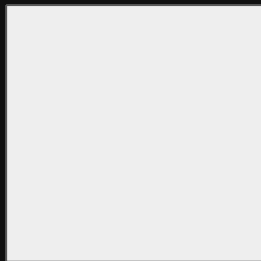


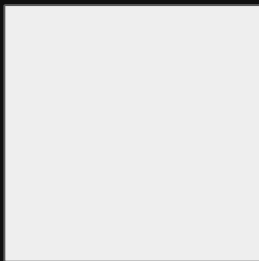
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NETFLIX

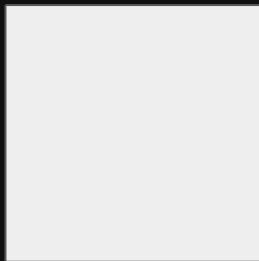
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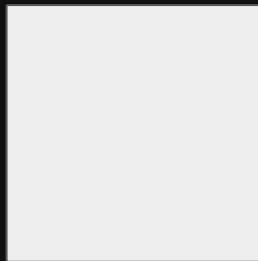
(Name)



(Name)



(Name)



(Name)

Have You Heard?

2023

TV-G

Netflix has announced that the company will open physical stores in 2025. While details on the stores are scarce, the company claims that these stores will offer merchandise and unique use experiences reflecting their unique, Netflix-exclusive shows and content.

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The Basics

Read [this article](#) to learn
about the physical stores
Netflix will be opening.

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The Netflix Location



**What are three potential
benefits and three
drawbacks of Netflix opening
its own physical locations?**

Benefits	Drawbacks



**How will Netflix's
physical locations
impact the
entertainment
industry?**

Type your answer here.



What are the ethical implications of Netflix using its physical locations to collect data on customer preferences and interests?

Type your answer here.



**How could Netflix
use the data it
collects from its
physical locations to
improve its
streaming service?**

Type your answer here.

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The Immersive Experience



What are we doing?

You will be conceptualizing an immersive experience for Netflix to sell at its retail locations.

You will also be conceptualizing a line of merchandise that can be sold to go along with the immersive experience.



What is an immersive experience?

Immersive experiences are experiences that create a sense of presence, engagement, and immersion for the viewers, making them feel like they are part of the scene or the story.

Immersive experiences can be used for various purposes, such as entertainment, education, marketing, and social impact.

Examples can include murder mystery dinners, haunted houses, and theme park rides/experiences like Tower of Terror.



What is an immersive experience?

View the video at the right for an example of an immersive experience.





You will need to focus on a specific Netflix movie or TV show (or something you think should be exclusive to Netflix) for this activity.

Which Netflix offering (movie, TV show) are you going to focus on for this assignment?

If you are having trouble coming up with an idea, [click here](#) to view a list of Netflix original programming.

Type your answer here.



Describe the demographic, psychographic, geographic, and behavioral characteristics of your target audience for this immersive experience.

Type your answer here.



**What are the target
audience's interests
and needs?**

Type your answer here.



What kind of immersive experience would be most appealing to the target audience (i.e. virtual reality (VR) simulations, interactive art installations, escape room games, 360-degree videos)? Explain.

Type your answer here.



Describe, in as much detail as possible, what this immersive experience will feature? Describe the general tone or feel or the experience.

Type your answer here.



What emotions would you like customers to experience throughout the immersive experience? What are some ways you plan to elicit these emotions throughout the experience?

Type your answer here.

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**What are five adjectives
you'd like customers to use
to describe your experience?**



Identify five key elements you think contribute to successful immersive experiences. Explain your answer.

Element	Explanation



**How will the
immersive
experience be
marketed to
potential
customers?**

Type your answer here.



What elements of the experience will be used to convey or reinforce the Netflix brand and content? In other words, how do you plan to reinforce the Netflix brand, show chosen, show's themes, etc. throughout the experience?

Type your answer here.



**What kind of staff
would be needed to
operate the
immersive
experience?**

Type your answer here.



**How will the
immersive
experience be
evaluated for
success?**

Type your answer here.



**What are three
potential risks
associated with the
immersive
experience?**

Type your answer here.



How will the risks be mitigated?

Type your answer here.



**What are three
potential benefits of
the immersive
experience?**

Type your answer here.



**How will the benefits
be measured?**

Type your answer here.



**How will the
immersive
experience be
integrated with the
rest of the Netflix
location?**

Type your answer here.



**How will the
immersive
experience be
different from what
fans can experience
at home?**

Type your answer here.



**How will the
immersive
experience be
updated over time?**

Type your answer here.



**What are some
potential ways to
expand the
immersive
experience?**

Type your answer here.

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The Related Products



Name and describe three experience-exclusive products Netflix could offer in their store. These products should reflect the experience that fans will have and could be exclusive to those who completed the experience.

Product	Description



**How will these
products set fans
apart from those
who did not attend
the experience?**

**How will these
products differ from
what will already be
offered to everyone?**

Type your answer here.



**Why do you feel fans
would be enticed to
purchase or use
these products?**

Type your answer here.



**Will you include
these products in
the price of the
experience, or will
fans have to
purchase them
separately?**

Type your answer here.



How could you utilize these experience-exclusive products as marketing opportunities for the experience? How do you plan to capitalize on the publicity they provide?

Type your answer here.