

# Summer POS Brochure: June/July/August 2020

  
R1 04.17.2020

 strategic  
creative

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!**

**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

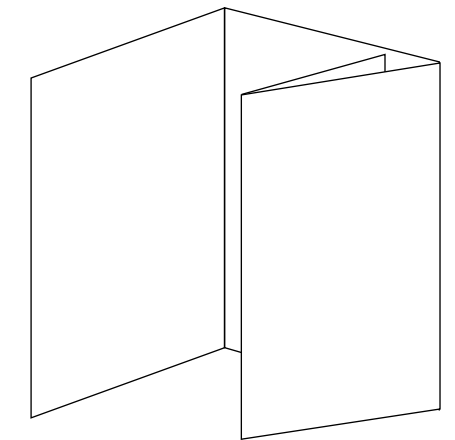
**cover 6**

# HBO MAX May launch PoS brochure

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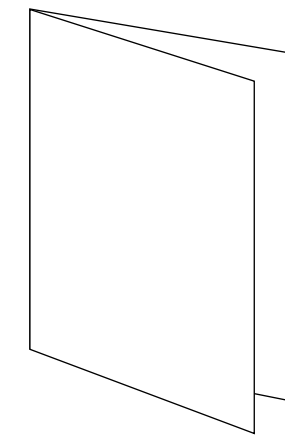
**Round 1**  
03.11.2020

**sji**\* strategic  
creative



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

**version 1** front cover



12x14  
single fold

satin aqueous  
spot uv on logos &  
headlines

**version 2** front cover

# HBO max<sup>SM</sup>

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



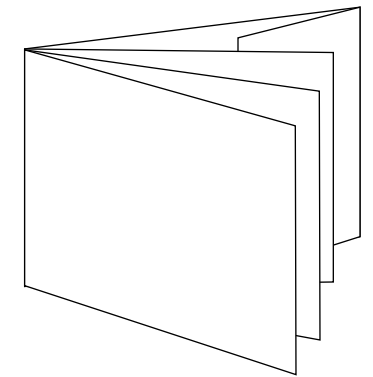
laptop



desktop/tv



gaming consoles



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

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!

Where  
Bada



Meets  
Bing



Meets  
Big  
Bang



**HBO**  
**max**

It's a great big  
world in here.



**alt cover 1a**



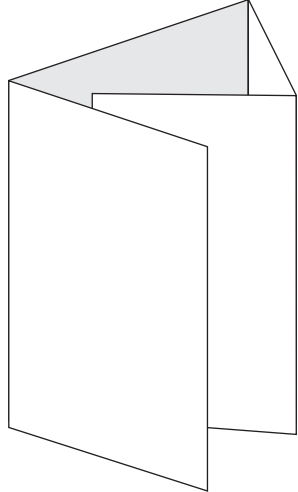
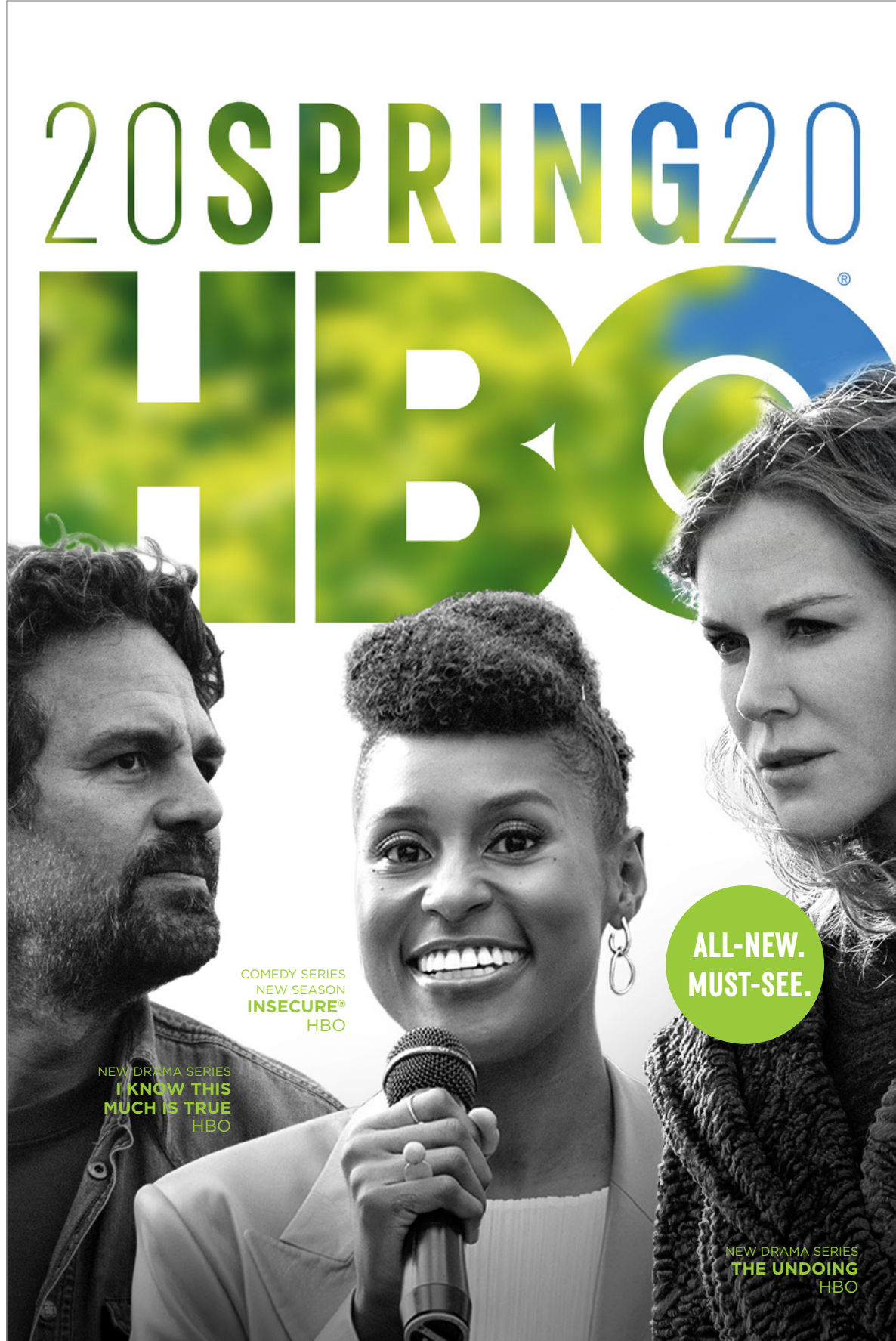
**HBO**  
max™

It's a great big world in here.



**alt cover 1b**

# Spring POS Brochure: April/May 2020



4-panel roll fold







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**alt cover 2**



IN THE KNOW<sup>®</sup>

NICOLE KIDMAN in  
*The Undoing*  
NEW DRAMA SERIES | HBO

MARK RUFFALO in  
*I Know This Much is True*  
NEW DRAMA SERIES | HBO

ISSA RAE in  
*Insecure*<sup>®</sup>  
COMEDY SERIES | NEW SEASON | HBO

SPRING 2020

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**alt cover 3**

IN THE KNOW  
**HBO**<sup>®</sup>

APRIL/MAY  
2020

SPRING  
STAZZLES



NEW DRAMA SERIES  
**THE UNDOING**  
HBO

COMEDY SERIES, NEW SEASON  
**INSECURE**<sup>®</sup>  
HBO

NEW DRAMA SERIES  
**I KNOW THIS MUCH IS TRUE**  
HBO

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**alt cover 4**

**HBO** IN THE KNOW  
APRIL/MAY 2020

*in* **THE**  
*with* **NEW!**

*the*  
*Spring*  
*collection is*  
**HERE**

*Nicole Kidman*  
stars in the new drama  
series **THE UNDOING**

*Insecure*  
is back with an  
**ALL-NEW SEASON**

*Mark Ruffalo*  
stars in the new series  
**I KNOW THIS MUCH IS TRUE**



IN THE KNOW  
**HBO**  
SPRING 2020

MARK RUFFALO IN  
**I KNOW THIS  
MUCH IS TRUE**  
NEW DRAMA SERIES | HBO

NICOLE KIDMAN IN  
**THE UNDOING**  
NEW DRAMA SERIES | HBO

ISSA RAE IN  
**INSECURE**  
COMEDY SERIES | NEW SEASON | HBO

IT'S THE  
**SEASON  
OF NEW**

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**alt cover 6**

**HBO**

IN THE KNOW  
APRIL/MAY 2020

the  
**STARGIRLS**

*Mark Ruffalo*  
stars in the new series  
**I KNOW THIS  
MUCH IS TRUE**

*Nicole Kidman*  
stars in the new drama series  
**THE UNDOING**

*Insecure*  
is back with an  
**ALL-NEW SEASON**

The poster features a central image of Nicole Kidman with long, wavy hair, wearing a textured, olive-green dress. To her right, Mark Ruffalo is visible in a blue denim jacket over a red shirt. In the bottom left corner, a smaller image shows a woman from the show 'Insecure' in an orange jacket. The background is a mix of light blue and olive green, with a diagonal gold-colored band.

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**alt cover 7**

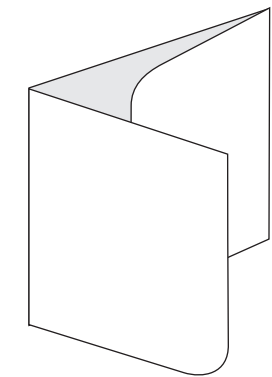
# **HBO MAX April tease** **PoS brochure**

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**Round 1**  
02.03.2020

**sji**\* strategic  
creative

GET  
READY  
FOR  
**SOMETHING**  
**BIG**



3 panel die cut tri-fold

**Cover:**

soft touch coating  
spot uv on type

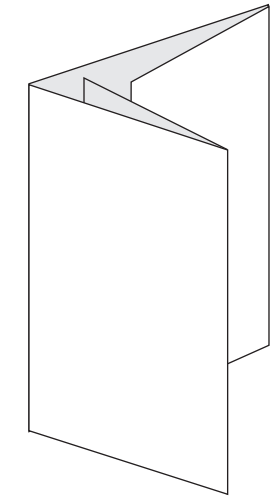
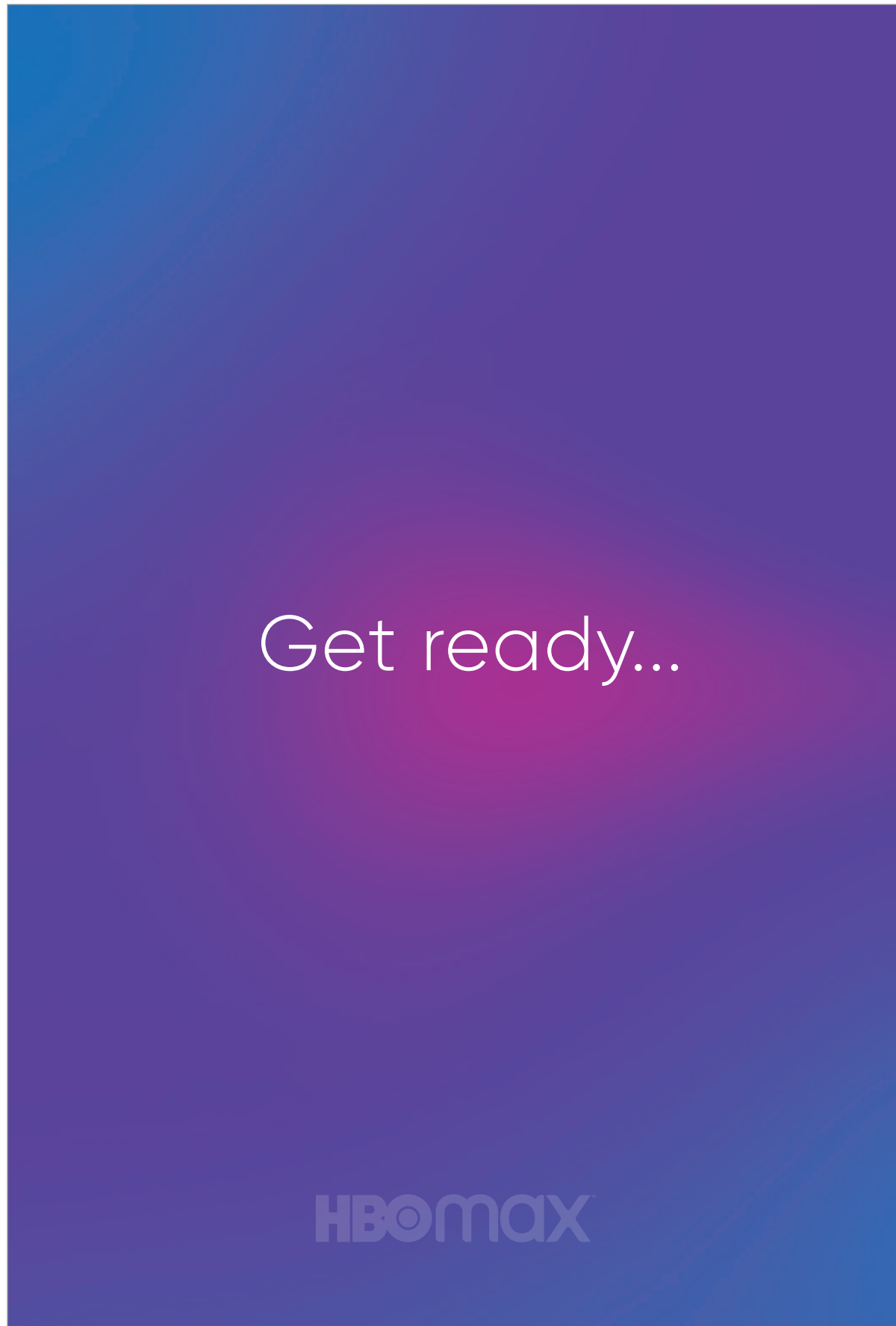
**Interior:**

soft touch coating  
spot UV on white type  
and line art

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**get ready for something big**

concept 1 front cover



4 panel gate fold

**Cover:**

spot uv on logo

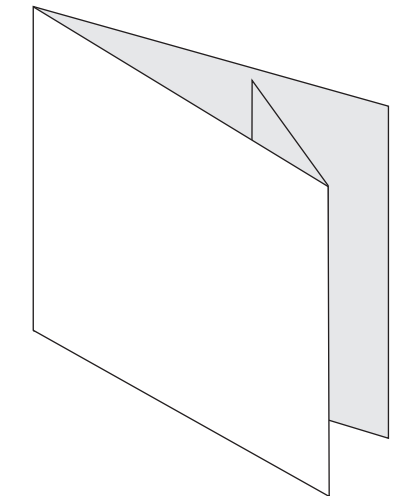
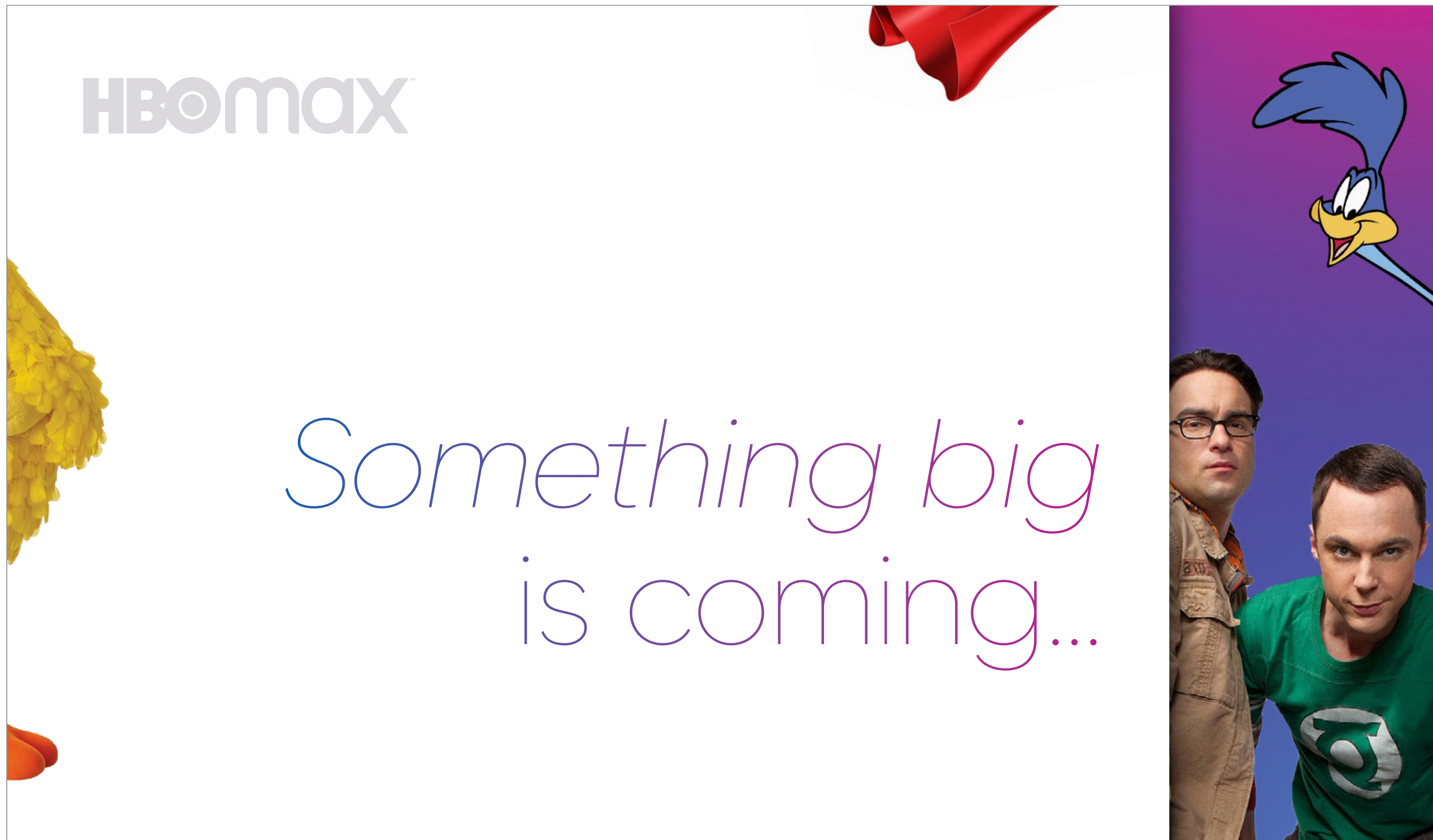
**Interior:**

holographic foil on logo

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**get ready**

concept 2 front cover



3-panel tri-fold  
(with short fold)

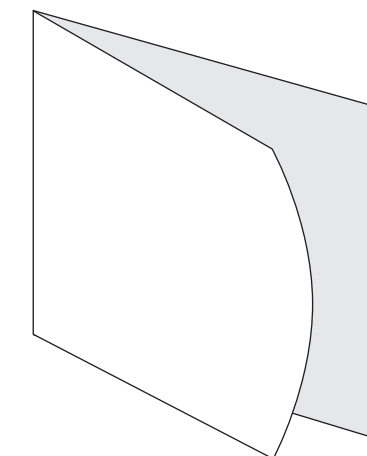
**Cover:**  
holographic foil  
on headline  
spot uv on logo

**Interior:**  
spot uv on  
interior gradients

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**something big is coming**

concept 3 front cover



2-panel single fold  
with die-cut cover

**Cover:**

holographic foil  
on headline  
spot uv on logo

**Interior:**

spot uv on  
interior gradients

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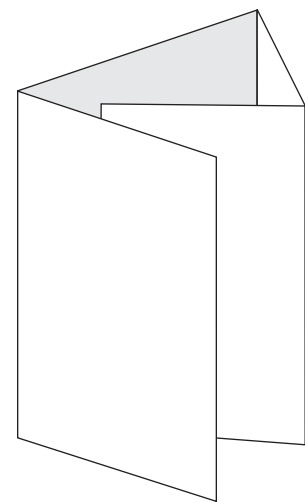
**concept 3 alternate**

concept 3 alternate front cover



# HBO 1Q20 POS MARCH Brochure

12.16.19



4-panel roll fold  
gloss varnish on logos;  
soft-touch finish





silk satin aqueous;  
foil stamp reds



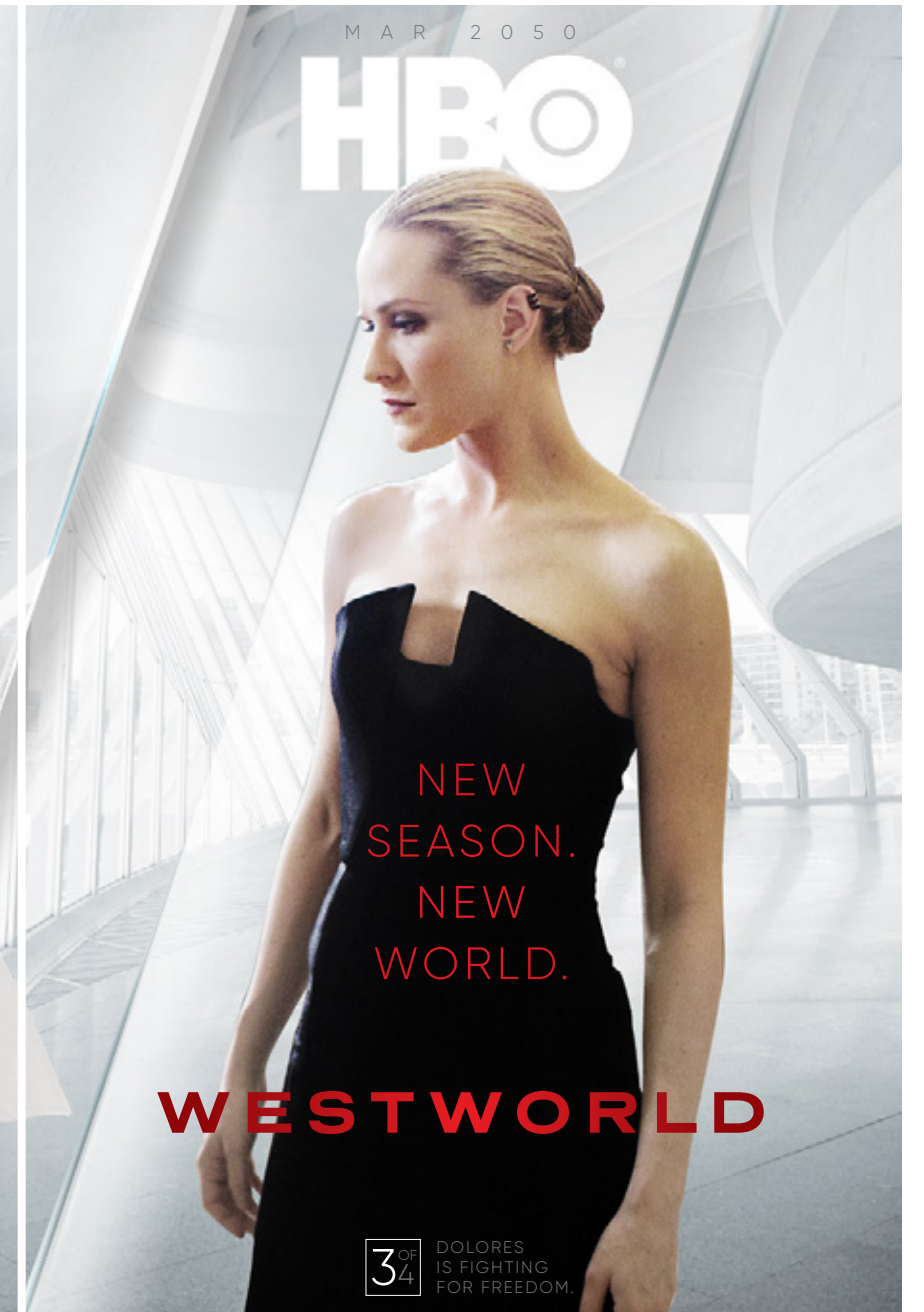
silk satin aqueous;  
foil stamp reds



silk satin aqueous;  
foil stamp reds



silk satin aqueous;  
foil stamp reds





spot gloss on art & logos;  
dull varnish on black background



spot gloss on art & logos;  
dull varnish on black background



spot gloss on art & logos;  
dull varnish on black background



spot gloss on art & logos;  
dull varnish on black background



spot UV over talent & line pattern  
iridescent foil stamp on WW logo



spot UV over talent & line pattern  
iridescent foil stamp on WW logo

IN THE KNOW  
**HBO**  
MARCH 2020

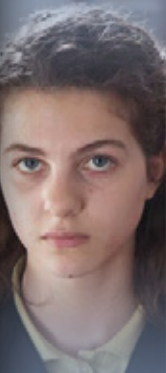


WORLDS OF  
**FANTASY**



**HBO**  
YESTERDAY

WORLDS OF  
**DRAMA**

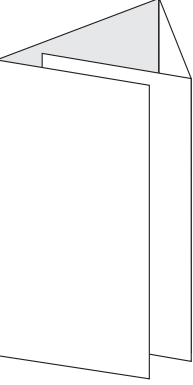


**HBO**  
MY  
BRILLIANT  
FRIEND

WORLDS OF  
**ACTION**



**CINEMAX**  
STRIKE  
BACK



short fold cover revealing  
breadth features on right panel;  
spot uv on logos;  
soft touch finish



four-color + day glow ink  
(blue and orange);  
spot UV on talent & WW logo



four-color + white  
on iridescent foil stock



soft touch background;  
spot UV on talent & HBO logo

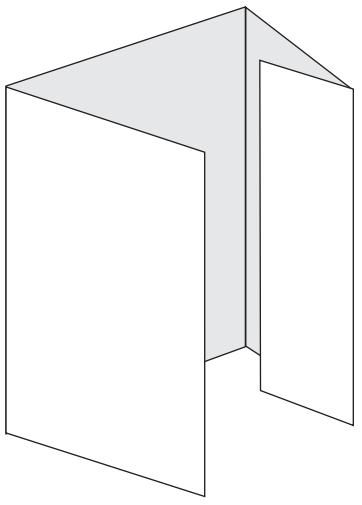


pearl varnish on background;  
spot UV on figure, type & logos

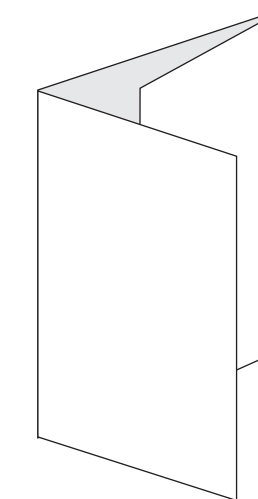
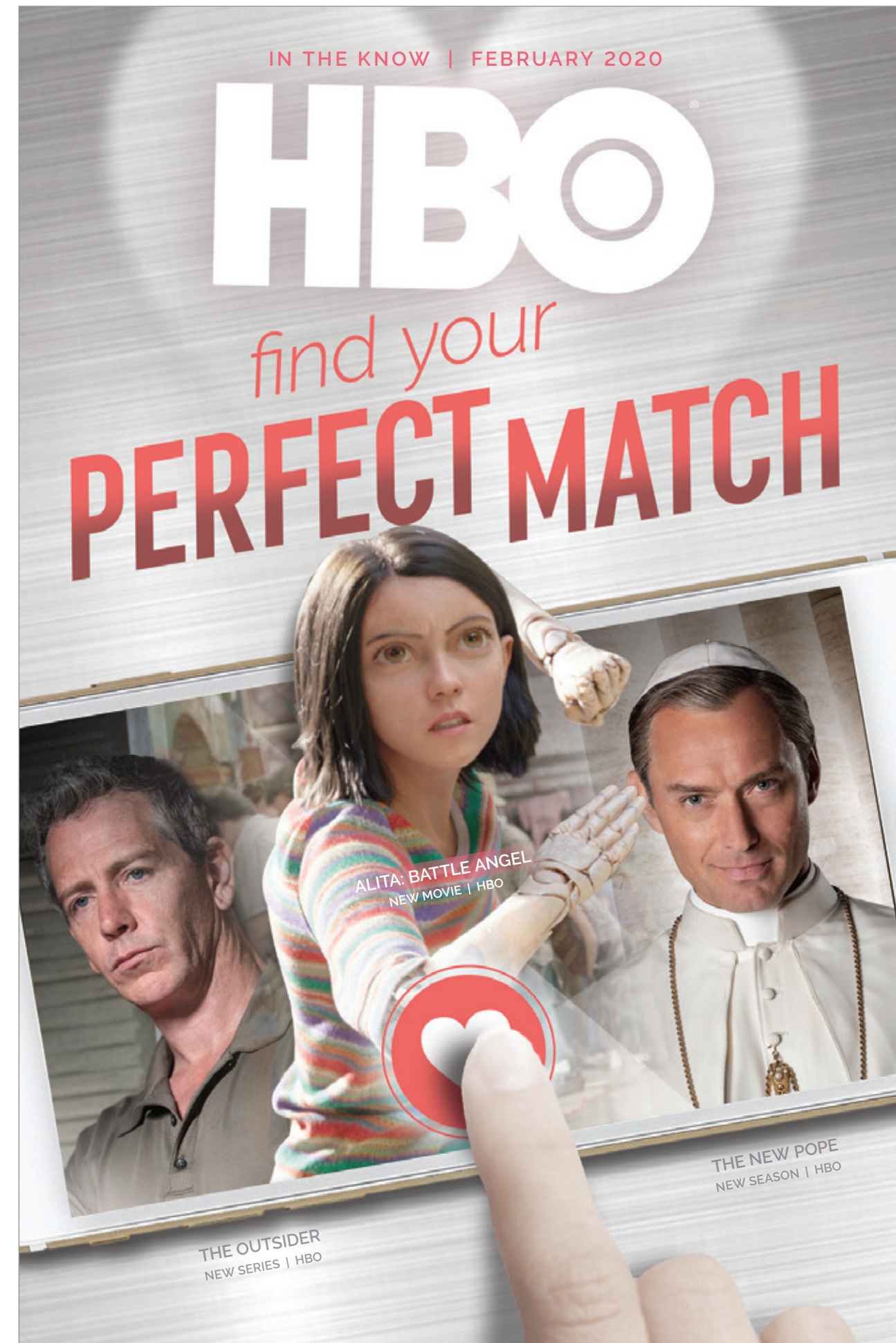


# HBO 1Q20 POS FEB Brochure

11.04.19



roll fold



trifold

# LOVE

at first swipe

New Movie  
**JOHN WICK 3:  
PARABELLUM**  
HBO

New Movie  
**SHAFT**  
HBO

New Movie  
**ALITA: BATTLE ANGEL**  
HBO

**HBO GO**  
ONE ACCOUNT.  
MULTIPLE SCREENS.  
EASY ACCESS.

**HBO**<sup>®</sup>  
IN THE KNOW FEB 2020

HBO IN THE KNOW | FEB 2020



THE BIGGEST MOVIES. THE HOTTEST SHOWS.  
YOUR NEXT OBSESSION IS WAITING.



# LOVE

at first swipe

New Movie  
**ALITA: BATTLE ANGEL**  
HBO

New Episodes  
**THE OUTSIDER**  
HBO

**HBO GO**  
ONE ACCOUNT.  
MULTIPLE SCREENS.  
EASY ACCESS.

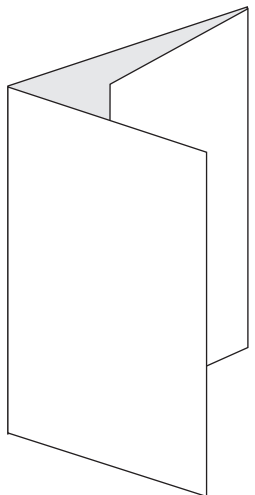
# HBO®

IN THE KNOW FEB 2020

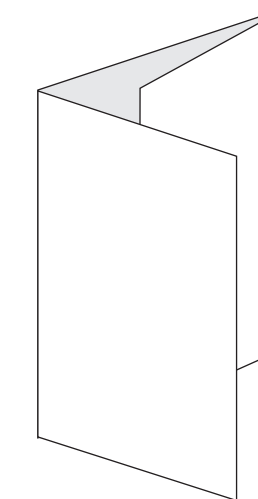


# HBO 1Q20 POS JAN Brochure

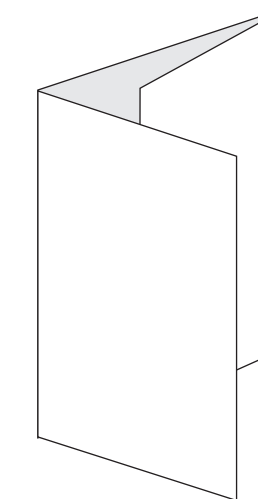
10.22.19



c-fold



c-fold



c-fold

IN THE KNOW  
**HBO**  
JAN 2020

GET IN WITH THE



HBO 2020

NEW SERIES | HBO  
AVENUE 5

NEW SERIES | HBO  
THE NEW POPE

NEW MOVIE | CINEMAX  
NIGHT SCHOOL

NEW ORIGINALS

NEW MOVIES

NEW WAYS TO WATCH

HBO IN THE KNOW | JAN 2020

HBO IN THE KNOW | JAN 2020

NEW SERIES | HBO  
AVENUE 5

NEW MOVIE | CINEMAX  
NIGHT SCHOOL

NEW SERIES | HBO  
THE NEW POPE

NEW ORIGINALS

HBO

NEW MOVIES

NEW WAYS TO WATCH

2020 IT'S ON

IN THE KNOW  
**HBO**  
JAN 2020

THE BEST **NEVER RESTS**

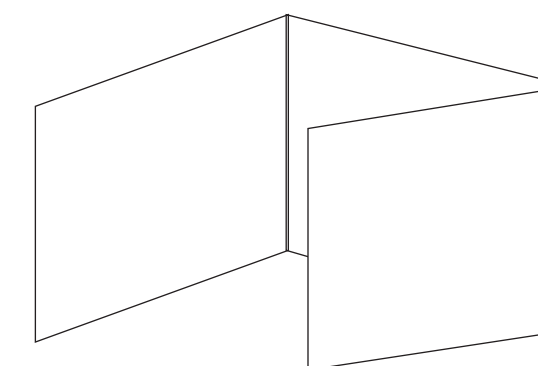




# HBO 4Q19 POS NOV/DEC Brochure

9.26.19

IN THE KNOW NOV/DEC 2019 | SPECIAL DOUBLE ISSUE



trifold

IN THE KNOW NOV/DEC 2019 | SPECIAL DOUBLE ISSUE

HBO®



True Detective

Big Little Lies

Game of Thrones®

Watchmen<sup>SM</sup>

ALL THE BEST

IN THE KNOW NOV/DEC 2019 SPECIAL DOUBLE ISSUE

# ALL THE BEST



Big Little Lies



Game of Thrones®



Watchmen<sup>SM</sup>



Shazam!



True Detective

# HBO®



SPECIAL DOUBLE ISSUE

ALL THE

BEST

Watchmen<sup>SM</sup>

Big Little Lies

Game of Thrones<sup>®</sup>

HBO<sup>®</sup>

IN THE KNOW  
NOV/DEC 2019

# ALL THE BEST



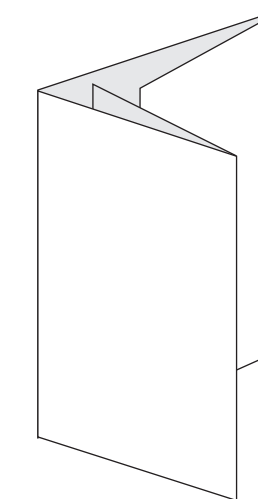
Watchmen<sup>SM</sup>

True Detective

Game of Thrones<sup>®</sup>

Big Little Lies

IN THE KNOW **NOV/DEC 2019** SPECIAL DOUBLE ISSUE



gate fold

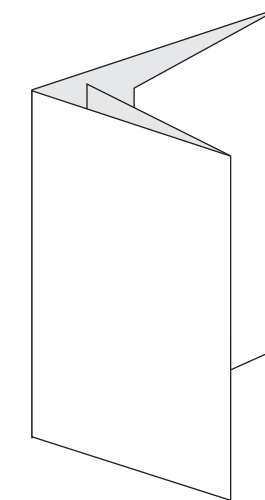
MAKE THE MOST OF YOUR HOLIDAY SEASON.

**HBO**® Discover.  
Binge.  
Enjoy.

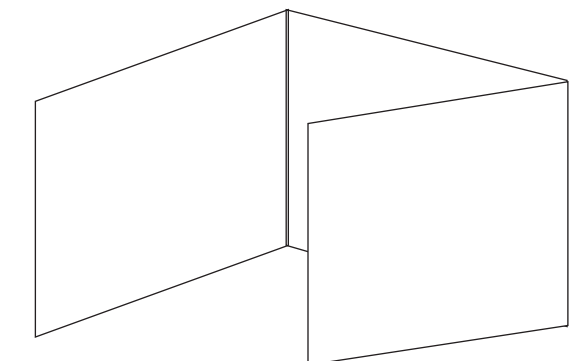


IN THE KNOW | HOLIDAY EDITION

foil stamp / metallic ink interior



gate fold



roll fold

IN THE KNOW  
**HBO**  
HOLIDAY EDITION

**DISCOVER. BINGE. ENJOY.**



In the Know | Holiday Special

# HBO

Game of Thrones

Veep

Ballers

# DISCOVER. BINGE. ENJOY.

Experience  
Best in Class  
Entertainment  
& Value

[LINK TO MUST-SEE VIDEO INSIDE](#)

A promotional poster for HBO featuring three main characters: a woman in a red dress (Veep), a woman in a dark fur coat (Game of Thrones), and a man in a blue shirt and sunglasses (Ballers). The background is a collage of various HBO show characters. The text 'In the Know | Holiday Special' is at the top, followed by the HBO logo. The main slogan 'DISCOVER. BINGE. ENJOY.' is in large white letters, with 'BINGE.' partially overlapping the red dress. To the right of the slogan is the tagline 'Experience Best in Class Entertainment & Value'. At the bottom is a red link 'LINK TO MUST-SEE VIDEO INSIDE'.



MAKE THE MOST OF YOUR HOLIDAY SEASON.

**HBO**® Discover.  
Binge.  
Enjoy.



IN THE KNOW | HOLIDAY EDITION





# HBO

BINGE ALL THE **BEST**  
AND THE **BRIGHTEST**

IN THE KNOW  
**HBO**  
NOV/DEC





thank you