

recognisable logo - brand identity

- Blue tick shows authenticity
- Shows the extent of the brand.

- link - encourages audiences to visit other platforms

consistent branding and colours, makes you think of Netflix

- highlights organises content into categories
All have high key lighting/saturated.

- high quality promotional videos, reflect the high production value
emotional reactions help to develop a emotional level of engagement.

- mix of genres and shows - appeals to a wide target audience
- Behind the scenes - develop a personal connection between audiences

Target audience

- teens and adults who regularly use and stream films & TV series

Purpose

- To advertise new content, increase ~~the~~ followers and increase brand loyalty.