

HBO MAX April tease **PoS brochure**

Round 1
02.03.2020

sji* strategic
creative

objective.

Hype the upcoming HBO MAX launch with a tease piece for April that will lead into the deep-dive May education brochure. Inspire reps with a sleek preview of the iconic, fun and huge variety of programming that will be available on this new streaming service like no other.

The HBOmax logo is displayed in a stylized font. 'HBO' is in white, 'max' is in a gradient of blue and purple, and a small 'SM' trademark symbol is at the end.

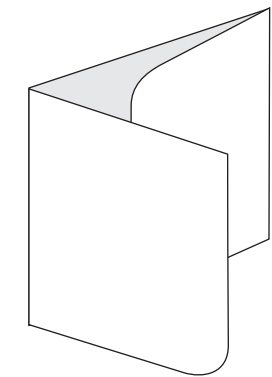
concept 1

get ready for something big

The biggest thing to happen to entertainment is almost here. This concept weaves a narrative story from all the different types of shows and movies to come. It's not just more entertainment. It's *more of the best*.



GET
READY
FOR
**SOMETHING
BIG**



3 panel die cut tri-fold

Cover:

soft touch coating
spot uv on type

Interior:

soft touch coating
spot UV on white type
and line art

get ready for something big

concept 1 front cover



IT'S NOT JUST MORE. **IT'S MORE OF THE BEST.**
The characters you know and love.
And the stories you watch again and again.
All together in one seamless experience.

HBOmaxSM



A NEW STREAMING SERVICE
that gives you all of HBO, together
with the greatest collection of movies,
shows and new exclusive originals.

get ready for something big

concept 1 first reveal

IT'S NOT JUST MORE. IT'S MORE OF THE BEST.
The characters you know and love.
And the stories you watch again and again.
All together in one seamless experience.

MORE OF THE MOST ICONIC CONTENT.

Hang with *Friends* or *The Fresh Prince*. Take a trip to *South Park* or *Westworld*. Play the *Game of Thrones* or watch the *Watchmen*. HBO MAX gives you an astoundingly wide selection of the most very best shows you've come to love, and the shows you've been waiting to dive into.

Find *Fantastic Beasts* or find yourself in *Sesame Street*®. Rediscover classic cartoons you grew up with, like *Scoby Doo*, *The Smurfs* and *Looney Tunes*. Come together for a family movie night and watch *The Lego Movie* or *Wonder Woman*. HBO MAX has more great entertainment for everyone.

MORE CLASSICS & BELOVED FAVORITES.

Experience cinema-defining masterpieces like *The Wizard of Oz* and *Casablanca*. Favorite comedies you grew up with like *When Harry Met Sally* and *Gremlins*. The most iconic heroes like *Aquaman*, *Wonder Woman* and *Batman*. It's 100 years of the world's best entertainment, all in one place.

MORE TO ENJOY FOR THE WHOLE FAMILY.

HBO max

IT'S THE BIGGEST THING TO HAPPEN TO ENTERTAINMENT SINCE... HBO.

get ready for something big

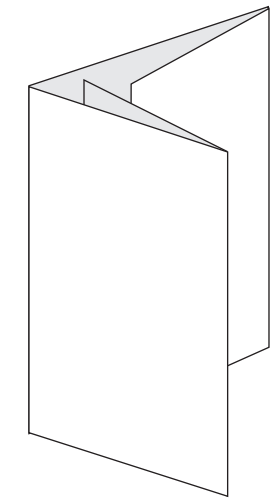
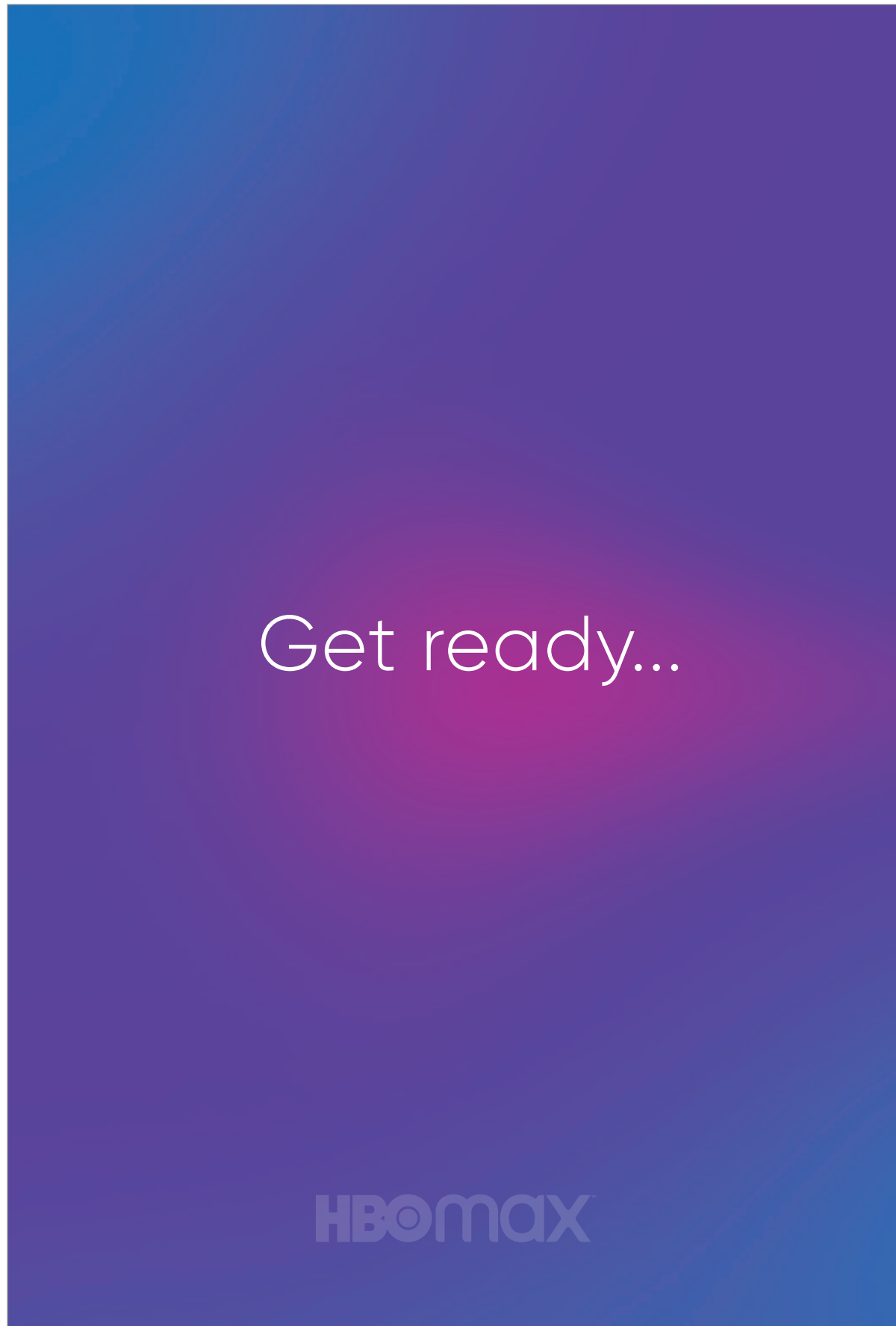
concept 1 full reveal

COMING IN MAY

BE A PART OF THE NEXT BIGGEST THING.

get ready for something big

concept 1 back cover



4 panel gate fold

Cover:

spot uv on logo

Interior:

holographic foil on logo

get ready

concept 2 front cover



get ready

concept 2 first reveal

Get ready for
HBOmaxSM

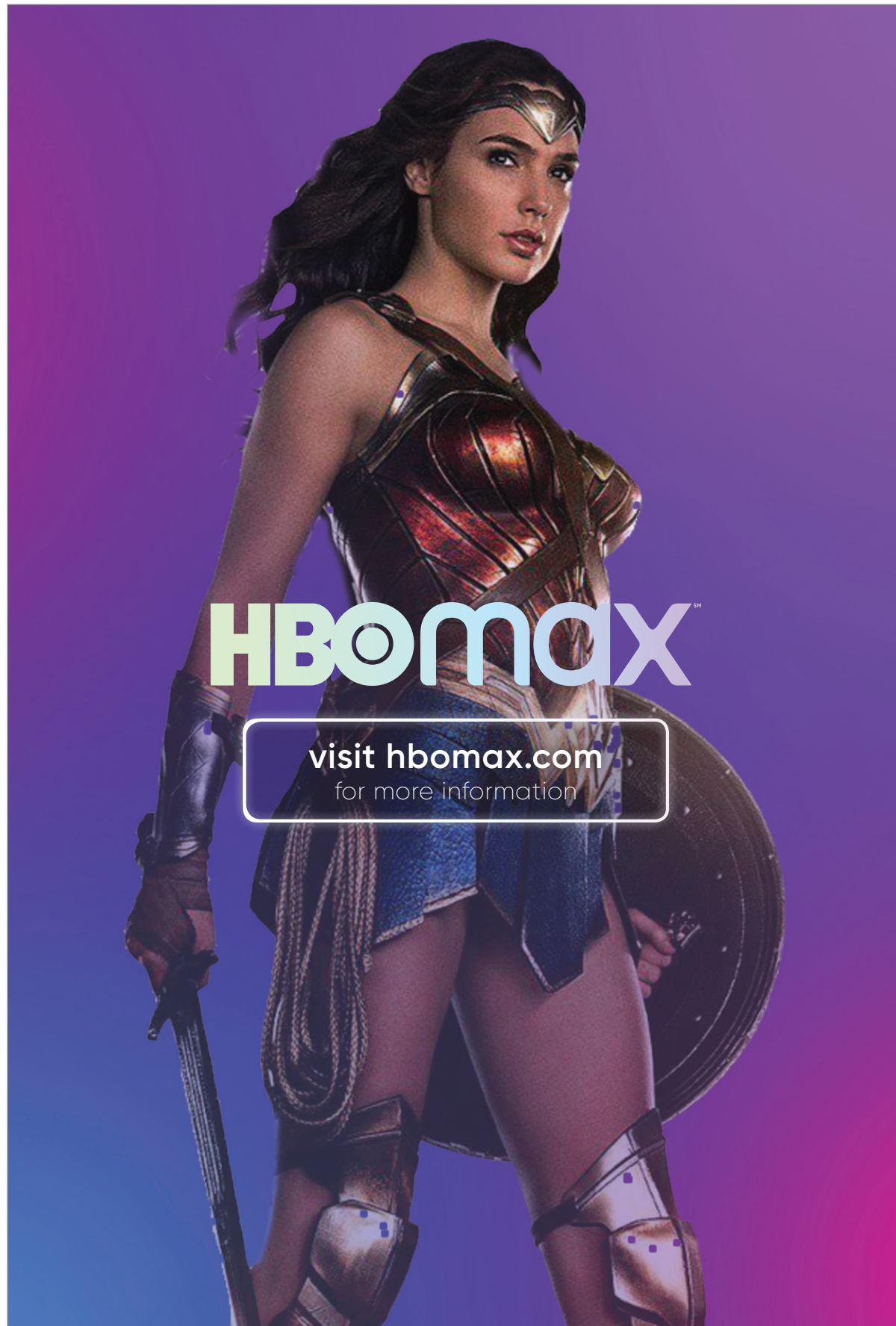
Streaming May 2020

HBO Max is a new streaming service that includes all of HBO, plus culture-defining TV, blockbuster movies, classic favorites, larger-than-life characters, and exciting HBO Max originals.

The banner features a central collage of logos for Crundytro, Warner Bros., CBS, CNN, CN, HBO, [adult swim], DC, Max Originals, truTV, and TNT. Surrounding the text are images of characters including a woman in a black dress, Aragorn, Rick Sanchez, Elmo, Gwei-Ho, and Neo.

get ready

concept 2 full reveal



HBOmax™

visit [hbomax.com](https://www.hbomax.com)
for more information

get ready

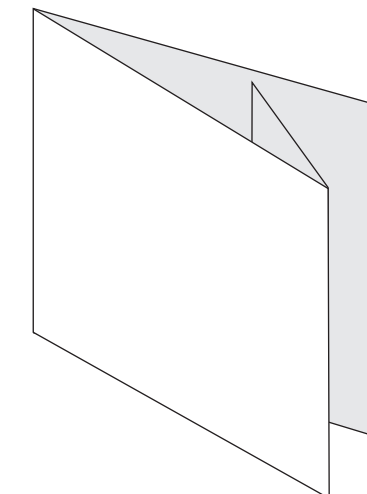
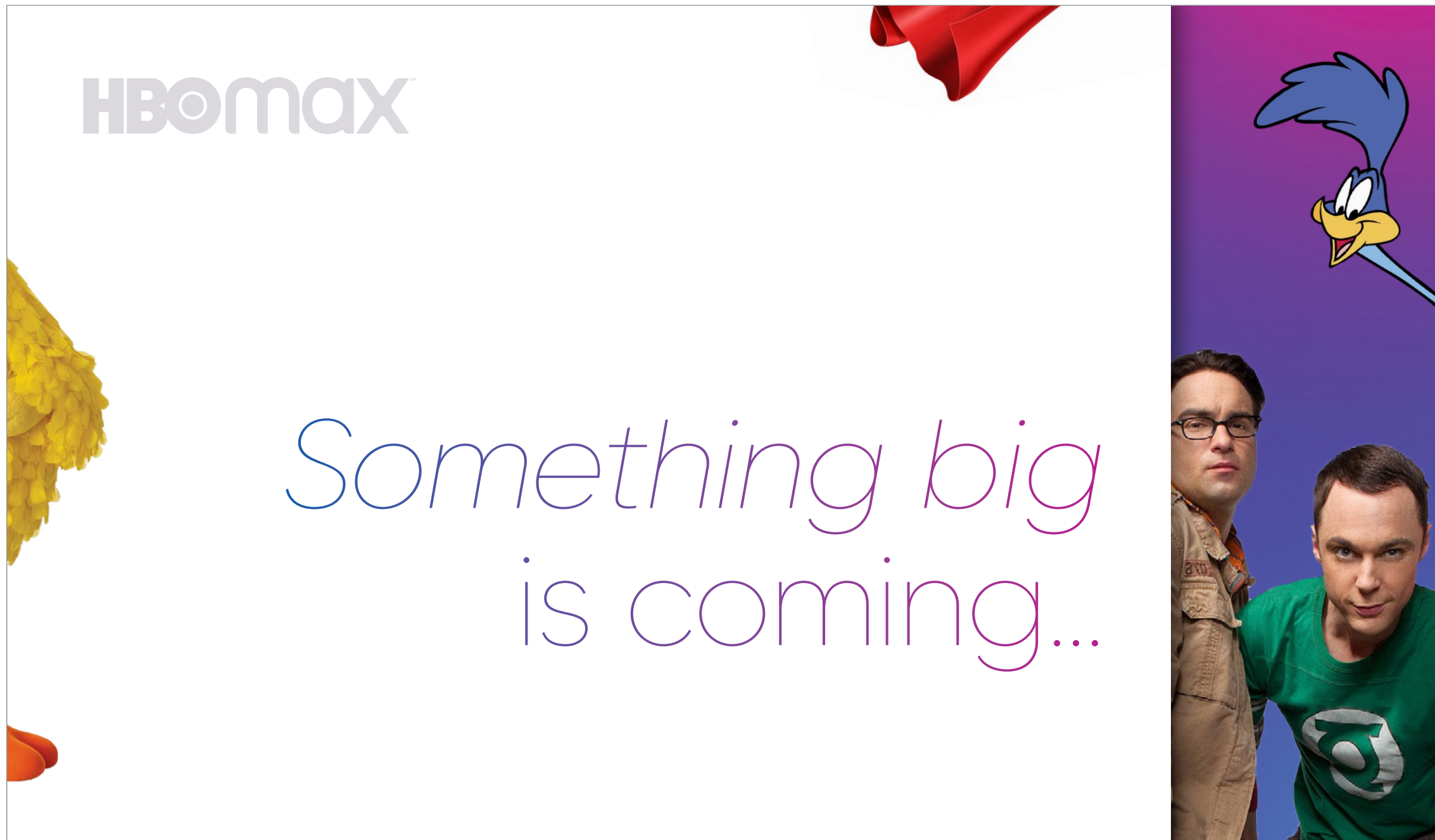
concept 2 back cover

concept 3

something big is coming

HBO MAX is gonna be big, bursting
with exciting entertainment.
Iconic heroes lead the tease into
the biggest launch of 2020.





3-panel tri-fold
(with short fold)

Cover:
holographic foil
on headline
spot uv on logo

Interior:
spot uv on
interior gradients

something big is coming

concept 3 front cover

It's a Whole
New Era of
Entertainment.



Get ready
for HBO Max,
the new
streaming service
like no other.

It's all of HBO, together with the greatest collection of movies, shows and new Max originals. HBO MAX brings you closer to the entertainment you love with a best in class streaming service with awesome programming for everyone.

TV fans can discover and re-discover some of the most iconic TV shows. Film buffs can watch anything from the Warner Bros library. Everything from family favorites to the most talked-about young adult series to culture-defining cartoons, and so much more.



something big is coming

concept 3 first reveal

100 years of the greatest stories, all in one seamless streaming experience.

With HBO MAX, it's a great big world.

The greatest movies and shows anyplace will soon be available everywhere.

Catch up with some of the biggest heroes and antiheroes—from Tony Soprano to John Snow. Click your heels and immerse yourself in some of the greatest movies of all time, like *The Wizard of Oz* and *Lord of the Rings*. Get your gang together and binge the most beloved TV series like *Friends*. Treat your kids to the shows you grew up on, from *Sesame Street* to *Scooby Doo* to *The Flintstones*. Keep up with the new series everyone will be talking about.

Get ready for HBO Max, the new streaming service like no other.

It's all of HBO, together with the greatest collection of movies, shows and new Max originals. HBO MAX brings you closer to the entertainment you love with a best in class streaming service with awesome programming for everyone.

TV fans can discover and re-discover some of the most iconic TV shows. Film buffs can watch anything from the Warner Bros library. Everything from family favorites to the most talked-about young adult series to culture-defining cartoons, and so much more.

Coming in May

HBOmax

something big is coming

concept 3 full reveal

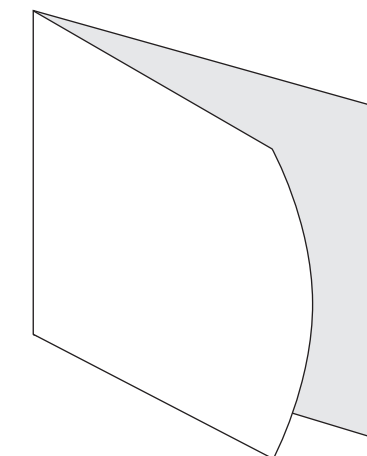
The greatest thing to happen to entertainment since... HBO.

HBO maxSM

crunchyroll WB tbs CNN CN CARTOON NETWORK HBO [adult swim] DC max ORIGINALS truTV TNT

something big is coming

concept 3 back cover



2-panel single fold
with die-cut cover

Cover:

holographic foil
on headline
spot uv on logo

Interior:

spot uv on
interior gradients

concept 3 alternate

concept 3 alternate front cover



Get ready for HBO Max,
the new streaming service
like no other.

It's all of HBO, together with the greatest collection of movies, shows and new Max originals. HBO MAX brings you closer to the entertainment you love with a best in class streaming service with awesome programming for everyone.

TV fans can discover and re-discover some of the most iconic TV shows. Film buffs can watch anything from the Warner Bros library. Everything from family favorites to the most talked-about young adult series to culture-defining cartoons, and so much more.

It's a Whole New Era of Entertainment.



Coming in May

HBOmax

concept 3 alternate
concept 3 alternate first reveal

thank you.

Suzy Jurist, President
SJI Associates
212.391.7004
suzy@sjassociates.com