



HBO 3Q19 POS July Brochure

CREATIVE CONCEPTS | 5.2.19

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.
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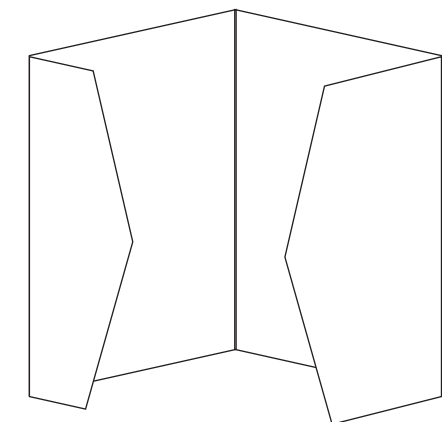
IN THE KNOW WITH
HBO

FIND YOUR NEW SUMMER FLING

JULY 2019

BRING THIS COVER TO LIFE
 CHECK OUT THE MOBILE
**AUGMENTED
 REALITY
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HBO LAST WEEK TONIGHT WITH JOHN OLIVER
 HBO EUPHORIA
 HBO FIRST MAN



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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 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.

NEW SERIES EUPHORIA

Zenaya 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

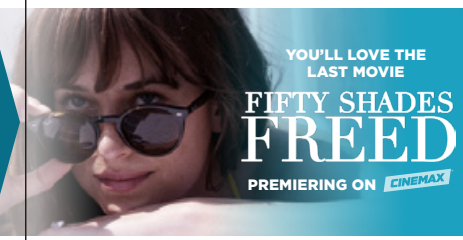
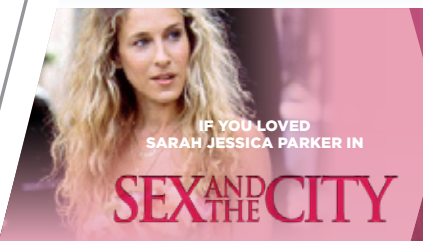
FROM THE EARTH TO THE MOON™

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.

HOW TO FIND YOUR NEW FAVORITES



HBO

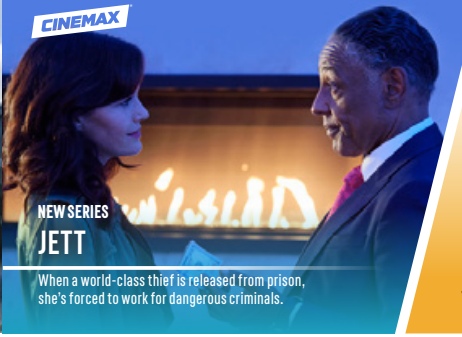
YOUR NEW FAVE. IT'S ALL HERE. YOUR NEXT BINGE.

TV. STREAMING. ON DEMAND.

ALWAYS FREE WITH YOUR SUBSCRIPTION.



DISCOVER THE SHOWS EVERYONE'S TALKING ABOUT



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!

MAKE IT AN HBO SUMMER

USE DOWNTIME TO CATCH UP ON POPULAR SHOWS AND HIT MOVIES

FOMO IS REAL
With HBO, 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 their most important vacation activity.
Chill out on those warm vacation days with HBO comedies like **VEEP** and **BARRY**.

We spend on average of **2.5 HOURS TANNING** on summer vacation

Use some of that beach time catching a hot movie like **BOHEMIAN RHAPSODY** or **FIRST MAN** on HBO.

Staying out of the sun? Head inside for a **GAME OF THRONES** marathon. It may be summer, but winter is coming.

80% OF FAMILIES ARE PLANNING A SUMMER ROAD TRIP
Keep the kids happy on long car rides with the latest hit movies like **FANTASTIC BEASTS: THE CRIMES OF GRINDELWALD** on HBO.



HBO CINEMAX THE PLACE TO WATCH.

WATCH NOW

HBO

FIRST MAN
HBO | NEW MOVIE

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

CINEMAX

JETT
CINEMAX | NEW SERIES

A world-class thief is forced to work for dangerous criminals.

HBO

BIG LITTLE LIES
HBO | SERIES

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

CINEMAX

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

HBO

SEX AND THE CITY
HBO | SERIES

HBO

SILICON VALLEY
HBO | SERIES

HBO

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

HBO

AQUAMAN

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

HBO

ballers

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

WOMEN RULE 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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July Brochure **Alternate Covers**

IN THE KNOW
HBO
JULY 2019

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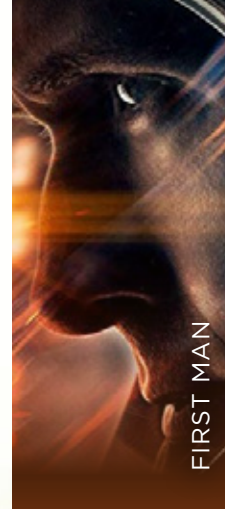
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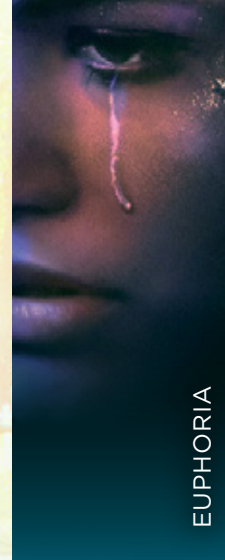
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NEW
MOVIES



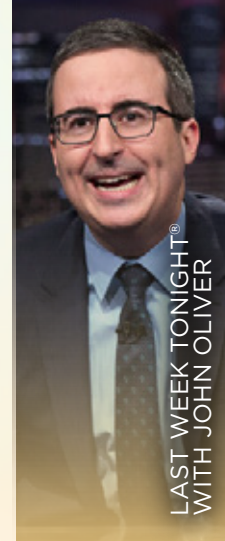
FIRST MAN

NEW
SHOWS



EUPHORIA

NEW
EPISODES



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JULY 2019

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JULY 2019

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DISCOVER
WHAT'S
NEXT

HOT

HITS

ALL SUMMER LONG

WITH HBO

**BOHEMIAN
RHAPSODY**

PREMIERES JULY 6

HBO

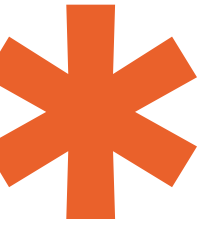
FIRST MAN

HBO

FANTASTIC BEASTS:
THE CRIMES OF
GRINDELWALD

HBO

WIDOWS



thank you