRIAL**

**NO LATE FEES** **NO COMMITMENTS** **CANCEL ANYTIME** **GO TO: [WWW.NETFLIX.COM](http://WWW.NETFLIX.COM)** **ENTER CODE: NODUEDATES**

INSIDE



# NETFLIX™

A WHOLE NEW DIMENSION IN MOVIE WATCHING.

**RENT AS MANY DVDs  
AS YOU WANT.**

OVER 20,000 TITLES

**FREE** 1 DAY DELIVERY

**NO** DUE DATES

**PRE-PAID** RETURN ENVELOPES

**FREE TRIAL**

NO LATE FEES NO COMMITMENTS CANCEL ANYTIME GO TO: [WWW.NETFLIX.COM](http://WWW.NETFLIX.COM) ENTER CODE: NODUEDATES



A WHOLE NEW DIMENSION IN MOVIE WATCHING.  
**RENT AS MANY DVDs  
AS YOU WANT.**

OVER 20,000 TITLES

**FREE** 1 DAY DELIVERY

**NO** DUE DATES

**PRE-PAID** RETURN ENVELOPES

**FREE TRIAL**

NO LATE FEES NO COMMITMENTS CANCEL ANYTIME GO TO: [WWW.NETFLIX.COM](http://WWW.NETFLIX.COM) ENTER CODE: NODUEDATES

INSIDE: Before pop-up is revealed.





NETFLIX™

NETFLIX  
970 UNIVERSITY AVENUE  
LOS GATOS, CA 95032

JOHN SAMPLE  
123 MAIN STREET  
ANYTOWN, CA 95032

real film, real convenience, real selection



## **Real Film, Real Convenience, Real Selection**

**This unusual form factor and delivery method will get the recipients' attention when it appears in their mail boxes. Key benefit points and the free trial offer appear in the film frames like movie titles while images from blockbuster movies are sprinkled between.**

**By printing directly on film-like material, complete with spindle holes along the side, this approach makes direct reference to the film industry and all the excitement it inspires.**









it's all in the delivery



## **Netflix Gives You Star Power**

**This concept focuses on Netflix empowering the customer. The direct mail piece uses short, succinct statements that reinforce the Netflix value proposition and key benefits.**

**Quirky, off-beat photography is used to show how intuitive the service is and reinforces the “star treatment” Netflix customers experience.**



Clear Envelope  
Size: 7 x 7 in.



Direct Mail Cover  
Size: 6.5 x 6.5 in.



**NETFLIX**<sup>TM</sup>

970 University Avenue, Los Gatos, CA 95032

**NETFLIX GIVES  
YOU STAR POWER.**

**RENT AS MANY DVDs AS YOU  
WANT FOR \$22 A MONTH.**

**WWW.NETFLIX.COM**

Sample Spread  
100% Actual Size

Stars are printed with a gloss spot varnish

**NO LATE FEES  
NO DUE DATES**

**THE POWER TO ENJOY THE MOVIES  
ON YOUR OWN SCHEDULE.**

Direct mail piece prints on an iridescent paper stock





Side 1  
Size: 6.5 x 30 in. unfolded



**NETFLIX.**

**NETFLIX GIVES  
YOU THE STAR  
TREATMENT.**

**WE MAKE IT SO EASY, YOU WILL  
FEEL LIKE A STAR.**

QUESTIONS?  
VISIT [WWW.NETFLIX.COM](http://WWW.NETFLIX.COM)  
OR CALL  
1-800-290-8325

**1.**

**\*\*\* CREATE YOUR  
MOVIE LIST ONLINE. \*\*\***

**2.**

**\*\*\* WE RUSH YOU  
THREE DVDs FROM  
YOUR LIST. \*\*\***

**3.**

**NO  
LATE  
FEES**

**\*\*\* KEEP EACH DVD \*\*\*  
AS LONG  
AS YOU LIKE.**

**4.**

**\*\*\* RETURN YOUR  
VIEWED MOVIE(S)  
AND WE'LL SEND  
YOU MORE. \*\*\***

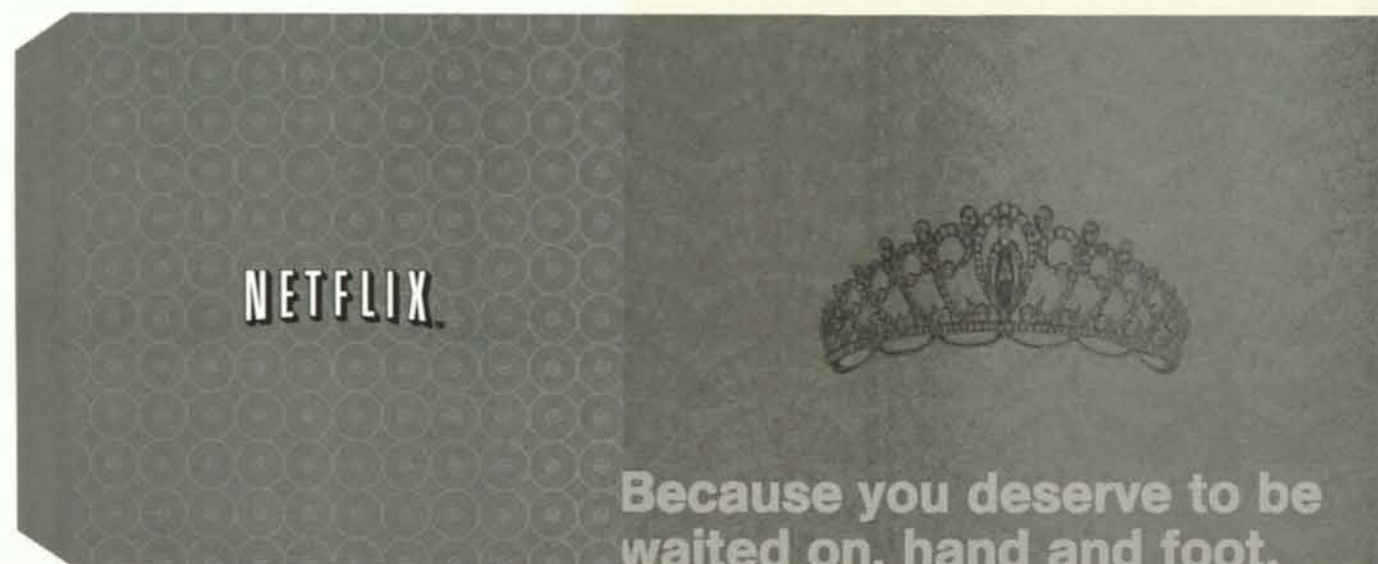
move your mouse, don't leave the house



## **Move your mouse, don't leave the house**

**This “box” concept plays up the convenience advantage Netflix provides – getting the movies you want, when you want them, and without leaving the house. The simplicity of the design, and the calming color pallet promise a hassle free experience at the click of a mouse.**

cordless mouse giveaway



**Because moving your mouse  
is better than leaving  
your house.**



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cordless mouse giveaway

card inset (front & back)

WHY Netflix?

**BECAUSE** you can rent what you want, when you want it.

Have as many DVDs as you want for **\$22/month**.

Keep up to 3 DVDs at a time.

NO COMMITMENTS | NO DUE DATES | CANCEL ANYTIME

NETFLIX™

**OVER 20,000  
TITLES**

Create your movie  
list online.



**FREE  
1-3 DAY DELIVERY**

Netflix rushes you  
3 DVDs from your list.



**NO  
LATE FEES**

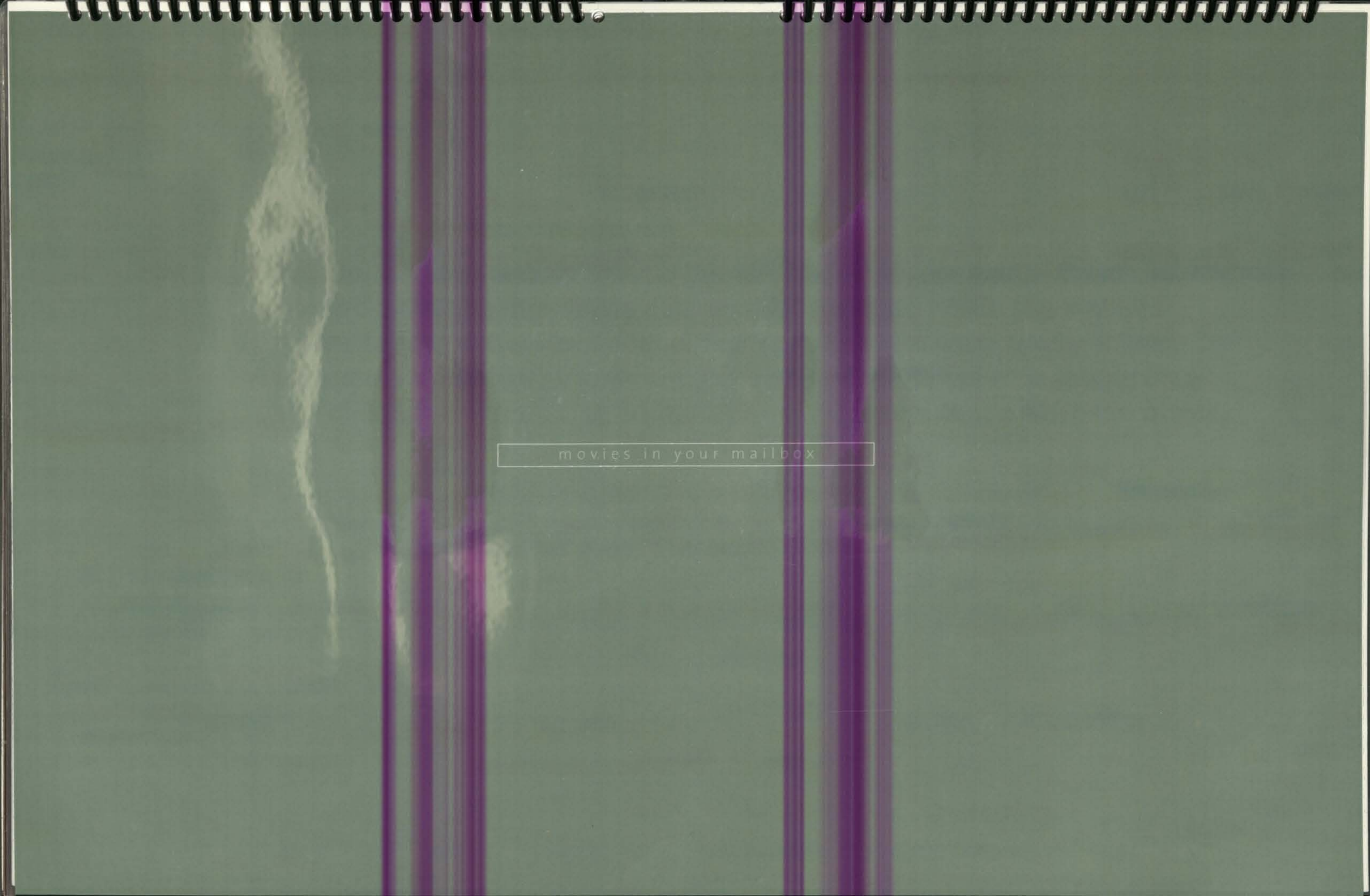
Keep each DVD  
as long as you want.



**PRE-PAID  
RETURN ENVELOPES**

Return viewed movie(s)  
to get ones from your list.



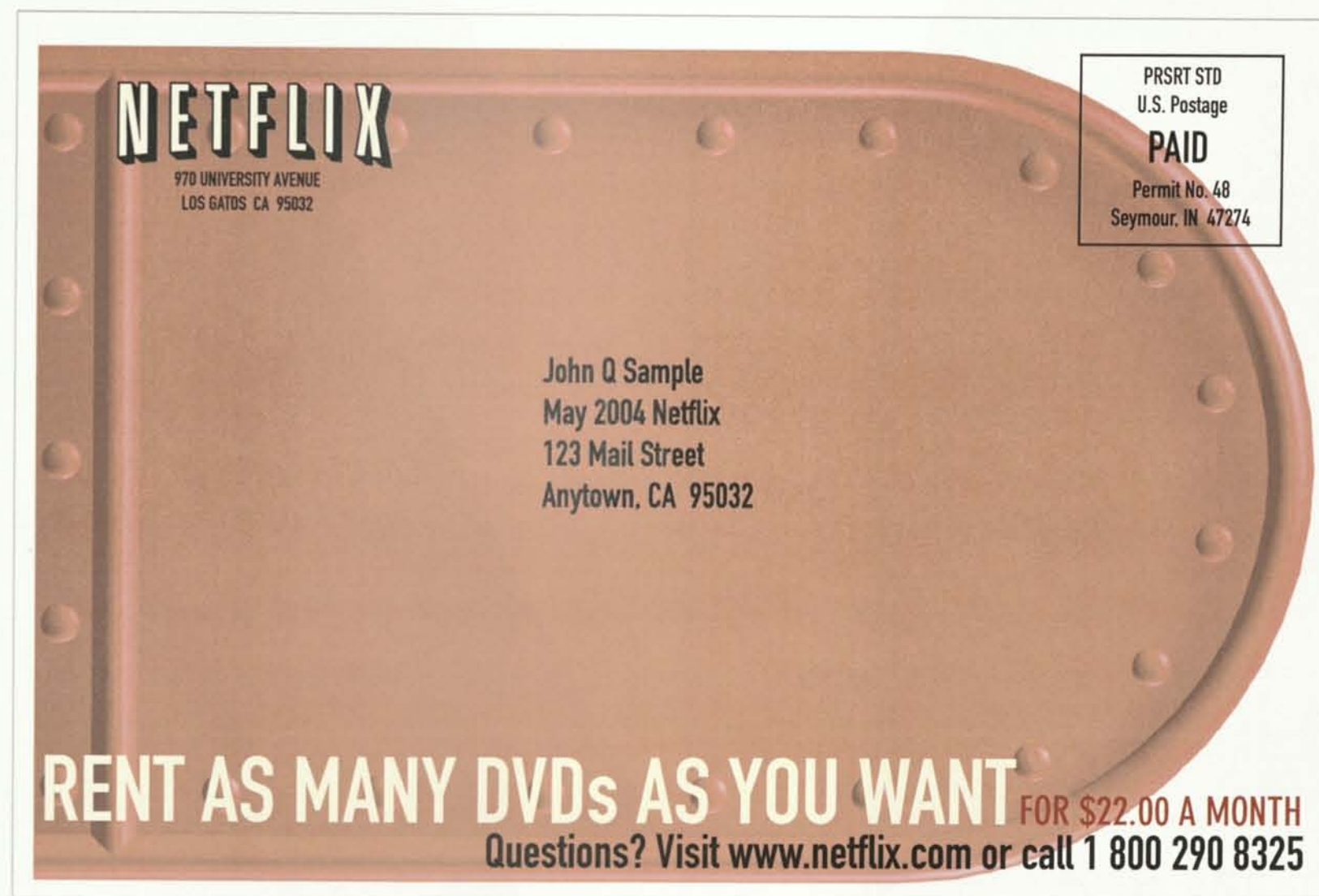


movies in your mailbox



## **Movies in Your Mailbox**

**This form factor is built around the familiarity of your mailbox and the convenience of home movie delivery. An envelope inside the mailbox opens to reveal the key benefits and satisfied customer testimonials presented on faux DVDs. By simulating the experience of reaching into the mailbox and receiving DVDs, this mailer brings to life the ease of use.**



Opaque Envelope  
Size: 8.75 x 5.75 in.





Direct Mail Cover  
Size: 8.25 x 5.25in.



Direct Mail Back

Envelope is attached with  
removable adhesive

**NETFLIX**

YOUR TICKET TO GREAT MOVIES  
SEE INSIDE FOR MORE INFORMATION

### HOW THE SERVICE WORKS

1  
CREATE YOUR MOVIE LIST ONLINE.

2  
WE RUSH YOU DVDS FROM YOUR LIST.

3  
KEEP EACH DVD AS LONG AS YOU WANT.  
NO LATE FEES

4  
RETURN YOUR MOVIE(S) TO GET  
NEW ONES FROM YOUR LIST.

Direct Mail Inside

Envelope removed

### HOW THE SERVICE WORKS

1  
CREATE YOUR MOVIE LIST ONLINE.

2  
WE RUSH YOU DVDS FROM YOUR LIST.

3  
KEEP EACH DVD AS LONG AS YOU WANT.  
NO LATE FEES

4  
RETURN YOUR MOVIE(S) TO GET  
NEW ONES FROM YOUR LIST.



A red envelope with the Netflix logo and promotional text. The envelope is centered on a white background.

**NETFLIX**

**YOUR TICKET TO GREAT MOVIES  
SEE INSIDE FOR MORE INFORMATION**

Netflix Envelope  
Size: 4.5 x 6 in.



Inserts Front and Back  
Size: 3.5 in.



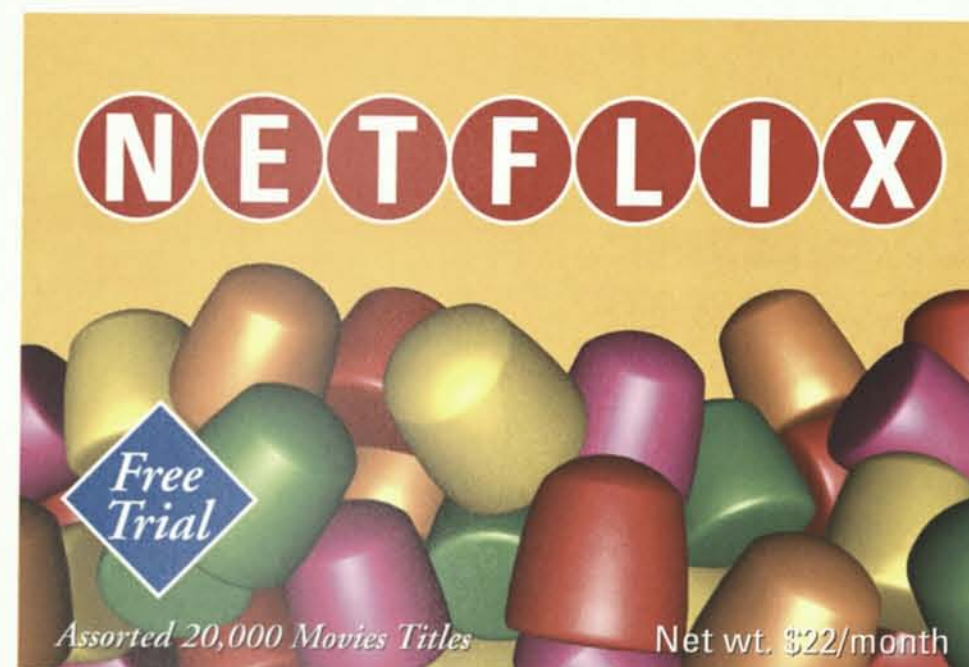


Inserts Front and Back  
Size: 3.5 in.

## **A Suite Deal**

**This direction wraps up the Netflix value proposition and key benefits by way of a retro candy package. The “Suite Deal” is spelled out in the style of Nutritional Facts, and the rest of the package brings to life key benefits and the easy four step process. A candy box is an enticing offer to any recipient, and inside a coupon offers them a free Netflix trial and free gummy candy.**





FRONT

<p><b>20,000</b> Titles</p> <p><b>1</b> </p> <p>Create your movie list online.</p>	<p><b>Free</b> 1-3 Day Delivery</p> <p><b>2</b> </p> <p>Netflix rushes you 3 DVDs from your list.</p>	<p><b>A Suite Deal</b></p> <table border="1"> <tbody> <tr><td>Due dates</td><td>No</td></tr> <tr><td>Late charge</td><td>No</td></tr> <tr><td>Commitments</td><td>No</td></tr> <tr><td>Monthly fee</td><td>\$22</td></tr> <tr><td>Movies monthly rented</td><td>Unlimited</td></tr> <tr><td>Amount of DVDs each time</td><td>3</td></tr> <tr><td>Delivery</td><td>Free</td></tr> <tr><td>Return</td><td>Free</td></tr> <tr><td>Free trial</td><td>2 weeks</td></tr> </tbody> </table>	Due dates	No	Late charge	No	Commitments	No	Monthly fee	\$22	Movies monthly rented	Unlimited	Amount of DVDs each time	3	Delivery	Free	Return	Free	Free trial	2 weeks
Due dates	No																			
Late charge	No																			
Commitments	No																			
Monthly fee	\$22																			
Movies monthly rented	Unlimited																			
Amount of DVDs each time	3																			
Delivery	Free																			
Return	Free																			
Free trial	2 weeks																			
<p><b>No</b> Late Fees</p> <p><b>3</b> </p> <p>Keep each DVD as long as you want.</p>	<p><b>Pre-Paid</b> Returned Envelopes</p> <p><b>4</b> </p> <p>Return your viewed movie(s) to get new one from your list.</p>																			

**NETFLIX**

Try Netflix for FREE today!

Go to [www.netflix.com](http://www.netflix.com). Enter code: NoDueDates85.  
You can call: 1.800.290.8325

BACK



BOX



COUPON



put your feet up

## **Put Your Feet Up**

**This direction brings to life the ease and convenience of DVDs delivered to your home with a direct mail gift that memorably communicates comfort and relaxation. The novel free gift entices the recipient to open up the mailing to learn more about Netflix service and leaves a lasting impression of Netflix they are not likely to forget.**





Direct mail front with "Post-It" note



Direct mail with "Temporary Out of Stock" note

Rent as many DVDs as you want  
for \$22 a month with no late fees.



**NETFLIX™**

No due dates. No commitments.  
Delivery right to your home.

**FREE TRIAL**

Direct mail inside with opened flap



**NETFLIX™**

<b>20,000</b> Titles	<b>Free</b> 1-3 Day Delivery	<b>No</b> Late Fees	<b>Pre-Paid</b> Returned Envelopes
			
Create your movie list online.	Netflix rushes you 3 DVDs from your list.	Keep each DVD as long as you want.	Return your viewed movie(s) to get new one from your list.

**Try Netflix for FREE today!**

Go to [www.netflix.com](http://www.netflix.com). Enter code: NoDueDates85. You can call: 1.800.290.8325

Direct mail back side

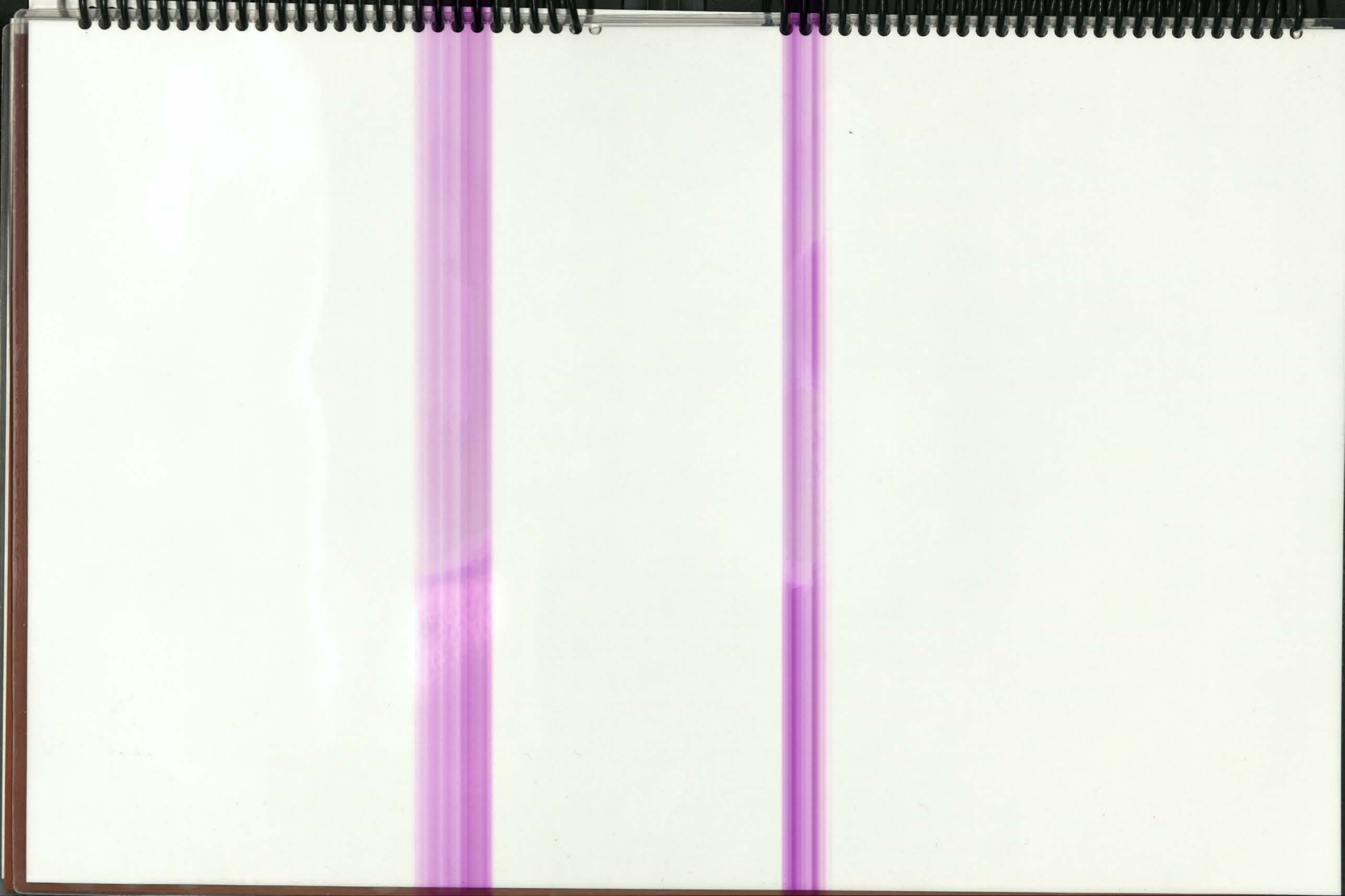




Direct mail free gifts



Direct mail as a package





eleven**eighty**five**design**