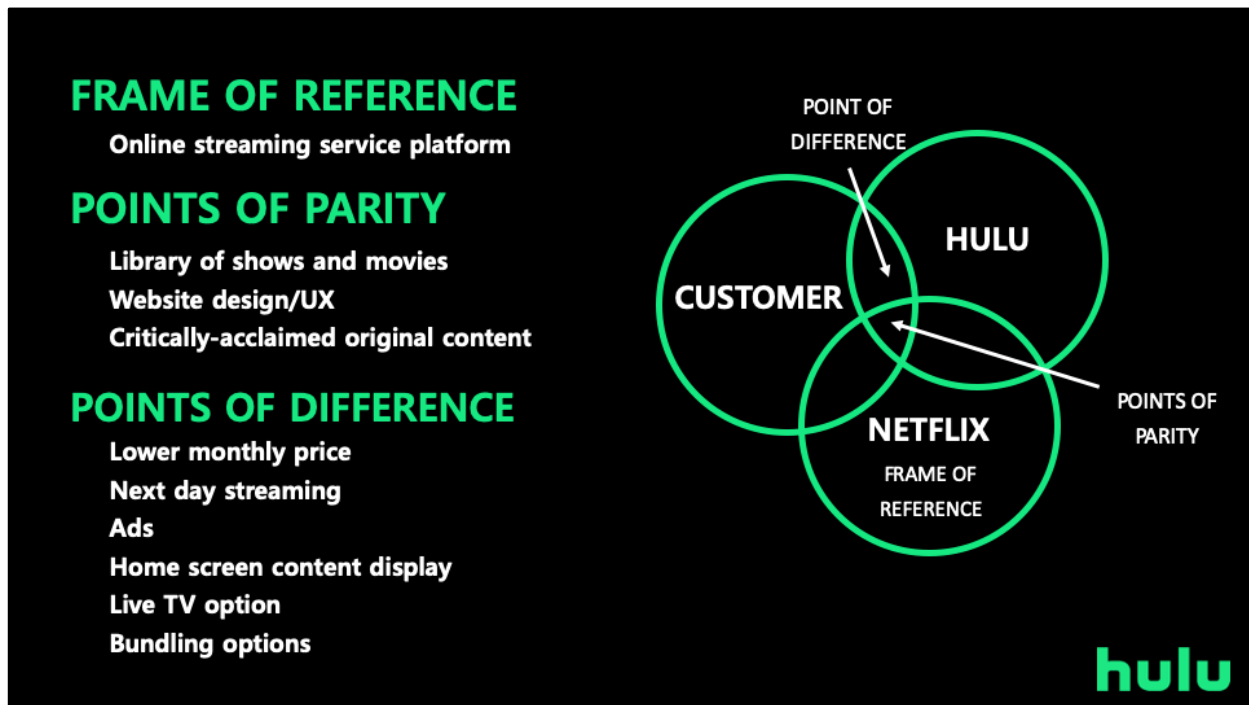


hulu BRAND DEVELOPMENT

GROUP 3



Next Day Streaming – Current TV show seasons are available on HULU, episodes are available to stream on Hulu the day after they air live, allows viewers an immediate satisfaction opposed to Netflix’s delayed upload timeline

Has Ads – HULU keeps subscription prices low by including ads, viewers can choose with ad they want to view for a personalized experience at all touchpoints from the HULU platform

Home Screen Content Display – HULU adds an individualist aspect to their home screen display, “For You” emphasized over popularity; that is what makes HULU unique while adding the originality to the UX platform as well

Bundling Options – (Ex. Spotify & Disney+) HULU has bundle offering and partnerships to appeal to value inclined customers

BRAND NARRATIVE

When it comes to streaming, we put you at the forefront of our minds. And this hulugan. And that hulugan. Streaming should not be driven by trends and an urge to belong, it should be an individualized experience that connects each viewer with stories that captivate them. That is why Hulu is redefining the streaming experience by providing each viewer with uniquely-tailored content at the touch of a button. We break the rules with our user-friendly platform by showcasing titles we think you'll love, not what others are watching. Because when it comes to streaming, your vision is our television.

hulu

When deciding what distinguishing factors we wanted to include in our narrative, we wanted to showcase our group's goal for Hulu to be branded as the UX leader in the streaming platform industry. This is within reach with the power of Disney and Hulu's unique positioning as the "cool, young rebel" platform within Disney's portfolio.

While all streaming platforms have robust recommendation algorithms, the Hulu experience is less defined by getting you to watch viral shows like Netflix's "Tiger King" and "Love is Blind" just because everyone is talking about them. Our goal is to brand Hulu's recommendation feature like a cool TV enthusiast/movie buff friend who really knows you, this adds an individualist feature to the platform unlike any other streaming service.

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