

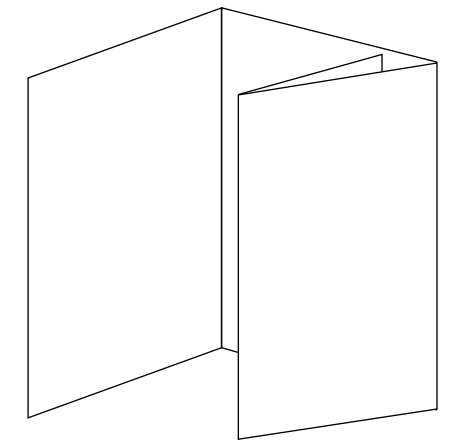
HBO MAX May launch PoS brochure

Round 1
03.11.2020

sji* strategic
creative

3 version 1.
9 version 2.
13 version 3.
20 alternate covers.

version 1



8x12
4-panel roll fold
satin aqueous
spot uv on logos

version 1 front cover



We've got your heroes

From superheroes to everyday heroes, we've got 'em. Get blown away by the entire DC Comics library, from the heroes you know and love like **Aquaman** and **Batman**, to new ones waiting to be discovered like **Watchmen™** and **Doom Patrol**.

Aquaman Justice League Wonder Woman Watchmen™

Who is HBO MAX for?

Introducing

HBO max

The new streaming service that gives you all of the characters you love and the stories you grew up with, cheered on, cried over and laughed with, on any device, anytime! Plus, keep up with the latest and greatest shows and movies everyone is talking about.

Game of Thrones®

Rick and Morty

version 1 first reveal

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Aquaman Justice League Wonder Woman Watchmen™

We've got your best friends

HBO Max has the shows you've fallen in love with, the ones you can't wait to settle in and enjoy again and again. Whether you want to binge all of **Friends**, laugh along with **The Big Bang Theory**, or head on down to **South Park**, you'll have yourself a time.

The Big Bang Theory South Park Friends

We've got your epic adventures.

HBO Max is where heroes are born. Where great journeys begin. It's where epics call home. Live and relive every moment of **The Lord of the Rings** trilogy. Enter the mind-bending action of **The Matrix**. And experience the greatest epic series of all, **The Game of Thrones**.

Game of Thrones™ Adventure Time The Matrix Lord of the Rings: the Two Towers Fantastic Beasts And Where To Find Them

Who is **HBO MAX** for?

WOMEN 25+
You're a strong female lead? So are these ladies!

Crazy Rich Asians True Blood* A Star is Born Wonder Woman

GEN Z
Shows that are like watching your best friends (if they are infamously scandalous).

Gossip Girl Euphoria™ 13 Going on 30 Pretty Little Liars

BINGE WATCHERS
Settle in and enjoy whole seasons and series of the very best shows.

Big Little Lies Deadwood* Rome* The Wire*

SCI-FI LOVERS
Step into the time machine and catch it all from **Dr. Who** to **The Matrix Trilogy**.

Doctor Who The Matrix 2001_A Space Odyssey Westworld

version 1 second reveal



We've got your heroes

From superheroes to everyday heroes, we've got 'em. Get blown away by the entire DC Comics library, from the heroes you know and love like **Aquaman** and **Batman**, to new ones waiting to be discovered like **Watchmen™** and **Doom Patrol**.

Aquaman Justice League Wonder Woman Watchmen

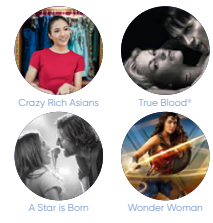
Who is HBO MAX for?

We've got your best friends

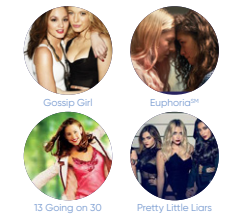
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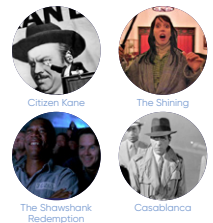
The Big Bang Theory South Park Friends



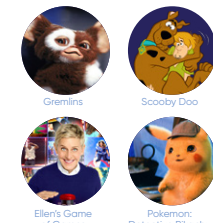
WOMEN 25+
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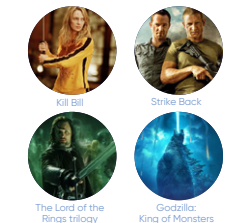
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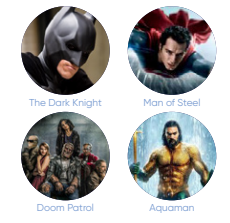
FILM BUFFS
You're in cinematic heaven wherever and whenever you want to watch.



FAMILY TIME
HBO MAX has something for you, for them, and for everyone to watch together.



ACTION ADDICTS
Big, kick-ass movies and shows from **Godzilla to Lord of the Rings**



COMIC FANS
We're giving you the keys to Gotham City and all your DC favorites.

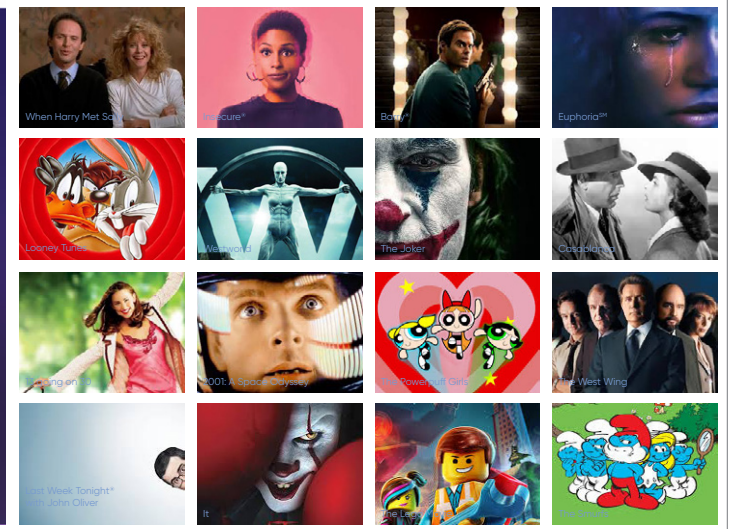


The Sopranos The Wizard of Oz Sesame Street

We've got your all-time faves

Iconic, genre-defining shows like **The Sopranos**®. Classic films like **The Wizard of Oz**, as beloved today as they were 80 years ago. The characters of **Sesame Street**® that we all grew up with, and that continue to be our kids' favorites. HBO MAX is home to the movies and shows that are truly the best in entertainment.

And we've got so much more



HBO
max SM

Already an HBO subscriber?

We have amazing news for you—you already have access to HBO Max! It's included in your subscription at no additional cost.

 download the app

 Login

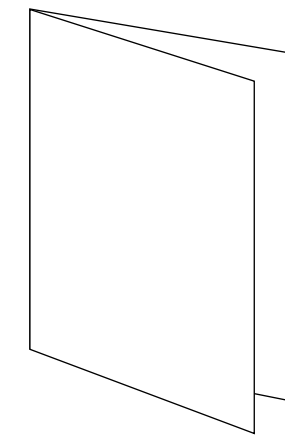
log in with your AT&T credentials

Don't have HBO yet?

Subscribe now at the low introductory rate of \$9.99! For less than two lattes a month, you'll have access to all of HBO, TV favorites like Friends, DC blockbusters, Warner Brothers classic films like Wizard of Oz, and so much more.

version 1 back cover

version 2



12x14
single fold

satin aqueous
spot uv on logos &
headlines

version 2 front cover

HBO max

IT'S A GREAT BIG WORLD IN HERE.

HBO MAX is the new streaming service that gives you all of the characters you love and the stories you grew up with, cheered on, cried over and laughed with, on any device, anytime! Plus, keep up with the latest and greatest shows and movies everyone is talking about.

FAMILY Something for you, for them, and for everyone to watch together.

The Lego Movie: The Second Round | Sesame Street | The Jetsons

WOMEN 25+ You're a strong female lead? So are these ladies!

Big Little Lies | Dr. Who | Lovefe

BINGEABLES The best way to get you through laundry day.

The Wire | The Sopranos | True Detective

COMIC FANS You've got the keys to Gotham City and all your DC favorites.

The Joker | Batman Vs Superman | Aquaman

GEN Z Shows that are like watching your best friends.

Euphoria | Gossip Girl | Friends

SCI-FI FANS Step into the time machine and catch it all.

Westworld | Blade Runner 2049 | Watchmen

ACTION LOVERS Big, kick-a\$\$ movies from Godzilla to Justice League.

Kill Bill Vol. 1 & 2 | Godzilla: King of the Monsters | Wonder Woman

FILM BUFFS You're in cinematic heaven wherever you want to watch.

The Lord of the Rings Trilogy | The Shawshank Redemption | The Wizard of Oz

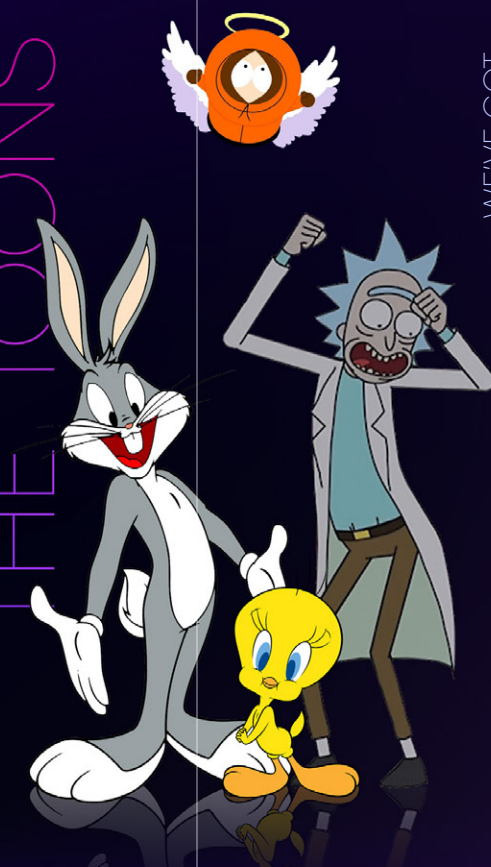
WE'VE GOT
THE HEROES



WE'VE GOT
THE FRIENDS



WE'VE GOT
THE TOONS



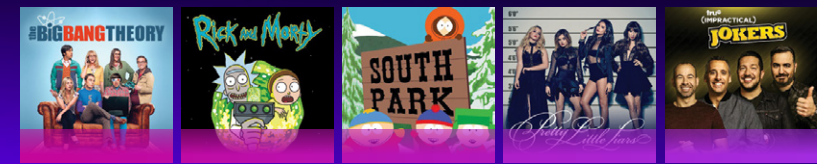
WE'VE GOT
THE CLASSICS



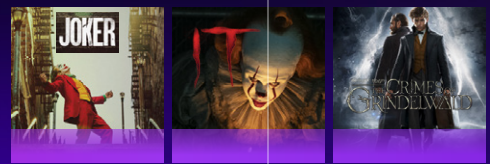
WE'VE GOT
THE THRILLS



CULTURE-DEFINING TV



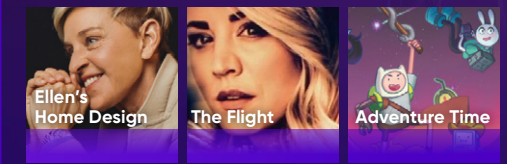
THE BIGGEST MOVIES



CRITICALLY ACCLAIMED FILMS



EXCITING MAX ORIGINALS



Wait, HBO Max has all of this too! ▶

version 2 interior

HBO maxSM

WHERE HBO MEETS SO MUCH MORE



WE'VE GOT
THE BEST



COST

ALREADY AN HBO SUBSCRIBER?

We have amazing news for you—you already have access to HBO Max! It's included in your subscription at no additional cost.



DOWNLOAD THE APP



Login

LOG IN WITH YOUR AT&T CREDENTIALS

DON'T HAVE HBO YET?

Subscribe now at the low introductory rate of \$9.99! For less than two lattes a month, you'll have access to all of HBO, TV favorites like *Friends*, DC blockbusters, Warner Brothers classic films like *Wizard of Oz*, and so much more.

ACCESS

LOG IN & STREAM ON ALL OF YOUR DEVICES.



tablet



phone



streaming media players



laptop

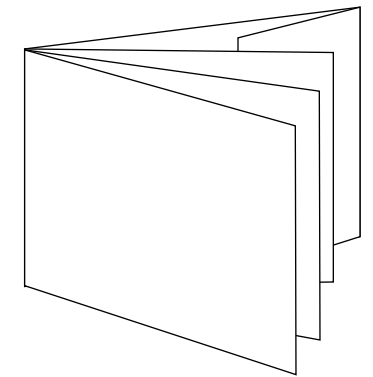


desktop/tv



gaming consoles

version 3



12x8
8-page saddle stitch
booklet w/fold-in panel

soft touch coating
spot uv on cover headline
& logos, spot uv on first
spread logo

version 3 front cover

IT'S A GREAT BIG WORLD IN HERE.



HBO MAX is the new streaming service that gives you all of the characters you love and the stories you grew up with, cheered on, cried over and laughed with, on any device, anytime! Plus, keep up with the latest and greatest shows and movies everyone is talking about.



version 3 spread 1



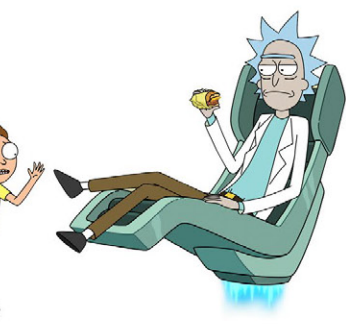
From
superheroes,
to everyday
heroes,
we've got 'em.

Get blown away by the heroes you know and love and the new ones just waiting to be discovered.

- | | |
|-------------------|---------------|
| Watchmen™ | Austin Powers |
| Wizard of Oz | Green Lantern |
| Lord of the Rings | Wonder Woman |
| The Lego Movie | Batman |
| Dark Knight | Superman |
| The Matrix | Godzilla |
| Aquaman | Space Jam |
| Catwoman | & more! |



we've got the
LAUGHS



All the comedy
you love, all in
one place.

HBO Max has the shows you love to laugh with, and the ones you can't wait to settle in and enjoy again and again.

- | | |
|-----------------|-----------------------------|
| Friends | Curb Your Enthusiasm® |
| South Park | The Fresh Prince of Bel-Air |
| Insecure® | Austin Powers |
| Barry® | Impractical Jokers |
| Big Bang Theory | Space Jam |
| Rick and Morty | Sex and the City® |
| Veep® | & more! |

we've got the
DRAMA

& the dragons.

From iconic, genre-defining shows, to classic films, to binge-watching favorites.

Game of Thrones®	Doctor Who
His Dark Materials™	The Wire®
Sex and the City®	Fantastic Beasts: The Crimes of Grindelwald
The Sopranos®	Joker
The Lord of the Rings	IT: Chapter 2
Westworld	Casablanca
True Blood®	The Matrix Trilogy
Big Little Lies	Kill Bill Vol. 1 & 2
Pretty Little Liars	The Shawshank Redemption
The Outsider	& more!


& the sleuths.

we've got the
TOONS, too!

Everything you need to keep the little ones entertained.

Discover your kids' faves, and share the favorites you grew up with.

The Jetsons
Scooby Doo
Loony Tunes
The Flintstones
& more!




we've got the
DRAMA

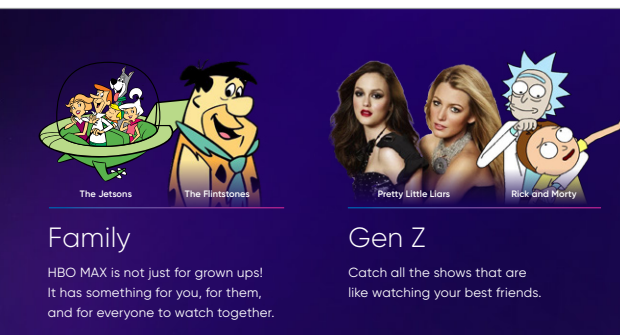
& the dragons.

From iconic, genre-defining shows, to classic films, to binge-watching favorites.

<ul style="list-style-type: none"> Game of Thrones® His Dark Materials™ Sex and the City® The Sopranos® The Lord of the Rings Westworld True Blood® Big Little Lies Pretty Little Liars The Outsider 	<ul style="list-style-type: none"> Doctor Who The Wire® Fantastic Beasts: The Crimes of Grindelwald Joker IT: Chapter 2 Casablanca The Matrix Trilogy Kill Bill Vol. 1 & 2 The Shawshank Redemption & more!
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& the sleuths.



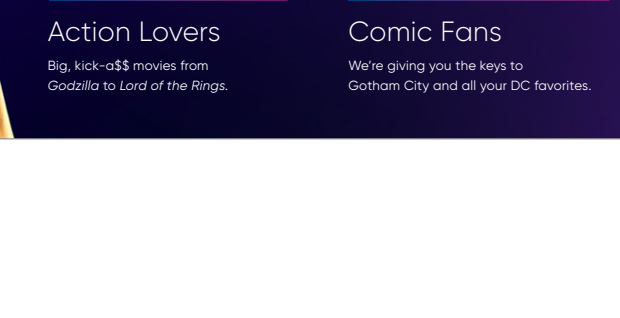
Family

HBO MAX is not just for grown ups! It has something for you, for them, and for everyone to watch together.




Gen Z

Catch all the shows that are like watching your best friends.



Sci-fi fans


Step into the time machine and catch it all from *Dr. Who* to *The Matrix Trilogy*.



Women 25+


You're a strong female lead? So are these ladies!

WE'VE GOT SOMETHING FOR EVERYONE



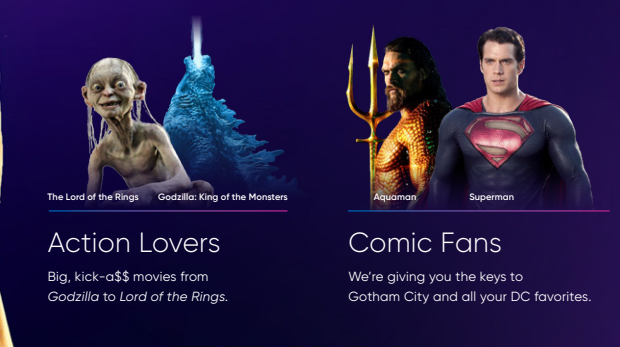
Action Lovers

Big, kick-a\$\$ movies from *Godzilla* to *Lord of the Rings*.




Comic Fans

We're giving you the keys to Gotham City and all your DC favorites.



Film Buffs

You're in cinematic heaven wherever and whenever you want to watch.



Bingeables

Who can get you through laundry day better than your *Friends*?

version 3 spread 3, open fold

This all sounds great, but how much does it cost?

Already an HBO subscriber? We have amazing news for you—HBO MAX is FREE! It's included in your subscription at no additional cost.

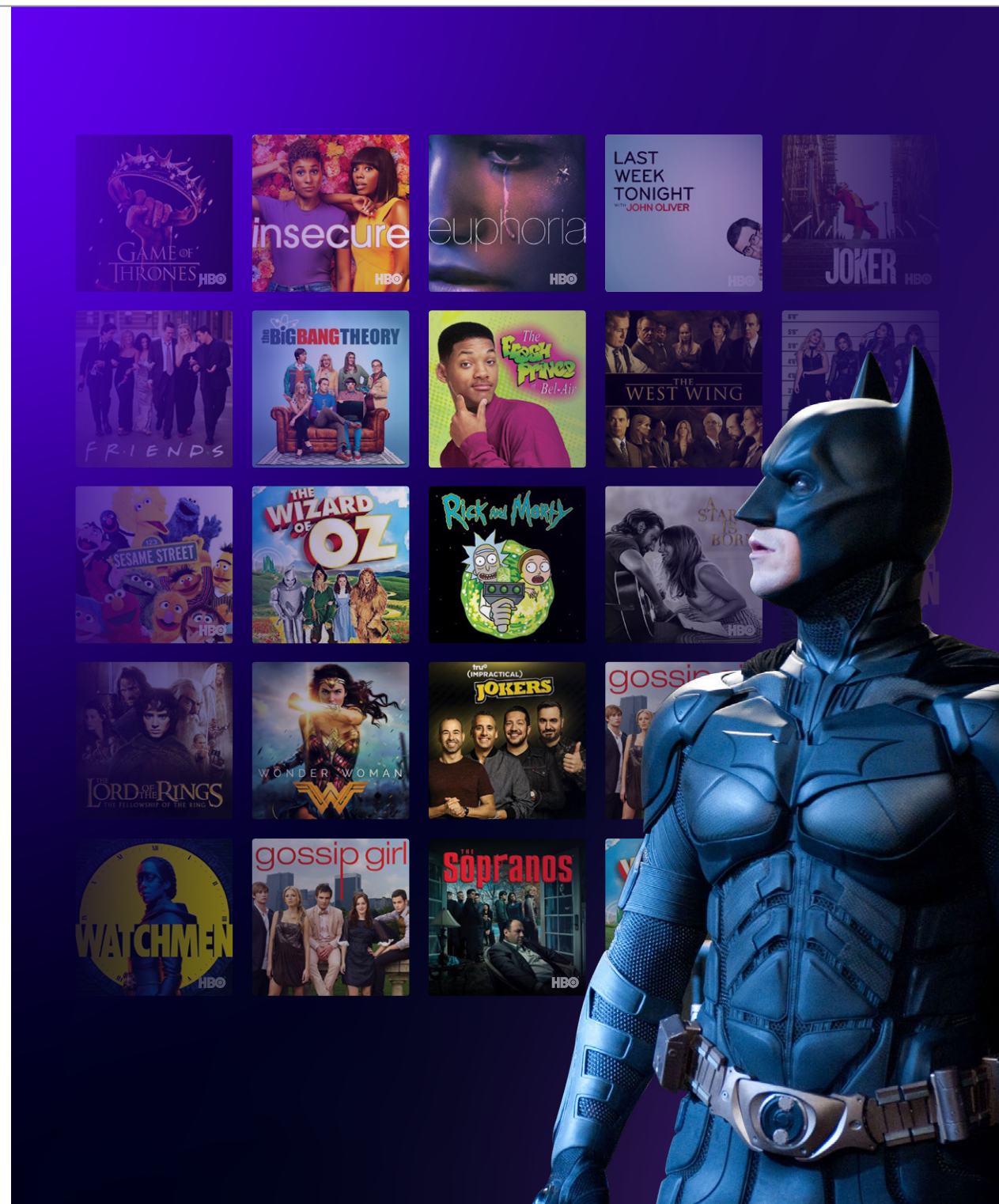
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How do I get in and watch?

- 1 Download the App
- 2 Login with your AT&T Credentials

Available on all your devices.

HBOmax



version 3 back cover

alternate covers

Where
Bada



Meets
Bing



Meets
Big
Bang



HBO
max

It's a great big
world in here.



alt cover 1a



HBO
max™

It's a great big world in here.



alt cover 1b



It's a
GREAT
BIG
WORLD
in here.

alt cover 2

thank you.

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