

# "Stranger Things" marketing blitz

Netflix is launching a slew of merchandise tie-ins to coincide with the release of Season 3 of their smash hit television show *Stranger Things*

Netflix  
subscribers:  
149m

## STRANGER THINGS

Series – nostalgic nod to 1980s sci-fi-horror classics – has earned 31 Emmy nominations

### Stranger Things 3:

**The Game:** Retro-style beat 'em up/ adventure game. *Out July 4, for PC/ Mac, consoles and smartphones*



### Burger King's Upside Down Whopper:

Parodies Upside Down universe from show



### Lego – The Upside

**Down:** Model of Byers house (over 2,200 bricks). Can flip between real world and parallel dimension



Approximately 75 brands have active *Stranger Things* promotions, including **Nike**, **H&M** clothing, **Baskin-Robbins** ice cream, and **Coca-Cola**, which is reviving its failed **New Coke** from 1985



Set in fictional town of Hawkins, Indiana, in 1980s, show follows supernatural events around disappearance of **Will Byers**, and appearance of **Eleven**, girl with psychokinetic abilities



*Original content like Stranger Things is vital to expansion*

**NETFLIX** Jun 14,  
**SHARE** 2019  
**PRICE** \$339.73

May 25,  
2002  
\$1.20

First day close: **\$16.75**  
(\$1.20 in present-day shares after adjusting for stock splits)

Capitalising on popular shows generates additional income and helps retain and grow subscription-paying viewers – vital to maintain market dominance, especially with rival services like **Disney+** launching in 2019