



Sports Career Consulting - Unit 2 / Unit 3: Netflix's 'Stranger Things' Season Three

Using this lesson guide, students will learn to:

- Understand the general financial structure of an entertainment business
- Define and understand the importance of product placement
- Distinguish between product placement and promotional tie-ins
- Understand the complexities of balancing the concept of commercialism in the entertainment business

Resources	Questions
<p>1 Discussion Prompts</p> <p>Discuss these questions with your classmates or with a partner.</p>	<p style="text-align: right;"><i>Estimated time: 5 mins</i></p> <ol style="list-style-type: none"> 1. What is a brand? <i>The use of a name, design, symbol, or a combination of those elements that a sports or entertainment organization uses to help differentiate its products from the competition</i> 2. What is involved in entertainment marketing? <i>The process of developing, promoting, and distributing products, or goods and services, to satisfy customer's needs and wants through entertainment, or any diversion, amusement, or method of occupying time</i> 3. What is product placement? <i>An advertising approach in which commercial products and services are used within the context of certain media where the presence of a particular brand is the result of an economic exchange.</i>
<p>STUDENT ACTIVITY</p> <p>2 Stranger Things PPT</p> <p>This PPT details some examples of product placement from the show, along with highlights of several creative promotional tie-ins from brands like Coke, Nike and H&M.</p> <p>Reference the following lessons from SCC's textbook:</p> <p>LESSON 2.7 LESSON 3.3</p>	<p style="text-align: right;"><i>Estimated time: 90 mins</i></p> <p><i>Netflix eschewed traditional marketing for season three of its incredibly popular 'Stranger Things' series, partnering with over 100 different brands and turning its promotional strategy "upside down". The volume of brand partners did not go unnoticed by fans, many who complained about the show become too commercialized or that the product placements were distracting. However, a Netflix spokesperson said the company did not receive payment for any of the product placement or promotional tie-ins. Either way, season three became one of the most watched shows in Netflix history, and brand partners reaped the benefits of being affiliated with a pop culture phenomenon.</i></p> <p><i>Use the PPT to discuss topics like the paradox of commercialism (lesson 2.7), product placement and promotional tie-ins (lesson 3.3). It would also be valuable to discuss Netflix and their subscription-based business model. The company has publicly stated they have no intention of shifting to an advertising-based model or gravitating toward a model that would feature paid product placement in their original programming.</i></p> <p>STUDENT ANSWERS WILL VARY</p> <ol style="list-style-type: none"> 1. What is a promotional tie-in? <i>refers to any marketing or promotional activity that connects one brand or product with another (usually more well-known or publicized) product or event</i> 2. Are product placement and promotional tie-ins the same thing? <i>A tie-in is not the same thing as product placement</i> 3. What is reverse product placement? <i>occurs when real life products are developed that match products featured in a fictional context</i> 4. Did you watch Season Three of 'Stranger Things'? Student Answers vary

	<p>5. Did you notice any product placements? Even if you did not, did you notice any promotions from brands leading up to season three (Like the ones highlighted in this presentation)?</p> <p><i>Student Answers vary</i></p>
<p>EXPANDED STUDENT ACTIVITY</p> <p>3</p>	<p><i>Estimated time: 20 mins</i></p> <p>STUDENT ANSWERS VARY</p> <p>6. What is commercialism?</p> <p>7. Explore the paradox of commercialism and discuss the challenges of extracting commercial value of the brands without compromising consumer interest.</p> <p>8. How might product placement or promotional tie-ins represent an example of the paradox of commercialism?</p> <p>9. What kind of challenges lie ahead for Netflix and other sports and entertainment business professionals?</p> <p>10. How might promotional tie-ins benefit Netflix even if they aren't paid advertisements?</p> <p>11. Some people complained that the product placements were distracting in season three. Would you agree? Why or why not?</p> <p>12. Do you think Netflix regrets all the product placement and tie-ins from season three? why or why not?</p> <p>13. What tie-ins or placements would you consider if you were a marketer at Netflix or a brand?</p>
<p>4 CHECK COMPREHENSION</p>	<p><i>Estimated time: 15 mins</i></p> <p>1. TRUE or FALSE. Entertainment marketing is the process of developing, promoting, and distributing products, or goods and services, to satisfy customer's needs and wants through entertainment, or any diversion, amusement, or method of occupying time.</p> <p>2. TRUE or FALSE. As it relates to a Hollywood film, product placement is the same thing as a product tie-in.</p> <p>3. TRUE or FALSE. Last summer, Baskin-Robbins re-branded several stores as "Scoops Ahoy" (the name of the ice cream shop featured in the show's storyline). This represents an example of reverse product placement.</p>