



HBO 3Q19 POS/Acquisition Campaign

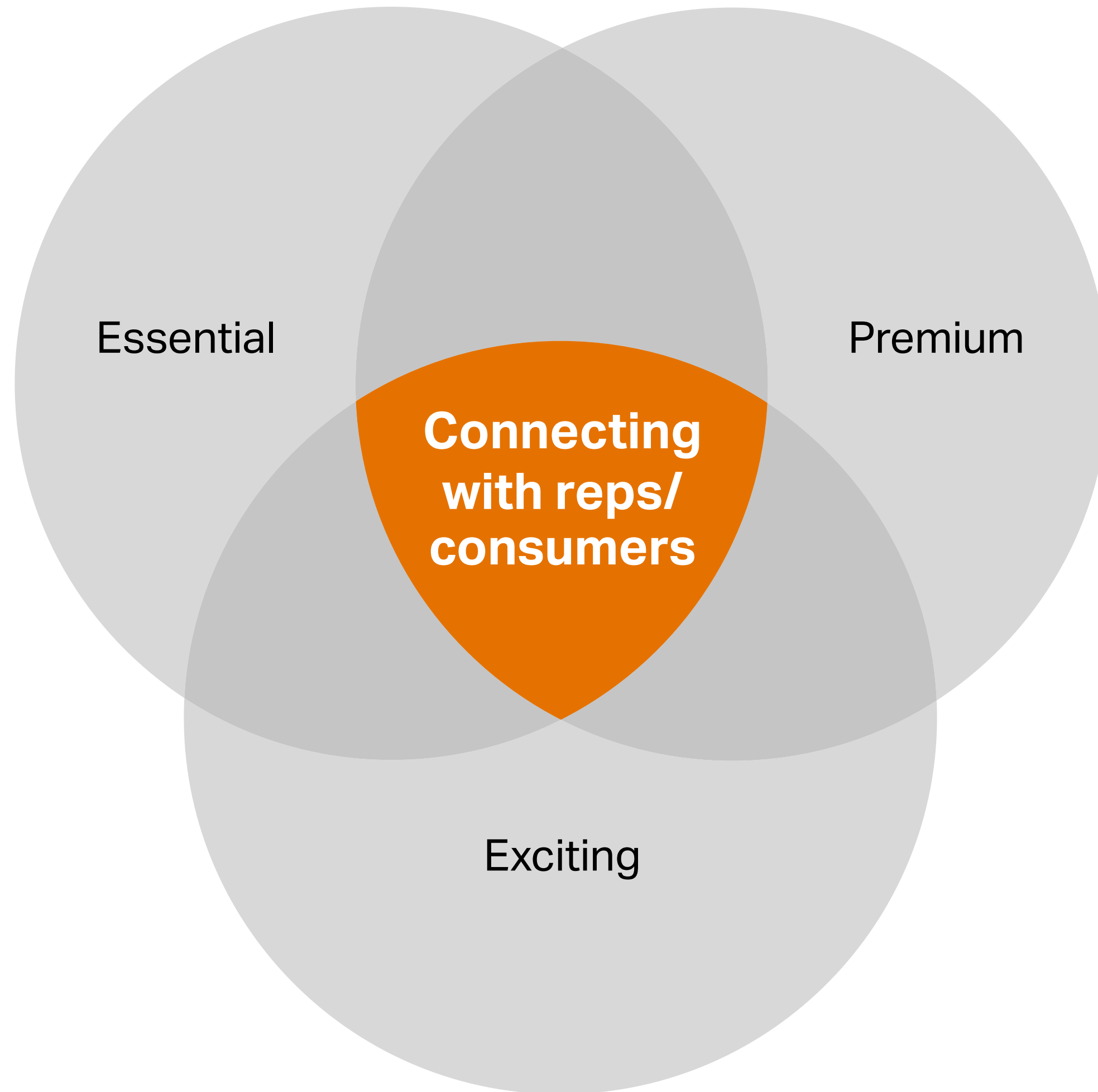
CREATIVE CONCEPTS | 4.2.19

Objective:

- The Monthly POS Brochure must inspire and educate call center reps on what and how to sell HBO/Cinemax.
 - The brochure should feel like an entertainment piece as opposed to a sales tool—like a mini press kit or brand mailer.
 - The overall goal of this piece is to focus on selling the breadth of the premium HBO experience—along with the pulse-pounding series and movies on Cinemax.
 - Consumer Acquisition Tactics should demonstrate how these creative narratives can come to life in digital form, through exploring how we can focus on one main title (BLL) with inclusion of 2-3 OP and/or movie titles and one Cinemax title (Jett.)
-

Creative Strategy

- The brochure cover should feel like poster art featuring the main title from the month's priorities.
 - Standout design should showcase the breadth of the brand in a compelling and cohesive way, that adds up to something greater than just a collection of upcoming series and movies.
 - Consumer tactics should carry over the look and feel of the brochure, while conveying the breadth of offerings in a limited space.
-



Concept 1 | To Die For

The double meaning of the Big Little Lies tagline starts a running theme in this concept, positioning HBO's entire lineup as must-watch.

THE PLACE TO WATCH
HBO[®]
TV, STREAMING & ON DEMAND
JUNE 2019

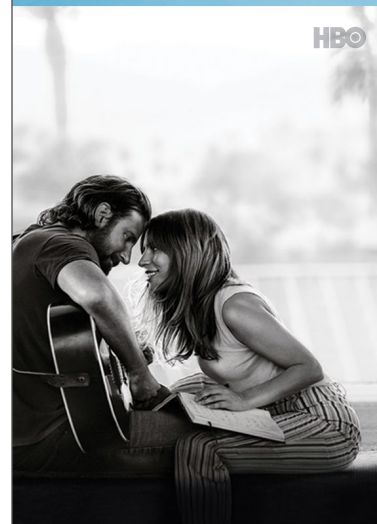
SOME SECRETS ARE TO DIE FOR.

BIG LITTLE LIES

NEW SEASON.



SOME MOVIES
HAVE TO BE
SEEN



A STAR IS BORN



BOHEMIAN RHAPSODY



THE HATE U GIVE



HALLOWEEN

Catch **the biggest hits** you missed
in the theater, and **the most talked-about new shows**
you won't want to miss out on.

CATCH UP ON
ALL THE LIES

Binge every episode of **Big Little Lies** Season 1, streaming and on demand.

**“Exquisitely conceived...
remarkably acted.”**
—THE WASHINGTON POST



CAN YOU
**CATCH
THE LIE?**
Test your knowledge of
Big Little Lies and find out.

1. **Big Little Lies** was originally meant to be a limited mini-series, but it became so popular that the story was continued. **TRUE or LIE?**
2. Oscar-winner Meryl Streep joins the cast for the new season. **TRUE or LIE?**
3. In the first season, Reese Witherspoon's character's oceanfront home was destroyed by a big storm. **TRUE or LIE?**
4. You can catch up on season one with HBO GO or HBO On Demand. **TRUE or LIE?**

ANSWERS: 1 _____ 2 _____ 3 _____ 4 _____

NAME _____

SUPERVISOR _____

SOME **MOVIES**
HAVE TO BE
SEEN

SOME **STORIES**
HAVE TO BE
EXPERIENCED



A STAR IS BORN

BOHEMIAN RHAPSODY

THE HATE U GIVE

HALLOWEEN

LAST WEEK TONIGHT*
WITH JOHN OLIVER

JETT

LOS ESPOOKYS

HBO DOCUMENTARIES

THE WIRE*

THE SOPRANOS*

EUPHORIA

SEX AND THE CITY*

Catch **the biggest hits** you missed
in the theater, and **the most talked-about new shows**
you won't want to miss out on.

SOME **MOMENTS**
HAVE TO BE
SHARED



Enjoy more. Binge more.
The best stories start here.
TV. STREAMING. ON DEMAND.

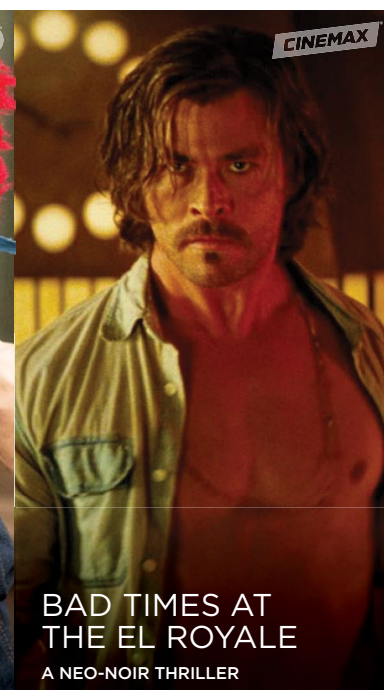
MORE TO WATCH IN JUNE



THE OLD MAN AND THE GUN
THE GRIPPING CRIME DRAMA
BASED ON A TRUE STORY



SESAME STREET
BRAND NEW EPISODES
OF THIS FAMILY FAVORITE



BAD TIMES AT THE EL ROYALE
A NEO-NOIR THRILLER



SMALL FOOT
BIG FUN FOR THE WHOLE FAMILY



MAZE RUNNER: THE DEATH CURE
THE SCIENCE FICTION ACTION HIT

COACH'S CORNER

WITH **GAME OF THRONES** OVER, CUSTOMERS NEED TO BE MADE AWARE OF **ALL THE GREAT NEW SHOWS COMING UP ON HBO**. ASK YOUR AGENTS WHICH NEW SHOWS THEY WANT TO RECOMMEND AND WHY.

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**THE
BEST STORIES
START HERE
HBO®**

BIG LITTLE LIES

A STAR IS BORN

BOHEMIAN RHAPSODY

EUPHORIA

JETT

THE BEST STORIES START HERE HBO®



BIG LITTLE LIES



A STAR IS BORN

BOHEMIAN RHAPSODY

EUPHORIA

JETT

AFFILIATE CUSTOMIZATION AREA

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FREE PREVIEW EVENT

FRIDAY, JUNE 7 - MONDAY, JUNE 10

HBO®



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THE BEST STORIES START HERE HBO®

BIG LITTLE LIES

A STAR IS BORN **BOHEMIAN RHAPSODY**

AFFILIATE CUSTOMIZATION AREA

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160x600

THE BEST STORIES START HERE HBO®

BIG LITTLE LIES

A STAR IS BORN **BOHEMIAN RHAPSODY**

AFFILIATE CUSTOMIZATION AREA

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728x90

THE BEST STORIES START HERE HBO®

BIG LITTLE LIES

A STAR IS BORN **BOHEMIAN RHAPSODY**

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300x250

Concept 2 | The Best Is Up Next

Striking photographic treatment carries through the layout for a sleek, dynamic look, emphasizing all the new programming.



HBO THE BEST IS UP NEXT.



HBO
EUPHORIA
NEW SERIES

NO MORE FEAR
OF MISSING OUT.

**HBO HAS THE NEW SHOWS
YOU REALLY WANT TO SEE—
ALWAYS ORIGINAL,
ALWAYS ENTERTAINING.**



HBO
LOS ESPOOKYS
NEW SERIES



HBO
CHERNOBYL
NEW SERIES

BIG LITTLE LIES



JUNE 9

**NEW LIARS.
NEW LIES.
NEW SEASON.**

“ EXQUISITELY
CONCEIVED...
REMARKABLY
ACTED. ”

—THE WASHINGTON POST

CATCH UP
ON ALL
THE LIES

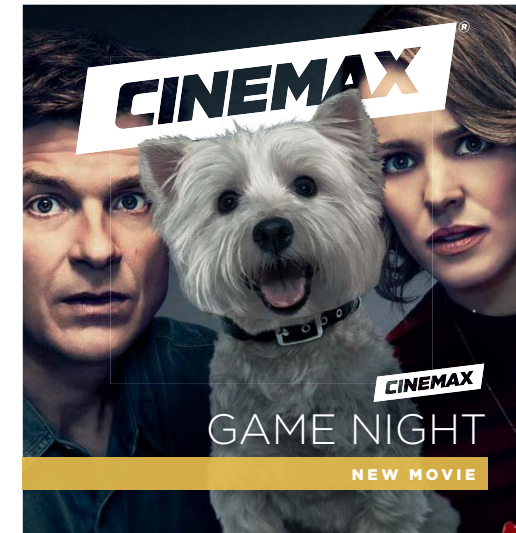
ENJOY THE
FIRST SEASON OF
BIG LITTLE LIES

**STREAMING
AND
ON DEMAND**

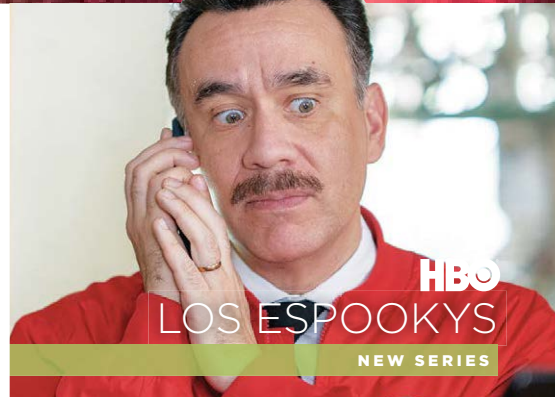




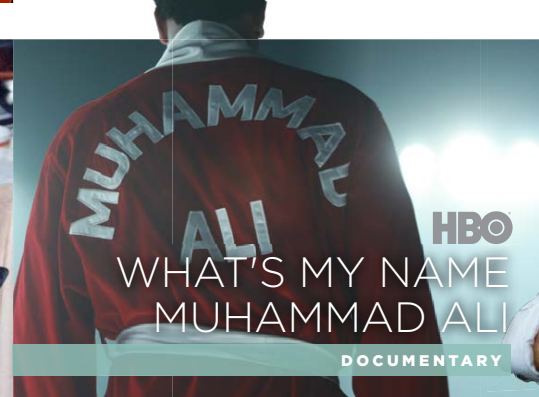
THE BEST IS UP NEXT.



NO MORE FEAR OF MISSING OUT.
HBO HAS THE NEW SHOWS YOU REALLY WANT TO SEE— ALWAYS ORIGINAL, ALWAYS ENTERTAINING.

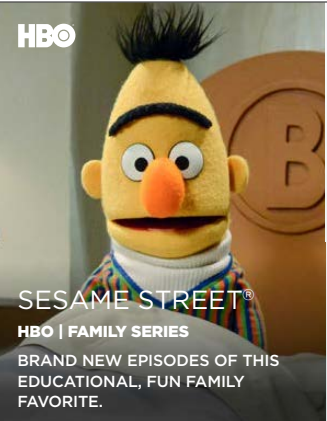


AWARD-WINNING HIT MOVIES. THE MOST-TALKED ABOUT DOCUMENTARIES. IT'S ALL ON HBO.



EVERY EPISODE. EVERY SEASON. TV. STREAMING. ON DEMAND. FREE WITH YOUR SUBSCRIPTION.

Concept 2 June brochure final reveal




HBO

SESAME STREET®
HBO | FAMILY SERIES
BRAND NEW EPISODES OF THIS EDUCATIONAL, FUN FAMILY FAVORITE.



HBO

LAST WEEK TONIGHT® WITH JOHN OLIVER
HBO | TALK SERIES
YOUR WEEKLY DOSE OF NEWS AND POLITICS WITH A BITING TWIST.

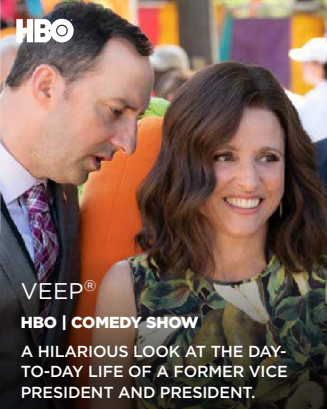


CINEMAX

WARRIOR
CINEMAX | ACTION SERIES
ELECTRIFYING CRIME DRAMA BASED ON THE WRITINGS OF BRUCE LEE.


**NEW EPISODES
OF ALL YOUR
FAVORITES**

**BINGE-
WORTHY
CLASSICS**




HBO

VEEP®
HBO | COMEDY SHOW
A HILARIOUS LOOK AT THE DAY-TO-DAY LIFE OF A FORMER VICE PRESIDENT AND PRESIDENT.




HBO

TRUE BLOOD®
HBO | DRAMA SHOW
GET SUCKED INTO THIS SEDUCTIVE, SCARY, TOTALLY BINGEABLE SERIES.



HBO


THE SOPRANOS®
HBO | DRAMA SERIES
MOB BOSS TONY SOPRANO HEADS ONE OF THE MOST FAMOUS CRIME FAMILIES OF ALL TIME.



HBO

COMING SOON


FANTASTIC BEASTS: THE CRIMES OF GRINDELWALD
HBO | DRAMA/FANTASY MOVIE
THE SECOND INSTALLMENT OF THE SERIES, FEATURING NEW THREATS IN THE WIZARDING WORLD.



CINEMAX

COMING SOON

PACIFIC RIM: UPRISING
CINEMAX | ACTION MOVIE
YOUNG ROBOT-PILOTS BATTLE TOWERING MONSTERS IN THIS CINEMATIC EPIC.



HBO

NO LAW.

DEADWOOD: THE MOVIE
HBO | ACTION FILM
FORMER RIVALRIES ARE REIGNITED AS THE FILM PICKS UP WHERE THE HIT SERIES LEFT OFF.

**THE MOST
ENTERTAINING
MOVIES**

**COACH'S
CORNER**

WITH GAME OF THRONES OVER, CUSTOMERS NEED TO BE MADE AWARE OF **ALL THE GREAT NEW SHOWS COMING UP ON HBO.** ASK YOUR AGENTS WHICH NEW SHOWS THEY WANT TO RECOMMEND AND WHY.

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HOW TO FIND YOUR PERFECT BINGE

<p>IF YOU LOVE GAME OF THRONES</p> <p>TRY A NEW CINEMAX SERIES WITH LOTS OF ACTION</p> <p>JETT FOLLOWS A WORLD-CLASS THIEF FRESH OUT OF PRISON.</p>	<p>HOW ABOUT MORE FAMILY DRAMA?</p> <p>TRY SUCCESSION ABOUT FOUR SIBLINGS STRUGGLING FOR POWER, MONEY AND CONTROL.</p>	<p>IF YOU LOVE VEEP</p> <p>GET READY FOR MORE QUIRKY COMEDY!</p> <p>TRY BARRY THE HITMAN TURNED ACTOR, PLAYED BY BILL HADER.</p>
		<p>IF YOU LOVE BIG LITTLE LIES</p> <p>TRY EUPHORIA AN EXCITING NEW HIGH SCHOOL TEEN DRAMA.</p>
		<p>OR LOS ESPOOKYS HBO'S NEWEST COMEDY SERIES ABOUT A GROUP OF FRIENDS OBSESSED WITH HORROR.</p>



HBO®

THE BEST IS UP NEXT

▶ BIG LITTLE LIES



EUPHORIA



BOHEMIAN
RHAPSODY



A STAR
IS BORN

JETT

HBO

THE BEST IS UP NEXT

BIG LITTLE LIES

EUPHORIA

BOHEMIAN Rhapsody

A STAR IS BORN

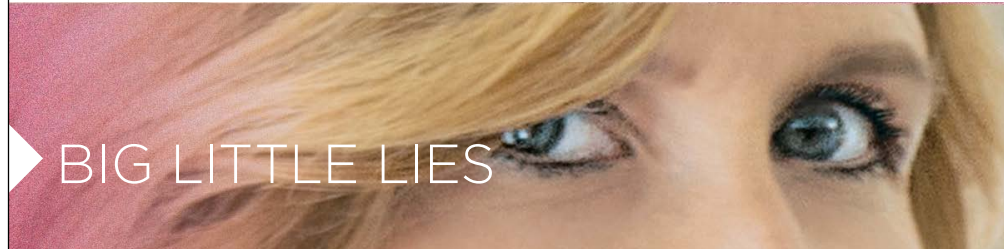
JETT

AFFILIATE CUSTOMIZATION AREA

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FREE PREVIEW EVENT
FRIDAY, JUNE 7 – MONDAY, JUNE 10



EUPHORIA



BOHEMIAN
RHAPSODY



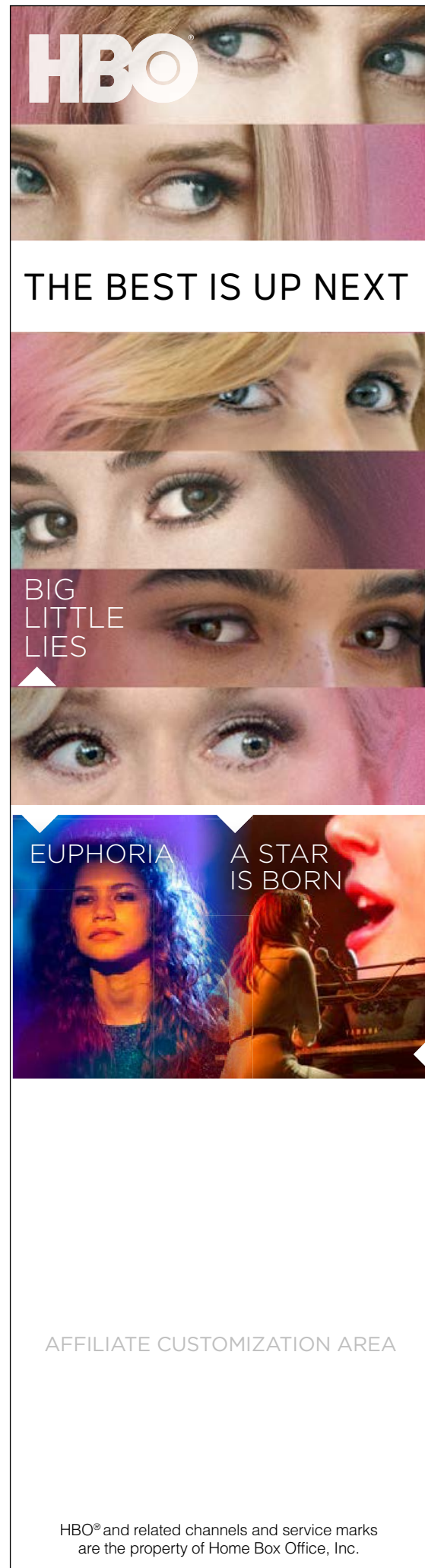
A STAR
IS BORN



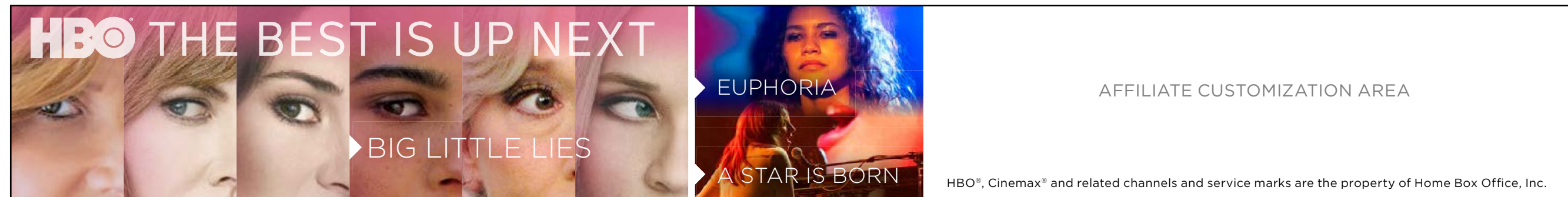
JETT

AFFILIATE CUSTOMIZATION AREA

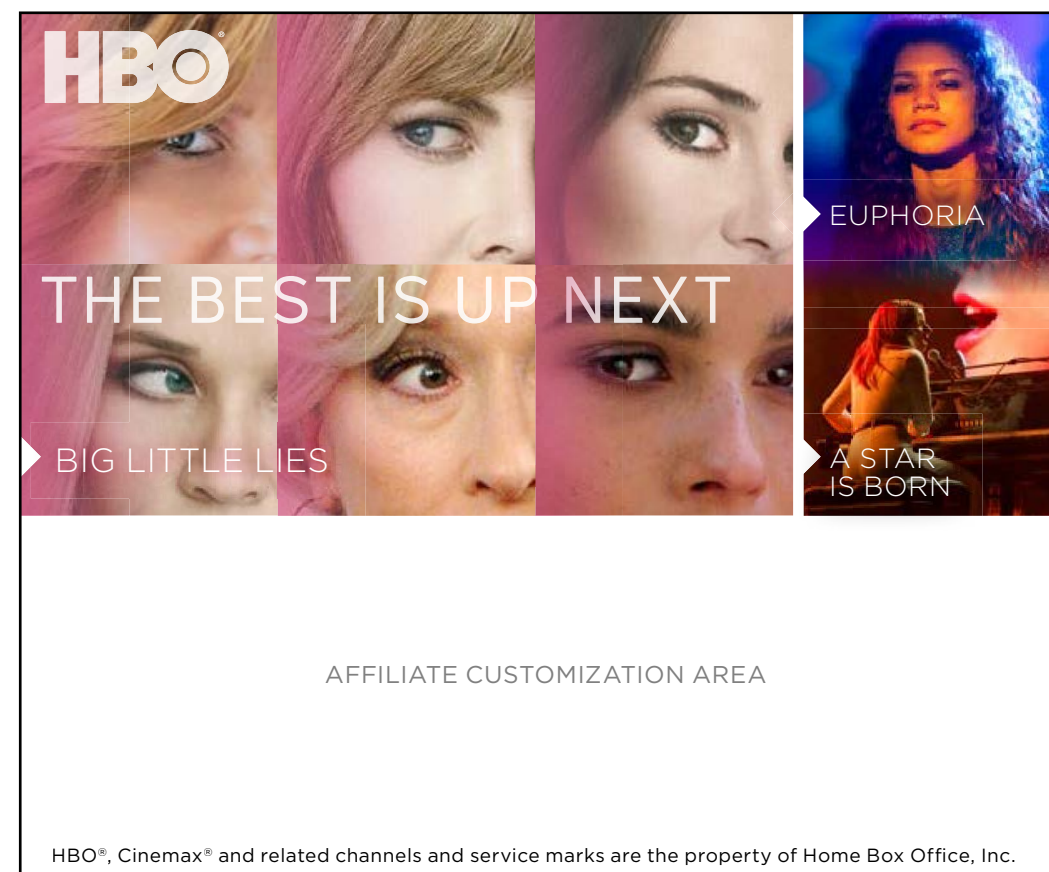
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160x600



728x90



300x250

Concept 2
Acquisition
Web Banners

Concept 3 | New Lies

A vertical headline play gives a fresh look to the overall brochure layout, and helps sell the new programming lineup.



JUNE 2019

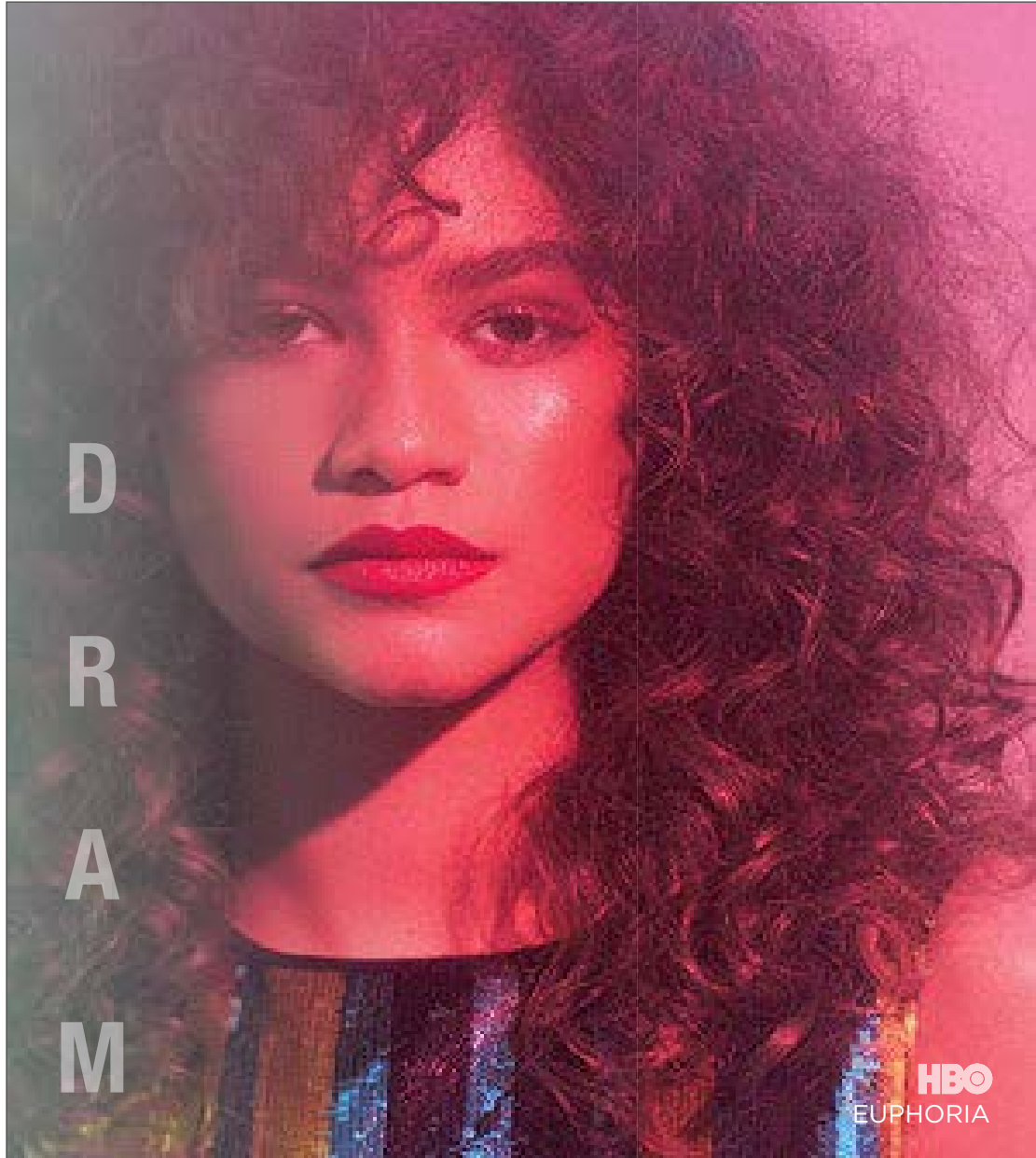
REESE
WITHERSPOON
NICOLE KIDMAN
SHAILENE WOODLEY

LAURA DERN
ZOË KRAVITZ
MERYL
STREEP

BIG LITTLE LIES

NEW SEASON





“ EXQUISITELY CONCEIVED..
REMARKABLY ACTED.”

-THE WASHINGTON POST

HBO **BIG LITTLE LIES**
CATCH UP ON EVERY EPISODE OF **SEASON 1** ANYTIME

CATCH THE LIE AND WIN

- Originally Big Little Lies was only meant to be a mini-series—until it became so popular that the story was continued. TRUE LIE
- The new season adds Oscar-winner Meryl Streep to the cast. TRUE LIE
- In season one, Reese Witherspoon's character's oceanfront home was destroyed by a sea monster. TRUE LIE
- You can catch up on season one with HBO GO or HBO On Demand. TRUE LIE

NAME SUPERVISOR



THE HITS YOU WANT TO BINGE.

THE MOVIES YOU WANT TO EXPERIENCE.

THE STORIES YOU WON'T FORGET.



HBO

STORIES LIKE NO OTHER.

TV. Streaming. On Demand. Always free with your subscription.



COACH'S CORNER

WITH GAME OF THRONES OVER, customers need to be made aware of all the great new shows coming up on HBO.

Ask your agents which new shows they want to recommend and why.



WHAT'S ON THIS MONTH

HBO

CHERNOBYL
The story of the 1986 nuclear accident—one of the worst man-made catastrophes in history.

HBO

LOS ESPOOKYS
A group of friends in Mexico City turn their love for horror into an unusual business.

HBO

BIG LITTLE LIES
Meryl Streep joins an all-star cast for a new season and new lies.

HBO

EUPHORIA
This new series follows a group of high school students as they navigate sex, drugs and love.

HBO

HALLOWEEN
Laurie Strode confronts the killer who has haunted her since her escape four decades ago.

HBO

WHAT'S MY NAME: MUHAMMAD ALI
An intimate portrait exploring Ali's greatest triumphs and comebacks.

CINEMAX

JETT
Master thief is forced to work for dangerous criminals after being released from prison.

CINEMAX

WARRIOR
Electrifying crime drama based on the writings of Bruce Lee.

CINEMAX

MAZE RUNNER: THE DEATH CURE
Escaped Gladers into the deadliest maze of all to save their friends.

BIG HITS COMING SOON

JULY

HBO

BOHEMIAN RHAPSODY
The story of the legendary rock band Queen and lead singer Freddie Mercury.

JULY

HBO

FIRST MAN
The riveting story of NASA's mission to land a man on the moon.

JULY

HBO

FANTASTIC BEASTS: THE CRIMES OF GRINDELWALD
The second exciting installment of the series, featuring new threats in the wizarding world.

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HBO®

STORIES
LIKE NO OTHER

BIG LITTLE LIES



A Star is Born



Euphoria



HBO | **STORIES**
LIKE NO OTHER

BIG LITTLE LIES



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FREE PREVIEW EVENT

THURSDAY, JUNE 6 - SUNDAY, JUNE 9



BIG LITTLE LIES

SEASON PREMIERE SUNDAY, JUNE 9



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A Star is Born

Euphoria

HBO

STORIES LIKE NO OTHER

BIG LITTLE LIES

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160x600

Big Little Lies

HBO **STORIES LIKE NO OTHER**

Euphoria

A Star is Born

Bohemian Rhapsody

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728x90

Euphoria

A Star is Born

Bohemian Rhapsody

Jett

HBO **STORIES LIKE NO OTHER**

BIG LITTLE LIES

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300x250

Concept 4 | **It all starts here**

This concept highlights new beginnings and new reasons to subscribe or keep subscribing.









Euphoria
NEW SERIES
HBO

Last Week Tonight
with John Oliver
NEW SEASON
HBO




NEW FAVES




Los Espookys
NEW SERIES
HBO

Jett
NEW SERIES



“Exquisitely conceived... remarkably acted.”
—THE WASHINGTON POST



CATCH UP ON ALL THE LIES.
Binge every episode of **Big Little Lies** Season 1, streaming and on demand.

CAN YOU CATCH THE LIE?
Test your knowledge of **Big Little Lies** and find out.

1. Big little Lies was originally meant to be a limited mini-series, but it became so popular that the story was continued. **TRUE or LIE?**
2. Oscar-winner Meryl Streep joins the cast for the new season. **TRUE or LIE?**
3. In the first season, Reese Witherspoon's character's oceanfront home was destroyed by a big storm. **TRUE or LIE?**
4. You can catch up on season one with HBO GO or HBO On Demand. **TRUE or LIE?**

ANSWERS: 1 _____ 2 _____ 3 _____ 4 _____

NAME _____ SUPERVISOR _____

Euphoria
NEW SERIES
HBO

Last Week Tonight with John Oliver
NEW SEASON
HBO

A Star is Born
HBO

The Hate U Give
HBO

Chernobyl
MINISERIES
HBO

Running with Betó
DOCUMENTARY
HBO

WATCH IT. STREAM IT. DEMAND IT. ALWAYS FREE WITH YOUR SUBSCRIPTION

Saudi Women's Driving School
DOCUMENTARY
HBO

AXIOS
NEW SERIES
HBO

Los Espookys
NEW SERIES
HBO

Jett
NEW SERIES
CINEMAX

Halloween
HBO

Bohemian Rhapsody
HBO

True Blood
HBO

The Wire
HBO

The Sopranos
HBO

Sex and the City
HBO

Carrie

**DISCOVER NEW LOVES
REDISCOVER ALL-TIME CLASSICS**

HBO



JUNE WHAT TO WATCH


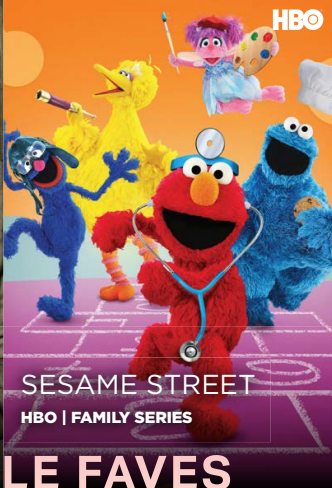
THE BIGGEST MOVIES

 FANTASTIC BEASTS: THE CRIMES OF GRINDELWALD HBO ACTION MOVIE	 BOHEMIAN RHAPSODY HBO DRAMA MOVIE	 HALLOWEEN HBO HORROR MOVIE	 MAZE RUNNER: THE DEATH CURE CINEMAX ACTION MOVIE
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THE HOTTEST SHOWS

 EUPHORIA HBO DRAMA SERIES	 LOS ESPOOKYS HBO COMEDY SERIES	 WYATT CENAC'S PROBLEM AREAS HBO COMEDY SERIES	 WARRIOR CINEMAX DRAMA SERIES
--	---	---	---

BINGEABLE FAVES

 THE SOPRANOS® HBO DRAMA SERIES	 SESAME STREET HBO FAMILY SERIES
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COACH'S CORNER

With Game of Thrones over, customers need to be made aware of all the great new shows coming up on HBO. Ask your agents which new shows they want to recommend and why.

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HBO
**IT ALL
STARTS
HERE.**

**WATCH IT.
STREAM IT.
DEMAND IT.**

Always FREE with
your subscription



BIG LITTLE LIES NEW SEASON
JUNE 9



A Star is Born



Euphoria NEW SERIES



Bohemian Rhapsody

HBO CINEMAX

BIG LITTLE LIES

SEASON PREMIERE SUNDAY, JUNE 9



FREE PREVIEW EVENT

THURSDAY, JUNE 6 – SUNDAY, JUNE 9



A Star is Born

HBO



Halloween

HBO



Euphoria NEW SERIES

HBO



Jett NEW SERIES

CINEMAX

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HBO
BIG LITTLE LIES
IT ALL STARTS HERE.

A Star is Born

Euphoria

Bohemian Rhapsody

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160x600

HBO
BIG LITTLE LIES
IT ALL STARTS HERE.

A Star is Born

Bohemian Rhapsody

Euphoria

AFFILIATE CUSTOMIZATION AREA

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728x90

HBO
BIG LITTLE LIES
IT ALL STARTS HERE.

A Star is Born

Bohemian Rhapsody

Euphoria

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300x250

June Brochure **Alternate Covers**

IT'S ON | JUNE 2019

HBO®

STORIES LIKE NO OTHER



BIG LITTLE LIES

SEASON 2 PREMIERES SUNDAY, JUNE 9





IT'S ON | JUNE 2019

HBO®

STORIES
LIKE NO OTHER

BIG LITTLE LIES



IT'S ON | JUNE 2019

HBO

THE BEST IS UP NEXT

BIG LITTLE LIES
SEASON 2

EUPHORIA

BOHEMIAN
RHAPSODY

A STAR
IS BORN

JETT

IT'S ON
HBO

JUNE 2019

NEW

LIES

BIG LITTLE LIES
SEASON 2



HBO
EUPHORIA



HBO
BOHEMIAN
RHAPSODY



HBO
A STAR
IS BORN



CINEMAX
JETT

IT'S ON | JUNE 2019

HBO



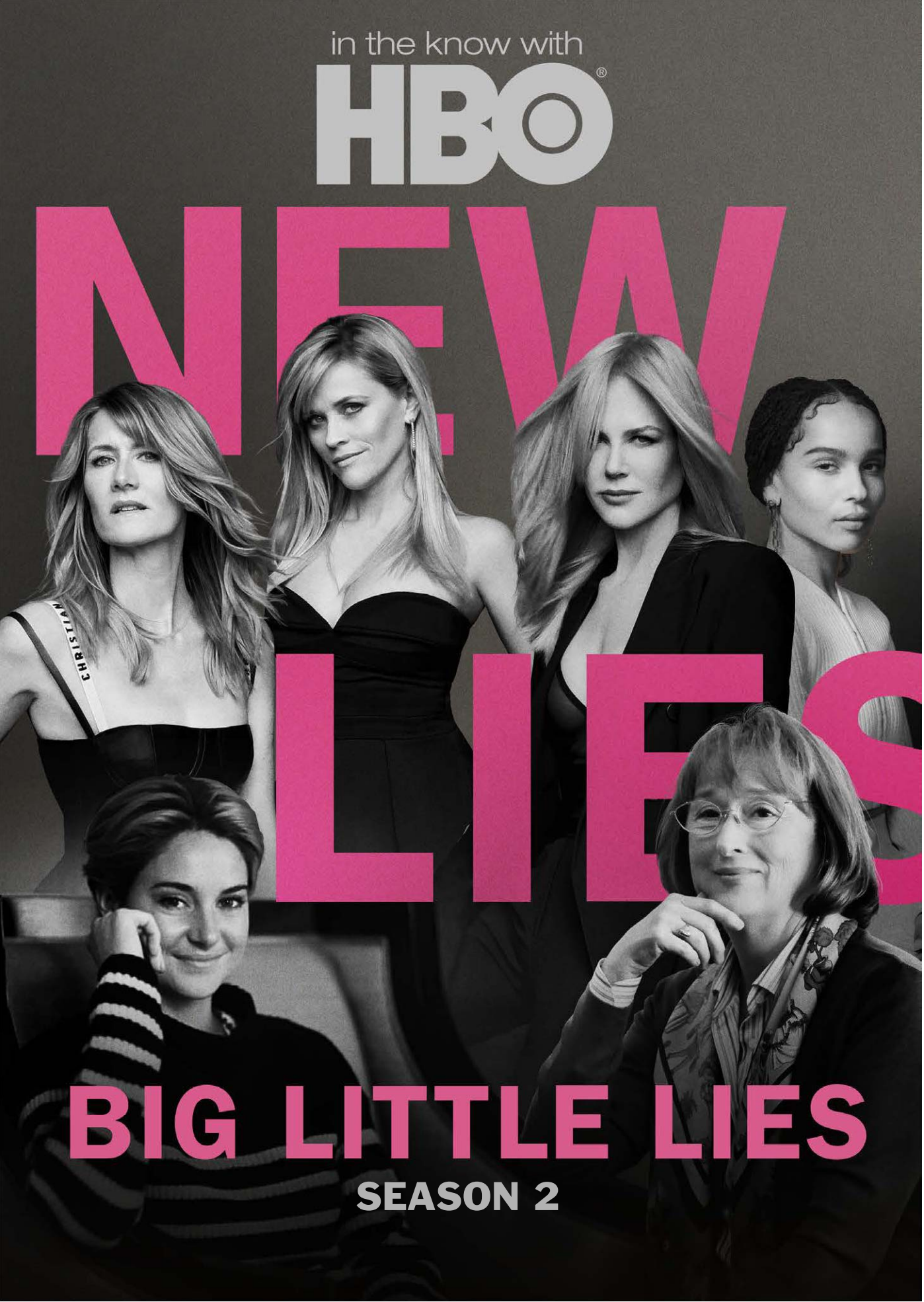
BIG LITTLE LIES

A NEW SEASON TO DIE FOR

HBO
A STAR IS BORN
PREMIERES 6/1

CINEMAX
JETT
NEW SERIES!

HBO
HALLOWEEN
PREMIERES 6/8







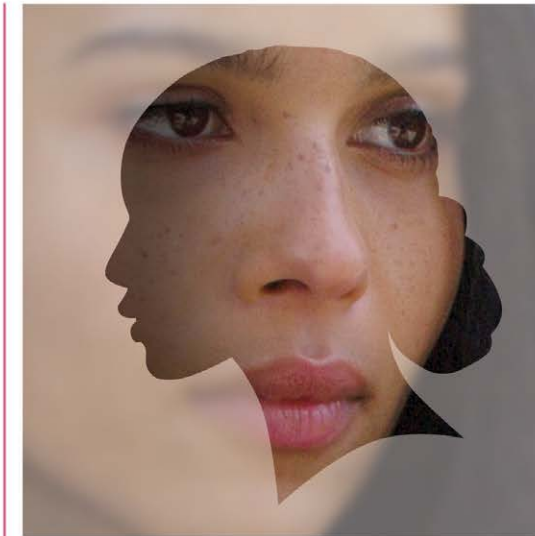
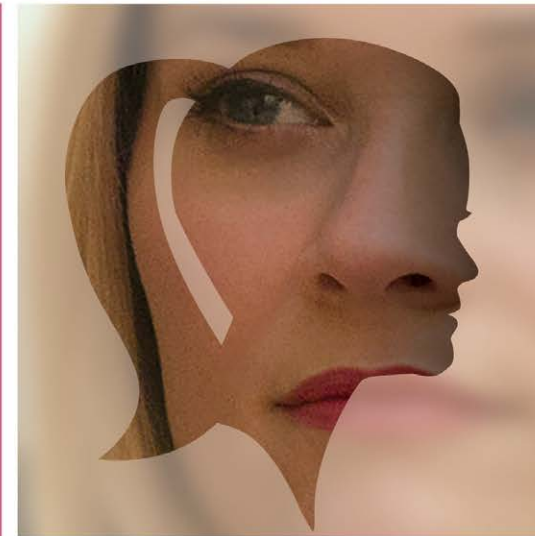
CATCH UP BEFORE THE NEW SEASON

NICOLE KIDMAN REESE WITHERSPOON MERYL STREEP SHAILENE WOODLEY LAURA DERN ZOE KRAVITZ

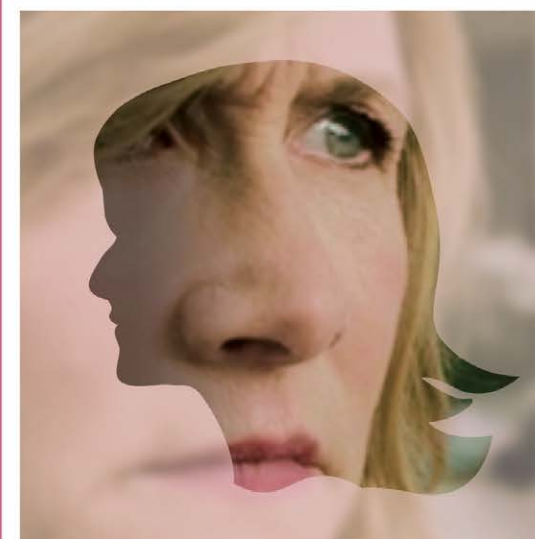
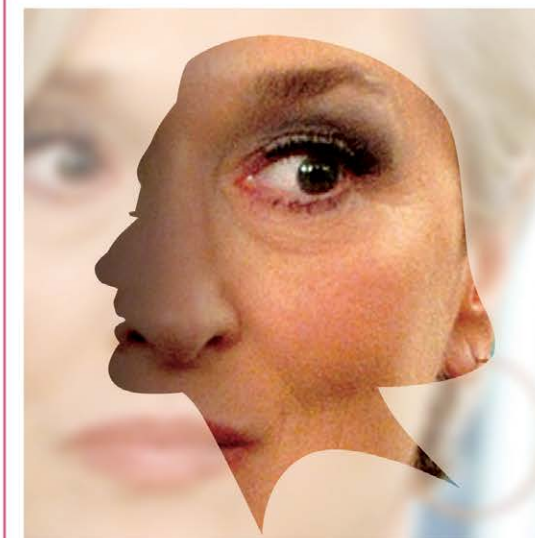
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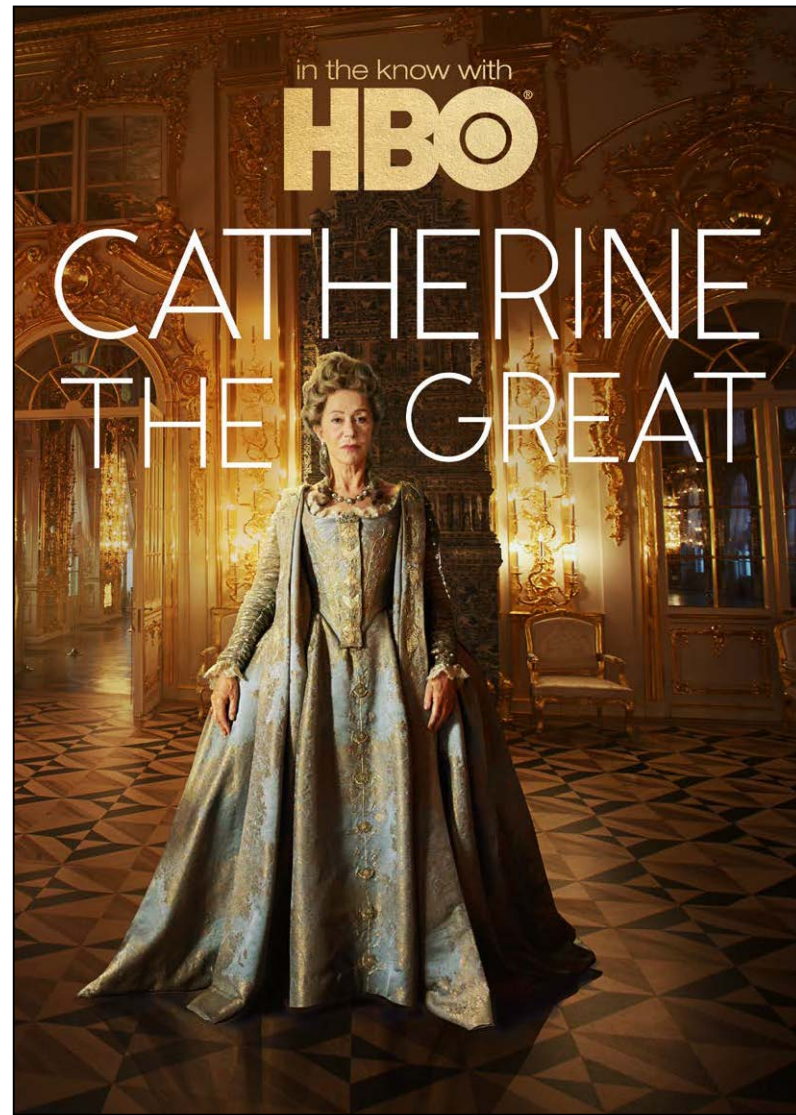
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