

MAGNETIC

NETFLIX PARTNERS WITH COSMOPOLITAN TO REACH MILLENNIALS

Magazine social activity reaches an audience of over two million



COSMOPOLITAN **NETFLIX**

AT A GLANCE

OBJECTIVE

Reach an audience of millennial women with an interest in entertainment

AUDIENCE

Millennials

PLATFORM

Social media, Cosmopolitan website, Snapchat

MAGAZINES

Cosmopolitan

MEDIA AGENCY

MEC

PUBLISHER

Hearst

BACKGROUND

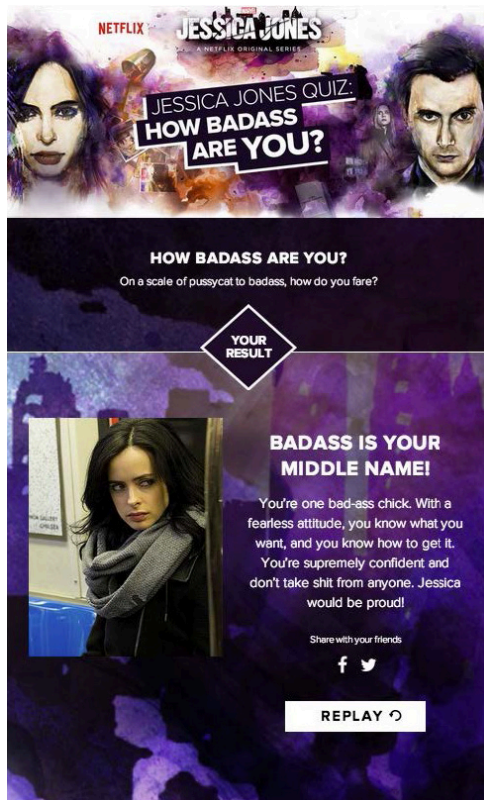
Jessica Jones is a new TV show from Netflix that follows the character as she tries to rebuild her life after the end of a brief superhero career. Jessica becomes a private investigator, dealing with cases involving people with remarkable abilities in New York City.

Netflix wanted to reach an audience of Millennial women with an interest in entertainment, and engage them in a relatable, conversational way tapping into the brand's editorial tone of voice.

MAGNETIC

IDEA

Cosmopolitan looked to utilise their social media assets as a tool to drive audiences to engage with the content. They wanted to demonstrate that Jessica Jones is a strong female lead and relatable to female Millennials by producing co-branded easily digestible content.



EXECUTION

Cosmopolitan created co-branded 'listicle' content pieces around the show's main themes. These included '12 sassy comebacks from our fave fictional badasses', As well as designing a bespoke quiz page to host the Jessica Jones quiz - 'How badass are you?' - on Cosmopolitan.co.uk.

Traffic was driven to the content via social media and onsite editorial placements. Netflix also sponsored four days of the Cosmopolitan Snapchat Discover Daily Edition, showcasing 10 second video trailers to a hyper-engaged audience.



RESULTS

Cosmopolitan's social media proved to be an incredible tool for this campaign, with traffic to the content reaching an audience of over two million. One of the articles was amongst Cosmopolitan's Top 20 'Most Shared' pieces on Facebook for December, and dwell times on the website were high at over five minutes. The 'listicle' articles and quizzes engaged the target audience with over 30k users taking part in the quiz.



HEARST
magazines UK