

August 2 2022

S+G Intern Project

Siegel+Gale

Agenda

Introductions

Goals

Define

Develop

Design

Deploy

Q&A

Agenda

Introductions

Goals

Define

Develop

Design

Deploy

Q&A

Your West Coast Siegel+Gale Intern Team



Jay Lee
Research



Valentina Palacios
Strategy



Brooke Baker
Brand Comm



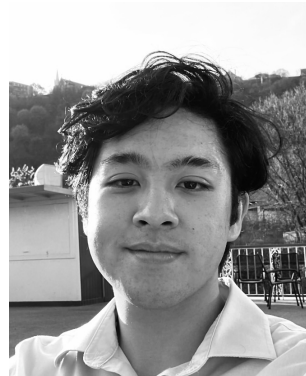
Hannah Gordon
Brand Comm



Ibukun Babatunde
Naming



Tracy Fu
Design



Thien Le
Experience



Blazej Mosinski
Brand-led Change



Kevin Le
Business Development



Victoria Mora
Account Management

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Project

Re-define Blockbuster, making it the future of all aggregated streaming for individuals to watch what they love in one place.

Our Opportunity

Our approach is to revive a legacy to not only engage users, but to give them a better experience at a better price. Bring the joy and humanity that Blockbuster gave them, while also the functionality.

Agenda

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Deploy

Q&A

Research methodology

Qualitative

Competitive Audit

6 Competitors, who will be partners

3 Complementary services

Analogous research

Interviews

2 Stakeholders

12 qualitative interviews with S+G employees

Quantitative analysis

Fielded a survey in June 2022 with an audience of #137

69% women, 29% men, 2% non-binary

52% between ages 18-25

35% between ages 26-45

Competitive Audit Summary

These competitors have claimed some rich branding territories



Connecting people
with stories



The platform for
kids and those who
share a youthful spirit



The gold standard of
premium original
programming



A multidimensional
immersive experience



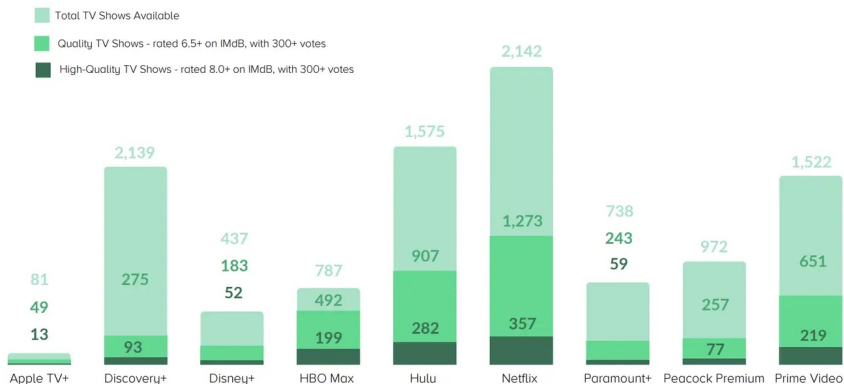
TV options that
accommodate to
everyone's budget

**So much content is
overwhelming and
paralyzing half of U.S.
viewers**

US streaming libraries has more than 817,000 titles a # that continues to grow

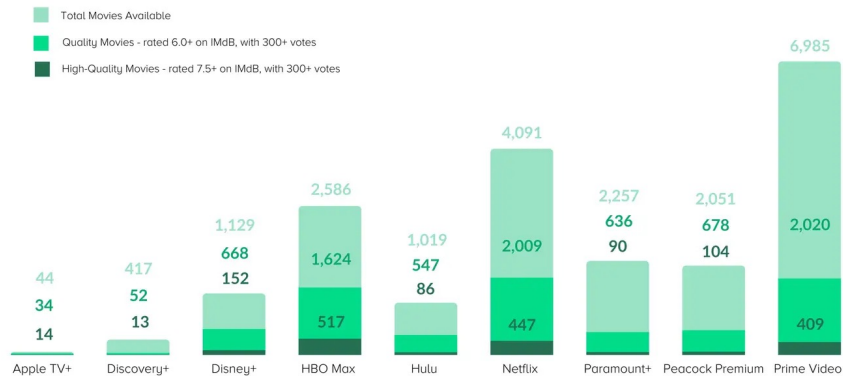
TV SHOWS AVAILABLE ON U.S. STREAMING SERVICES

*based on catalog data from Reelgood and IMDb ratings as of Apr. 11, 2022



MOVIES AVAILABLE ON U.S. STREAMING SERVICES

*based on catalog data from Reelgood and IMDb ratings as of Apr. 11, 2022



HOME > DIGITAL > NEWS

Apr 6, 2022 7:44am PT

Video Glut: More Than 817,000 Titles Now Available on U.S. Streaming and TV Services, up 26% in Just Over Two Years, Nielsen Says

By Todd Spangler



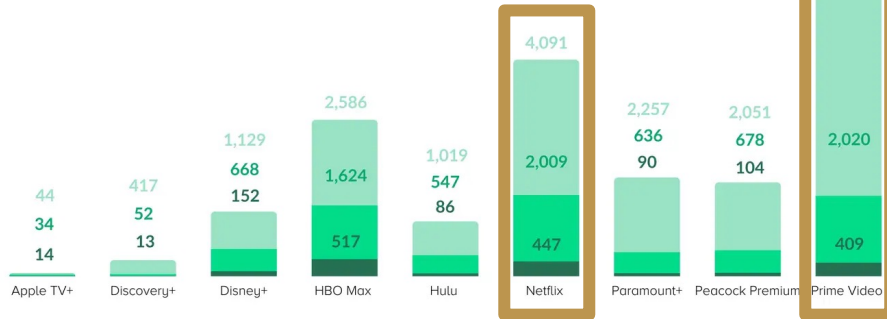
Just Netflix and Amazon Prime Video have more than 14,740 titles

MOVIES AVAILABLE ON U.S. STREAMING SERVICES

*based on catalog data from Reelgood and IMDb ratings as of Apr. 11, 2022



- Total Movies Available
- Quality Movies - rated 6.0+ on IMDb, with 300+ votes
- High-Quality Movies - rated 7.5+ on IMDb, with 300+ votes

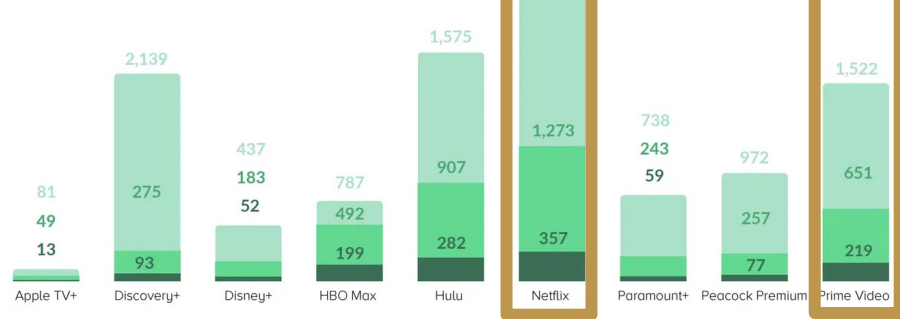


TV SHOWS AVAILABLE ON U.S. STREAMING SERVICES

*based on catalog data from Reelgood and IMDb ratings as of Apr. 11, 2022



- Total TV Shows Available
- Quality TV Shows - rated 6.5+ on IMDb, with 300+ votes
- High-Quality TV Shows - rated 8.0+ on IMDb, with 300+ votes



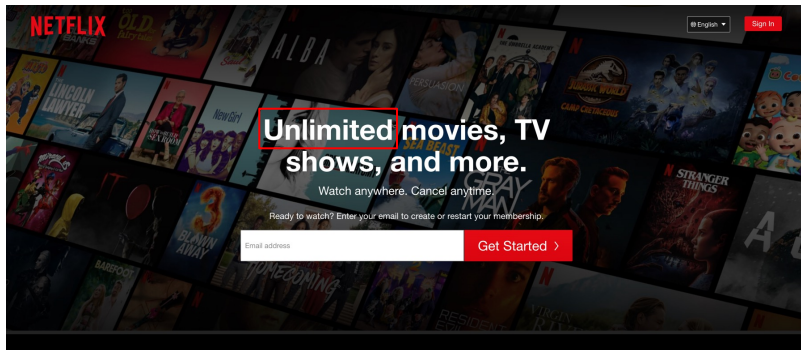
- **Prime Video: 8,507**
- **Netflix: 6,233**

- Disney bundle (Hulu, Disney+, ESPN+) : 4,160
- HBO Max: 3,373

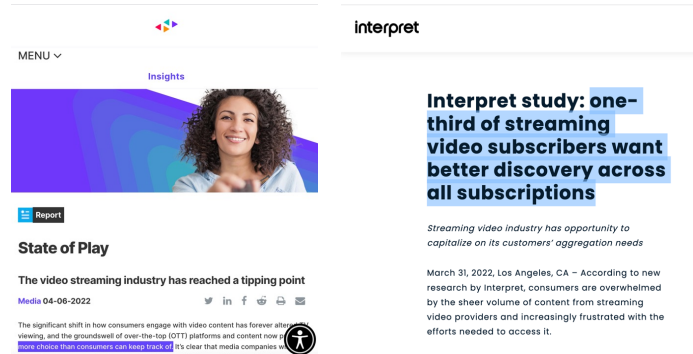
Consumers are feeling overwhelmed by the number of streaming options

Having too much content isn't useful if users can't find it

43% give up on searching for content if they can't find it in a few minutes



Users want better discovery across all subscriptions



Platform choices are creating a choice overload on viewers

Harvard
Business
Review

Decision Making And Problem Solving

More Isn't Always Better

by Barry Schwartz

I don't prefer one over the other but am annoyed that everything is so dispersed.

My 3 main categories are Sports, 'background noise' TV, 'Active Watching' content like breaking bad, GOT, high quality sit down no distractions.

But I've to subscribe to 15 things to see all that.

Siegel and Gale employee



Finding 1

So much content is paralyzing half of U.S. viewers

Opportunity 1

Having a breadth of choices will help attract customers but it is imperative to **curate the content for users making discovery easier**

**People are frustrated by
the complexity that comes
with managing
these subscriptions**

Payments

Estimate prices per streaming service

HBO max	\$14.99
NETFLIX	\$12.99
hulu	\$11.99*
SHOWTIME	\$10.99
CBS	\$9.99*
prime video	\$8.99
STARZ	\$8.99
Disney+	\$6.99
Apple TV+	\$4.99

*Price of premium, commercial-free option

TOTAL: \$90.91

Tracking the payments is just one aspect

I don't even know how much I am paying in total, I've over 4 accounts or more. To be honest, I don't even know how many services I am paying at this moment.

Siegel + Gale employee

Customers are enrolled for services no longer in use

CHASE | MEDIA CENTER

Announcements Leadership

PAYMENTS AND CARDS

Survey from Chase Reveals That Two-Thirds of Consumers Have Forgotten About At Least One Recurring Payment In The Last Year

Chase credit cardmembers now have a tool to help manage where their cards are digitally stored with increased visibility into recurring spends

Out-of-the-field companies are helping users to take control of their subscriptions

mint
How it works Credit Cards Investing Loans Resources Mint Salary (Beta) Sign up Sign in

No time for surprises? Use our bills and subscription tracker

Know what you're paying and when. Get notified before they're due, if prices increase, and when we detect fees.

Sign up for Mint

Download on the App Store GET IT ON Google Play

Upcoming bills
\$2,113 due

Auto loan	Bank of America • 2165	\$262.00
Chase Sapphire Credit...	Chase Bank • 2102	\$100.00
X-Fifty bundle	Comcast • 3832	\$123.45

Monthly subscriptions available under bills. View now

Mint

Truebill
by ROCKET Features About Us Careers Log in Get started

Take control of your subscriptions

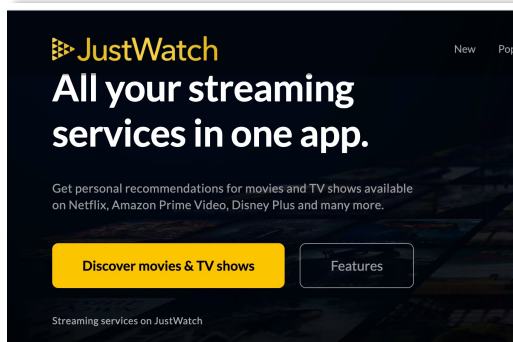
Truebill identifies your subscriptions to help you stop paying for things you no longer need. Your concierge is there when you need them to cancel unwanted subscriptions so you don't have to.

Sign up →

12:23
Recurring Overview
Your list
5 subscriptions
iPassword Annual \$10.99
Audible Monthly \$14.95
Disney Plus Annual \$69.99
Dropbox Monthly \$15.98
Egghead Annual \$100.00
BILLS & STUDIES \$1,353.77
Arcade Monthly \$47-\$110

Truebill

Apps are helping companies to manage their video library



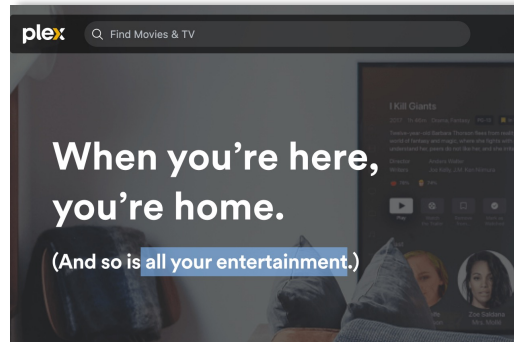
JustWatch New Pop

All your streaming services in one app.

Get personal recommendations for movies and TV shows available on Netflix, Amazon Prime Video, Disney Plus and many more.

[Discover movies & TV shows](#) [Features](#)

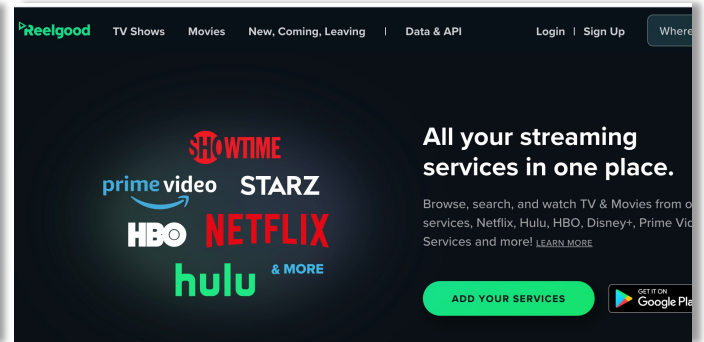
Streaming services on JustWatch



plex Find Movies & TV

When you're here, you're home.

(And so is all your entertainment.)



Reelgood TV Shows Movies New, Coming, Leaving | Data & API Login | Sign Up Where

SHOWTIME
prime video STARZ
HBO NETFLIX
hulu & MORE

All your streaming services in one place.

Browse, search, and watch TV & Movies from over 100 streaming services, Netflix, Hulu, HBO, Disney+, Prime Video, and more! [LEARN MORE](#)

[ADD YOUR SERVICES](#) [GET IT ON Google Play](#)

Finding 2

So much content is paralyzing half of U.S. viewers

People are frustrated by the complexity that comes with **managing these subscriptions**

Opportunity 2

Having a breadth of choices will help attract customers but it is imperative to curate the content for users making discovery easier

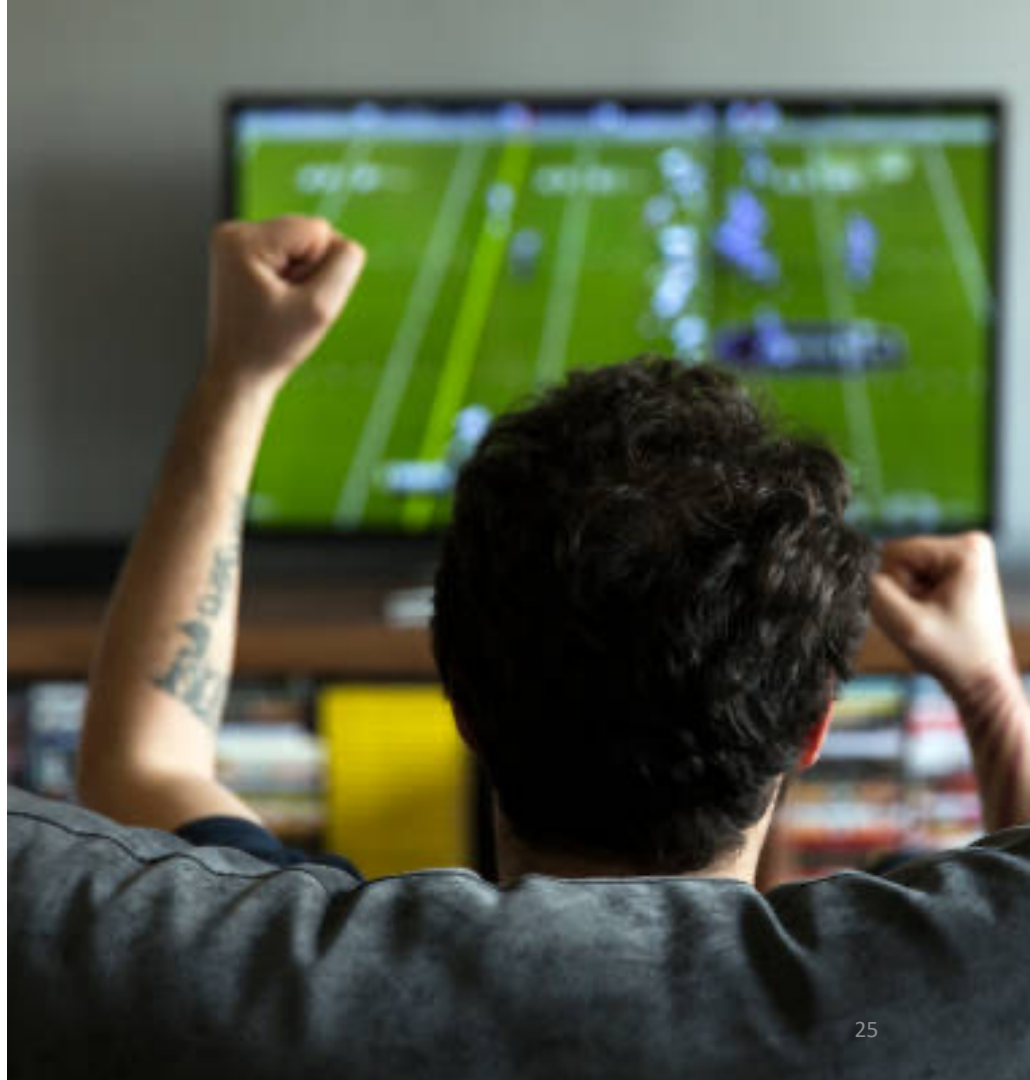
Consolidating all the streaming content in a single place, **while providing a seamless management experience**

**Entertainment is meant to
be shared**

**Entertainment
as a force for
human
connections**



**Technology has
given us
capabilities**



**But has also
fostered
individualization**



Netflix has moved from a functional brand positioning to an emotional one

Movie enjoyment
made easy



Connecting people
with stories

**80% feel nostalgia towards
Blockbuster**

People miss the experience that Blockbuster provided

≡ **BuzzFeed** Quizzes TV & Movies Shopping Videos News Tasty

1. Growing up, this place was synonymous with happiness for many of us.



Facebook: Cosasdemipsrd

People miss **the ritual of going to Blockbuster with friends and family**, whether that's picking out a movie, committing to a movie night, or wondering if the movie was a good pick

"Walking around the store with my young children hoping the movie they wanted was in stock. I miss touching the plastic covers of the movie, **felt more like a movie experience**, and the snacks that my kids loved, felt like a treat "

Former employees share the spark for Blockbuster and still hold memories from their time there

"It was an intimate place... you start building a relationship with frequent customers. It is like when you go to your favorite coffee shop, you walk in and the barista knows how you like your coffee, with milk or without, sweet or not. Sometimes, I will put this movie aside for some clients."



Finding 3

So much content is paralyzing half of U.S. viewers

People are frustrated by the complexity that comes with managing these subscriptions

Entertainment is meant to be shared

Opportunity 3

Having a breadth of choices will help attract customers but it is imperative to curate the content for users making discovery easier

Consolidating all the streaming content in a single place, while providing a seamless management experience

Tapping into positive memories that people have when visiting a Blockbuster store. While reimagining what entertainment can be today and how we can create human connections through entertainment

Research

Overview

What we know

Too much content scattered across different platforms

Managing subscriptions is frustrating

People miss the ritual of going to Blockbuster with friends and family

What we wanted to learn

Drivers and deterrents of purchase intentions

People's behaviors while streaming

Attitudes toward current streaming services

Attitudes toward the Blockbuster brand

Key Findings

#1: High demand for bundles

Most people are not subscribed to bundles but are highly interested in one

#2: Skeptics want to see Blockbuster modernize

Skeptics of Blockbuster want them to be more creative and innovative

#3: People want more immersive entertainment

People often multitask while streaming and want unique ways to celebrate their entertainment

#4: Superfans love content discovery

Superfans of Blockbuster spend more time searching for and watching content than Skeptics

Finding 1: There is a high demand for discounted bundles

5

Platforms per person

71%

did not buy through a bundle

87%

expressed they would likely adopt a new service that bundles different streaming platforms at a discounted price

Questions going from left to right: Please select all the streaming services that you use. Are any of the previous selections through a streaming bundle? Imagine there's a new aggregate streaming platform that bundles different platforms (Netflix, Hulu, Prime Video etc.) at a discounted price. How likely would you be to adopt this new service?

Finding 2: People expect the core attributes of the brand to stay the same

Past

Authentic

Approachable

Accessible

Retro

Enthusiastic



Future

Authentic

Approachable

Accessible

Creative

Innovative

Questions going from left to right: Please rate the importance of each element of the Blockbuster brand on a scale of 1 to 10, with 10 being extremely important and 1 being not at all important. Using a 5 point scale, please rate how much you feel each attribute describes the Blockbuster brand? If you feel the attribute describes them completely, give them a "5". If the statement does not describe them at all, use a "1".

Finding 2: What would Blockbuster's personality be like?

Authentic

“Nothing cliché, just fun treats and dinner. **He's not weird but just cool enough to tell jokes, also kind of deep.** Someone with a lot of stories to tell.”

S+G employee

Approachable

“Blockbuster would look a little old and have outdated but **charming personality traits**, I think Blockbuster would be wearing anything for comfort.”

S+G employee

Accessible

“There's too much content to pick from now. **At Blockbuster, all the releases were on the wall which drew me in....Before, there was the right amount of choice.** It used to be fun to go to the store with your friends.”

S+G employee

Questions going from left to right: If Blockbuster was a person, what would their personality be like? Can you share a memory of Blockbuster? What do you miss most?

Finding 2: The brand has new expectations

Past

Accessible

Approachable

Authentic

Retro

Enthusiastic



Future

Accessible

Approachable

Authentic

Creative

Innovative

Questions going from left to right: Please rate the importance of each element of the Blockbuster brand on a scale of 1 to 10, with 10 being extremely important and 1 being not at all important. Using a 5 point scale, please rate how much you feel each attribute describes the Blockbuster brand? If you feel the attribute describes them completely, give them a "5". If the statement does not describe them at all, use a "1".

Finding 2: People want to see the brand modernize

Creative

“using new nontraditional ways to tackle traditional problems, rather than propose some solutions that are too disconnected from the reality”

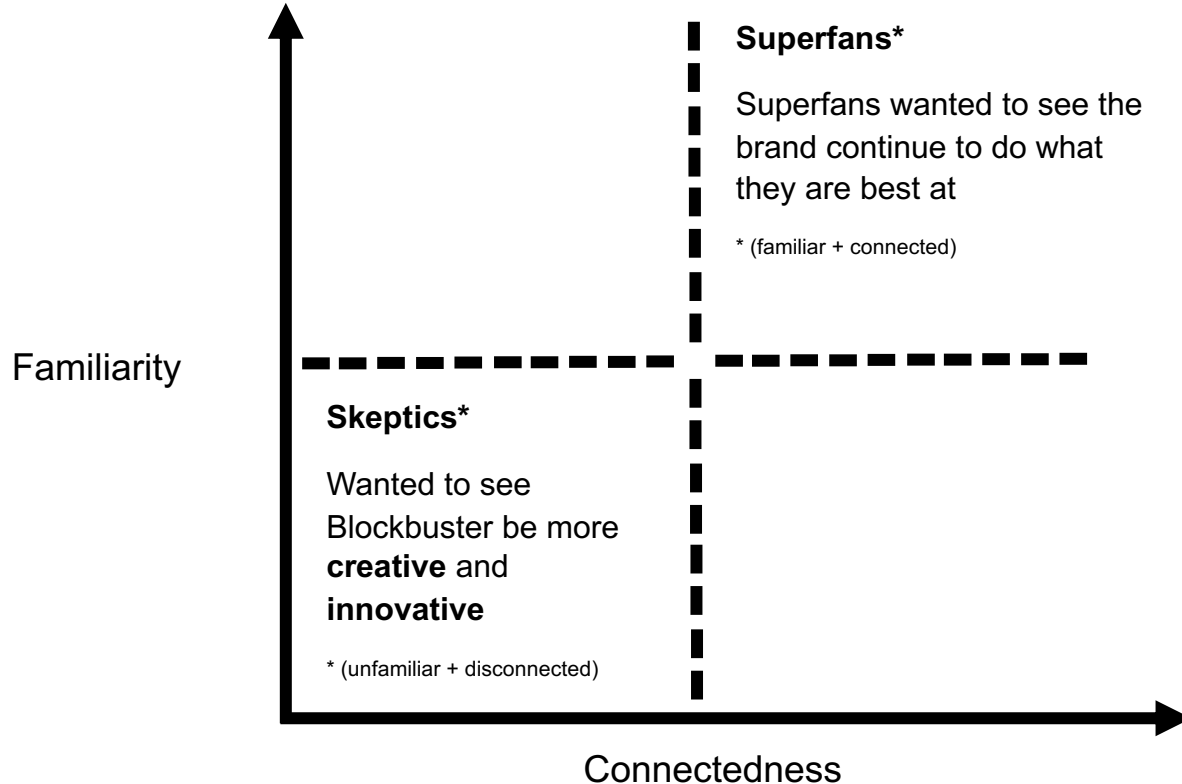
- S+G employee

Innovative

“Actively encourage and reward employees for new ideas, **encourage external collaboration by partnering with startups or other companies to access new ideas and technologies**”

- S+G employee

Finding 2: Creative and Innovative scored high amongst Skeptics



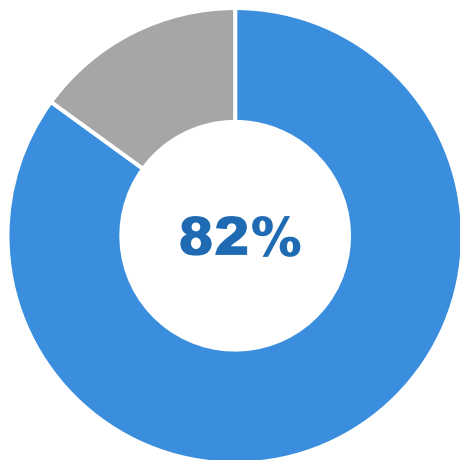
Questions going from left to right: To what extent do you feel familiar with the Blockbuster brand? To what extent do you feel connected to the Blockbuster brand?

Finding 3: People enrich their viewing experience by multitasking

Fandom State of Streaming 2022 Annual Report

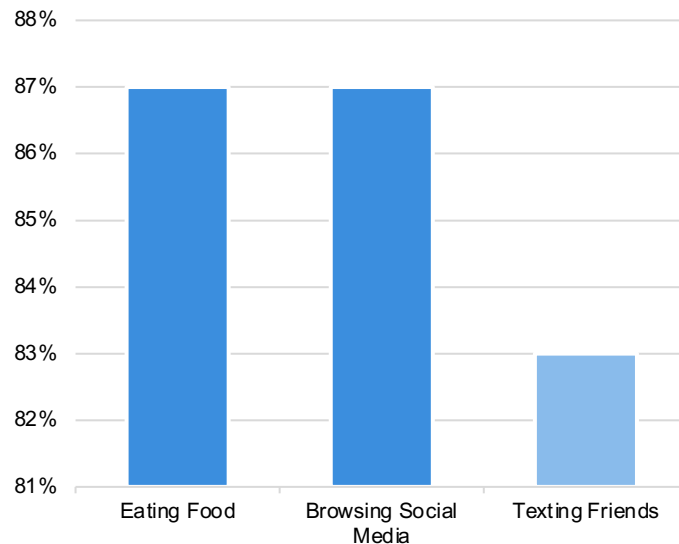
53% consumers look for more ways to celebrate their entertainment interests outside of just watching the content

Frequent Multitaskers



■ Multitaskers ■ Non-frequent Multitaskers

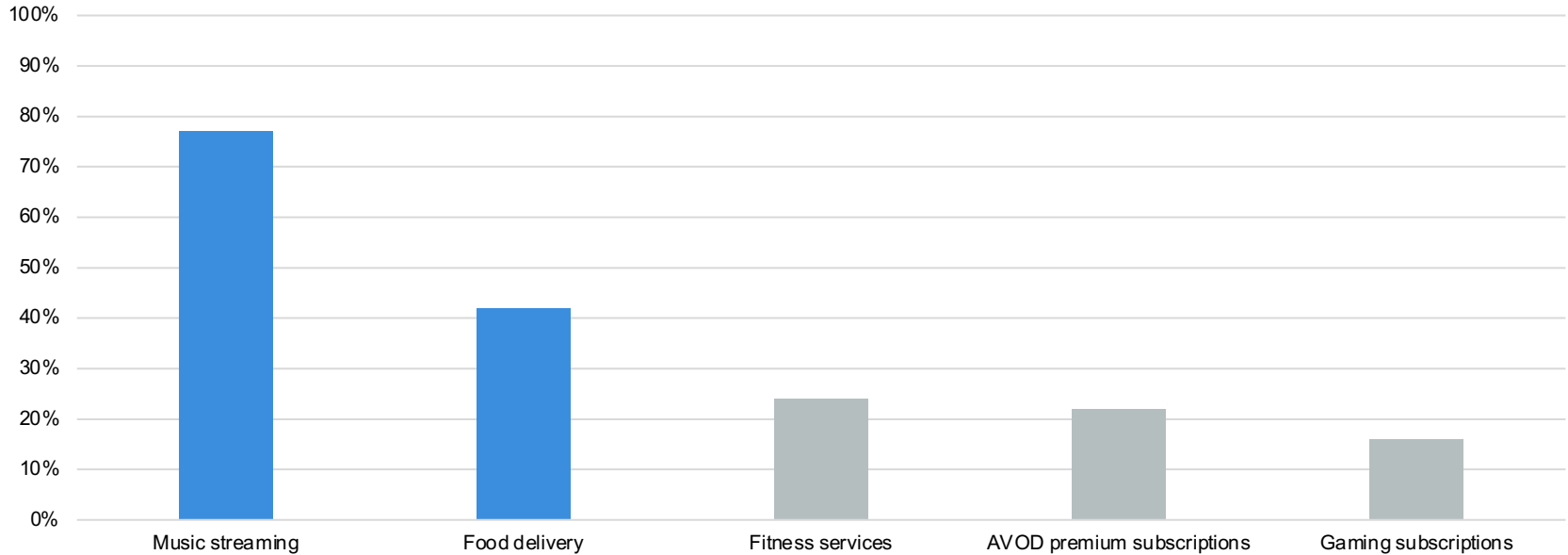
Top 3 activities



Questions going from left to right: How often do you do other activities while streaming? What do you typically do while you stream?

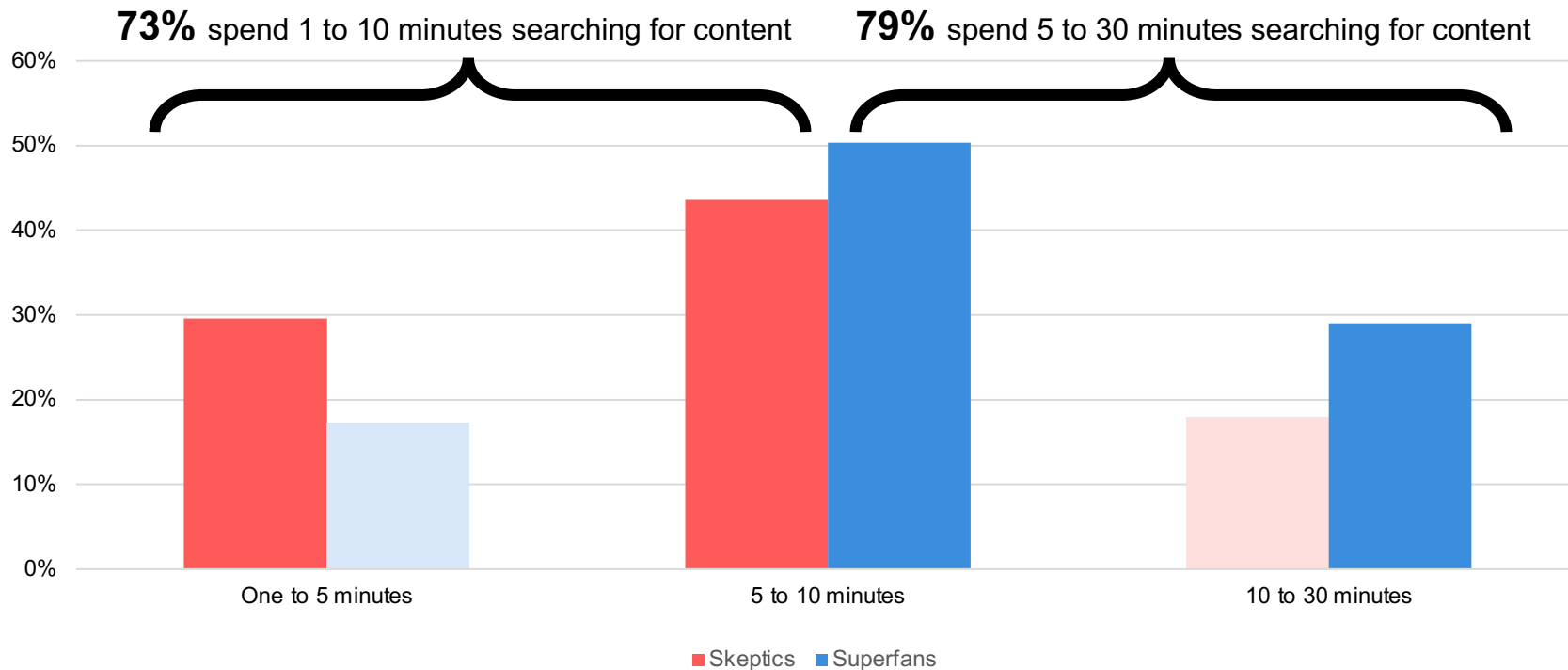
Finding 3: Food delivery could compliment the streaming experience

Additional services that would increase likelihood of subscription



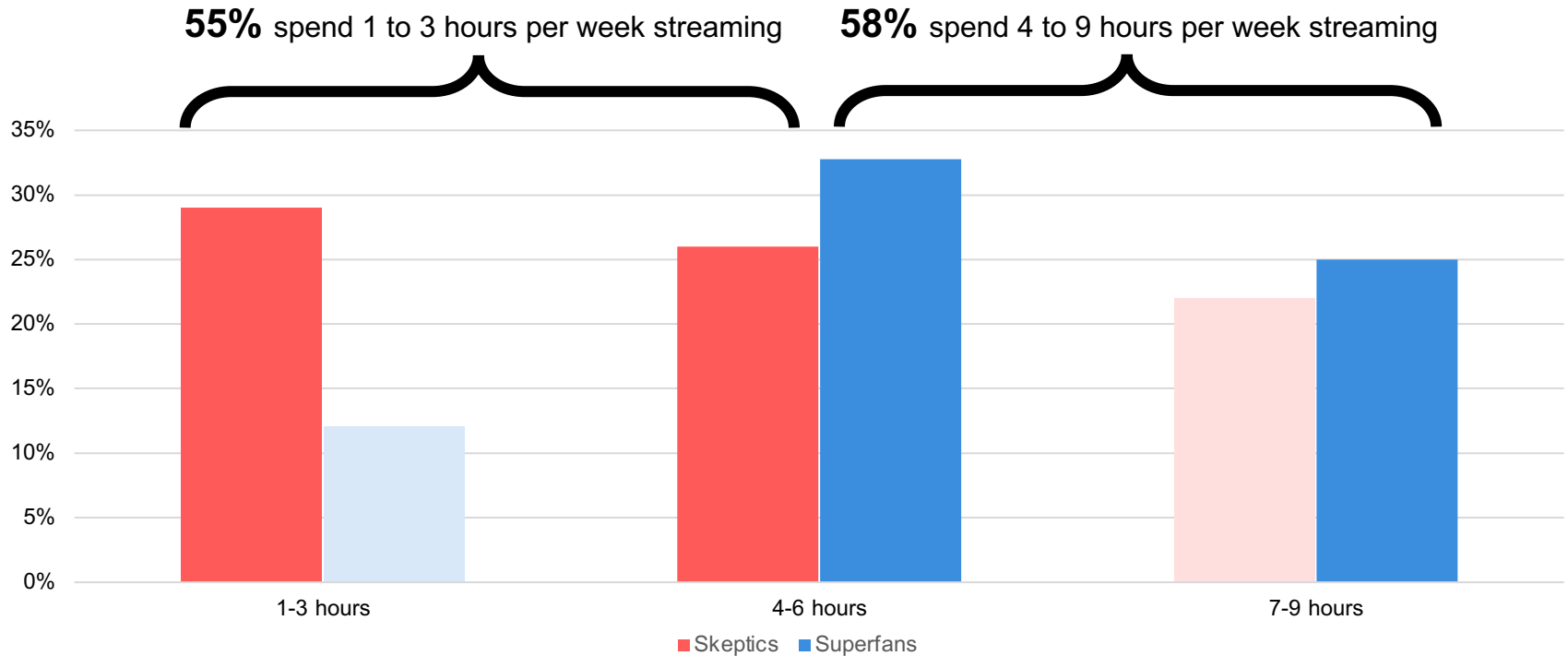
Questions going from left to right: Which of these additional services would increase the likelihood that you would subscribe to a video streaming service?

Finding 4: Superfans spend more time discovering content than Skeptics



Questions going from left to right: Which of these additional services would increase the likelihood that you would subscribe to a video streaming service?

Finding 4: Skeptics spend less time streaming than Superfans



Questions going from left to right: Which of these additional services would increase the likelihood that you would subscribe to a video streaming service?

Key Findings + Opportunities

#1: High demand for bundles

Most people are not subscribed to bundles but are highly interested in one

Opportunity 1

Provide an aggregate streaming service that discounts multiple platforms into one bundle

#2: Skeptics want to see Blockbuster modernize

Skeptics of Blockbuster want them to be more creative and innovative

Opportunity 2

The platform's logo and interface should reflect these attributes by looking modern

#4: People want more immersive streaming experiences

People often multitask while streaming and want unique ways to celebrate their entertainment

Opportunity 3

Consider including food delivery service and ways to engage with friends while watching

#3: Superfans love content discovery

Superfans of Blockbuster spend more time searching for and watching content than Skeptics

Opportunity 4

Superfans potentially want more interactive search experiences

And now...Our brand

Entertainment that includes
cinema, sports, gaming, AR/VR,
and even complementary
experiences

Entertainment has the power to fuel connections by
connecting many platforms of entertainment, we
can; propel the industry forward, provide a more
integrated experience for users and companies
and embrace human connections

Entertainment powers connections

One universe of entertainment built through connections

Direction

Entertainment powers connections

We are back to reset the direction of the industry to make it **simpler but richer**.

By reviving experiences and powering new synergies across the full spectrum of entertainment we will **enhance** the **experiences** of users and providers

Strategic imperatives

Based on our opportunities

Opportunity space 1

Providing entertainment with ease by consolidating all the streaming content in a single place

Ease of entertainment

Improve content discovery by providing a seamless experience through a single provider

Across communication, we must differentiate between; streaming devices, Apps that manage library content, and Streaming platforms.

Opportunity space 2

Lean into Blockbuster's past experiences, and create human connections through entertainment

We prioritized experience over just delivering content

Create partnerships to create an immersive experience

Create features to encourage connectivity and interaction

Promote a working culture where employees share and live their passion for entertainment

Opportunity space 3

The new brand should be more creative and innovative while keeping Blockbuster's core attributes

Lean into our legacy and experience, while looking to the future

The branding should be modern, while paying tribute to Blockbuster's brand legacy

The brand should create partnerships with complementary services

Positioning overview

Our Platform Entertainment powers connection



Movie enjoyment
made easy

Connecting people
with stories



Creating happiness
through magical
storytelling

HBOmax

The gold standard
of premium original
programming

prime video

A multidimensional,
immersive
experience



Accommodating TV
options to fit your
budget

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Voice Attributes and Personality

How does our platform sound and act?

Previous Messaging

Rebellious



Renting games before buying them is a **MATURE and SENSIBLE** thing to do.

Do it anyway.

LET'S SEE...drop a major wad of cash on video games you've never tried. Or rent them first for a little pocket change. Tough decision? We think not. The tough decision happens at Blockbuster Video when you encounter our humongous selection of titles. Blockbuster not only rents all the latest games and formats, but we'll also rent you the hardware to test drive. Trying before buying will make your parents proud. So don't tell them.

TEST BEFORE YOU INVEST

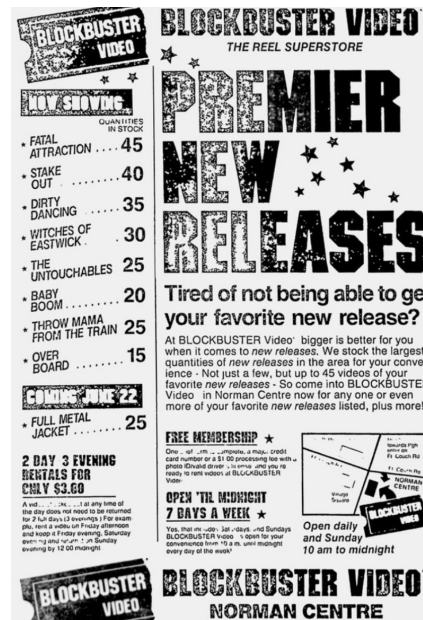
The **GREATEST** games The **LATEST** formats

Blockbuster Video
Made by a BLOCKBUSTER Night™

Casual



Competitive



BLOCKBUSTER VIDEO
THE REEL SUPERSTORE

PREMIER NEW RELEASES

Tired of not being able to get your favorite new release?

At BLOCKBUSTER Video® bigger is better for you when it comes to new releases. We stock the largest quantities of new releases in the area for your convenience. Not just a few, but up to 45 videos of your favorite new releases - So come into BLOCKBUSTER Video in Norman Centre now for any one or even more of your favorite new releases listed, plus more!

FREE MEMBERSHIP ★
One - fee... purchase a major credit card number or a \$1.00 processing fee with a photo ID card... returns and you're ready to rent videos at BLOCKBUSTER Video.

OPEN 'TIL MIDNIGHT 7 DAYS A WEEK ★
Yes, that's right... 365...and Sundays BLOCKBUSTER Video is open for your convenience from 10 am...and midnight every day of the week!

Blockbuster Video
NORMAN CENTRE

QUANTITIES IN STOCK

- * FATAL ATTRACTION 45
- * STAKE OUT 40
- * DIRTY DANCING 35
- * WITCHES OF EASTWICK 30
- * THE UNTOUCHABLES 25
- * BABY BOOM 20
- * THROW MAMA FROM THE TRAIN 25
- * OVER BOARD 15
- * FULL METAL JACKET 25

2 DAY 3 EVENING RENTALS FOR ONLY \$3.50

COMING THIS WEEK

Blockbuster Video

Finding

Blockbuster's old advertising sounded conversational, bold, fearless, and occasionally abrasive.

Opportunity

Refine our messaging and voice to sound more polished and consistent while still sounding human.

Key themes and messages

Exceptional experience

The customer is at the center of all we do, as it always has been.

We take pride in our brand and its origin, always leaning into our legacy by delivering the same pleasant and welcoming store experience, followed by the euphoric feeling of watching movies and shows with your loved ones and a snack.

Connection

We connect people and companies.

We encourage users to connect with one another through content. Whether by reading your friend's reviews or watching it simultaneously, our platform ensures that users are enjoying together.

Forward thinkers

Adapting towards the future by constantly learning.

We are always growing and striving for better as a brand. Curiosity drives us as we reimagine what Blockbuster can be; pushing boundaries and bringing our customers with us. We continue to build relationships with our customers and ask what we can do to create what's next.

Passion for content

We are content connoisseurs and use this knowledge to excite the world.

Entertainment excites us and we use that passion to provide the best possible service to our customers—never settling as we share that feeling with others. By offering our knowledge, users never have to spend more time scrolling than watching.

Our voice

Inviting

We are available to help with all user needs.

We greet customers with enthusiasm and ensure they feel excited to be on our platform.

Sounds:

Friendly, not formal

Quirky, not unusual

Excited, not eager

Accessible

Any and all customers are welcome to our platform, and we ensure that our services are easy to understand.

Sounds:

Receptive, not obedient

Clear, not blunt

Assuring, not demanding

Adaptive

We adapt to meet customers' needs, while also adapting to the current state of the market to offer the best possible solutions to problems at hand.

Sounds:

Curious, not interrogative

Optimistic, not unrealistic

Caring, not concerned

Dedicated

We're movie buffs, and we are passionate about it. Not only are we dedicated to the content that we provide but dedicated to our customers' experience while watching it.

Sounds:

Knowledgeable, not cocky

Witty, not comical

Passionate, not pushy

Now... onto our name

Ibukun

Siegel+Gale

The Naming Ask:

Create Official Titles for:

The Platform

The Bundles

The Content Assistant

Our criteria

Things we explored

Ease and simplicity
Community
Nostalgia, Legacy
Freedom, Options
One (comprehensive, total solution)

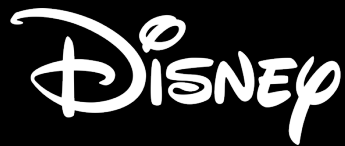
Things we avoided

Names that are not serious enough for potential partners (Netflix, Hulu, HBO Max)
Leaning **too** much into Blockbuster's legacy– ex. (Blue, simply "Blockbuster")
Word parts – Plus, Max, Flix

Style of name

Descriptive, Suggestive, Creative
“Blockbuster” will be included as modifier, but should be detachable (Either "Blockbuster _" , "_", by Blockbuster")
One word or two-word names – (ex. Bluster, We Watch)
Preferably includes a word that begins with "B"
Global name that can be translated across cultures

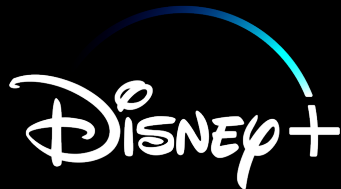
Plus says everything and nothing



+

On-Demand streaming
Exclusive programming

=



+

On-Demand streaming,
Exclusive programming,
Live Sports

=



+

On-Demand streaming,
Exclusive programming,
Live Sports

=



+

On-Demand streaming
Exclusive programming
Live News

=



Select Considered Options

Ease, Simplicity

Be

Breeze

Breathe

Buoyant

Pure

Community

Beacon

Bond

Band

We Watch

Tide

Nostalgia, Legacy

Bold

Lore

Rewind

ReBoot

Phoenix

Freedom, Options

Bloom

Blossom

Pilot

Liberty

Neo

Comprehensive

Bridge

One

YouNight

2gether

Total

The Block

Siegel+Gale

The Naming Ask:

Create Official Titles for:

The Platform

The Bundles

The Content Assistant

Names

Mentimeter

buster boom bend
blanket
bond bloom begin boost



Bundle names go beyond the initial point of purchase

The Begin Bundle

Encourages users to upgrade
Accessible (vs. "Basic")

The Bigger Bundle

Communicates to users that is
an upgrade from the previous
bundle

The Blanket Bundle

All encompassing

A nod to the comfort item used
when many watch their
entertainment, specifically at
home

The Naming Ask:

Create Official Titles for:

The Platform

The Bundles

The Content Assistant

Buster

Siegel+Gale

We wanted our content assistant to retain our legacy

We named our assistant **Buster**, a tool to aid our users within the experience of our platform

The name Buster allows us to use all parts of our old name, throughout our product and brings the familiarity from our physical locations into our new digital world

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Goals

Define

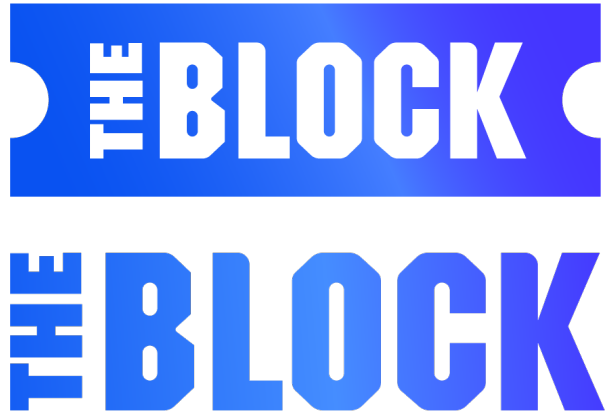
Develop

Design

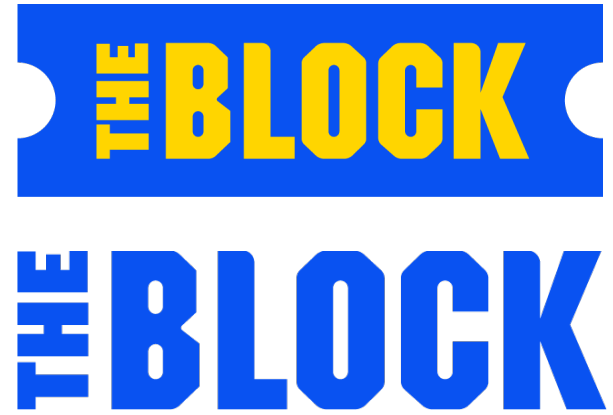
Deploy

Q&A

Logo

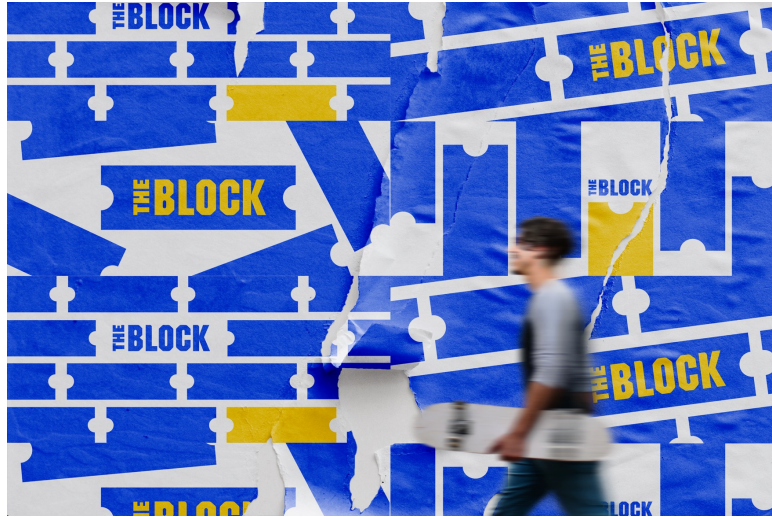


Logo for web

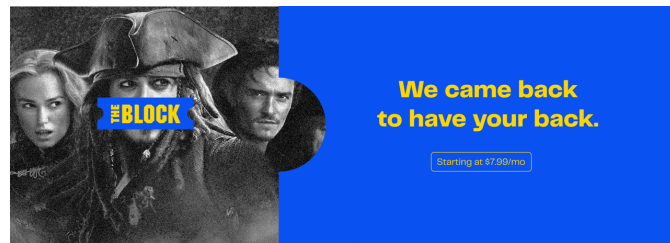
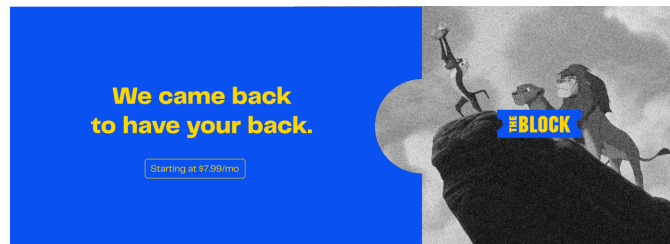
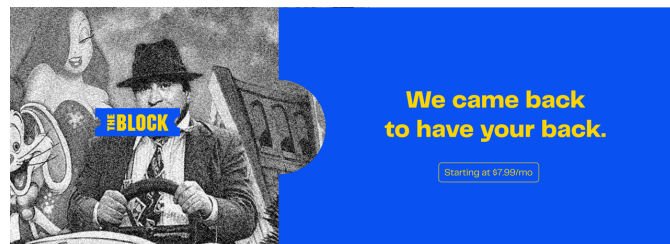


Logo for commercials

Marketing Graphics



Marketing Graphics



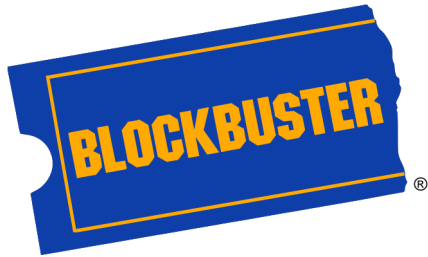
Marketing Graphics



Marketing Graphics



Our Needs



Nostalgic color palette



Classic ticket shape

BLOCKBUSTER

Retro font

Old Values

+

HBOmax

peacock

hulu



NETFLIX

Appletv



Gradient usage

hulu

Round-cornered letters



Vibrant color palette

New Attractions

Color Palette



New Blockbuster Blue

Hex #0952f1

RGB 9/82/141

CMYK 84/68/0/0



New Blockbuster Yellow

Hex #ffd500

RGB 255/213/0

CMYK 1/14/100/0



New Blockbuster Gradient

Hex #0952f1 > #458dff > #4535ff

RGB 9/82/141 > 69/141/255 > 69/53/255

CMYK 84/68/0/0 > 67/43/0/0 > 80/74/0/0



Background Gradient

Hex #001253 > #000105

RGB 0/18/83 > 0/1/5

CMYK 100/96/31/40 > 76/68/65/88

Typography

Typeface for logo

ITC Machine Medium

BLOCK

- old

BLOCK

- new

Typeface for text

Telegraf

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789**

- Ultrabold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz0123456789

- Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz0123456789

- Ultralight

Symbols

BEGIN
BIGGER
BLANKET

Bundles



Review



Search



Save



More info



Account



Watch Party

Iconography

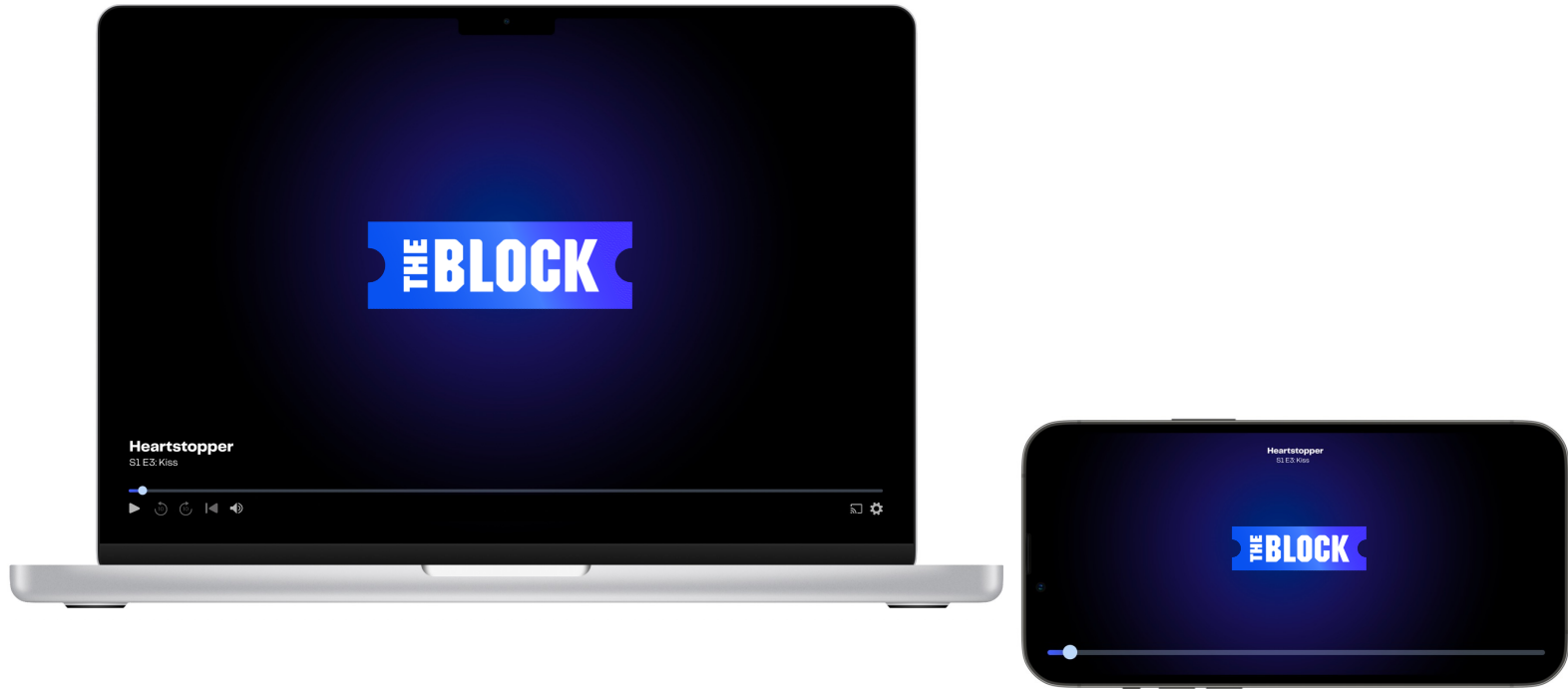


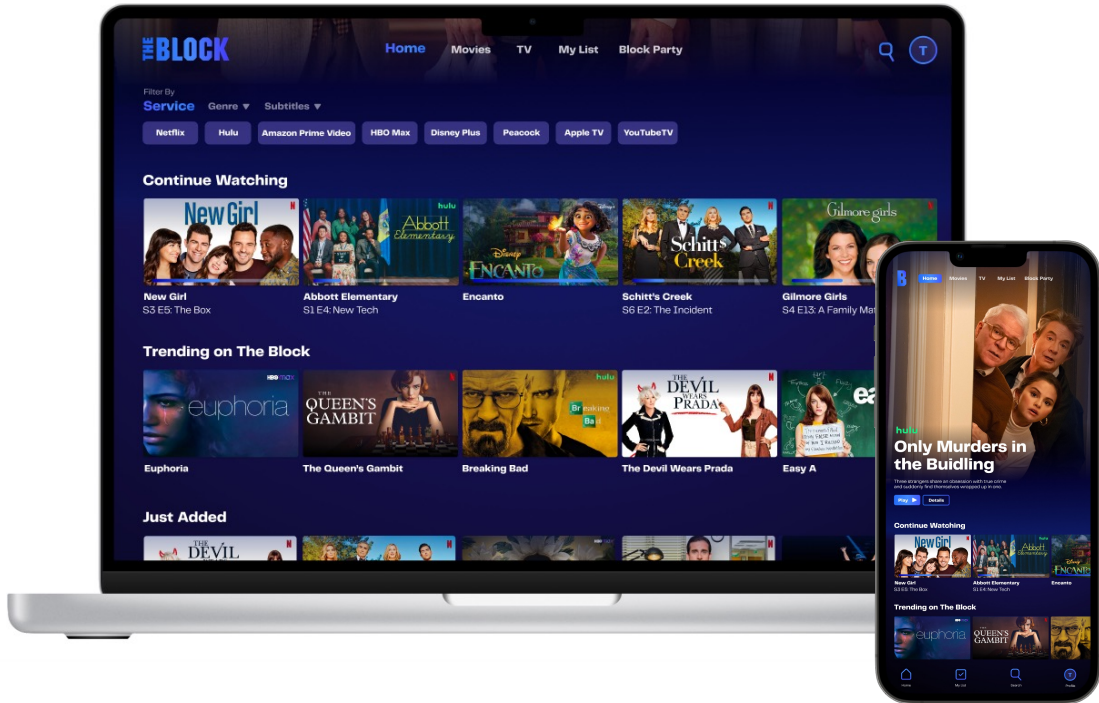
Logo for app



Buster

Animation



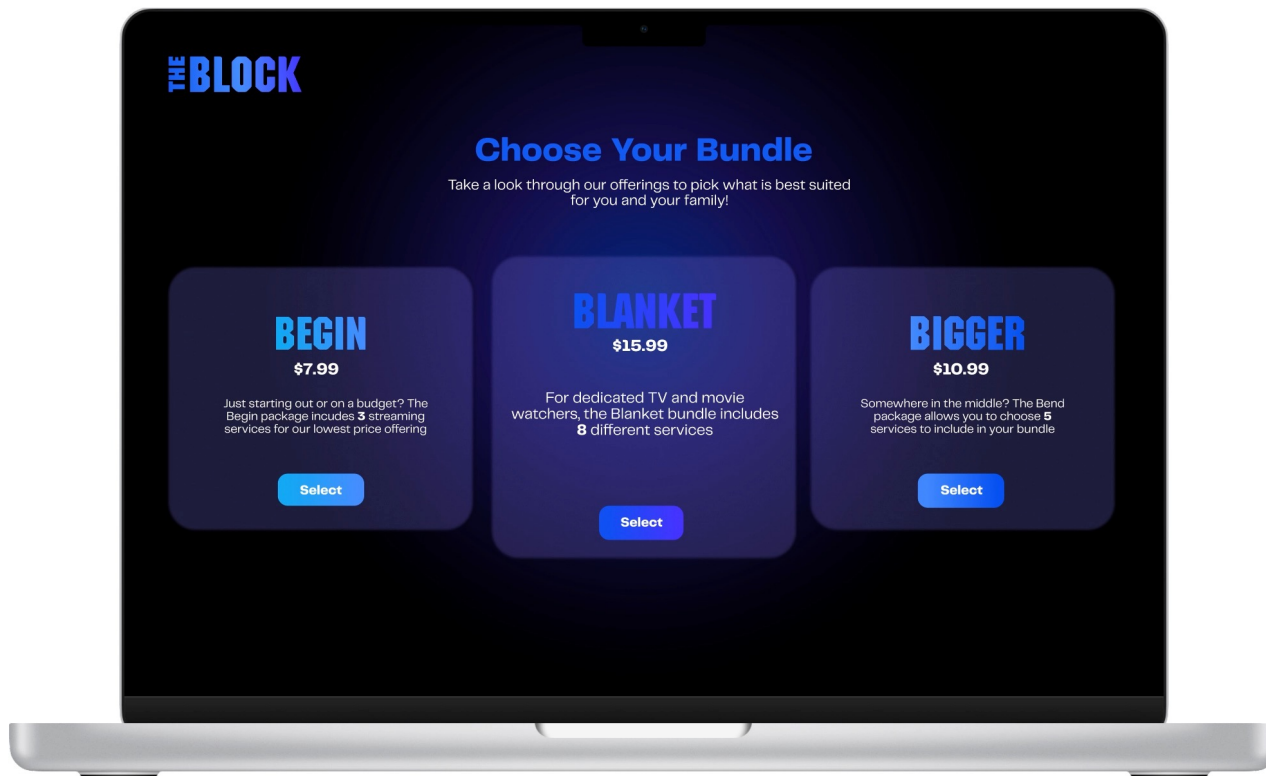


Experience Opportunities and Features

Opportunity

**Provide users with a seamless bundle
management experience**

Users can select a bundle option that is right for them



Opportunity

Curate content to have it be easily discoverable

Easily find content by filtering



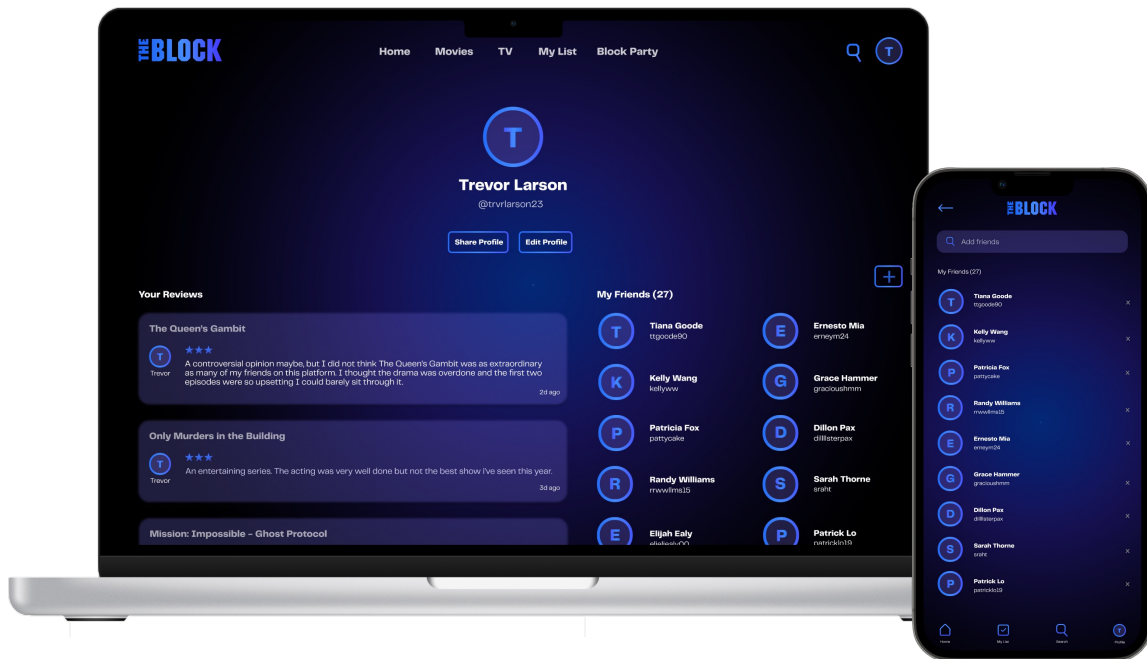
Users are provided with the most personalized content recommendations from Buster



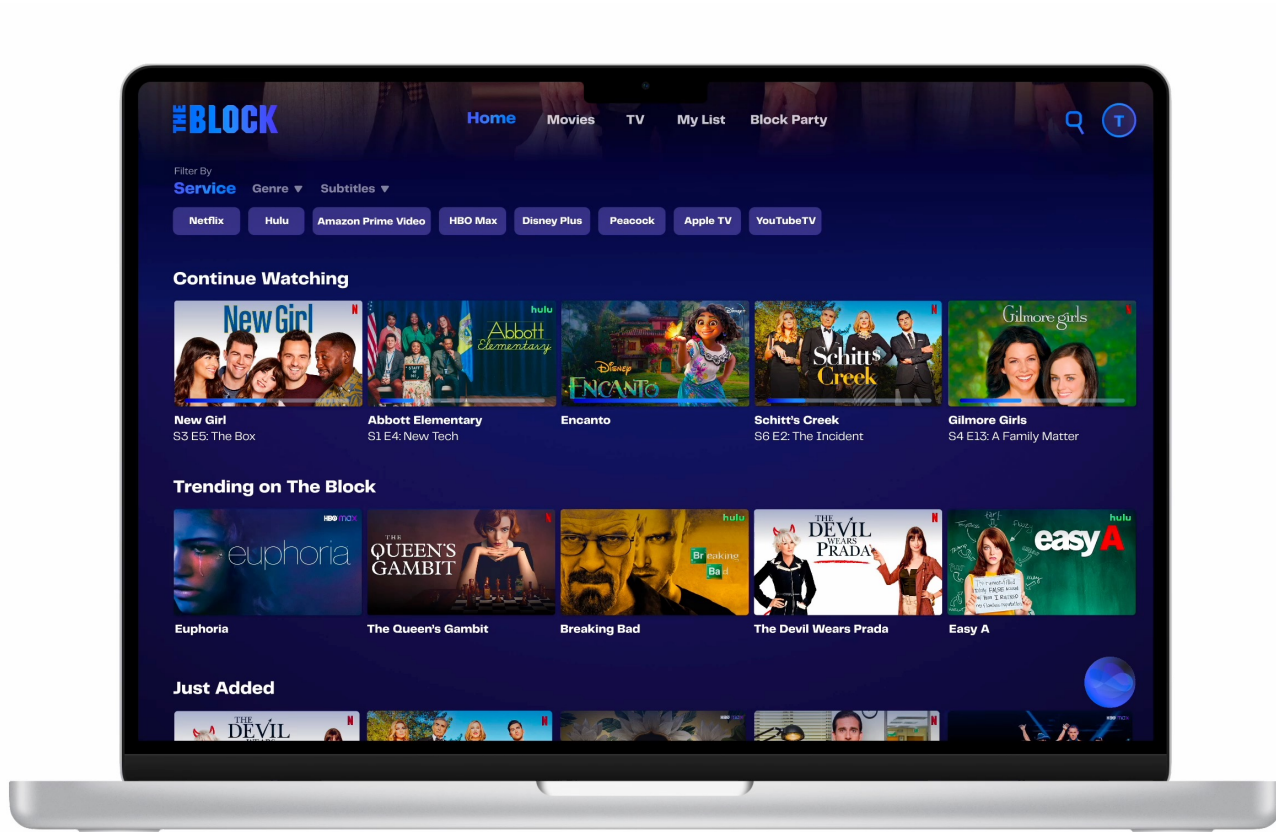
Opportunity

Create human connections through entertainment

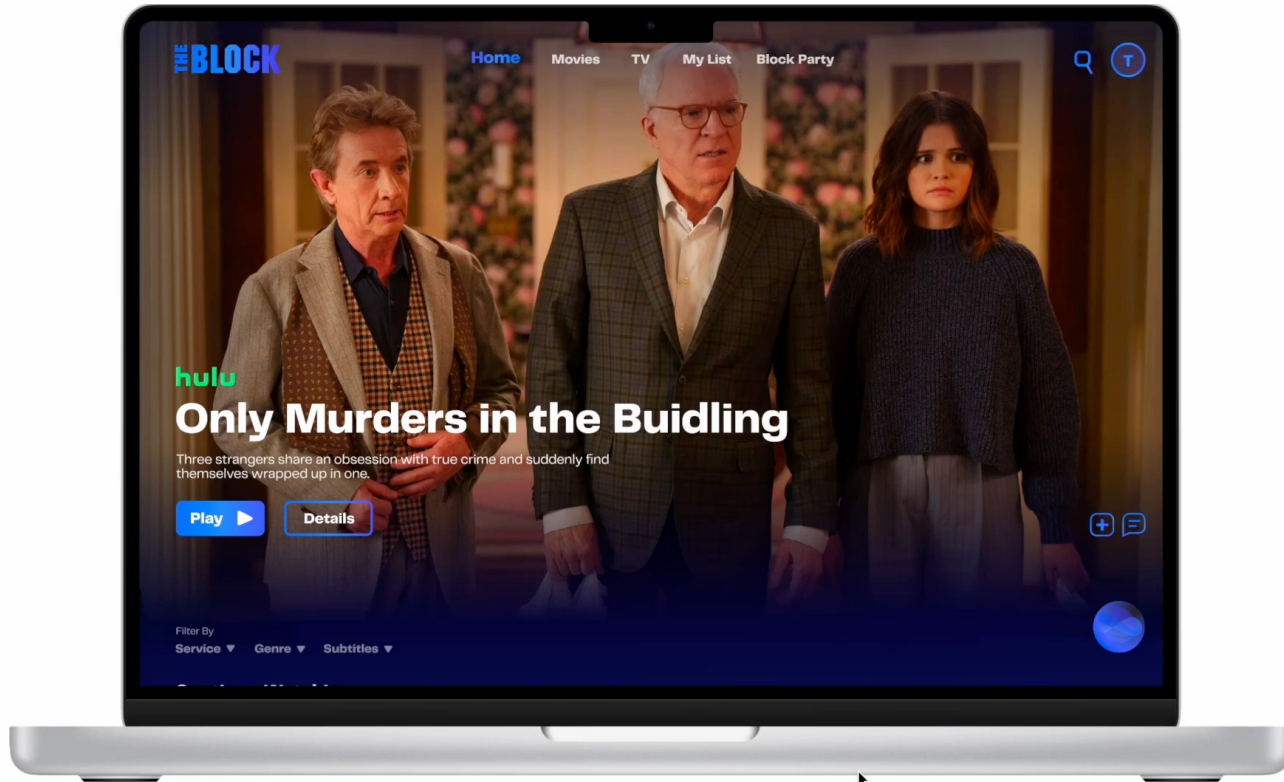
Add friends and see who's a part of your block



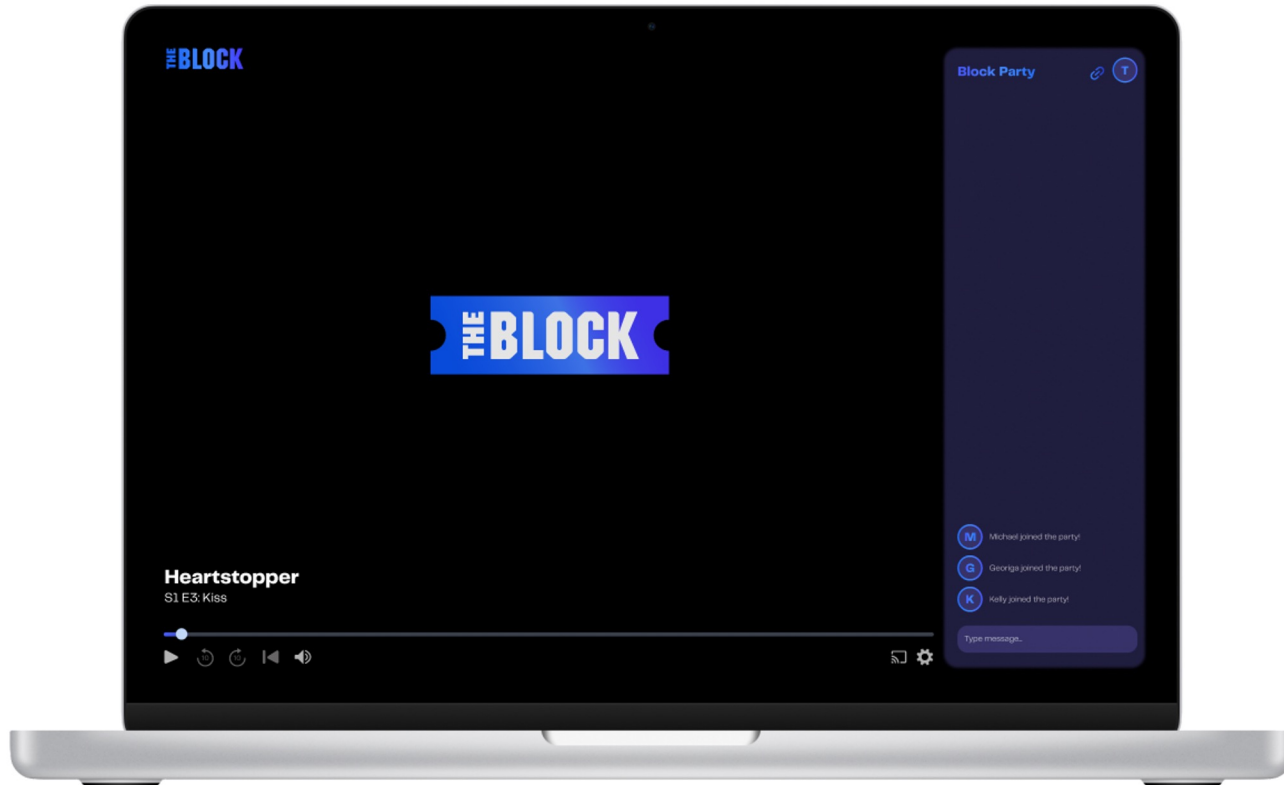
See reviews from friends to aid in decision making



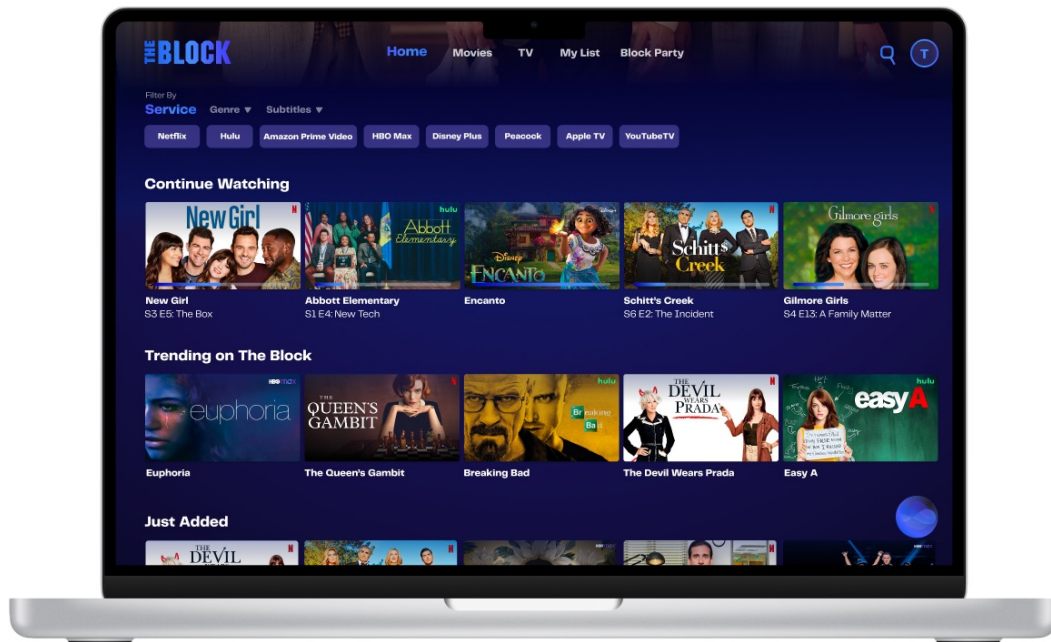
Movie and TV lovers can share and discuss their favorite content on Block Party



Family and friends can watch content at the same time on Block Party



Our voice in action





THE BLOCK

Home

Movies

TV

My List

Block Party



hulu

Only Murders in the Buidling

Three strangers share an obsession with true crime and suddenly find themselves wrapped up in one.

Play

Details

Welcome to The Block! I'm Buster. If you're having trouble finding content to watch, I can help!

Sweet!

No thanks.

Filter By

Service ▼

Genre ▼

Subtitles ▼

Choose Your Bundle

Take a look through our offerings to pick what is best suited for you and your family!

BEGIN

\$7.99

Just starting out or on a budget? The Begin package includes **3** streaming services for our lowest price offering

Select

BLANKET

\$15.99

For dedicated TV and movie watchers, the Blanket bundle includes **8** different services

Select

BIGGER

\$10.99

Somewhere in the middle? The Bend package allows you to choose **5** services to include in your bundle

Select

THE BLOCK

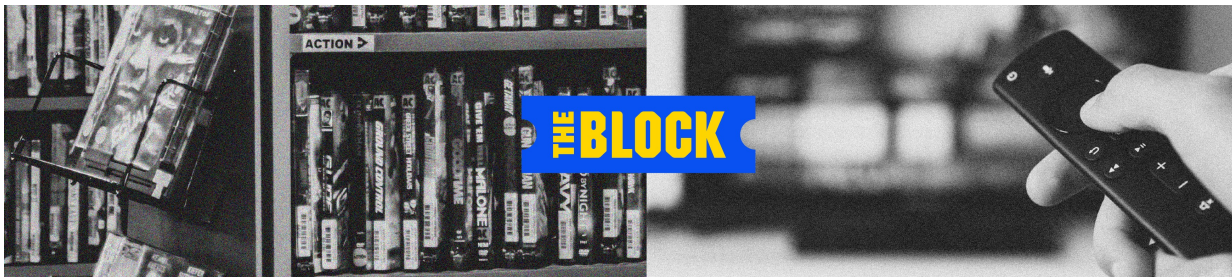


**Tell us how you're
enjoying The Block!**



Any comments or suggestions?

Done



The entertainment experience you've been waiting for. Welcome to The Block!

The only thing we love more than watching movies is sharing them with others. That's why we at Blockbuster created The Block.

By uniting streaming platforms in one place, The Block offers a unique way to consolidate your streaming habits and simplify your bills by making one payment – through us! Bundle your favorite services to get the shows you love for less.

We are here to connect people with the series they love and the people they love, because nothing is more fun than bonding over movies – at least to us. See what your friends are watching on Block Party and leave a review on your latest binge worthy series to let your friends know what you thought.

We are at your service to help you find content you love like never before,
and we couldn't be more excited.

So, what are you waiting for? Meet us on The Block.



© The Block. All Rights Reserved.
[Terms](#) | [Privacy](#) | [Preference](#) | [Unsubscribe](#)

Agenda

Introductions

Goals

Define

Develop

Design

Deploy

Q&A

Why should The Block care about Brand-led Change?

Blazej

Future of the Block

We want our employees to embody the story and strategy of our brand

Brand story

This is an opportunity to emphasize the **movie-obsession and nostalgia** of Blockbuster that influences the **innovation-driven** future of the Block

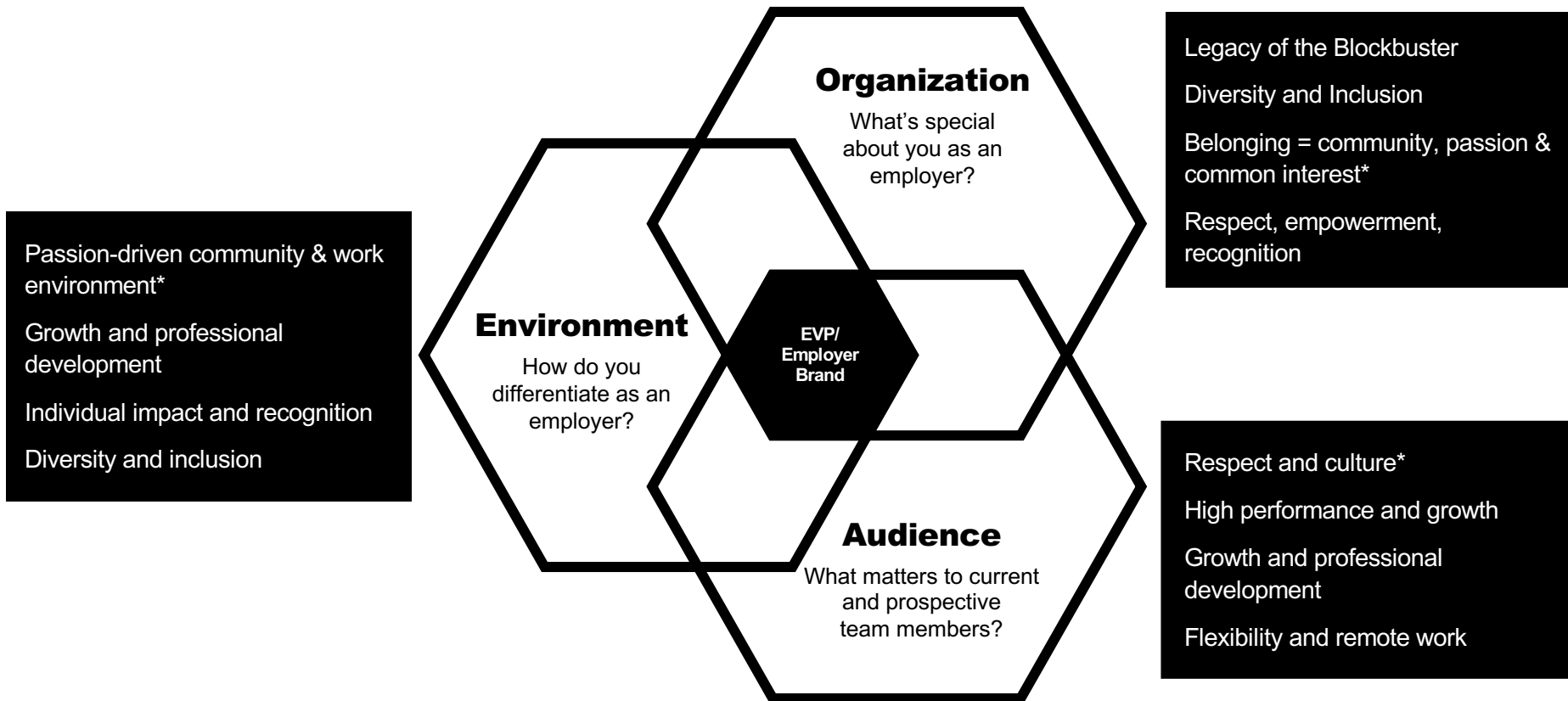
Brand attributes

Accessible, Approachable, Authentic, Creative, Innovative

Culture and talent

Together we are reimagining the Block's legacy by focusing on **connection, recognition and growth** through our **passions and drive for innovation**

Employee Strategy Themes Across Lenses



* = Opportunity Area

How harmonious work passion can deliver company's culture

Factors	Tech Industry Approach		The Block
Drive	Ambition	▶	Passion
Motivation	Extrinsic	▶	Intrinsic
Environment	Push	▶	Pull
End-result	Achieve metric	▶	Make impact
Commitment	To personal objectives	▶	To an industry / domain
Relationships	To network	▶	To learn

Our employee value proposition

Brand Promise

Entertainment powers connection

EVP statement

Unlocking our potential through passion

EVP Narrative

Together we are reimagining the Block's legacy by focusing on **connection, recognition and engagement** through **passion** for entertainment and **drive for innovation**.

Supporting pillars + messaging

We learn, adapt and progress

Learning and growth are the leading principles of our work to build better entertainment experiences for all. Therefore, we equip our employees with structure, mentoring and resources allowing us to grow in the direction supporting innovation and divergent thinking.

We lead with passion

Everyday we live out our passions among the like-minded folks at the Block. We recognize each other's accomplishments and with recognition, we keep our morale high to achieve more together... Through collaboration, we level-out the field and empower our diverse voices to advance the brand.

We value what's best for us

We believe in the power of diversity, with respect, intrinsic drive and entertainment being the factors that bind us as a community. We know that a creative mind requires a lot of freedom, so we are not afraid to allow our people to explore possibilities and decide what is best for them. We thrive together and pursue our passions, regardless of our background.

Addressing the themes of...

Growth and professional development
Perks & rewards
Innovation

Recognition, respect, collaboration
Harmonious work passion
Accountability/ High Performance Culture

Empowerment
Flexibility & remote work
Diversity and Inclusion

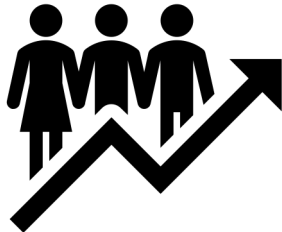
Proof Points

We learn, adapt, and progress

Former employee reboot & referrals

Reverse Mentoring

Dedicated PD and passion budgets and development programs



We lead with passion

Culture-fit recruiting process

Onboarding experience --
“straight-out of the movie”

Weekly dedicated hobby time

Passion-focused community groups with stewards across levels



We value what's best for us

Targeting social economic pay gap

Five-year strategy for hiring goals

Flexible working model

Employee perk and benefit submission



Lifting Off!

Kevin

Siegel+Gale

Blockbuster

Blockbuster historically prided itself on providing sound expertise on movie rentals, but has struggled ever since society's media consumption shifted away from DVDs to digital streaming platform.

Blockbuster partnered with Siegel+Gale to reimagine the old company as "The Block" to reinvigorate its consumer base by combining elements of a nostalgic past with a fresh feel to align with the current streaming services landscape.

Our Approach

Implement proprietary research tools

Development of internal purpose statements

Brand voice and design guidelines

Brand platform and messaging

Employee engagement strategy and training

Internal and external brand implementation plan

Additional Stakeholders

Streaming services

NETFLIX

HBOmax

hulu

Appletv

peacock

prime video

NETFLIX

Subscription Loss

Subscription loss

700k (Q1)

970k (Q2)

Revenue loss

\$10.5m (Q1)

\$13.6m (Q2)

NETFLIX

Profit loss

Costs constant

Revenues down

Profit down

The Block

\$900M/year recaptured

NETFLIX

Potential loss households

Price sensitive

49.2M HHs

50% retention rate

28.6m HHs

\$12/month (vs. \$15)

\$343.2m/month

25% market share

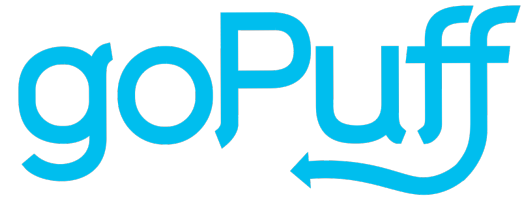
Subscription Loss Drivers



Password sharing

Competition*

Partnerships expand revenue streams to drive organic growth



THE BLOCK

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Select

gopuff

Uber
Eats



BLANKET

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Somewhere in the middle? The Bend package allows you to choose **5** services to include in your bundle

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gopuff

Uber
Eats

Marketing

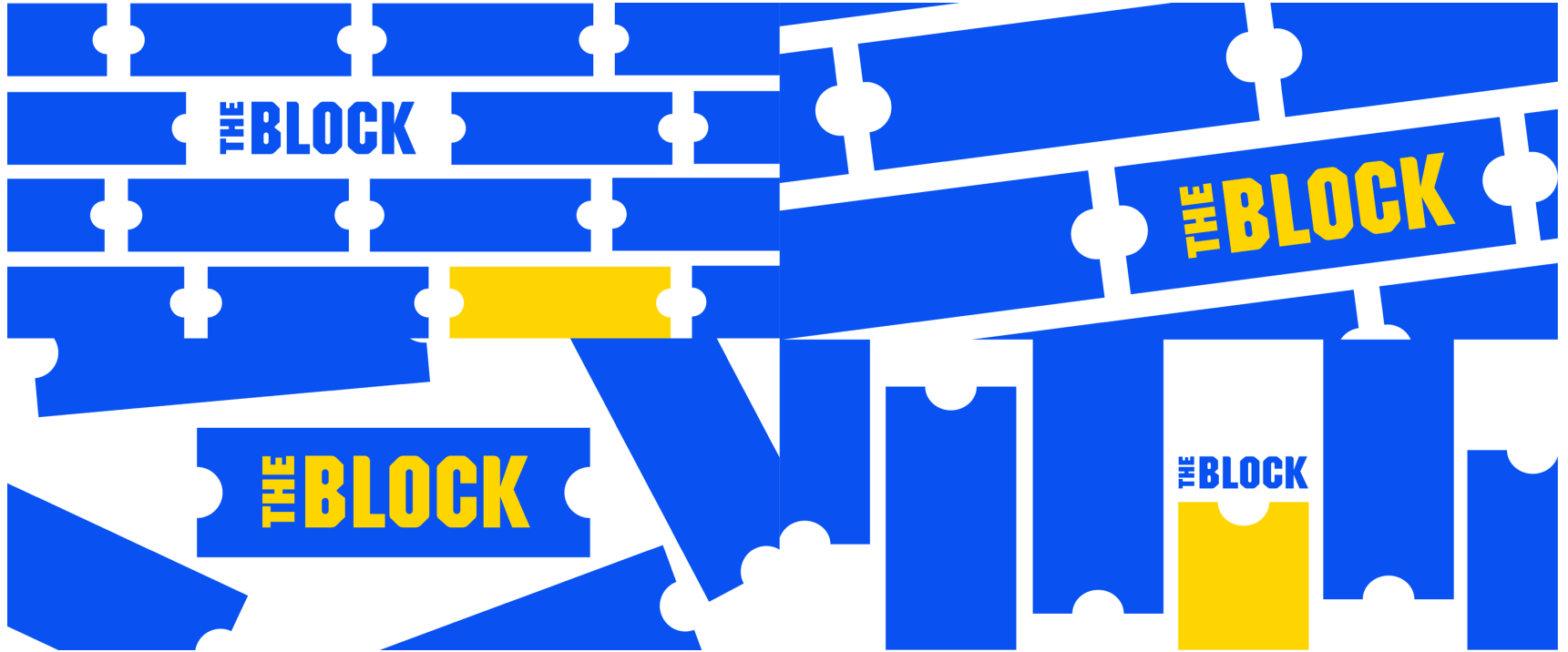
Siegel+Gale

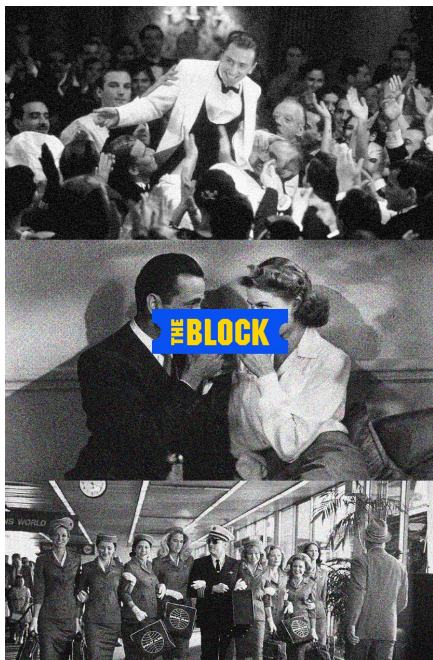
Segmentation



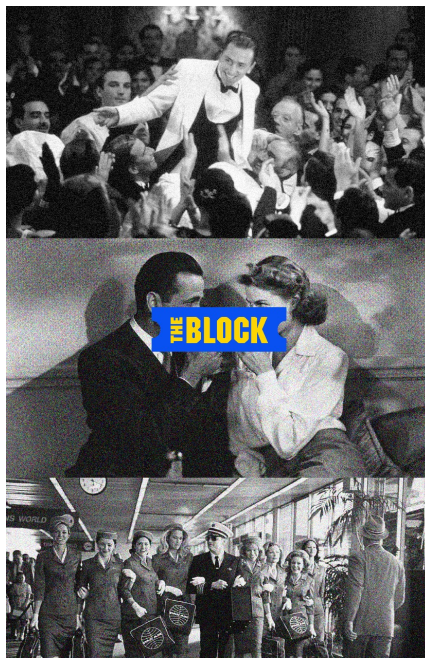
Segmentation



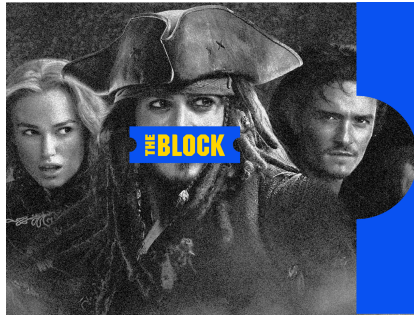




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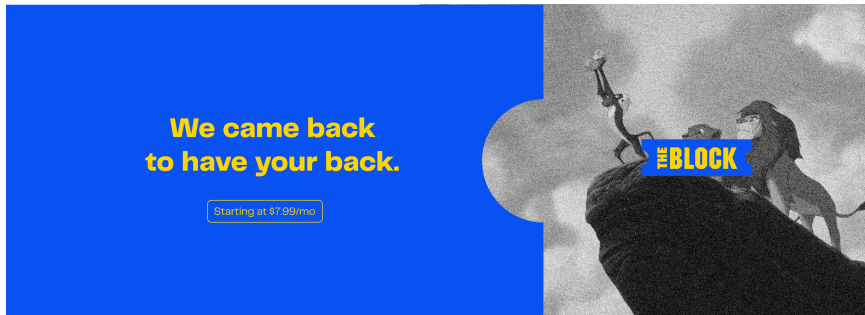


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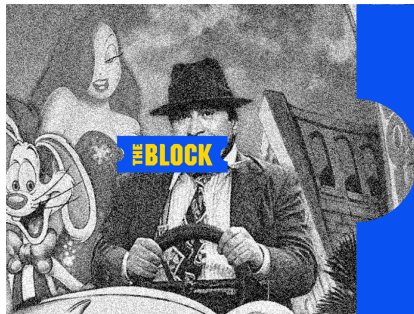
**We came back
to have your back.**

Starting at \$7.99/mo



**We came back
to have your back.**

Starting at \$7.99/mo



**We came back
to have your back.**

Starting at \$7.99/mo

Segmentation

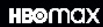
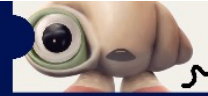


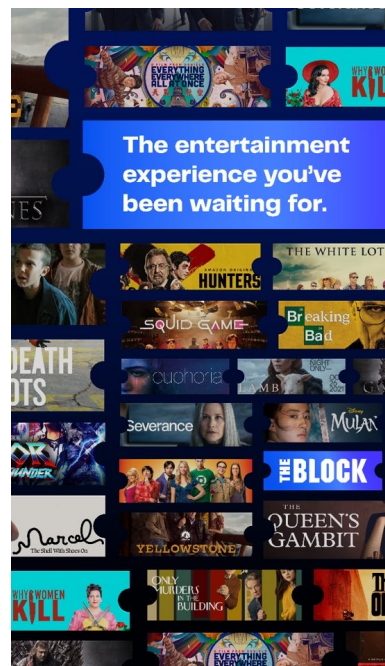
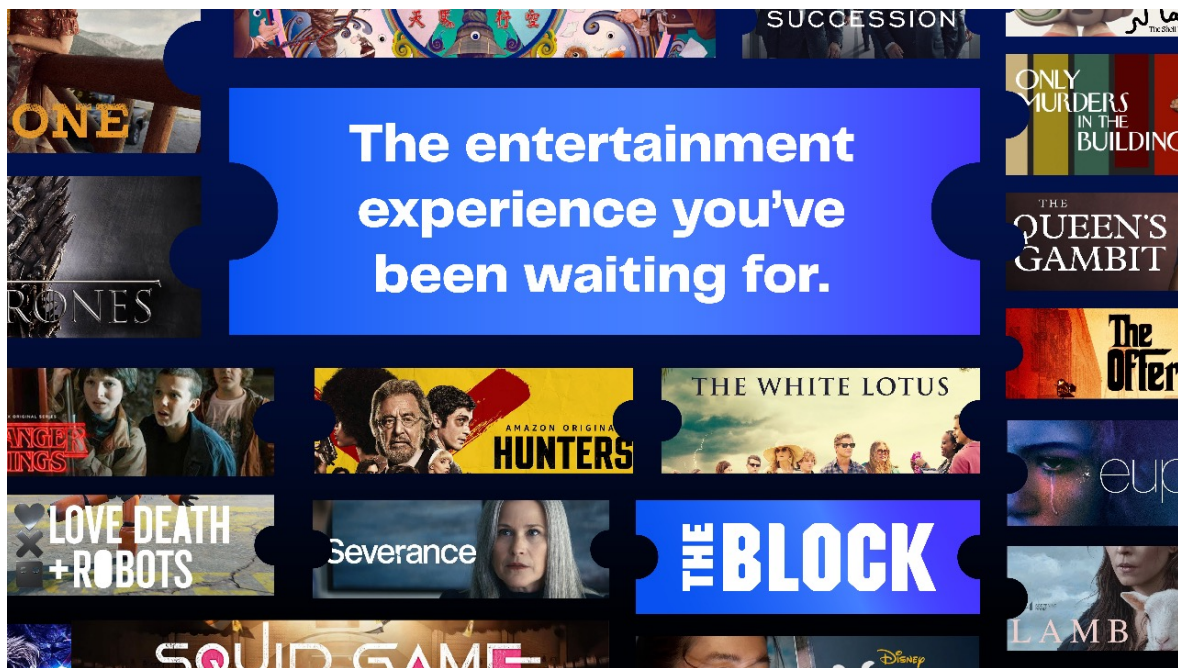


Starting from \$7.99/mo

THE BLOCK

The entertainment experience
you've been waiting for.





Acknowledgements

Aaron Hall

AnaCristina Tamasese

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Peter Damon

James Allen

David Reis

Natalie Rudakevych

Sean Carney

Tammy Sias

Siegel+Gale
Simple is smart.