



HBO 3Q19 POS July Brochure

CREATIVE CONCEPTS | 4.29.19

Objective & Strategy

- The Monthly POS Brochure must inspire and educate call center reps on what and how to sell HBO/Cinemax, and 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.
 - The brochure cover should feature the month's main title while showcasing programming breadth in a cohesive and compelling way, through standout design with a consumer advertising feel.
-

Concept 1 | Discover Your New Obsession

The cover headline positions HBO's summer lineup as exciting, must-watch, and can't-live-without.

THIS SUMMER,
DISCOVER
YOUR NEW
OBSESSION

JULY 2019



FANTASTIC BEASTS:
THE CRIMES OF GRINDELWALD

DIVORCE
NEW SEASON

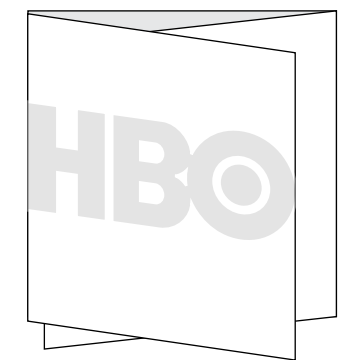
BOHEMIAN RHAPSODY

BRING THIS COVER TO LIFE
CHECK OUT THE MOBILE
AUGMENTED REALITY EXPERIENCE
[EXPERIENCEHBO.COM](https://www.experiencehbo.com)
LEARN MORE INSIDE ▶



EUPHORIA

YEARS AND YEARS



large HBO logo,
headline and titles
have spot gloss varnish

YOUR NEW FAVE. YOUR NEXT BINGE.

DRAMA? ACTION? COMEDY? EVERYTHING YOU LOVE IS ON HBO AND CINEMAX.

LOVE **SEX AND THE CITY?**



Catch Sarah Jessica Parker in the new season of her wickedly funny new series...

DIVORCE

HBO

LOVE
SUCCESSION?

Don't miss Emma Thompson as a politician whose controversial opinions divide the nation in this British family drama...



YEARS AND YEARS

HBO

BOHEMIAN RHAPSODY

HBO | DRAMA MOVIE

THE STORY OF THE LEGENDARY ROCK BAND QUEEN AND LEAD SINGER FREDDIE MERCURY.



HBO



SARAH JESSICA PARKER stars in a new season of this biting comedy about the lows and lower lows of a very long divorce.

DIVORCE

NEW SEASON PREMIERES 7/1



CATCH UP ON YOUR SCHEDULE. BINGE EVERY EPISODE OF SEASONS 1 AND 2!

HBO

FROM THE EARTH TO THE MOON

HBO | DRAMA SERIES

FROM EXECUTIVE PRODUCER TOM HANKS. EXPERIENCE THIS CLASSIC DRAMA SERIES AS NEVER BEFORE! DIGITALLY REMASTERED FOR THE 50TH ANNIVERSARY OF THE MOON WALK.



HBO

YOUR NEW FAVE. YOUR NEXT BINGE.

DRAMA? ACTION? COMEDY? EVERYTHING YOU LOVE IS ON HBO AND CINEMAX.

LOVE **SEX AND THE CITY?**

Catch Sarah Jessica Parker in the new season of her wickedly funny new series...



DIVORCE
HBO

LOVE **SUCCESSION?**

Don't miss Emma Thompson as a politician whose controversial opinions divide the nation in this British family drama...



YEARS AND YEARS
HBO

LOVE THE EMOTIONAL DRAMA OF

GAME OF THRONES?

Experience this NEW groundbreaking drama about friendship, sex, drugs and love, starring Zendaya.



EUPHORIA
HBO

LOVE BIG ACTION HITS LIKE



Don't miss these thrilling action-adventure blockbusters on CINEMAX all July.



TOMB RAIDER
CINEMAX

PACIFIC RIM UPRISING
CINEMAX

BOHEMIAN RHAPSODY

HBO | DRAMA MOVIE
THE STORY OF THE LEGENDARY ROCK BAND QUEEN AND LEAD SINGER FREDDIE MERCURY.



HBO

BIG LITTLE LIES

HBO | NEW EPISODES
MERYL STREEP JOINS THE ALL-STAR CAST FOR A NEW SEASON OF THIS AWARD-WINNING DRAMA.



HBO

HBO WOMEN RULE! WORD SCRAMBLE

CINEMAX

Unscramble the titles to reveal July's featured shows and movies starring fabulous females.



1. SARAH JESSICA PARKER RETURNS FOR AN ALL NEW SEASON OF **DIVORCE** (*ROCVIDE*), ABOUT THE UPS AND DOWNS OF A COUPLE WORKING THROUGH A VERY, VERY LONG BREAK-UP.



2. VIOLA DAVIS STARS IN HER LATEST MOVIE **WIDOWS** (*WOWSID*), AN EMOTIONAL THRILLER ABOUT FOUR WOMEN WHO PLAN A HEIST TO PAY OFF A DEBT LEFT BY THEIR LATE HUSBANDS' CRIMINAL ACTIVITY.



3. CARLA GUGINO PLAYS A WORLD-CLASS THIEF WHO IS JUST OUT OF PRISON AND BEING FORCED BACK INTO THE LIFE BY DANGEROUS CRIMINALS IN THE NEW SERIES **JETT** (*TJTE*) ON CINEMAX.



4. ZENDAYA STARS IN HBO'S NEW TEEN DRAMA SERIES **EUPHORIA** (*AEIUPRHO*), THAT FOLLOWS A GROUP OF HIGH SCHOOL STUDENTS AS THEY NAVIGATE LOVE AND FRIENDSHIP IN A WORLD OF DRUGS, SEX AND TRAUMA.

COMING IN AUGUST

...AND WE'RE JUST GETTING STARTED.



ballers
NEW SEASON

SUCCESSION
NEW SEASON

AQUAMAN



IT'S ALL ON THIS JULY
HBO **CINEMAX**

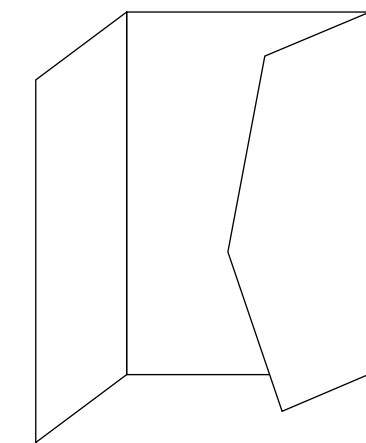


COACH'S CORNER

THIS SUMMER, LET YOUR CUSTOMERS KNOW ABOUT **ALL THE GREAT NEW SHOWS COMING UP ON HBO**. ASK YOUR AGENTS WHICH NEW SHOWS THEY WANT TO RECOMMEND AND WHY.

Concept 2 | Hot Hits All Summer

This concept highlights new beginnings and reasons to subscribe this summer.



die cut tri-fold

HBO

YOUR NEW FAVE. IT'S ALL HERE. YOUR NEXT BINGE.

TV. STREAMING. ON DEMAND.

ALWAYS FREE WITH YOUR SUBSCRIPTION.

NEW SEASON PREMIERES JULY 1

BINGE SEASONS ONE & TWO STREAMING & ON DEMAND

HBO SERIES DIVORCE

Sarah Jessica Parker stars in a new season of this biting comedy about the lows and lower lows of a very long divorce.

NEW SERIES LOS ESPOOKYS

Spanish-language series about a group of friends who turn their love for horror into an unusual business.

FAMILY SERIES SESAME STREET

Brand new episodes of this educational, fun family favorite.

HBO NEW MOVIE BOHEMIAN RHAPSODY

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

NEW SERIES EUPHORIA

Zendaya stars in this new series following a group of high schoolers as they navigate drugs, identity, love and friendship.

CINEMAX NEW MOVIE PACIFIC RIM: UPRISING

Young robot-pilots battle towering monsters whose mission is to destroy all of humanity.

HBO NEW MOVIE FANTASTIC BEASTS: THE CRIMES OF GRINDELWALD

The second installment of the series, featuring new threats in the wizarding world.

HBO

THE EMMY®-AWARD WINNING SERIES PRODUCED BY TOM HANKS • DIGITALLY REMASTERED

FROM THE EARTH TO THE MOON™

CELEBRATING THE MOON LANDING 50TH ANNIVERSARY

HBO NEW MOVIE FIRST MAN

The riveting story of NASA's mission to land a man on the moon, focusing on Neil Armstrong.

NEW SEASON PREMIERES JULY 1



BINGE SEASONS ONE & TWO STREAMING & ON DEMAND

HBO SERIES DIVORCE

Sarah Jessica Parker stars in a new season of this biting comedy about the lows and lower lows of a very long divorce.

NEW EPISODES



CATCH UP ON ALL THE LIES STREAMING & ON DEMAND

HBO SERIES BIG LITTLE LIES

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



YOUR NEW FAVE. IT'S ALL HERE. YOUR NEXT BINGE.

TV. STREAMING. ON DEMAND.

ALWAYS FREE WITH YOUR SUBSCRIPTION.

HBO



NEW SERIES LOS ESPOOKYS

Spanish-language series about a group of friends who turn their love for horror into an unusual business.

HBO



NEW SERIES YEARS AND YEARS

Emma Thompson plays an outspoken celebrity turned political figure whose opinions divide Britain.

COMING SOON



NEW SERIES SUCCESSION®

Four siblings struggle for power, money and control of the family's media empire.

COMING SOON



NEW MOVIE THE FAVOURITE

Oscar winner Olivia Coleman plays Queen Anne in this comedy of manners in 18th C. England.

HBO



FAMILY SERIES SESAME STREET

Brand new episodes of this educational, fun family favorite.

HBO



NEWS/TALK LAST WEEK TONIGHT WITH JOHN OLIVER

Your weekly dose of news and politics with a biting twist.

COMING SOON



COMING SOON

COMING SOON



COMING SOON

HBO



NEW SERIES EUPHORIA

Zendaya stars in this new series following a group of high school students as they navigate drugs, identity, love and friendship.

HBO



NEW MOVIE WIDOWS

After their criminal husbands die in a police shootout, four women plan a heist to pay off their debt.

COMING SOON



COMING SOON

COMING SOON



COMING SOON

CINEMAX



NEW MOVIE PACIFIC RIM: UPRISING

Young robot-pilots battle towering monsters whose mission is to destroy all of humanity.

CINEMAX



NEW SERIES JETT

When a world-class thief is released from prison, she's forced to work for dangerous criminals.

CINEMAX



NEW MOVIE JOHNNY ENGLISH STRIKES AGAIN

Johnny English comes out of retirement to find a mastermind hacker in this spy film spoof.

CINEMAX



NEW ACTION/THRILLER MOVIE HUNTER KILLER

Navy Seals race to rescue the Russian president, who has been kidnapped by a rogue general.

DISCOVER THE SHOWS EVERYONE'S TALKING ABOUT

MAKE IT AN HBO SUMMER

HOW TO BRING THE COVER TO LIFE



1. Go to EXPERIENCE.HBO.COM on your smartphone and tap "START"
2. Tap "OK" to allow camera access
3. Align brochure and enjoy your exclusive AR experience!

FOMO IS REAL

With HBO GO you can keep up with your favorite shows all summer—spend some downtime catching new seasons of **BIG LITTLE LIES** and **DIVORCE**®.

3/4 OF AMERICANS say relaxing is the most important thing to do on vacation...

...chill out with comedies like **VEEP**® and **BARRY**® anytime.

We spend on average of **2.5 HOURS TANNING** on summer vacations—more than enough time to catch a hot movie like **BOHEMIAN RHAPSODY** and **FIRST MAN** on HBO.

Americans drive most in the summer months—road trips will go fast when the kids are watching hits like **FANTASTIC BEASTS: THE CRIMES OF GRINDELWALD** on their tablets or phones.

HBO CINEMAX THE PLACE TO WATCH.

WATCH NOW

FIRST MAN
HBO | NEW MOVIE
The riveting story of Neil Armstrong and NASA's mission to land a man on the moon.

JETT
CINEMAX | NEW SERIES
A world-class thief is forced to work for dangerous criminals.

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

WIDOWS
HBO | NEW MOVIE
After their criminal husbands die in a police shootout, four women plan a heist to pay off their debt.

BINGEABLE FAVORITES

SEX AND THE CITY
HBO | SERIES

SILICON VALLEY
HBO | SERIES

VEEP
HBO | SERIES

coach's corner

THIS SUMMER, 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.

COMING SOON

AQUAMAN
Mega-hit about an underwater superhero on a mission to prevent a war between the worlds of ocean and land.

ballers
A former football star tries to find the same success as a financial manager for current players.

WOMEN WORD SCRAMBLE

UNSCRAMBLE THE TITLES TO REVEAL MOVIES AND SHOWS STARRING FAMOUS FEMALES FEATURED IN JULY.

ROCVIDE

WOWSID

TJTE

AEIUPRHO

SARAH JESSICA PARKER returns for an all new season of _____ (**ROCVIDE**), about the ups and downs of a couple navigating a very, very long break-up.

VIOLA DAVIS stars in her latest movie _____ (**WOWSID**), an emotional thriller about four women who plan a heist to pay off a debt left by their late husbands' criminal activity.

CARLA GUGINO plays a world-class thief who is just out of prison and being forced back into the life by dangerous criminals in the new series _____ (**TJTE**) on Cinemax.

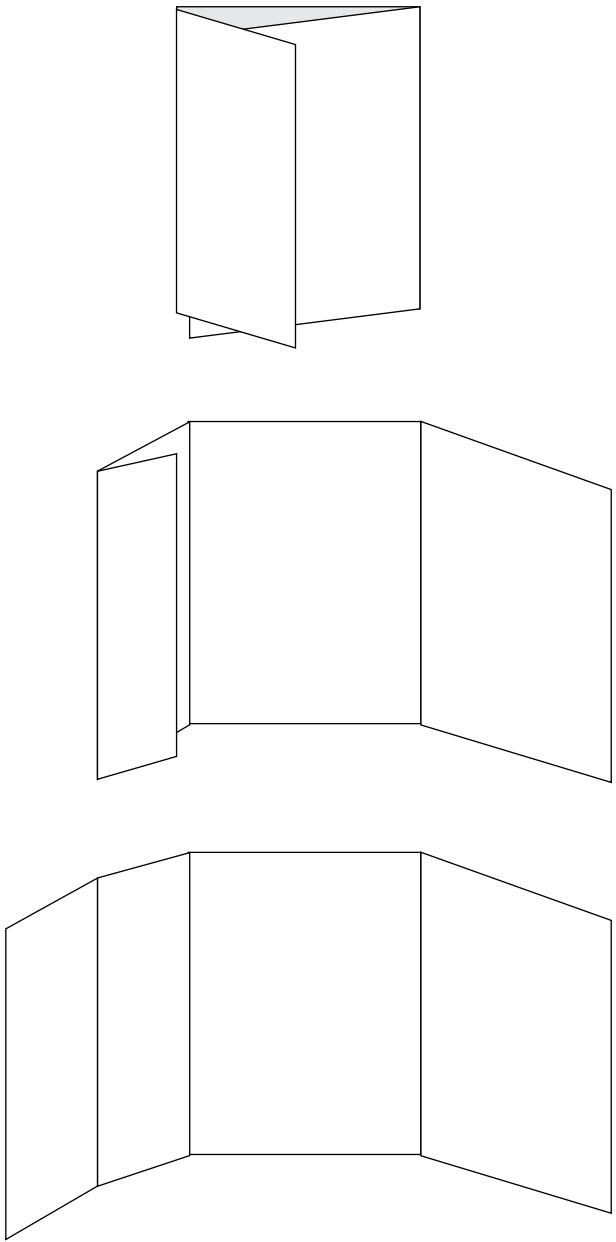
ZENDAYA stars in HBO's new teen drama series _____ (**AEIUPRHO**), that follows a group of high school students as they navigate love and friendship in a world of drugs, sex and trauma.

NAME _____ SUPERVISOR _____

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Concept 3 | Dive In to Summer

A short fold brochure design highlights the July hits, opening to reveal a wide array of programming.



short fold cover
 short flap folds out again
 to reveal inside left panel



YOUR SUMMER ADVENTURE STARTS HERE

HOW TO BRING THE COVER TO LIFE

1. GO TO [EXPERIENCEHBO.COM](https://www.experiencehbo.com) ON YOUR SMARTPHONE AND TAP START
2. TAP "OK" TO ALLOW CAMERA ACCESS
3. ALIGN BROCHURE AND ENJOY YOUR EXCLUSIVE AR EXPERIENCE!

HOW TO FIND YOUR **NEW FAVORITES**

IF YOU LOVED SARAH JESSICA PARKER IN **SEX AND THE CITY** CATCH HER IN THE WICKEDLY FUNNY NEW SEASON OF **DIVORCE**

IF YOU LIKE THE FANTASY AND DRAMA OF **GAME OF THRONES** YOU'LL LOVE THE WIZARDING ADVENTURE HIT **THE CRIMES OF GRINDELWALD**

IF YOU LIKED THE **FIFTY SHADES** FILM SERIES YOU'LL LOVE THE LAST MOVIE **FIFTY SHADES FREED** PREMIERING ON **CINEMAX**

IF YOU LIKED THE MUSIC AND DRAMA OF **A STAR IS BORN** YOU'LL LOVE THE THRILLING BIO-PIC **BOHEMIAN RHAPSODY**

IF YOU LIKED THE CLASSIC CRIME SERIES **THE WIRE** YOU'LL LOVE THE HEIST THRILLER **WIDOWS** PREMIERING ON **HBO**

SERIES

HBO

DIVORCE

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

SERIES

HBO

EUPHORIA

The second installment of the series, featuring new threats in the wizarding world.

SERIES

HBO

LOS ESPOOKYS
Two-part documentary about the texting suicide case that captured national attention—can one teenager be held responsible for the suicide of another?

HBO

YEARS AND YEARS
Christian Grey and Anastasia fight to save their happy marriage when a former boss starts stalking them.

NEW FLICKS. NEW HITS.

ALL THE MOVIES AND SHOWS YOU CAN'T WAIT TO WATCH.

MOVIE

CINEMAX

PACIFIC RIM: UPRISING
Young robot-pilots battle towering monsters whose mission is to destroy all of humanity.

SERIES

CINEMAX

JETT
The riveting story of NASA's mission to land a man on the moon, focusing on Neil Armstrong.

HBO

TV. STREAMING. ON DEMAND.

ALWAYS FREE WITH YOUR SUBSCRIPTION.

AUGUST

HBO







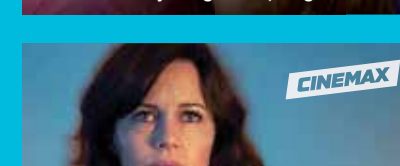
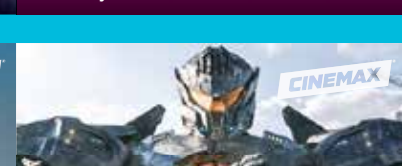

AQUAMAN
Zendaya stars in this new series following a group of high school students as they navigate drugs, identity, love and friendship.

AUGUST

HBO

THE FAVORITE
When a world-class thief is released from prison, she's forced to work for dangerous criminals.

HBO CINEMAX WHAT'S ON THIS MONTH

 <p>DIVORCE Sarah Jessica Parker stars in a new season of this biting comedy about the lows and lower lows of a very long divorce.</p>	 <p>YEARS AND YEARS Emma Thompson plays an outspoken celebrity turned political figure whose controversial opinions divide Britain.</p>	 <p>BIG LITTLE LIES Meryl Streep joins an all-star cast for a new season and new lies.</p>
 <p>EUPHORIA This new series follows a group of high school students as they navigate sex, drugs and love.</p>	 <p>SESAME STREET Brand new episodes of this educational, fun family favorite.</p>	 <p>LAST WEEK TONIGHT Your weekly dose of news and politics with a biting twist.</p>
 <p>JETT Master thief is forced to work for dangerous criminals after being released from prison.</p>	 <p>PACIFIC RIM: UPRISING Young robot-pilots battle towering monsters whose mission is to destroy all of humanity.</p>	 <p>FIFTY SHADES FREED Christian Grey and Anastasia fight to save their happy marriage when a former boss starts stalking them.</p>

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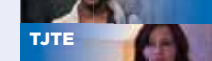

COACH'S CORNER

This summer, 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.

WOMEN RULE

WORD SCRAMBLE

UNSCRAMBLE THE TITLES TO REVEAL MOVIES AND SHOWS STARRING FAMOUS FEMALES FEATURED IN JULY.

 <p>ROCVIDE</p>	<p>SARAH JESSICA PARKER returns for an all new season of (ROCVIDE), about the ups and downs of a couple navigating a very, very long break-up.</p>	_____
 <p>WOWSID</p>	<p>VIOLA DAVIS stars in her latest movie (WOWSID), an emotional thriller about four women who plan a heist to pay off a debt left by their late husbands' criminal activity.</p>	_____
 <p>TJTE</p>	<p>CARLA GUGINO plays a world-class thief who is just out of prison and being forced back into the life by dangerous criminals in the new series (TJTE) on Cinemax.</p>	_____
 <p>AEIUPRHO</p>	<p>ZENDAYA stars in HBO's new teen drama series (AEIUPRHO), that follows a group of high school students as they navigate love and friendship in a world of drugs, sex and trauma.</p>	_____

NAME

SUPERVISOR

July Brochure **Alternate Covers**

IN THE KNOW
HBO
 JULY 2019

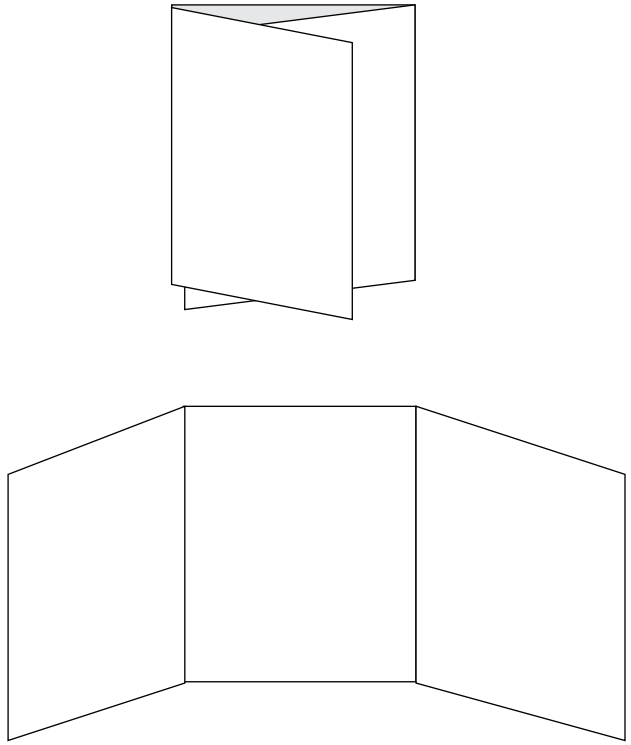
FIND YOUR
NEW SUMMER
FLING

NEW MOVIES
 FIRST MAN

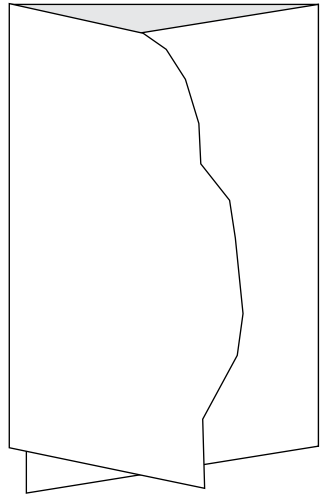
NEW SHOWS
 EUPHORIA

NEW EPISODES
 LAST WEEK TONIGHTSM
 WITH JOHN OLIVER

BRING THIS COVER TO LIFE
 CHECK OUT THE MOBILE AUGMENTED REALITY EXPERIENCE
 ExperienceHBO.com
 LEARN MORE INSIDE ▶



short fold cover
 with metallic ink or foil stamp



Die cut along right side of figure revealing page beneath

HBO
IN THE KNOW WITH

BOHEMIAN RHAPSODY

CHECK OUT THE MOBILE
AR
EXPERIENCE
EXPERIENCEHBO.COM
LEARN MORE INSIDE ▶

U
HBO DIVORCE
NEW SEASON

U
HBO BIG LITTLE LIES
NEW EPISODES

2019

HOT HITS ALL SUMMER LONG

IN THE
KNOW
WITH **HBO**[®]





thank you