

hulu

ORIGINALS

LAUREN CRUDELE
MEDIA RELATIONS PLAN

OVERVIEW

The leading premium streaming service, Hulu offers viewers instant access to libraries of hit TV series, films and acclaimed Hulu Originals series.

Hulu was the first streaming service to break ground producing original content, by launching the docuseries *A Day in The Life*, in 2011. Since then, the streaming service has produced over 65 series including, *The Handmaid's Tale*, which won eight Primetime Emmy Awards in 2017. The dystopian drama was the first series created by a streaming service to win an Emmy for Outstanding Series and became Hulu's first win a major award.

With this media plan our objective is to generate more interest surrounding Hulu Originals.

GOALS

01

Increase the number of articles/ blog mentions – at least 40 mentions for the month of June 2020

02

Generate more awareness of award recognition— at least 25% more "award" mentions by June 2020

03

Generate a minimum of 1,000 clicks to the Hulu Press Site per month

04

Increase the number of searches on Google Trends to 100 by May 2020

STRATEGY

According to **Factiva**

In the last 30 days:

Netflix Original Series were mentioned in **151** news articles and blogs in the US

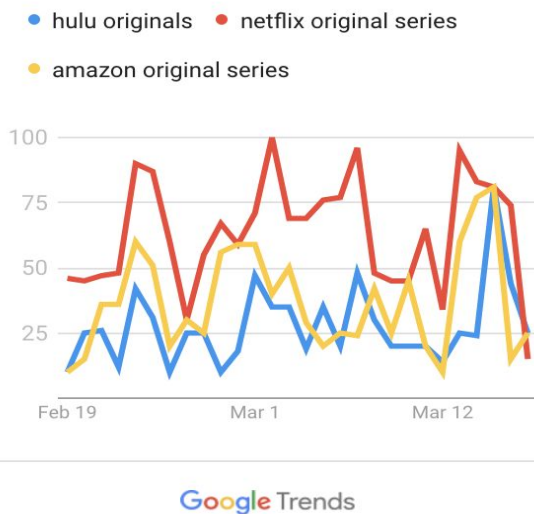
Amazon Original Series were mentioned in **63** news articles and blogs in the US

Hulu Originals were mentioned in **22** news articles and blogs in the US

only 7 mentioned Hulu's recognition

Interest over time

United States. Past 30 days.

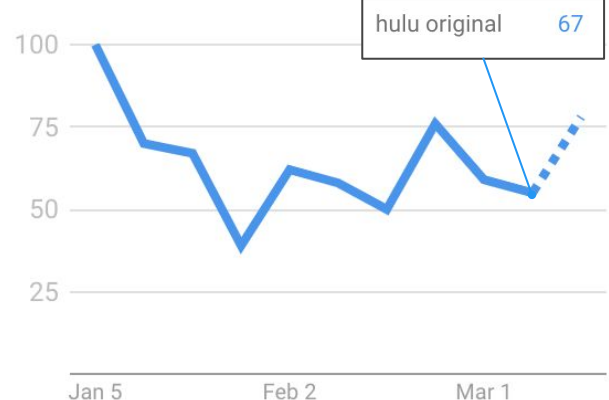


This chart represents the Google search interest of Hulu Originals as compared to Netflix and Amazon for the US in the past 30 days.

A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular.

hulu originals

Mar 8 - 14, 2020



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TARGET
DEMOGRAPHIC

AGE: 18-39

THIS DEMOGRAPHIC
CONSUMES:

- Digital News
- Listicles - Service Journalism
- Blogs

TYPE OF OUTLETS &
JOURNALISTS TO TARGET:

Entertainment News

Pop-culture

TV Critics

Journalists like:

Hilary Weaver

She's a pop-culture writer for Esquire and publishes more service journalism pieces, like television/movie recommendations

Brian Tallerico

He strictly writes articles for Vulture that have to do with television series. He has published a lot of stories about Hulu's competitor, Netflix. His Twitter is full of TV-related tweets.

Lauren Yapalater

She writes TV recommendations and service journalism pieces for BuzzFeed. like "Here's Everything New Coming To Netflix This Week, Starting March 19"

Sarah Perez

She is a writer for TechCrunch, Perez has focuses on Tech News and has published articles about Hulu in the past. She also has written stories about Hulu's competitor, Netflix.

Angela Watercutter

A senior editor at WIRED, Angela covers pop culture news and published entertainment news roundups for Wired's pop-culture blog, The Monitor. She has written quite a few stories about television shows, and she has published stories about Hulu's competitor

Outlets like:

Hollywood Reporter

Entertainment Weekly

Variety

Deadline

The New Yorker

Digital Trends*

C21Media*

ADWEEK

Refinery29

Business Wire*

Esquire

TV Line

Futon Critic*

*Outlets/Blogs that have written about Hulu Originals in the past

OUTLETS THAT FREQUENTLY
FEATURE STORIES ABOUT NETFLIX
AND AMAZON ORIGINAL SERIES:

- TV INSIDER
- TIME
- INDIEWIRE
- THE SLANTED

OBJECTIVE

Hulu will be considered:

Respect experienced and acclaimed content producer

The list of acclaimed Hulu Originals series include Emmy® and Golden Globe® Award-winning series *The Handmaid's Tale* and *The Act*, Golden Globe Award-winning series *Ramy*, Emmy Award-nominated series including *The Looming Tower*, *Catch-22*, *Castle Rock*, and *Pen15* alongside Oscar and Emmy-nominated documentary film *Minding the Gap*.

As the first streaming service to create original content as well as the first to take home an Emmy for Outstanding Series, Hulu knows a thing or two about creating original content. Thus, we can center stories around interviews with Hulu Original show creators, directors and award winning actors.

STORY EXAMPLE: *The Act* co-creators Michelle Dean and Nick Antosca discuss creating real art from true crime, not just a “straight murder show”.

For their progressive and captivating storylines

Hulu Originals series regularly produce forward-looking characters and progressive storylines —which sets them apart from other streamers original content. We can generate more promotion of certain original series by joining the conversation surrounding political and cultural topics.

STORY EXAMPLE 1: SNL Alum, Aidy Bryant’s series *Shrill*, pokes fun at “Fake Feminism”, while promoting body positivity in a hilarious comedic tone.

STORY EXAMPLE 2: *The Handmaid's Tale* costume has become a symbol of feminist protest. Producer and star, Elizabeth Moss discusses how playing June has inspired her to become a greater advocate for women’s issues.

STORY EXAMPLE 3: Hulu Originals; *Ramy* and *Four Weddings and a Funeral* are creating protagonist storylines for muslim millennials.

PITCH

Hi Lorraine,

I hope you're doing well. Hollywood's television industry in the post 9/11 era has often been criticized for the ethnic stereotyping of Muslims characters. Still today, there is an obvious lack of protagonist roles for Muslims characters in modern TV storylines. The Hulu Original Series, *Ramy* has been renowned as the first show show to bring Arab and Muslim life experiences to the forefront of American mainstream media. Having followed the lead of Ramy Youssef and his Emmy winning series, more writers are creating comedic storylines based on the struggles of Muslim millennials.

I'd be happy to connect you with Mindy Kaling, the co-creator of the Hulu Original miniseries, *Four Weddings and a Funeral*. She can discuss with you her decision to incorporate muslim traditions as a plot point in the romantic comedy.

Please let me know if I can connect you with Mindy to discuss in more depth. I'd happily set up a call at your convenience. Thank you for your consideration, and I look forward to your feedback.

All best,
Lauren Crudele
Hulu LLC
Media Relations Specialist

Lorraine Ali
is a television critic
for the Los Angeles Times,
who covers culture,
entertainment and
American Muslim issues.

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NEXT STEPS

01

Generate eight more story angles

02

Write five contributed pieces

03

Compile a media list of 30 outlets and journalist