

NETFLIX And TIKTOK In

# CODE RED NOTICE



How Netflix Redefined the Traditional  
Trailer to Launch its Biggest Film Ever.

Starring **HOLLYWOOD'S BIGGEST STARS**  
and **NOBODY SAUSAGE** and **JULIANNE MOVIES** and **KHABY.LAME**

# TRANSLATING BIG-SCREEN ACTION INTO SMALL-SCREEN MAGIC



## The Three Stars of The Film

When three of the biggest names in Hollywood come together for an action-packed spy caper, it calls for an out-of-the-box approach to the traditional movie trailer. Already a pioneer and a powerhouse for exceptional marketing, Netflix leveraged TikTok to reimagine what a movie trailer could - and should - be.

Netflix, *Red Notice*, and TikTok worked with creators to build the first-ever "trailer remakes," pairing **@khaby.lame**, **@juliannesmovies**, and **@nobodysausage** with the three stars of the film; they also tapped into our new Instant Pages to build excitement around the full two-minute trailer.

By launching a first-of-its-kind collaboration that paired the stars of *Red Notice* with TikTok creators and taking advantage of first-to-market products, Netflix tapped into TikTok's entertainment engine and made *Red Notice* unmissable on the platform.

# BEATING BENCHMARKS BY EMPOWERING CREATOR STORYTELLING



@khabylame\*

Creators are the lifeblood of TikTok. They drive conversations, power entertainment, and are true platform experts who know their communities best.

For *Red Notice*, Netflix chose a diverse set of creators - rather than defaulting solely to film fanatics, they sought those who would best fit the brand and whose unique voices could put an outstanding spin on each trailer.

The result? Tapping into creators drove **engagement rates up to 62% higher<sup>^</sup>** than the top end of TikTok's benchmarks.



**66%** of TikTokers like seeing creators featured in brands' videos.\*



Of course, it was hard for both Netflix and TikTokers to resist @juliannesmovies, whose bio once read "Netflix, I'm available," and who now has a multi-part content deal with her favorite brand.



**I'm just as shocked as you that I got to do this.** Thanks to @TheRock, Netflix, TikTok, Movers+Shakers, and my mom. #rednotice.

- @juliannesmovies



<sup>^</sup> Source: TikTok Performance Data; \*Source: US TikTok Marketing Science, Understanding TikTok's Impact on Culture Custom Research 2021, conducted by Flamingo

# EMBRACING PARTNERSHIPS TO BUILD INTERACTIVE NARRATIVES.

It's a TikTok best practice to hand over the reins to creators and allow them to build authentic, entertaining, joy-giving content around a brand. Netflix took it a step further and truly embraced collaboration when they crafted the new *Red Notice* trailers.

By building a relationship between TikTok creators and the film's talent, Netflix was able to spark a conversation with those creators' fans and drive chatter among their communities, a move that led to **more views, longer watch times, and higher engagement.**



**+15%+**  
Engagement Rate



**+62%**  
Engagement Rate\*



**+19%**  
Engagement Rate

\* This video was promoted differently than the other remixed trailers.

# AMPLIFYING MESSAGING WITH ENGAGING EXPERIMENTAL EXPERIENCES



Along with these first-of-their-kind remixed trailers, Netflix experimented with a new TikTok alpha product: **Instant Pages**.

Here, they hosted the full two-minute version of the *Red Notice* trailer to further engage TikTokers around the film.

Through a combination of TikTok's **TopView**, which ensured the co-created trailers were the first video TikTokers saw when they opened the app, as well as sustaining **In-Feed Video**, Netflix was able to drive hundreds of thousands of fans to its trailer Instant Page.



# BY THE NUMBERS



LONG STORY SHORT? NETFLIX AND RED NOTICE WERE A HIT WITH TIKTOKERS.

## +18%

Positive Sentiment for Co-Created Trailer Launch Week (compared to previous).

## +18%

Positive Sentiment over other Netflix Videos

TikTokers loved the movie, the actors, the humor, and the creators.

## 3X

More Comments than the Industry Average

## 200M+

Views of Co-Created Trailers

1.53x Watch Time vs. Teaser Trailer

## 22M+

Teaser Trailer Views

57% Played Videos on the Instant Landing Page to at least 75%

## 269K+

New Followers for Creators

# CREATING SUCCESS BY EMBRACING THE COMMUNITY.

They say lightning doesn't strike twice; we beg to differ. For brands who want to be part of the future of entertainment marketing, we say take a page from Netflix's book and don't be afraid to experiment, to lean into what the community wants by empowering fans to participate in content, and above all, to have fun doing so.

## Creators are Key



Creators are brand ambassadors, talent, and TikTok experts all rolled into one. Their authentic voices within their communities help to **elevate and celebrate the brands they work with**, and to make brands more human and accessible. Like Netflix, brands should tap creators to help tell their stories in a unique and relatable way.

## Co-Creation Drives Participation



By pairing TikTok creators with major Hollywood talent, Netflix instantly created a dialogue with their communities, motivating fans to spend more time with and to engage with *Red Notice* content. Brands can further **invite TikTokers to the conversation** by encouraging them to co-create (Stitch, Duet, etc.) with branded content.

## Take a Chance



There is a community for everyone and everything on TikTok, which means your brand has room to experiment with and discover its unique audience. Like Netflix, brands should tap into new ideas, new creators, and new products to inspire the community, to empower them through co-creation, and to amplify brand messaging. After all, with **69% of TikTokers co-creating content\*** related to TV shows and movies, there's a massive community waiting to entertain alongside you.



# TikTok: For Business

For detailed information about TikTok's branded content toggle and our policies regarding what can be posted as branded content on TikTok, please refer to our [Branded Content Policy](#).

