

# ORANGE IS THE NEW BLACK

## Final Season Media Campaign

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Natalia Álvarez	1741871
Laura Bermejo	1745523
Tang Ching Yee	1742683
Juul van Essen	1663790

**NETFLIX**



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# 01. CAMPAIGN CONCEPT PROPOSAL

Our transmedia experience aims to launch the new season of Orange is the New Black. For that, we have developed a campaign which focuses on a Bus Party in Amsterdam one week before the celebration of the week Pride.

The chosen target audience are people from 20 to 30 years old, male and female and LGBT supporters.

The experience will start with a **digital campaign** to introduce the party. We will announce in Instagram and Facebook (@netflixnl) all the information about the Orange is the New Black's party and every step that people would have to follow to be part of our experience.

We will place 6 stickers with the image of a chicken around the city in buildings, busses, bus stops or any kind of public places. We have chosen to place these chicken stickers because in one of the first episodes of the series, there is a lost chicken and everyone tries to find it. In that way, Orange is the New Black fans will know what we are referring to.

The next step of the experience will be a post on Instagram by the ones who find the chickens consisting of a selfie of them with the sticker and the hashtags #Ifoundthechicken and #OITNBparty. Hence, we will have a list of possible attendants and only 50 will be chosen randomly. The winners will be announced on Instagram.

The most important part of our campaign is the **Bus Party**. The party will take place on an open top bus that will move around Amsterdam for about 3 or 4 hours on the evening of the 20th of July, the week before the Pride. The bus will be fully decorated as if it was a prison. Each of the attendants will be given a prison uniform as the ones in the series and food will be served in trays. In addition, there will be a DJ with music for the whole party and some drinks will be served.

In the party there will be 60 people, of which 50 will be the winners of the Instagram challenge and the other 10 will be; Dutch activists for LGBT rights and some actresses of the series.

The final destination of the bus will be a small theater that will screen the premiere of the first episode of the final and new season of Orange is the New Black.

One week after the party, we will launch the last part of our experience, a **Mugshot campaign**. For one week, in conjunction of the pride and counting down to the release of the new season of the series, we will post on Instagram mugshots of LGBT activists who have been prosecuted for their work, for fighting for LGBT rights. In the post, users will also find a piece of information about the activists and some quotes that define their thoughts.

This campaign will take place for 6 days, and one activist will appear each day. The chosen activists are:

- Zhanar Sekerbaeva, the co-founder of the Kazakhstan Feminist Initiative "Feminita", activist, lesbian, feminist, powerlifter and poet.
- Audre Lorde, an American writer, feminist and civil rights activist. She described herself as a "black lesbian mother warrior poet".
- Chistine Jorgense, an American trans woman who was the first person to become widely known in the United States for having sex reassignment surgery.
- Barbara Gittings, a very important American activist for LGTB equality. She brought to light the ban of employment of gay people and fought in order to get the American Psychiatric Association to drop homosexuality as a mental illness.
- Erneshtine Eckstein, an African-American woman who helped direct the United States Lesbian and Gay rights movement during the 1960's
- Karl Heinrich Ulrichs, the first gay person to publicly speak out for homosexual rights. He was a civil servant in Germany until he was forced to leave because of his homosexuality. He became an activist and wrote what's believed to be the first theory about homosexuality.

# 01. CAMPAIGN CONCEPT PROPOSAL

This will prepare the final launch of the new season that will take place the 5th of August.

As we can see, the **media** that will be used are:

1) The digital campaign, based on the use of the stickers that will be placed all around Amsterdam, and then the post on Instagram with the corresponding hashtags. With the excuse of the search of the stickers and the obligation of people to post it on their Instagram, we will get a way to promote the party and what is more important, the final launch of the next season.

2) The party itself, in which people will make use of their social media to post Instagram stories with videos or pictures of the party. Also, the @netflixnl Instagram official account will post live videos about the event.

3) Mugshots campaign. This will finally make the countdown for the launch of the new season.

To conclude, the most important thing of all this experience is that the launch of the new season reaches the greatest number of people. For this, the whole process is intended to create a great expectation in our viewers, starting from the digital campaign with the chicken stickers, to the party and the countdown with the mugshots.

# 01. CAMPAIGN CONCEPT PROPOSAL

## Structure

The project is for Orange Is The New Black fans that want to engage in the world of the series and for potential watchers to get interested in the series. The project leads up to the new season premiere and should bring this under the attention. But it's not just that. The project also asks attention for LGTB rights and people who've fought for these rights. Linking OITNB with helping opening a dialogue about a global issue.

The digital campaign will be a real-time story.

The digital campaign will set place for only a certain amount of time and so fans can only get a picture with the chicken sticker and a chance to win tickets for a certain amount of time. The chicken stickers will be around Amsterdam from August 1st till August 12th and the last day for entering the contest is the 12th of August as well.

The party itself will also be a real-time story. It's a live event for the guest but also for followers on social media, who can follow the party with live videos. Just like the digital campaign the world of the audience has to collide with the world of OITNB.

The barrier for these two stories is low. Pre-knowledge to engage with the story is necessary since the audience needs to understand why the sticker is a chicken. It refers to a season 1 episode. But it's not necessary for entering the contest since the rules are clearly mentioned. The audience also needs an Instagram account but that shouldn't be a barrier for our target audience.

Mugshots campaign will be a static experience. The mugshots will be posted on Instagram and will remain there. The audience can always go back to watch these posts.

The barrier for this story is low as well. It's very accessible since it's posted on the Instagram account of Netflix. The mugshots are self explanatory but it does ask the audience to link LGTB rights and OITNB.

# 02. ACTION PLAN

## Audience and type of coverage

One key element in the first season of OITNB is the chicken that was let loose. It was introduced at the fifth episode called "The Chickening". In the series, the chicken is an urban myth, believed to be the only one who escaped the slaughterhouse nearby, and had invaded the prison compound despite its high security because it has supernatural abilities. All the inmates are well versed about the chicken myth, but only few have actually seen it. The inmates often accuse witnesses to be lying or hallucinating when they claimed to have seen the chicken. In that episode, a new inmate spotted a chicken in the compound. Not knowing its significance, she told the other inmates about it. The rumour sparked a phenomenon where different groups compete on hunting down the chicken. The hunt for the getaway chicken is purely comical, and it is seen to be a way the inmates add adventure and excitement to their otherwise mundane life in prison. The inmates are seen to form teams, each with their own idea of dealing with it.

This has sparked a discussion thread over the internet where fans discuss their own views. These fan theories can be found in several Youtube videos and websites. They pitch their own opinions on whether the chicken is real, what it represents, and how it survives for so long within the prison compound. Our **target audience** has basic background knowledge of the series, where they are aware of the myth of the chicken. Therefore, it is suitable to incorporate this element of the story into our campaign. The #ifoundthechicken contest evokes participants to expand their experience of the story to their neighbourhood, where they can be involved in the hunt. The outcome of this campaign will be a delayed coverage where thousands of contest entries converge under the hashtag. By posting hints throughout the contest duration, we keep the audience on the hook on whether to find the next chicken.

The second part of our campaign is an exclusive bus party where 50 lucky winners from #ifoundthechicken will be invited alongside prominent LGBT social media influencers as special guests. The vehicle is decorated as a prison bus, also for the audience to experience the theme of the series. We will conduct live coverage of the event on our social media platforms as well as having the special guests make Instagram stories. This coverage reaches not only followers of Netflix and of our guests, but also catches the attention of people on the streets of Amsterdam.

# 02. ACTION PLAN



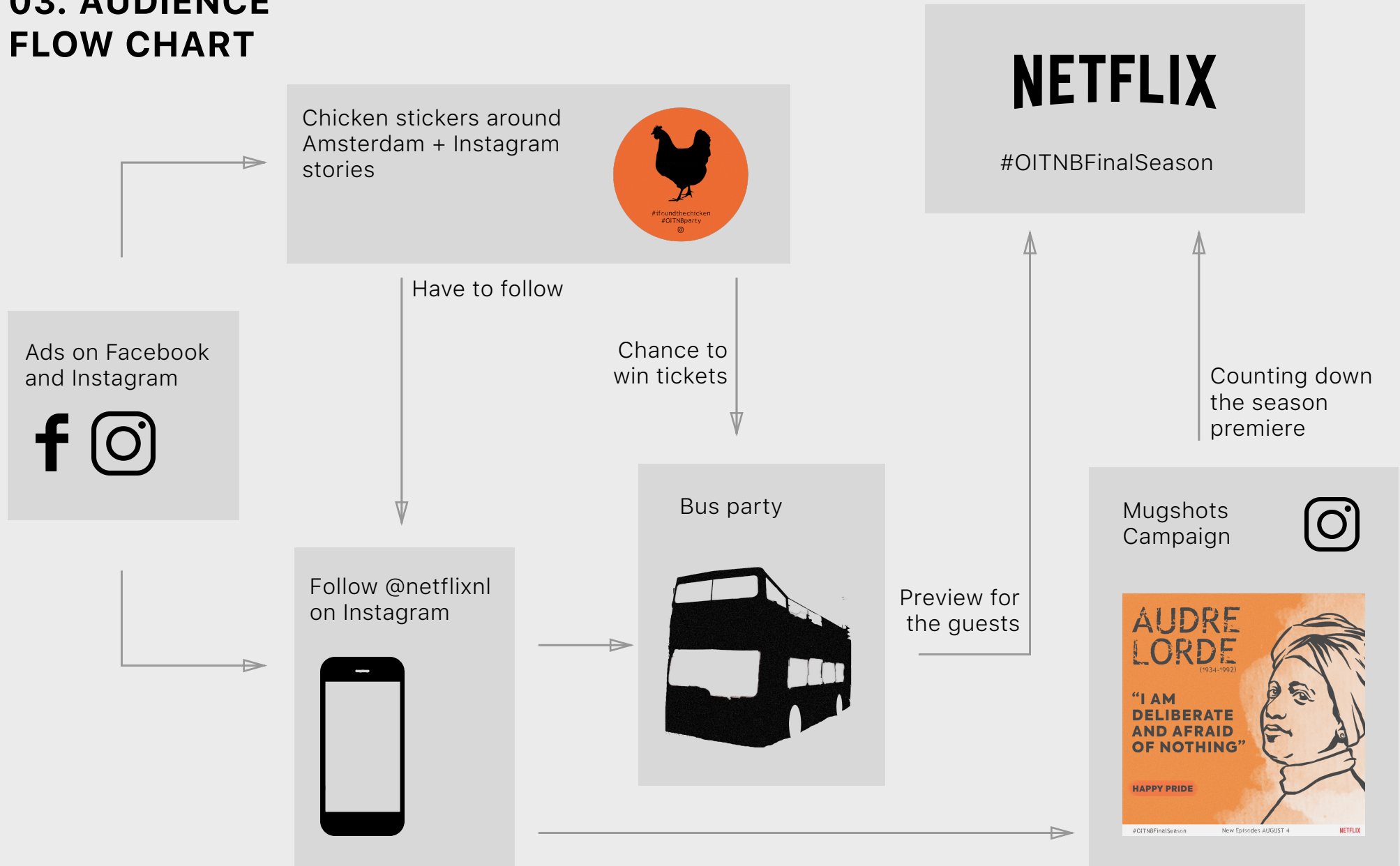
## 02. ACTION PLAN

Finally, the mugshot campaign intends to show solidarity with the plight of the LGBT community. We celebrate LGBT icons that have been prosecuted for their activism, hence connecting the oppression of the LGBT community with imprisonment. It is a delayed coverage that is timed to run in conjunction of Pride Amsterdam. OITNB is known as a progressive series that empowers the LGBT community. The LGBT characters portray roles that do not revolve around their sexuality, and they do not conform to social stereotypes. By showing support to the LGBT community, we attempt to take part in social activism, hence allowing audience to link the show to current issues of inequality and discrimination. This engages only the LGBT community, but the general audience whose beliefs are aligned with equal rights. The audience may not take an active role as compared to the #ifoundthechicken campaign, but their engagement on our posts will generate traffic in social media, thus letting more people know of the new season premiere. Our target audience are young adults who are accepting of representation of the LGBT community in the media. Therefore, we choose social media to run our campaign because it has long been a tool for LGBT empowerment, allowing users to voice out their opinions without state censorship.

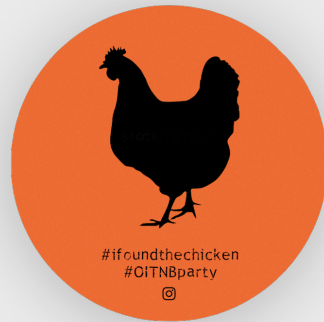
# EVENT CALENDAR

July - August 2019							Orange is the New Black New season Media campaign <b>EVENT CALENDAR</b>
Mon	Tue	Wed	Thu	Fri	Sat	Sun	
1 <b>DIGITAL CAMPAIGN</b> Introduce contest @netflixnl 📷	2 #IFoundTheChicken #OITNBParty Reveal location 1 📷	3 #IFoundTheChicken #OITNBParty Reveal location 2 📷	4 #IFoundTheChicken #OITNBParty Reveal location 3 📷	5 #IFoundTheChicken #OITNBParty Reveal location 4 📷	6 #IFoundTheChicken #OITNBParty Reveal location 5 📷	7 #IFoundTheChicken #OITNBParty Reveal location 6 📷	
8 📷	9 📷	10 📷	11 📷	12 Last day to submit the #IFoundTheChicken selfie 📷	13 📷	14 Winners announcement via Instagram DM 📷	
15	16	17	18	19	20 <b>OITNB Party</b> Bus around Amsterdam 50 lucky winners + 10 guests (actors and dutch influencers) Live video on Instagram #OITNBParty 📷	21	
22	23	24	25	26	27	28	
29 Instagram post #1 Mugshot Zhanar Sekerbaeva 📷	30 Instagram post #2 Mugshot Audre Lorde 📷	31 Instagram post #3 Mugshot Barbara Gittings 📷	1 Instagram post #4 Mugshot Erneshtine Eckstein 📷	2 Instagram post #5 Mugshot Christine Jorgense 📷	3 <b>CANAL PRIDE</b> Posts on social media 📷	4 Instagram post #6 Mugshot 📷	
5 <b>Orange Is The New Black</b> Season 7 Worldwide <b>premiere</b> on Netflix <small>NETFLIX</small>							

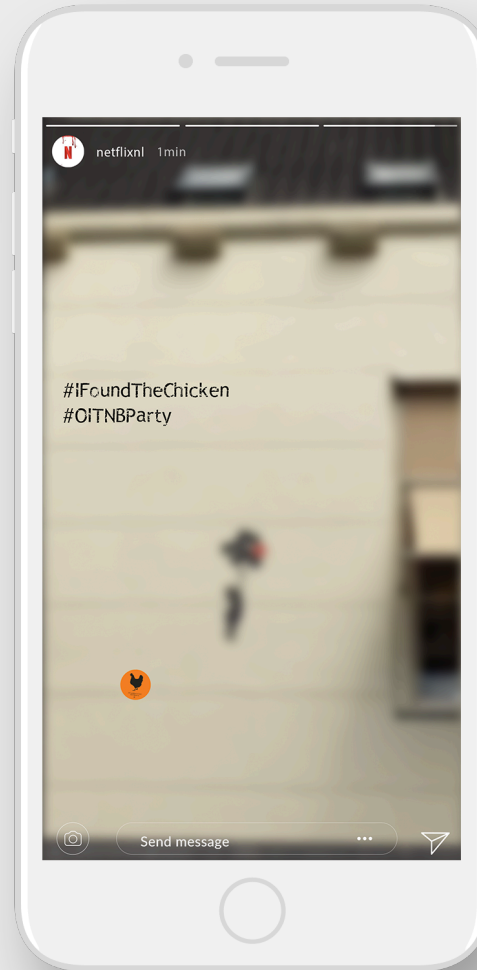
### 03. AUDIENCE FLOW CHART



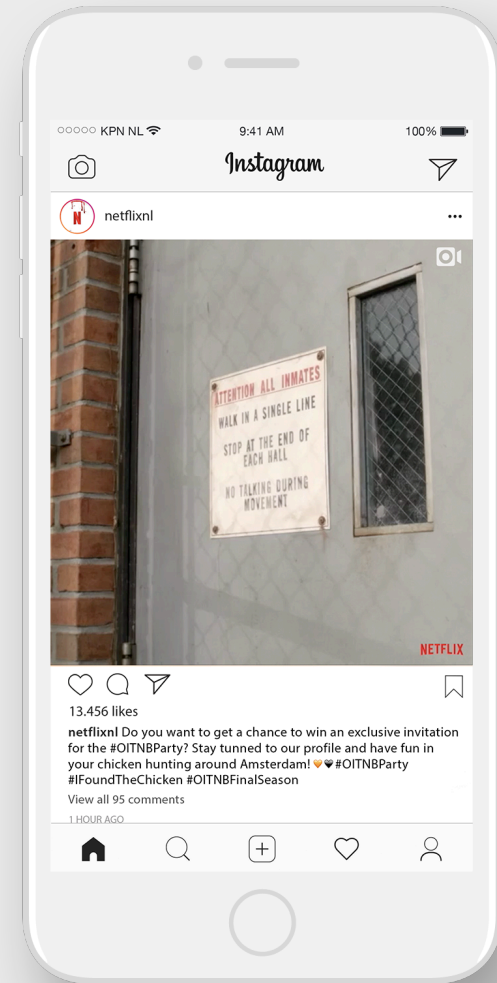
# 04. CREATIVE CONTENT



Sticker sample

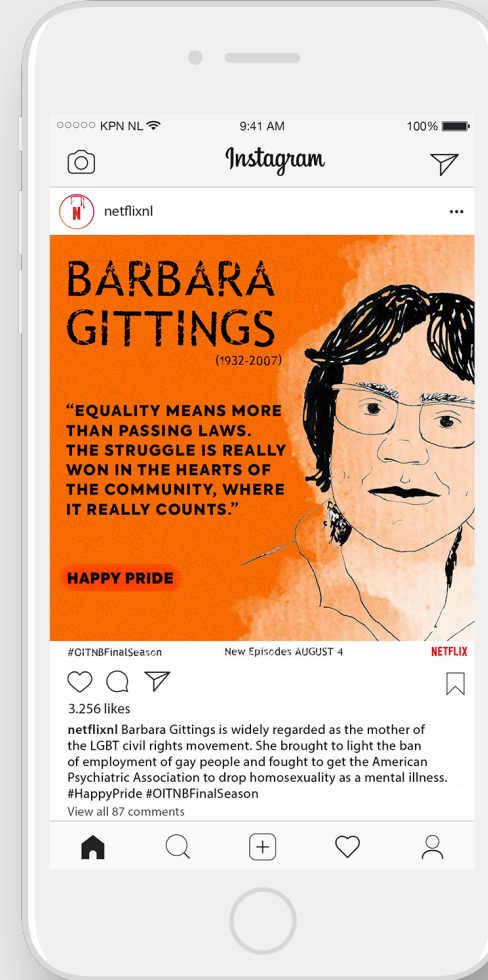
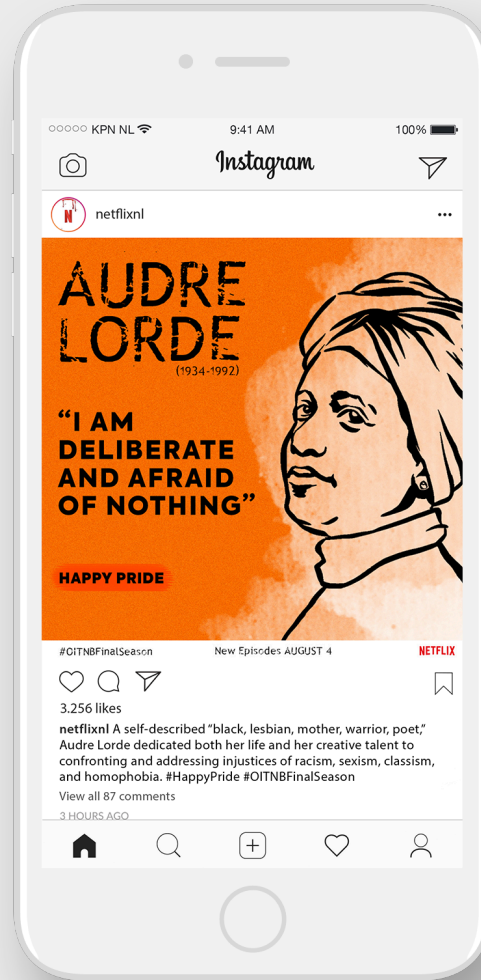


Instagram stories hinting one of the sticker locations



Instagram video post introducing the contest  
<http://bit.ly/ifoundthechickencontest>

# 04. CREATIVE CONTENT



Instagram posts during the Mugshot Campaign