

# Summer POS Brochure: June/July/August 2020

  
**HBO**  
R1 04.17.2020

 **sji**\* strategic  
creative

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**3 covers.**

**9 brochure v1.**

**13 brochure v2.**

IN THE KNOW JUNE/JULY/AUG 2020

HBO®

SHIFT INTO  
**SUMMER**  
WITH HBO



**FORD v FERRARI**  
PREMIERES 6/20

NEW LIMITED SERIES  
**PERRY  
MASON**

NEW MOVIE  
**JUST  
MERCY**

NEW COMEDY SPECIAL  
**YVONNE  
ORJI**  
Momma, I Made It!

**cover 1**

IN THE KNOW

JUNE/JULY/AUGUST 2020

HBO®



HAVE A  
**BLOCKBUSTER**  
**SUMMER**

ENJOY THE **HOTTEST**  
**NEW MOVIES**

Damon & Bale  
**FORD V FERRARI**

Michael B. Jordan  
**JUST MERCY**

Brad Pitt  
**AD ASTRA**



**cover 2**

IN THE KNOW

JUNE/JULY/AUGUST 2020

HBO®



HBO  
BRINGS THE  
*Heat*  
ALL SUMMER LONG

Scarlett Johansson  
**JOJO RABBIT**  
NEW MOVIE

Yvonne Orji  
**MOMMA, I MADE IT!**  
NEW COMEDY SPECIAL

Matt Damon  
**FORD V FERRARI**  
NEW MOVIE

**cover 3**

IN THE KNOW JUNE/JULY/AUG 2020

# HBO



REV  
UP  
YOUR  
SUMMER

**FORD v FERRARI**  
PREMIERES 6/20

**HIGH-OCTANE SHOWS & MOVIES**

COMEDY with **YVONNE ORJI** | DRAMA with **JUST MERCY** | and **MUCH MORE!**

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**cover 4**

IN THE KNOW JUN | JUL | AUG 2020

# HBO



NEW COMEDY SPECIAL  
**YVONNE ORJI**  
MOMMA, I MADE IT!

NEW MOVIE  
**AD ASTRA**

NEW MOVIE  
**JUST MERCY**

*your*  
**Summer!**  
DESTINATION!



**FORD V FERRARI** PREMIERES 6/20

HOME OF

THE HOTTEST  
MOVIES

THE BIGGEST  
LAUGHS

MOST BINGEABLE  
SHOWS

**cover 5**

IN THE KNOW

JUNE/JULY/AUGUST 2020

HBO®



MATT DAMON & CHRISTIAN BALE FORD V FERRARI NEW MOVIE

MICHAEL B. JORDAN JUST MERCY NEW MOVIE

YVONNE ORJI MOMMA, I MADE IT! NEW COMEDY SPECIAL

*Ken Miles*  
SHIFT INTO  
SUMMER

**cover 6**

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# brochure version 1.

*stay cool* with the **BEST MOVIES & SHOWS**



“  
RARE, NUANCED  
STORYTELLING,  
ANCHORED  
BY ONE OF  
BRAD PITT'S  
CAREER-BEST  
PERFORMANCES.

ROGEREBERT.COM ”



**A D A S T R A**

NEW DRAMA MOVIE | PREMIERES 6/6

Brad Pitt stars as an astronaut on a mission across the solar system to uncover the truth about his missing father—and save the universe.

**NEW MOVIE**



**TV. STREAMING. ON DEMAND.**  
ALWAYS FREE WITH YOUR SUBSCRIPTION.



**PERRY MASON**

NEW DRAMA SERIES | PREMIERES 6/21

Follows the origins of American fiction's most legendary criminal defense lawyer in 1931, Los Angeles.

**NEW SERIES**

YOUR  
**SUMMER destination**  
HBO

**NEW MOVIE**



**JOJO RABBIT**

NEW COMEDY MOVIE | PREMIERES 8/1

A lonely German boy with Adolf Hitler for an imaginary friend discovers that his single mother is hiding a Jewish girl in their attic.

**NEW MOVIE**

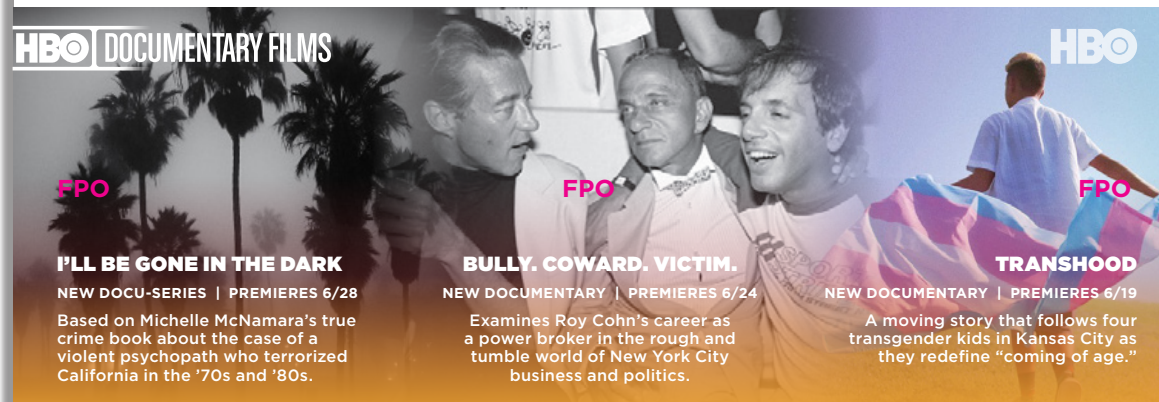


**FORD V FERRARI**

NEW DRAMA MOVIE | PREMIERES 6/20

Americans build a revolutionary race car for Ford to compete against Ferrari at Le Mans.

**HBO DOCUMENTARY FILMS**



FPO

**I'LL BE GONE IN THE DARK**

NEW DOCU-SERIES | PREMIERES 6/28

Based on Michelle McNamara's true crime book about the case of a violent psychopath who terrorized California in the '70s and '80s.

FPO

**BULLY. COWARD. VICTIM.**

NEW DOCUMENTARY | PREMIERES 6/24

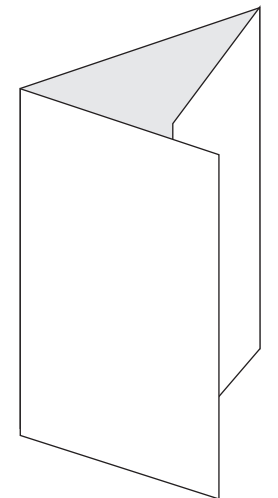
Examines Roy Cohn's career as a power broker in the rough and tumble world of New York City business and politics.

FPO

**TRANSHOOD**

NEW DOCUMENTARY | PREMIERES 6/19

A moving story that follows four transgender kids in Kansas City as they redefine "coming of age."



tri-fold

**v1 interior**

stay cool with the **BEST MOVIES & SHOWS**



“RARE, NUANCED STORYTELLING, ANCHORED BY ONE OF BRAD PITT’S CAREER-BEST PERFORMANCES.”

ROGEREBERT.COM

**HBO**  
A D A S T R A

**NEW MOVIE**

NEW DRAMA MOVIE | PREMIERES 6/6  
Brad Pitt stars as an astronaut on a mission across the solar system to uncover the truth about his missing father—and save the universe.



ENJOY ALL OF HBO WHEREVER YOU ARE with **HBO GO**

The whole family can catch all the best shows and hit movies on their phones, tablets or connected TVs—anytime, anywhere.

- ▶ You get easy access to all of HBO with **one account** and **one password**.
- ▶ Watch **new episodes live**, or find new favorites from the entire HBO library.
- ▶ There are **no commercials** EVER.
- ▶ And you can **start, pause** and **restart** across **multiple screens**.
- ▶ Stream all of HBO with HBO GO—always included **FREE** with your HBO subscription.



**NEW SERIES**

**CINEMAX**

**FPO**

**GANGS OF LONDON**  
NEW DRAMA SERIES | PREMIERES 7/17  
When the head of a criminal organization is assassinated, a struggle threatens the fragile peace among the international gangs operating on the streets of modern-day London.

**CINEMAX**

**FPO**

**TRACKERS**  
NEW DRAMA SERIES | PREMIERES 6/5  
A sophisticated action-packed thriller that covers the length and breadth of South Africa. Based on Deon Meyer’s acclaimed crime novel.

**NEW MOVIES**

**HBO**

**FPO**

**HARRIET**  
NEW DRAMA MOVIE | PREMIERES 7/18  
Thrilling story of Harriet Tubman’s escape from slavery and her dangerous missions to lead slaves to freedom through the Underground Railroad.

**HBO**

**FPO**

**QUEEN & SLIM**  
NEW DRAMA MOVIE | PREMIERES 8/15  
When a first date takes an unexpected turn as a traffic stop escalates into a police shooting, a couple goes on the run.

**NEW MOVIES**

“‘INSECURE’S’ YVONNE ORJI IS READY FOR HER SUPERHERO MOMENT.”

LOS ANGELES TIMES

**HBO**

**YVONNE ORJI** MOMMA, I MADE IT!  
NEW COMEDY SPECIAL | PREMIERES 6/6  
Comedian and actress Yvonne Orji (HBO’s “Insecure”) will headline her first hour-long comedy special for HBO this summer.

**CINEMAX**

**FPO**

**LONGSHOT**  
NEW COMEDY MOVIE | PREMIERES 8/7  
A journalist reunites with—and falls for—his former babysitter who’s now the U.S. Secretary of State.

**HBO**

**JUST MERCY**  
NEW DRAMA MOVIE | PREMIERES 8/29  
Michael B. Jordan stars as a civil rights lawyer defending those wrongly condemned to death.



**TV. STREAMING. ON DEMAND.**  
ALWAYS FREE WITH YOUR SUBSCRIPTION.

**MAKE HBO PART OF YOUR summer VIBE**

**80% OF FAMILIES ARE PLANNING A SUMMER ROAD TRIP.** HBO has you covered for those family car rides with movies and shows your kids love—*Pokemon Detective Pikachu*, *Esmé & Roy*™, *The Lego Movie* and so much more!

**CURE YOUR FOMO!**

Catch up and keep up with your favorite shows all summer like *Los Espookys* and *Euphoria*™.

**55% OF AMERICANS SAY A BBQ** is their favorite summer thing. Bring HBO along so you and your friends can enjoy all your favorite shows like *Sex and the City*®, *The Sopranos*®, and *Entourage*®.

**RELAXING IS THE #1** vacation objective. So hang and chill with all of the most talked about shows from *Succession*™ to *Barry*® to *Big Little Lies*.

**FAMILY FAVORITES** *THIS SUMMER*



**ALL NEW SHOWS** *ON NOW*



**BINGE** *ANY TIME, ANYWHERE* **ALWAYS AVAILABLE** STREAMING & ON DEMAND



**COACH'S CORNER**

HAVE YOUR AGENTS SHARE HOW THEY'LL **RECOMMEND HBO SHOWS AS THE PERFECT FIT** FOR ALL THEIR CUSTOMERS' SUMMER PLANS.

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*relax.  
WATCH  
repeat.*

**MATCH THE BLANKS TO THE CORRECT ANSWERS TO FIND OUT MORE ABOUT THE NEWEST SHOWS ON HBO AND CINEMAX.**

- 1 Dive into the backstory of America's most famous fictional criminal defense lawyer—**PERRY MASON** in this new HBO series. \_\_\_\_\_ stars as the title character in 1931, Los Angeles.
- 2 Take an armchair trip across \_\_\_\_\_ with new Cinemax series **TRACKERS**. Three action-packed storylines follow organized crime, smuggled diamonds, the CIA and an international terrorist plot, all colliding explosively in Cape Town.
- 3 Indulge your dark side with this true-crime HBO docu-series **I'LL BE GONE IN THE DARK**, based on reporter Michelle McNamara's bestselling book investigating the Golden State Killer, a violent psychopath who terrorized \_\_\_\_\_.
- 4 Fans of HBO's **INSECURE**® won't want to miss new HBO comedy special **YVONNE ORJI: MOMMA, I MADE IT!**, taped before a live audience in Washington, D.C. at \_\_\_\_\_.
- 5 Head across the pond to check the new Cinemax thriller **GANGS OF LONDON**, which follows a dangerous power struggle among a web of international \_\_\_\_\_ operating on the streets of modern-day London.

NAME

SUPERVISOR

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# brochure version 2.

# SUMMER HEATS UP WITH HBO

**HBO**

**FORD V FERRARI**

NEW DRAMA MOVIE | PREMIERES 6/20  
Americans build a revolutionary race car for Ford to compete against Ferrari at Le Mans.



FPO



**HBO**

**HARRIET**

NEW DRAMA MOVIE  
PREMIERES 7/18

Thrilling story of Harriet Tubman's escape from slavery and her dangerous missions to lead slaves to freedom through the Underground Railroad.



ENJOY ALL OF HBO WHEREVER YOU ARE with

**HBO GO**

Stream all of HBO with HBO GO—always included FREE with your HBO subscription.

“A FATHER-SON STORY TOLD ON A COSMIC SCALE”

— ROLLING STONE



**HBO**

**AD ASTRA**  
NEW DRAMA MOVIE  
PREMIERES 6/6

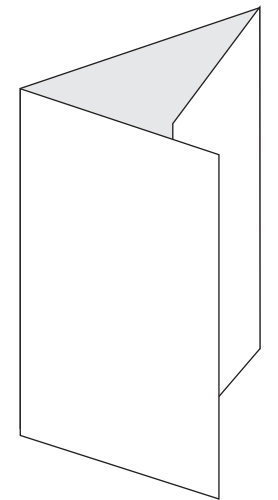
Brad Pitt stars as an astronaut on a mission across the solar system to uncover the truth about his missing father—and save the universe.

The whole family can catch all the best shows and hit movies on their phones, tablets or connected TVs—anytime, anywhere.

Watch anytime, anywhere, on multiple screens.

Easy access— one account, one password.

Enjoy it all with no commercials, ever.



tri-fold

**v2 interior**

# SUMMER HEATS UP WITH HBO

HBO

**FORD V FERRARI**

NEW DRAMA MOVIE | PREMIERES 6/20  
Americans build a revolutionary race car for Ford to compete against Ferrari at Le Mans.



FPO

**HBO**

**QUEEN & SLIM**  
NEW DRAMA MOVIE | PREMIERES 8/15  
When a first date takes an unexpected turn as a traffic stop escalates into a police shooting, a couple goes on the run.

FPO

**CINEMAX**

**TRACKERS**  
NEW DRAMA SERIES | PREMIERES 6/5  
Based on Deon Meyer's acclaimed crime novel, TRACKERS deftly interweaves three story strands into a sophisticated action-packed thriller.

STAY COOL WITH THE BEST  
**SHOWS+MOVIES**

**HBO**

**JUST MERCY**  
NEW DRAMA MOVIE | PREMIERES 8/29  
Michael B. Jordan stars as a civil rights lawyer defending those wrongly condemned to death.

**HBO**

**PERRY MASON**  
NEW DRAMA SERIES | PREMIERES 6/21  
Follows the origins of American fiction's most legendary criminal defense lawyer in 1931, Los Angeles.

FPO

BEAT THE HEAT WITH **BIG LAUGHS**

**HBO**

**YVONNE ORJI: MOMMA, I MADE IT!**  
NEW COMEDY SPECIAL | PREMIERES 6/6  
Comedian and actress Yvonne Orji (HBO's "Insecure") will headline her first hour-long comedy special for HBO this summer.

FPO

**CINEMAX**

**LONGSHOT**  
NEW ROMANTIC COMEDY MOVIE | PREMIERES 8/7  
A journalist reunites with—and falls for—his former babysitter who's now the U.S. Secretary of State.

FPO

**HBO**

**JOJO RABBIT**  
NEW COMEDY MOVIE | PREMIERES 8/1  
A lonely German boy with Adolf Hitler for an imaginary friend discovers that his single mother is hiding a Jewish girl in their attic.

**SOMETHING FOR THE KIDS**

**HBO**

**THE LEGO MOVIE 2: THE SECOND PART**

**HBO**

**SESAME STREET**

**HBO**

**POKEMON DETECTIVE PIKACHU**

HBO has you covered for those family car rides with movies and shows your kids love!

## HBO ALL SUMMER LONG

**DOWNTIME IS THE BEST TIME TO ENJOY HIT SHOWS AND MOVIES.**

**CURE YOUR FOMO!**

Catch up and keep up with your favorite shows all summer like *Los Espookys* and *Euphoria*.

**100% SAY RELAXING IS THE BEST VACATION ACTIVITY**

So hang and chill with all of the most talked about shows from *Succession*™ to *Barry*™ to *Big Little Lies*.

**55% OF AMERICANS SAY A PICNIC OR BBQ IS THEIR FAVORITE SUMMER THING**

Bring HBO along so you and your friends can enjoy all your favorite shows like *Sex and the City*™, *The Sopranos*™ and *Entourage*™.

**WE SPEND AN AVERAGE OF 2 1/2 HRS IN THE SUN ON VACATION DAYS**

Whether you're hanging out poolside or trying to beat the heat, HBO will keep you entertained with hit movies like *Ford v Ferrari*.

FPO FPO

**WHAT'S ON NOW**

**CINEMAX**

**GANGS OF LONDON**  
NEW DRAMA SERIES | PREMIERES 7/17  
An assassination results in a struggle among a web of gangs operating on the streets of modern-day London.

**HBO**

**I'LL BE GONE IN THE DARK**  
NEW DOCU-SERIES | PREMIERES 6/28  
Based on Michelle McNamara's true crime book about the case of a violent psychopath who terrorized California in the '70s and '80s.

**MOVING DOCUMENTARIES**

**HBO DOCUMENTARY FILMS** FPO

**BULLY. COWARD. VICTIM.**  
NEW DOCUMENTARY  
PREMIERES 6/24  
This film offers an unflinching look at the infamous attorney who prosecuted Ivy Meeropol's grandparents.

**HBO DOCUMENTARY FILMS** FPO

**TRANSHOOD**  
NEW DOCUMENTARY  
PREMIERES 6/19  
Filmed over five years in Kansas City, this documentary follows four transgender kids as they redefine "coming of age."

**WHAT TO BINGE**

**HBO**  
**CHERNOBYL**  
DRAMA SERIES

**HBO**  
**A BLACK LADY SKETCH SHOW**  
COMEDY SERIES

**HBO**  
**TRUE DETECTIVE**  
DRAMA SERIES

**HBO GO** **HBO OD** ALWAYS INCLUDED FREE WITH YOUR SUBSCRIPTION

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**COACH'S CORNER**

HAVE YOUR AGENTS SHARE HOW THEY'LL RECOMMEND HBO SHOWS AS THE PERFECT FIT FOR ALL THEIR CUSTOMERS' SUMMER PLANS.

**RELAX. WATCH. REPEAT.**

**MATCH THE BLANKS** to the correct answers to find out more about the newest shows on HBO and CINEMAX.

- 1 Dive into the backstory of America's most famous fictional criminal defense lawyer—*Perry Mason* in this new series. \_\_\_\_\_ stars as the title character in 1931, Los Angeles.
- 2 Take an armchair trip across South Africa with new Cinemax series *Trackers*. Three action-packed storylines follow organized crime, smuggled diamonds, the CIA and an international terrorist plot, all colliding explosively in \_\_\_\_\_.
- 3 Indulge your dark side with this true-crime docu-series *I'll Be Gone in the Dark*, based on reporter Michelle McNamara's bestselling book investigating the Golden State Killer, a violent psychopath who terrorized \_\_\_\_\_.
- 4 Fans of HBO's *Insecure*® won't want to miss new HBO comedy special *Yvonne Orji: Momma, I Made It!*, taped before a live audience in Washington, D.C. at \_\_\_\_\_.
- 5 Head across the pond to check the new Cinemax thriller *Gangs of London*, which follows a dangerous power struggle among a web of international \_\_\_\_\_ operating on the streets of modern-day London.

Matthew Rhys, Cape Town, California, Howard University, gangs

NAME \_\_\_\_\_ SUPERVISOR \_\_\_\_\_

**v2 back cover**

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**thank you.**

**Suzy Jurist, President**  
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212.391.7004  
suzy@sjassociates.com