

Netflix's *Narcos* Season Two

Problem

How does Netflix add dimension to its advertising for the newest season of *Narcos* to attract greater viewership?

Solution

By creating an innovative OOH campaign that gives consumers context and a real-life feel for the content of the show.

Background

The infamous Colombian drug lord Pablo Escobar died in 1993. The company was tasked with bringing him back to life by creating buzz around the launch of *Narcos* season two on Netflix.

Objective

Pablo was hunted by the Colombian police, the DEA, and Los Pepes. Target research uncovered that *Narcos* enthusiasts loved the details and trivia behind the massive manhunt that ensued. Netflix was already launching a Tumblr hub entitled "Narcopedia" that served as a repository of facts where fans could peruse. The company set out to add dimension and context behind the trivia by representing it through innovative OOH.

Strategy

People traveling between LAX, JFK, and LAS airports were exposed to special advertising on the bottom of TSA security trays. The airport bins featured images of artifacts from the show reminding would-be DEA agents and hopeful smugglers flying out of LAS to only bring the essentials. Pablo's shift from one of the wealthiest men in the world to a fugitive was illustrated by creating showcase shelters in NYC, LA, and Toronto filled with \$2 million in artificial, scorched cash. This paid homage to the same amount he burned to keep his family warm once their situation became desperate. In spite of clear disclaimers that the cash wasn't real, multiple shelters were broken into and the fake cash was stolen. Netflix even responded to the thefts by updating the vandalized units with a custom message from Pablo. It reminded people to respect him and told the culprits to return the cash or face his wrath. Additionally, the company utilized a variety of large-format placements, walls-capes, transit shelter showings, and 2-sheets throughout NYC and LA to generate even more excitement and awareness. One of the hand-painted walls-capes in NYC was strategically placed on a Coca Cola ghost wall and had Pablo staring at the word "Coca." Consumers instantly noticed the subliminal messaging and posted about it on social media calling it a "genius placement."



Plan Details

Markets: Los Angeles, New York, and Las Vegas

Flight Dates: August 22 to September 18, 2017

OOH Formats Used: Bulletins, spectaculars, wallscapes, hand-painted wallscapes, bus shelters, and 2-sheets

Additional formats: National TV, cinema, digital/mobile, social media, and print

Target Audiences: Men 25-49, with a secondary focus on adults 18-24

Budget: 20 percent of overall budget allocated to OOH

Results

The airport bins generated 547 social mentions with several authored by famous celebrities. This increased the value of the company's paid media investment by 40 percent. The earned media value of the social activity was \$121,000.

Pedro Pascal, the lead actor in the series, posted a photo on Instagram which garnered 27,000 likes and 299 comments from his 663,000 followers worldwide. Netflix also shared a photo, yielding 22,900 likes and 620 comments from their 2.7 million followers worldwide. Photos of the showcase shelters were posted all over social media during each phase of the campaign's execution. Consumers loved the OOH's originality and how realistic the cash looked. Jokes were made about how someone might try to break in, which wasn't too farfetched after all. The shelters were exemplary of an effective disruptive campaign. Each extended well beyond its physical placement and into the digital world with a great story attached.



Audience Metrics

Adults 18 and over: 346,533,072 Geopath campaign impressions