

NETFLIX

Q2 2023

Activation Breakdown™

How “Full Swing” Accumulated 17M Hours Watched on Netflix’s Global Top 10 List

OWNED CHANNELS

PAID CHANNELS

INSTAGRAM

YOUTUBE

FACEBOOK

Purpose of This Research

To identify the content and marketing strategy that contributed to the successful rollouts of Netflix's "Full Swing":

- ✓ **Assessing the launch timeline for the show**
- ✓ **Identifying key players in the distribution of content**
- ✓ **Highlighting factors that helped create a successful campaign**

Applying Trends & Tactics

Trending Insights



Netflix released the teaser video for the show five weeks before the series debut on February 15, with both these significant events happening on a Wednesday. The official trailer was introduced merely 9 days before the series was set to premiere.



Full Swing's digital marketing started 8 days before and continued 5 days after the launch. Netflix's ad spend shows a strategy that emphasizes the launch week, while still supporting pre-launch anticipation and post-launch viewership.



Aside from Netflix's direct promotions, Full Swing garnered an additional 22M views, accounting for 33% of its total views. This significant boost came from the pro golfers' posts, the PGA Tour's posts, and a collaboration with Michelob Ultra.



Michelob Ultra collaborated with Netflix to air a 30-second ad during the Super Bowl, providing a preview of "Full Swing." The ad included a QR code granting early access to the show's first episode right after the game.



Michelob Ultra and Netflix utilized celebrity features and a joint premiere to generate buzz. The campaign featured diverse sporting icons like Tony Romo, Alex Morgan, and Rickie Fowler, resonating with a wider audience. The premiere was timed strategically with the WM Phoenix Open and Super Bowl LVII, to maximize excitement.

Actionable Recommendations

To boost anticipation for a new series, release a teaser five weeks ahead of the premiere, followed by the official trailer nine days before launch. Consider utilizing [Wednesday](#) as the release day to establish a routine with viewers.

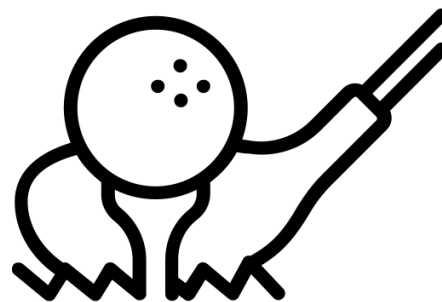
Start your digital marketing 8 days before the series launch and continue for 5 days afterwards. This approach ensures a high impact at launch, with sustained interest before and after.

Leverage collaborations with athletes featured in your series and relevant brands for promotion, much like Full Swing's strategy with pro golfers, the PGA Tour, and Michelob Ultra.

Explore the possibility of forging a unique collaboration with a complementary brand, mirroring the successful collab between Full Swing x Michelob Ultra. Utilize engaging elements like a QR code for early content access to drive interaction, leveraging major events such as the Super Bowl to promote the collaboration.

Create a buzzworthy launch by partnering with influential personalities to drive engagement. Collaborate with a diverse group of athletes to expand your audience beyond the docuseries' sport. Strategically time the launch campaigns to align with major events like the WM Phoenix Open and Super Bowl LVII, taking advantage of the existing excitement to maximize impact.

Overview



A NETFLIX DOCUMENTARY SERIES
FROM THE CREATORS OF FORMULA 1: DRIVE TO SURVIVE

UNIMAGINABLE PRESSURE. UP CLOSE.



ONLY ON **NETFLIX** | FEB 15

About Full Swing

"Full Swing" is a Netflix original sports docuseries that follow a group of pro golfers throughout a demanding season.

- ✓ **From the creators of the popular sports docuseries, Formula 1: Drive to Survive**, this 8-episode series explores the personal lives, families, rivalries, and intense drama of pro golfers during the PGA tour and all four major championships.
- ✓ **Following Netflix's anti-windowing approach**, the series' first season premiered on February 15th, 2023, with all 8 episodes released simultaneously.
- ✓ On March 7th, **Netflix confirmed the show's renewal** for a second season slated for 2024.

Show Performance





Full Swing had a lower level of success on Netflix compared to **Drive to Survive** Season 5, which debuted in the same month.



Drive to Survive (S5)



52M

Hours Watched
on Top 10 List

2

Weeks on
Top 10 List

Feb. 24

Launch
Date

VS.



Full Swing (S1)



17M

Hours Watched
on Top 10 List

1

Weeks on
Top 10 List

Feb. 15

Launch
Date



Whereas, **Break Point**, a docuseries released by the same creators a month earlier, didn't manage to make it on the Global Top 10s list.



Full Swing (S1)



17M

Hours Watched
on Top 10 List

1

Weeks on
Top 10 List

Feb. 15

Launch
Date

VS.



Break Point (S1)



N/A

Hours Watched
on Top 10 List

0

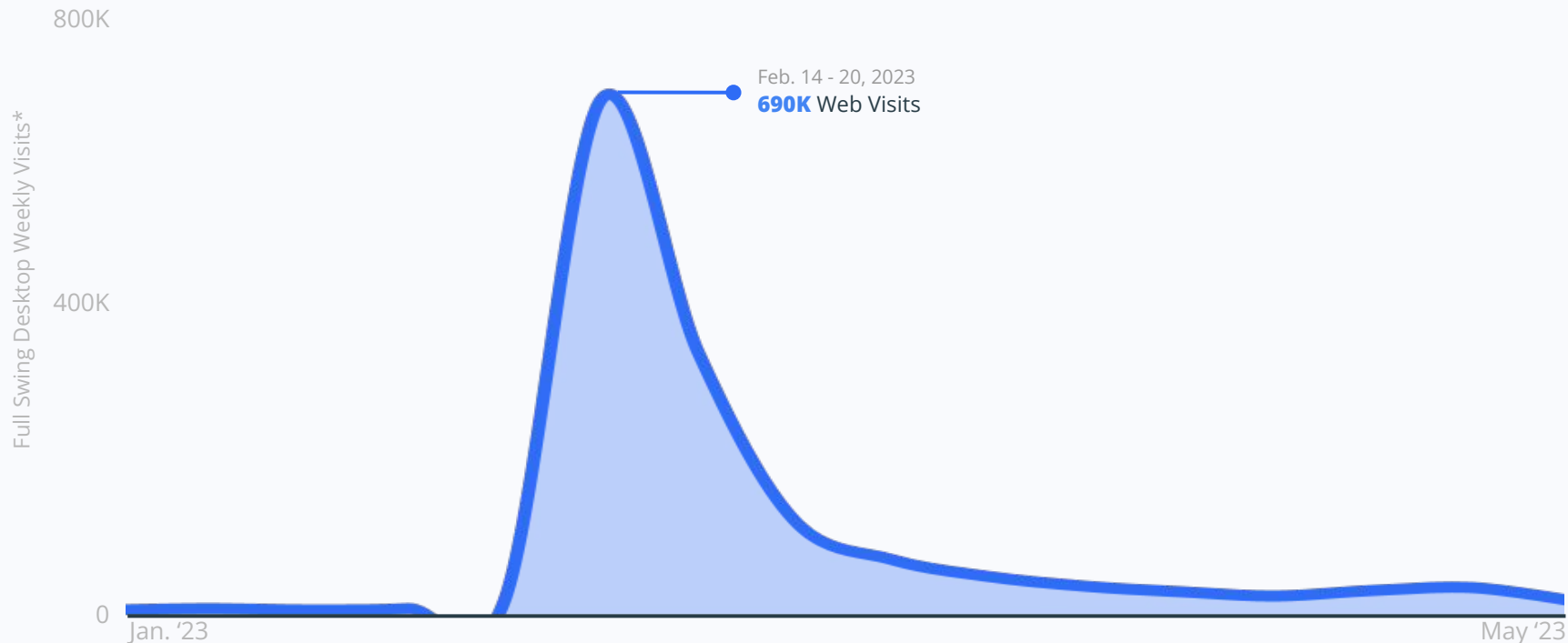
Weeks on
Top 10 List

Jan. 13

Launch
Date

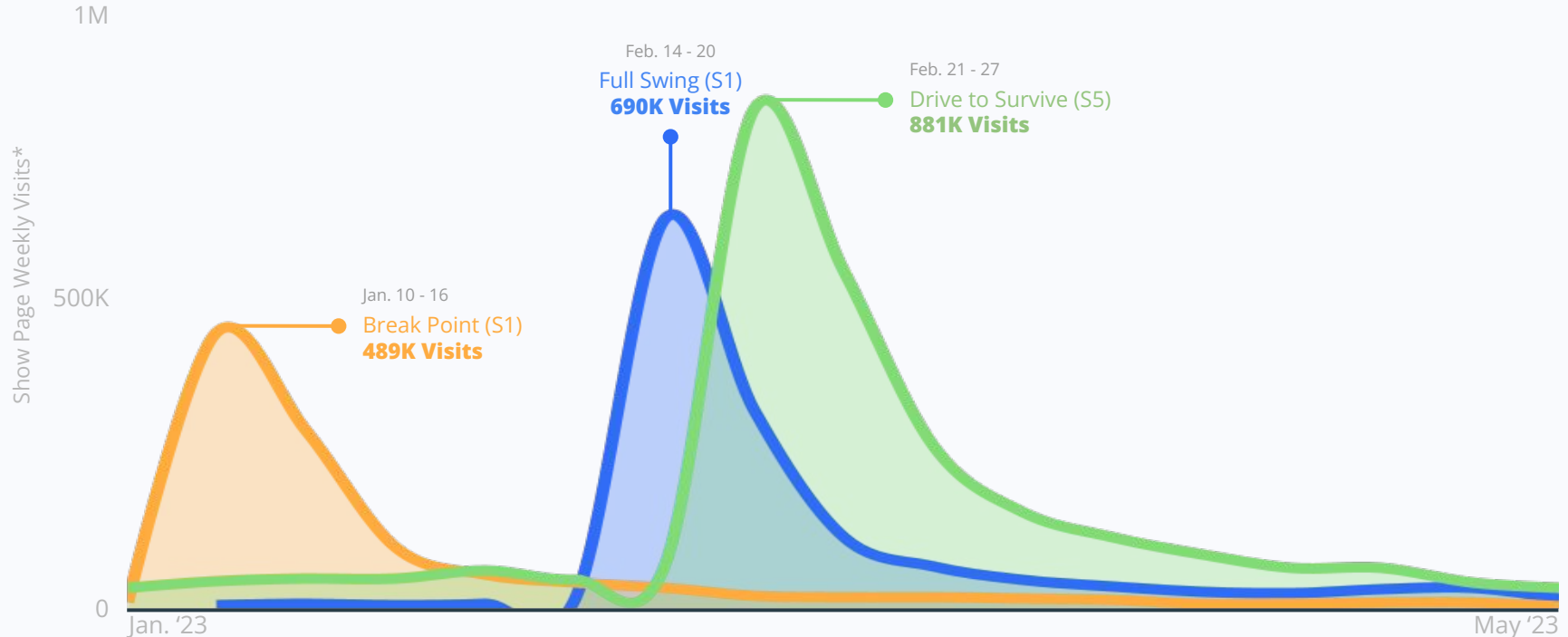


Netflix's Full Swing [page](#) garnered over **2M** desktop visits from January to May 2023, peaking at **690K** during its launch week.

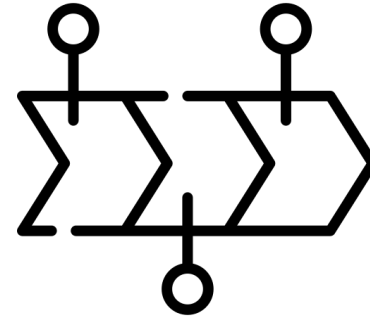




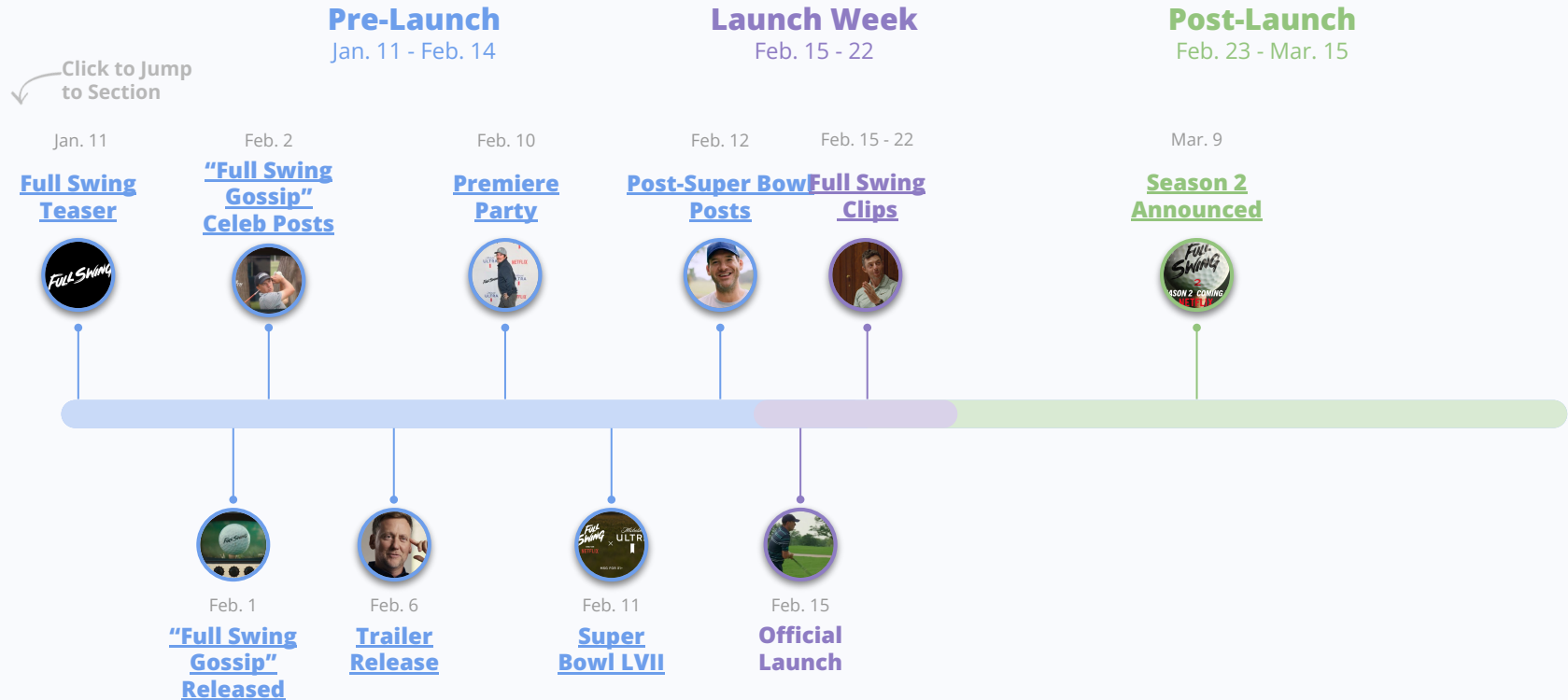
Full Swing's launch generated **1.4x** more traffic than **Break Point**, while **Drive to Survive's** launch generated **1.3x** more traffic than Full Swing's.



Programmatic Timelines

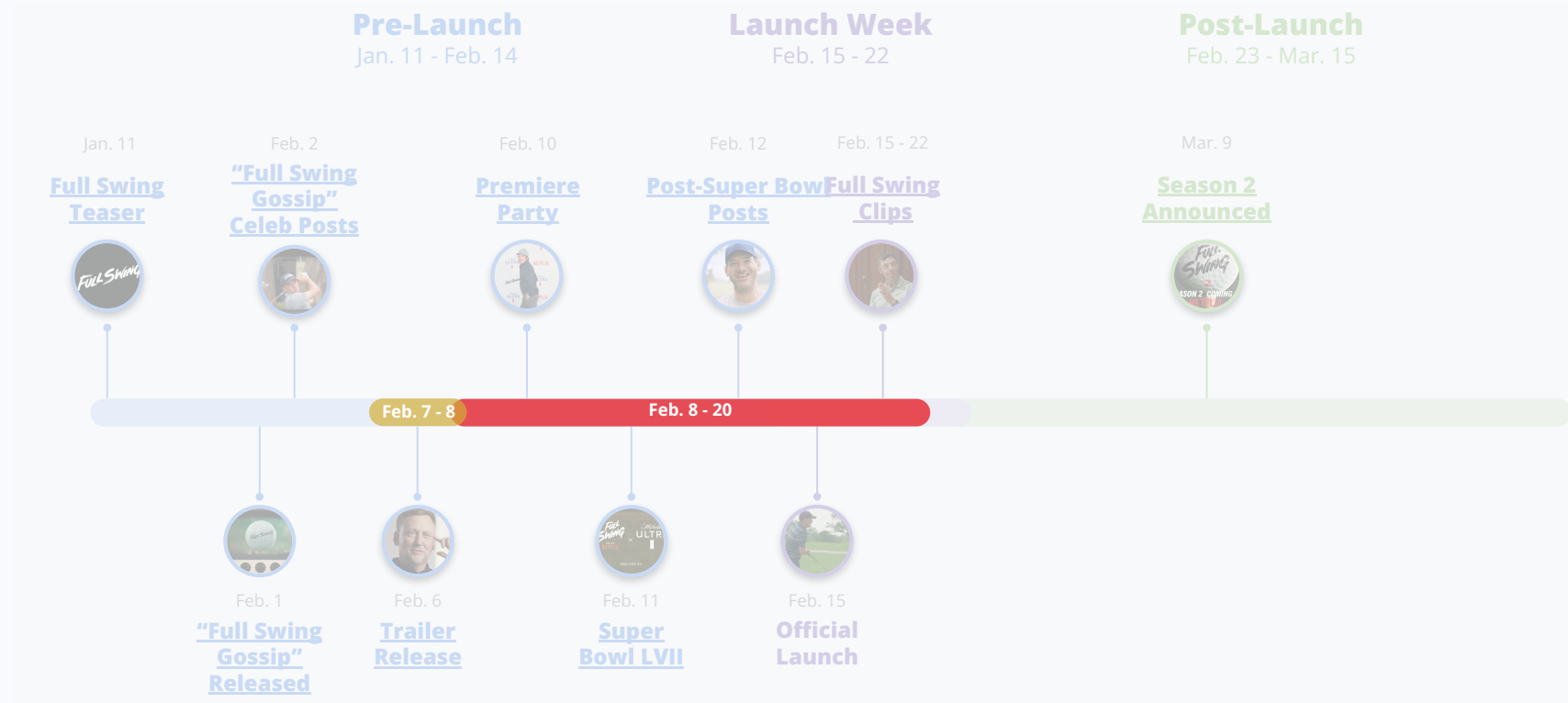


The promotion and release schedule of Full Swing was primarily divided into three distinct phases: **Pre-Launch**, **Launch Week** and **Post-Launch**.



Digital advertising began 8 days before the show's launch and ran strong for 5 days after the launch.

Michelob Ultra expended **68%** of its ad budget from February 7-8, while **Netflix** used **70%** of theirs from February 8-20.



Key Players



Full Swing is a joint venture brought to life by **Netflix and the **PGA Tour**, complemented by...**



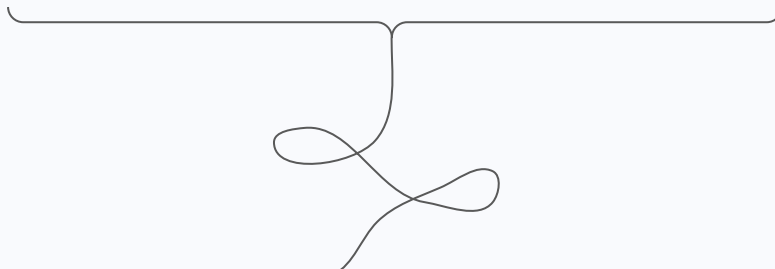
Netflix

202M Total Followers



PGA Tour

12M Total Followers





Michelob Ultra

1.8M Total Followers



Rickie Fowler

18K Total Followers



Alex Morgan

20M Total Followers



Tony Romo

1.5M Total Followers



Ian Poulter

3.2M Total Followers



Joel Dahmen

401K Total Followers



Justin Thomas

2.2M Total Followers



Dustin Johnson

2.4M Total Followers



Matt Fitzpatrick

494K Total Followers



Sahith Theegala

130K Total Followers



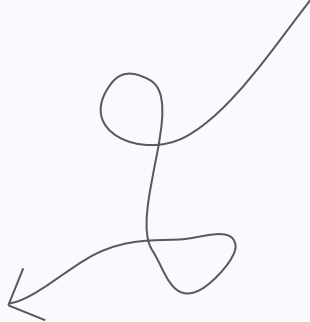
Tony Finau

882K Total Followers



Brooks Koepka

1.8M Total Followers



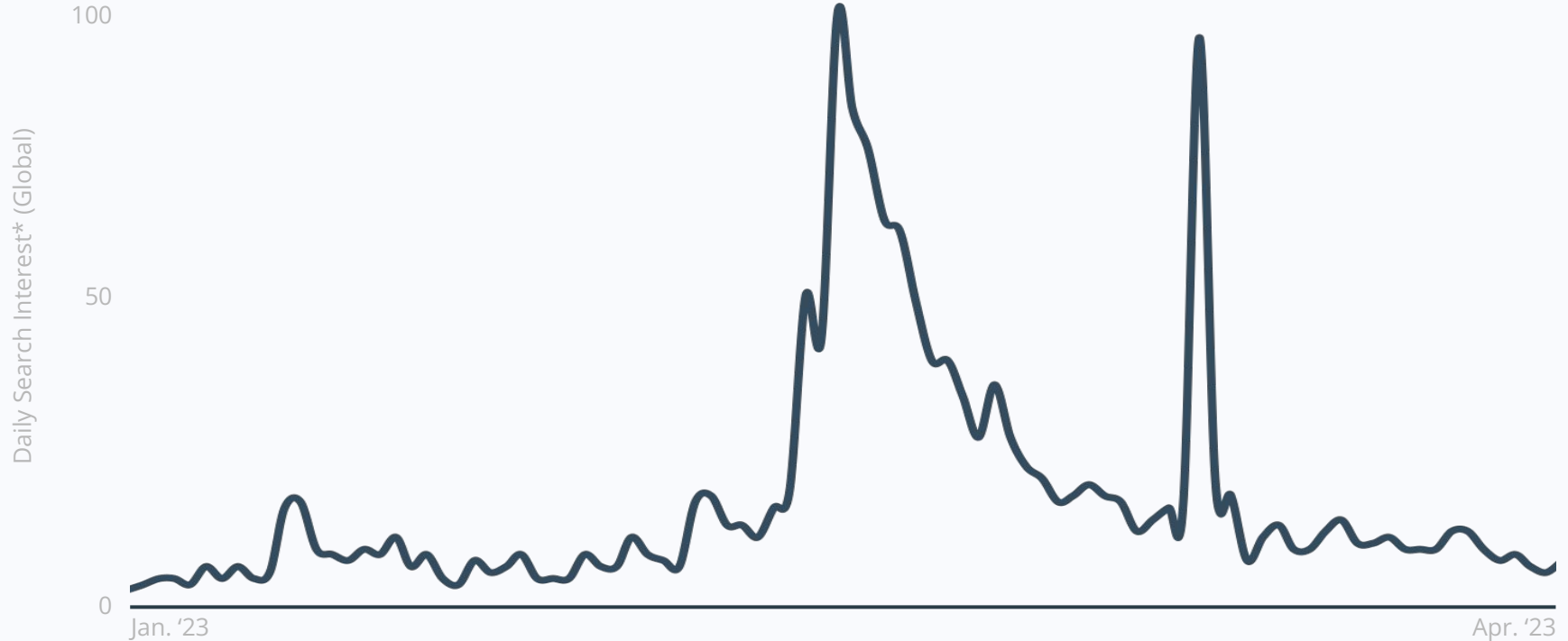
..an advertising collaboration with Michelob Ultra featuring Rickie Fowler, Alex Morgan and Tony Romo. As well as social posts shared by some of the pro golfers featured in the series.

Search Interest

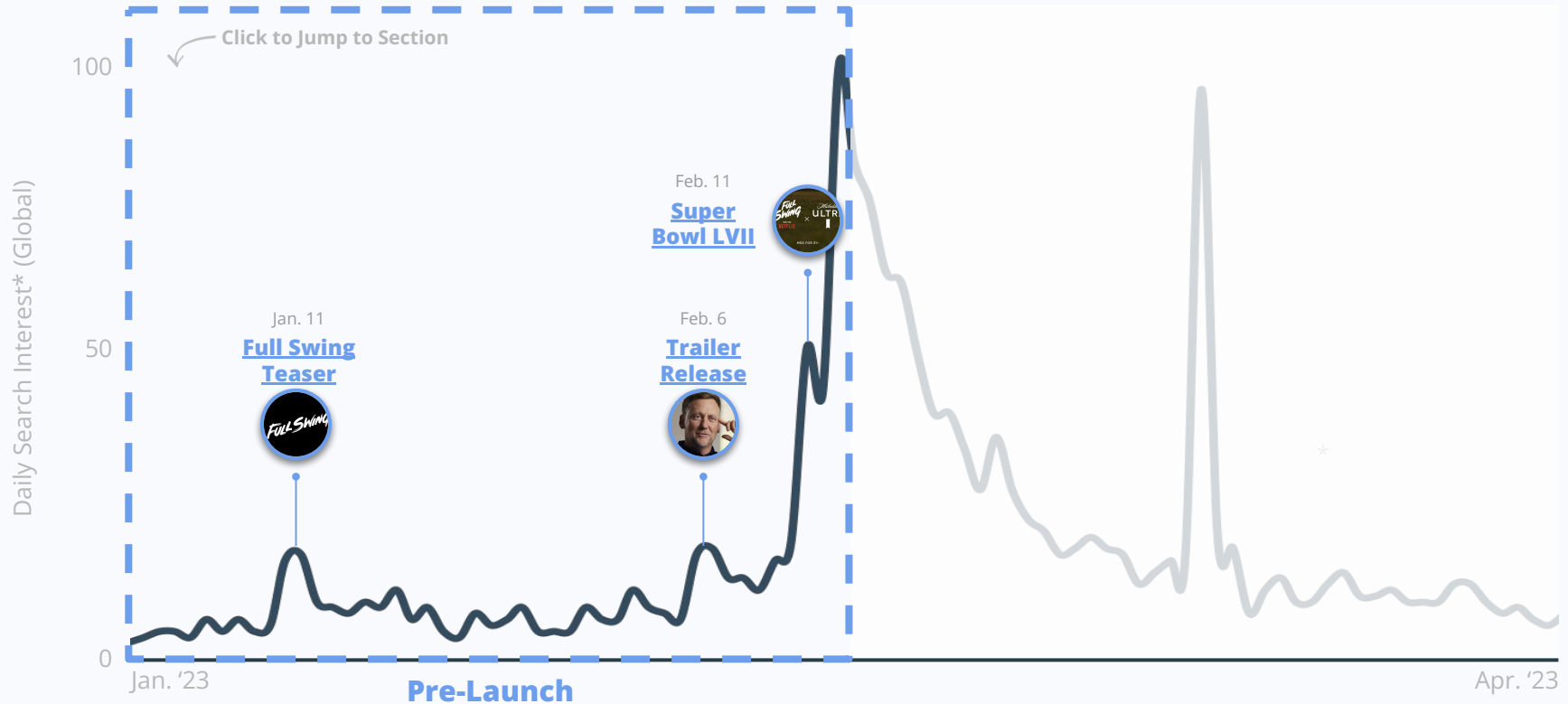


Worldwide Web Search Interest for “Full Swing”

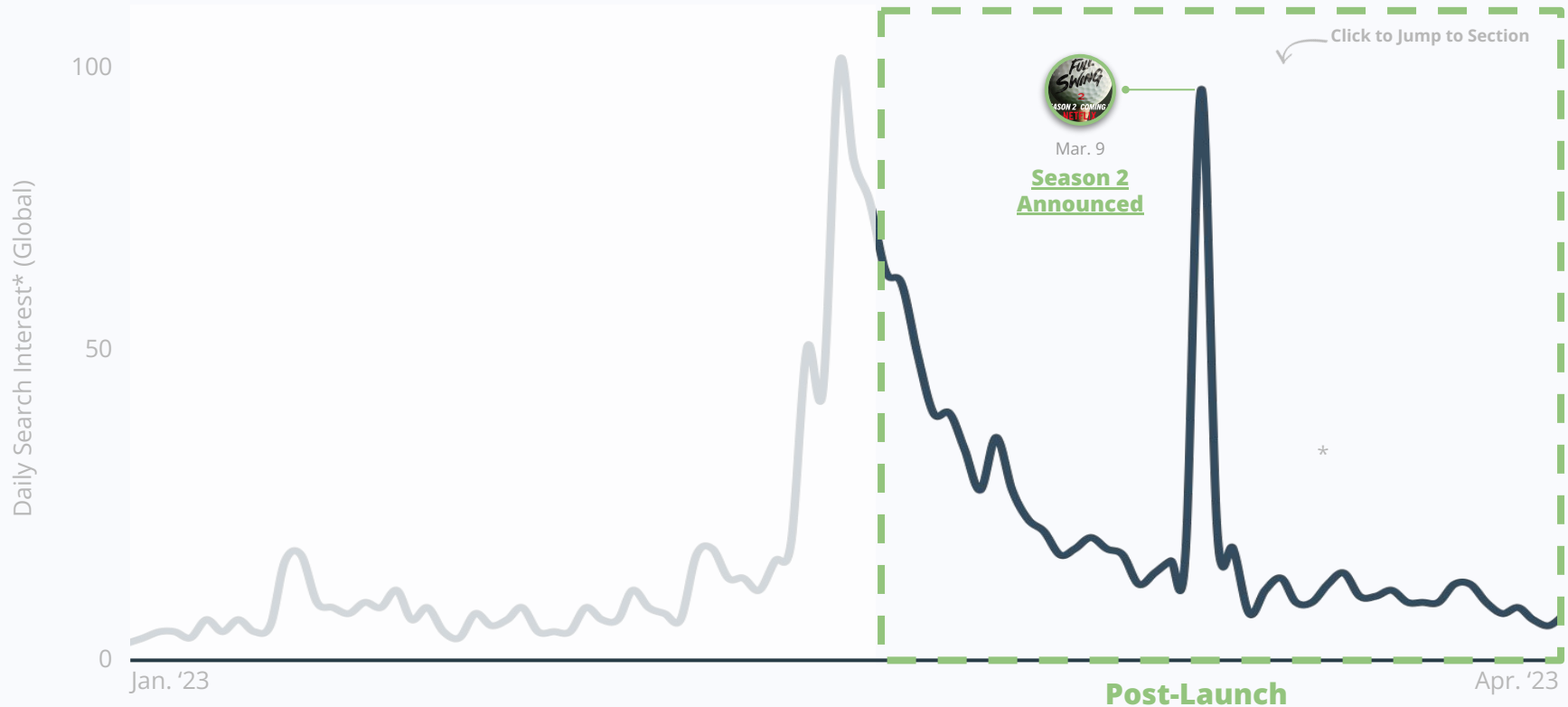
January 2023 - May 2023



“Full Swing” saw spikes in search interest during its **pre-launch** stage that corresponded to the following marketing initiatives:



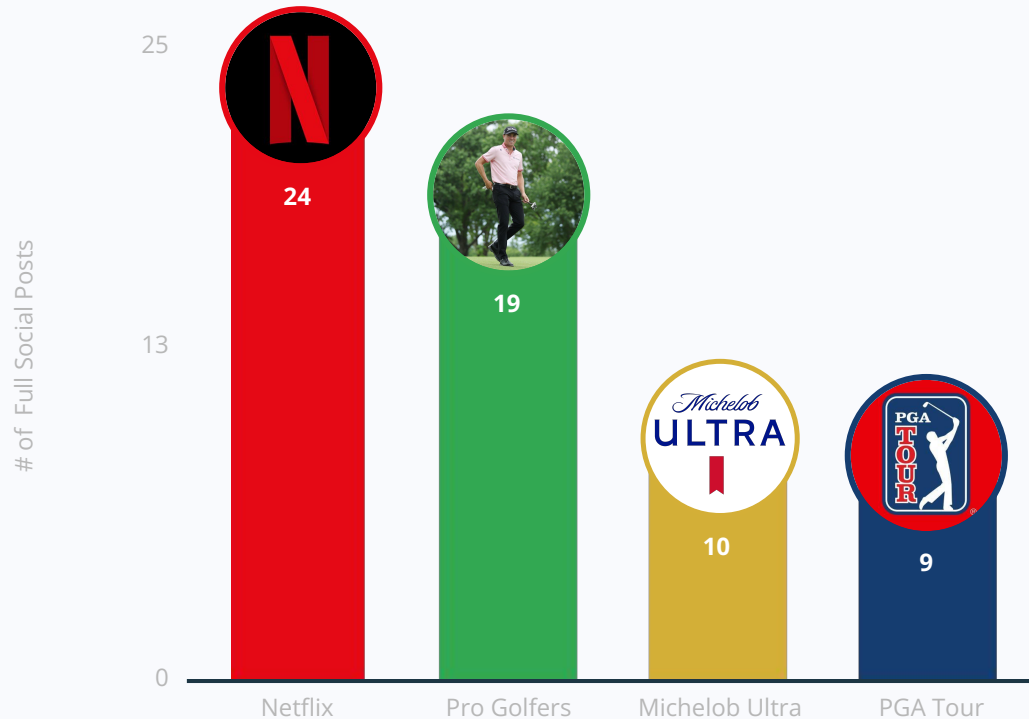
Post-launch search interest for "Full Swing" surged on March 9th after Netflix announced a second season.



Organic Social Content

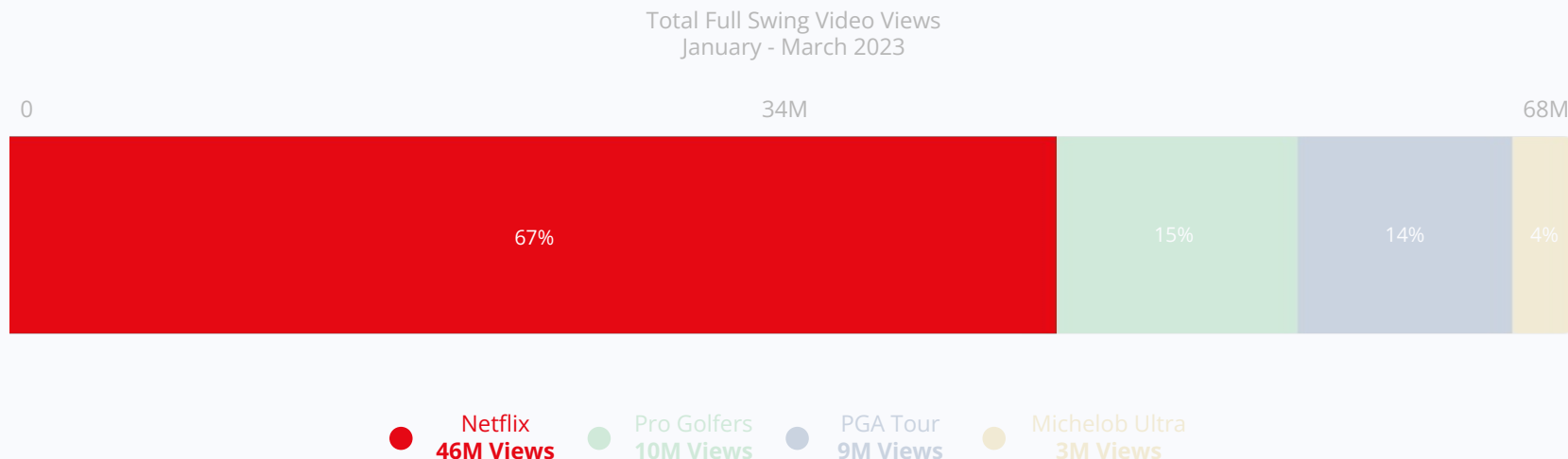


Full Swing had a total of 62 organic posts, with **Netflix** contributing the largest share with **24 posts**.

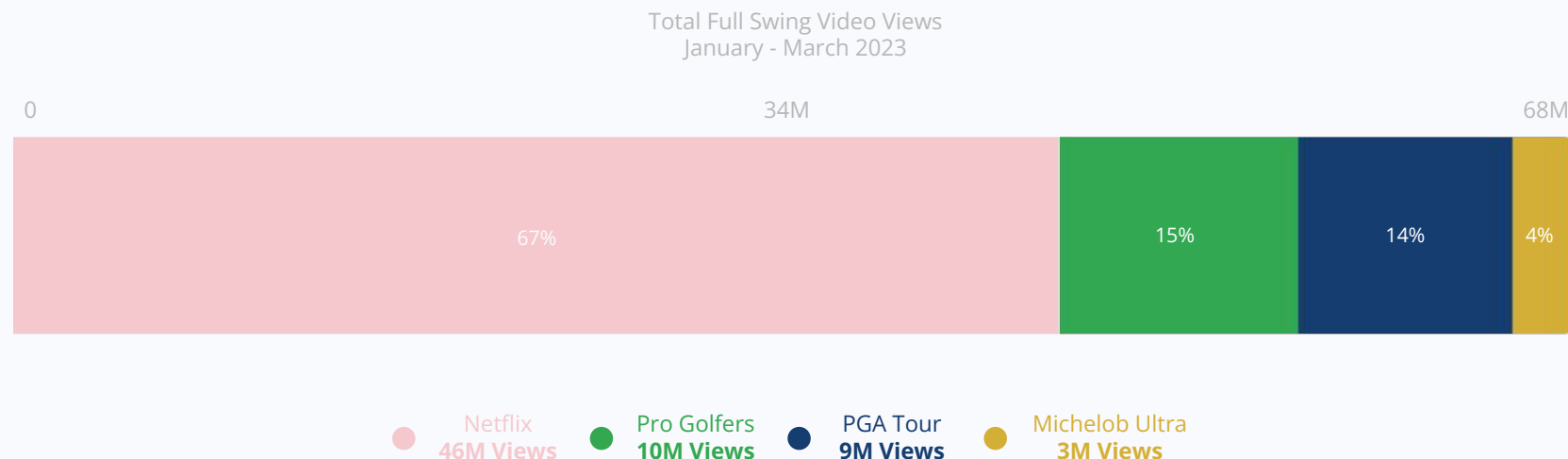


*From January - March 2023

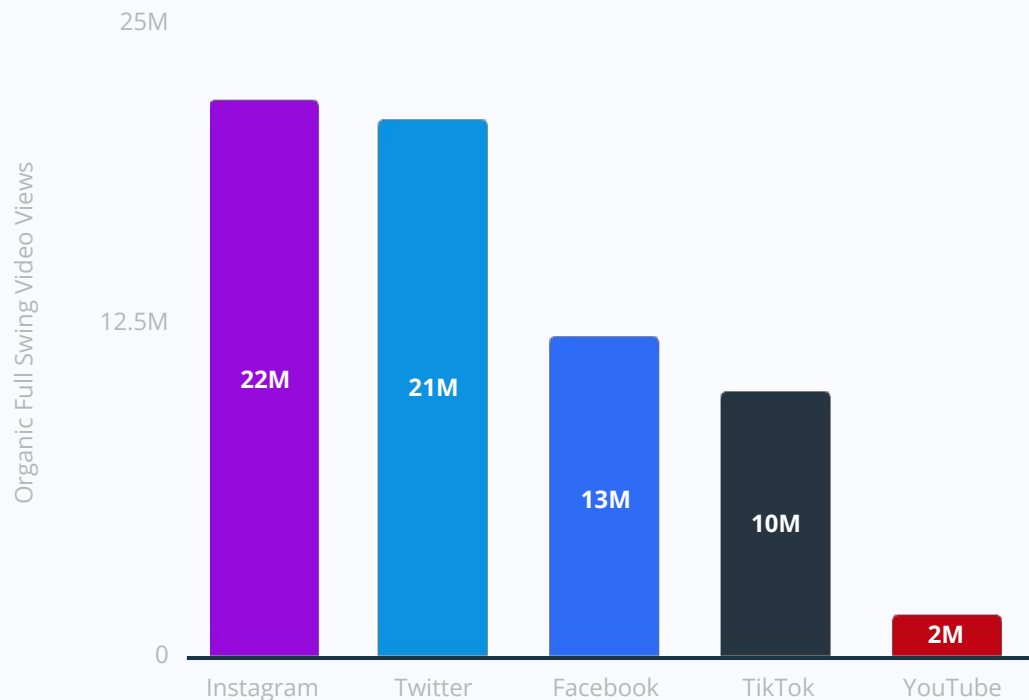
Full Swing amassed over 68M organic video views, with **Netflix** making up the majority (67%) at **46M** views.



Beyond Netflix's promotion, Full Swing attracted 22M views through the efforts of the **pro golfers'** posts, posts from the **PGA Tour**, and their collaboration with **Michelob Ultra**.

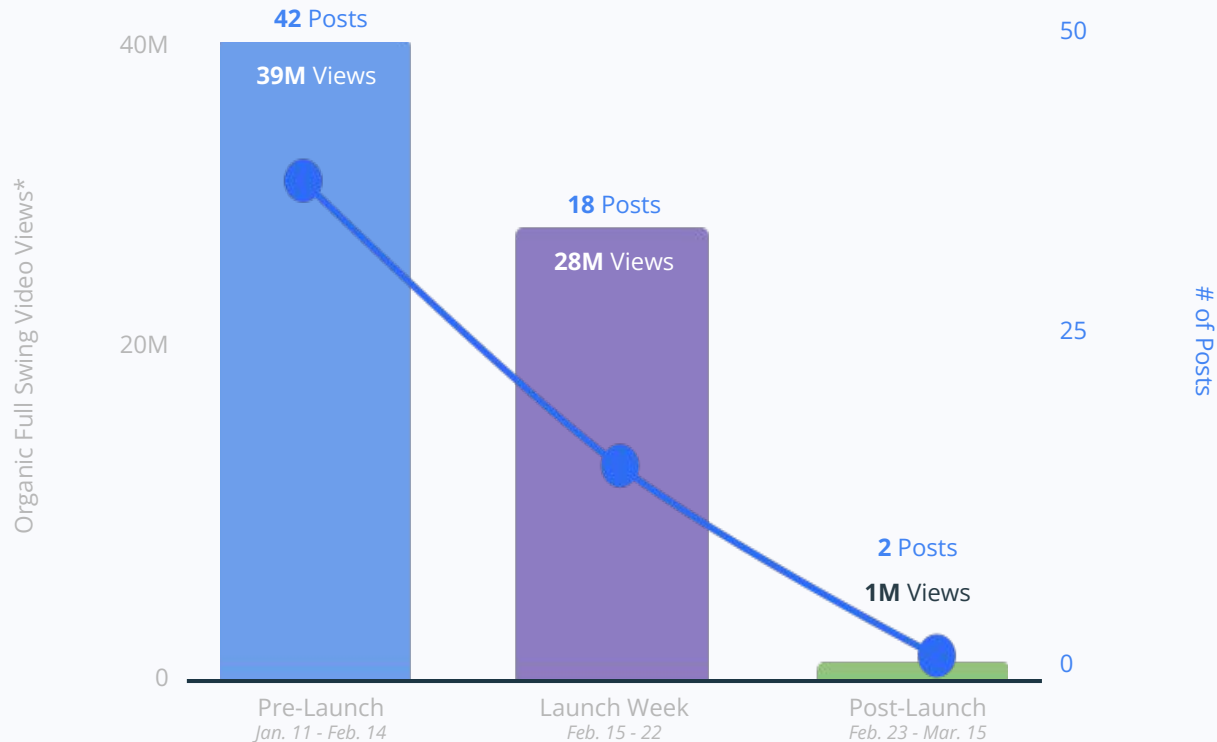


Full Swing had the most success in garnering organic viewership on **Instagram** (22M) and **Twitter** (21M).



*Combined total views from posts from Netflix, Pro Golfers, PGA Tour and Michelob Ultra.

Full Swing saw the greatest amount of organic views during its **Pre-Launch** stage, where it had 39M views and 42 posts.





Teaser (Jan. 11th)

Pre-Launch Organic Content

Netflix announced the Full Swing launch with a 55-second teaser video on January 11.

- ✓ This video was shared **across Netflix's social media platforms** - [Twitter](#), [Facebook](#), [Instagram](#), and [YouTube](#). It was also shared by the [PGA tour](#) and golfers such as [Justin Thomas](#), [Brooks Koepka](#), and [Matt Fitzpatrick](#).
- ✓ Strategically, the teaser was unveiled **five weeks before** the series premiered on February 15. Both milestones fell on a **Wednesday**.
- ✓ The teaser video itself serves to **introduce the players featured in the season**, presenting short clips of each athlete, accompanied by their names displayed in the lower left corner of the screen.



Netflix
@netflix

...

“You picked a hell of a year to start following the PGA Tour.”

Spieth, Thomas, Scheffler, Koepka, Morikawa, Poulter, Dahmen, Fitzpatrick, Johnson, Finau, Theegala, Pereira, Niemann, and McIlroy.

Full Swing premieres February 15.



Total Views: **21M**

of Shares: **11**





Official Trailer (Feb. 6th)

On February 6th, Netflix launched the official trailer video for Full Swing, generating 7M views.

- ✓ Similar to the teaser, the video was shared **across Netflix's social media platforms** - [Twitter](#), [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#), as well as golfers such as [Justin Thomas](#), [Brooks Koepka](#), and [Ian Poulter](#).
- ✓ The official trailer came out **just 9 days prior** to the series launch.
- ✓ The trailer highlights the **volatility and high stakes** of golf alongside the **personal journeys** of individual golfers. It introduces the **drama** of the emerging LIV league and balances the intense competition with humour and candid moments, making the series relatable and appealing.

Pre-Launch Organic Content



Netflix ✓
@netflix



It's win or go home.

Full Swing — your new sports doc obsession from the creators of Drive to Survive — premieres February 15.



Total Views: **7M**

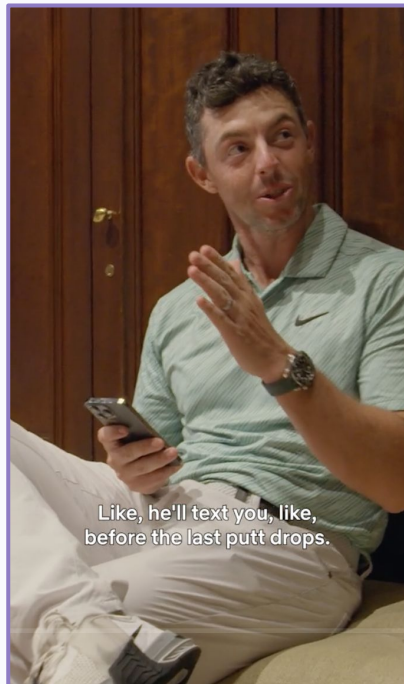
of Shares: **11**





Throughout the **Launch Week**, Netflix and its partners shared short clips from the series on social to promote the show.

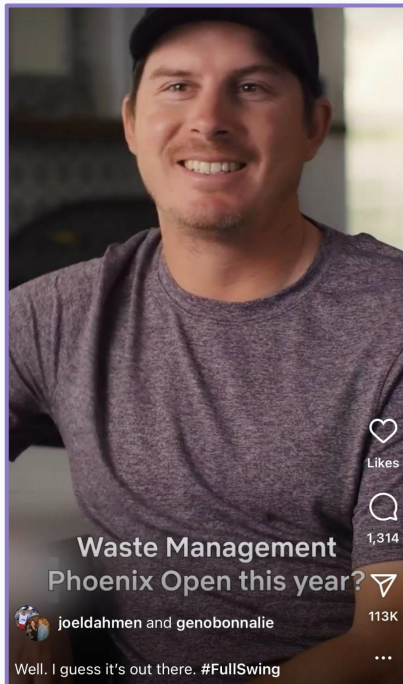
Tiger Woods Congratulates Rory



Total Views: **12M**

of Shares: **4**

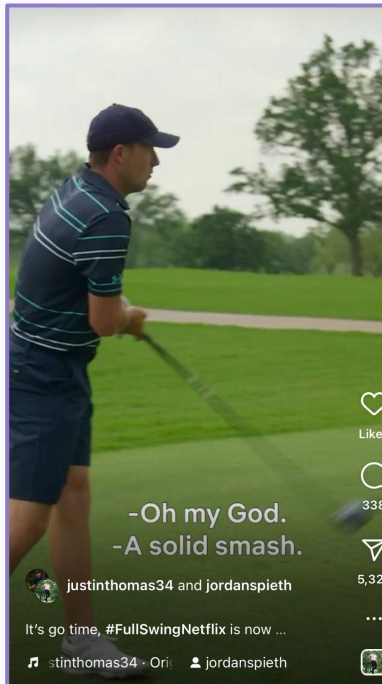
Shirts Off



Total Views: **11M**

of Shares: **3**

Jordan x Justin



Total Views: **2M**

of Shares: **2**

- ✓ During the launch week, Full Swing Clip videos were **strategically shared by Netflix and some of the golfers**, showcasing select scenes from the first, fourth, and final episodes of the season.
- ✓ These clips spotlight various themes throughout the show: **comedy** with Joel Dahmen's antics, **intense competition** via Spieth and Thomas' rivalry, and **sentimental moments** like Woods applauding Rory's victory.



Season 2 Announcement (Mar. 7th)

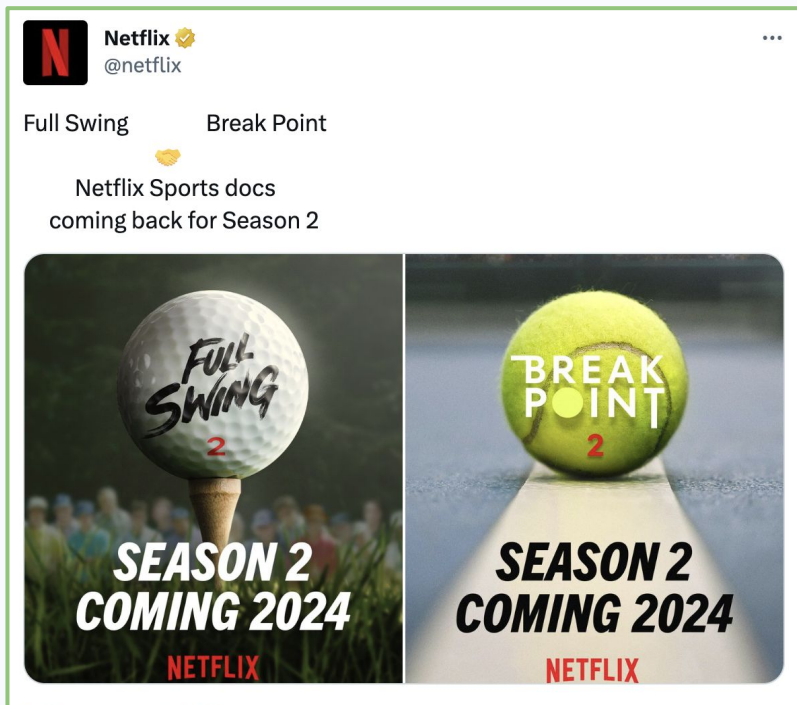
Post-Launch Organic Content

Just shy of three weeks after the launch (March 7th, 2023), Netflix confirmed a **second season** for Full Swing.



Total Eng.: **165K**

[Click to View](#)



Total Eng.: **5.2K**

Total Views: **1.4M**

[Click to View](#)

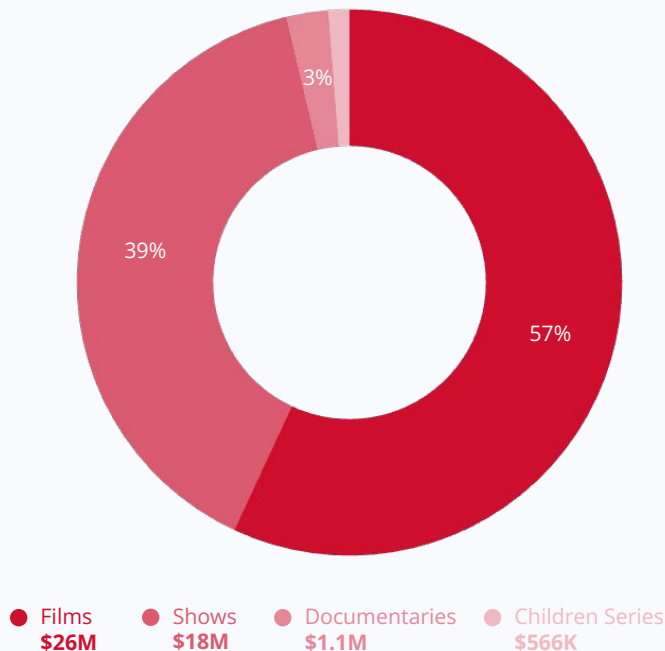
- ✓ The announcement of the second season, **just shy of three weeks post-launch**, capitalized on the excitement and momentum generated by the show's first season enthusiasts.
- ✓ Netflix **shared the post in collaboration** with the PGA Tour, extending its reach to the Tour's social media followers.
- ✓ Netflix **retained the logo and visuals from the first season of the show** (similar to Break Point), allowing for easy recognition.

Paid Advertising



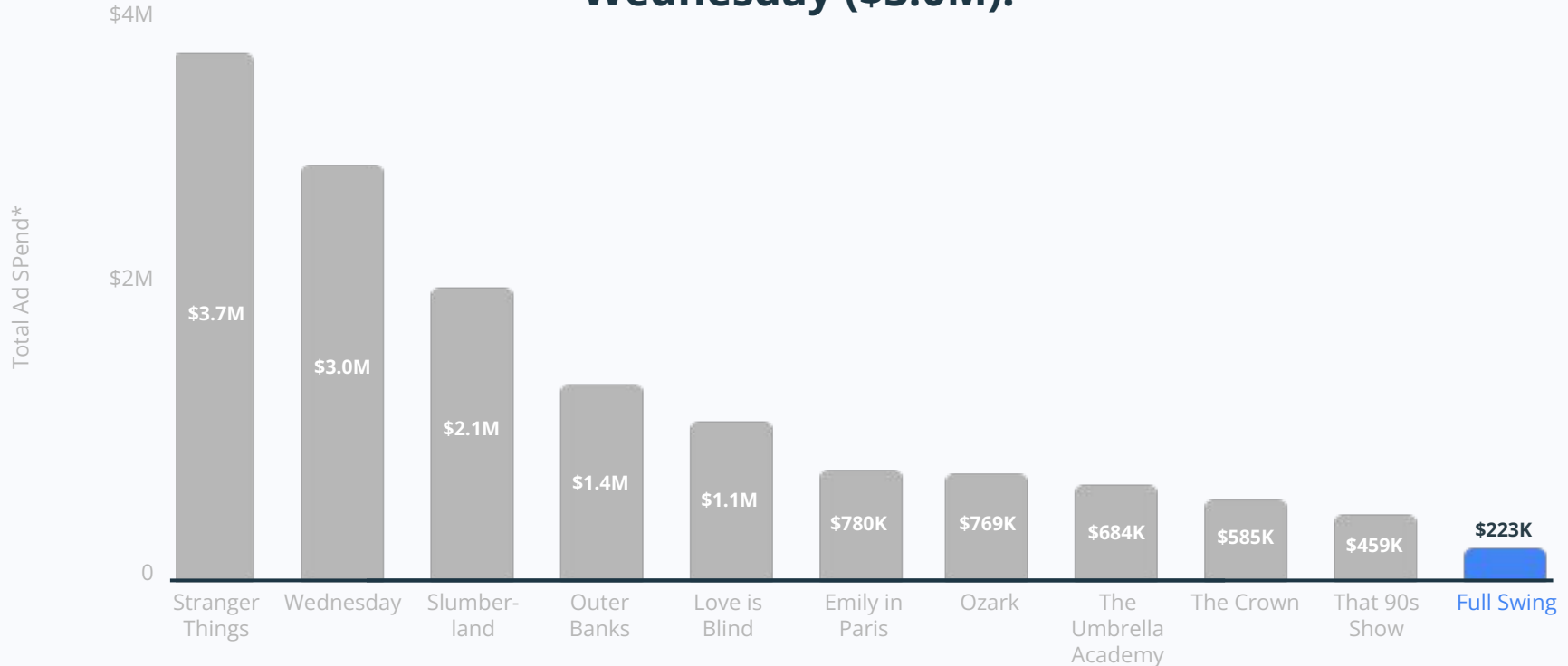


Netflix invested \$45M in digital ads over the past 12 months*, with **57%** dedicated to promoting **films** and **39%** allocated to promoting **shows**.



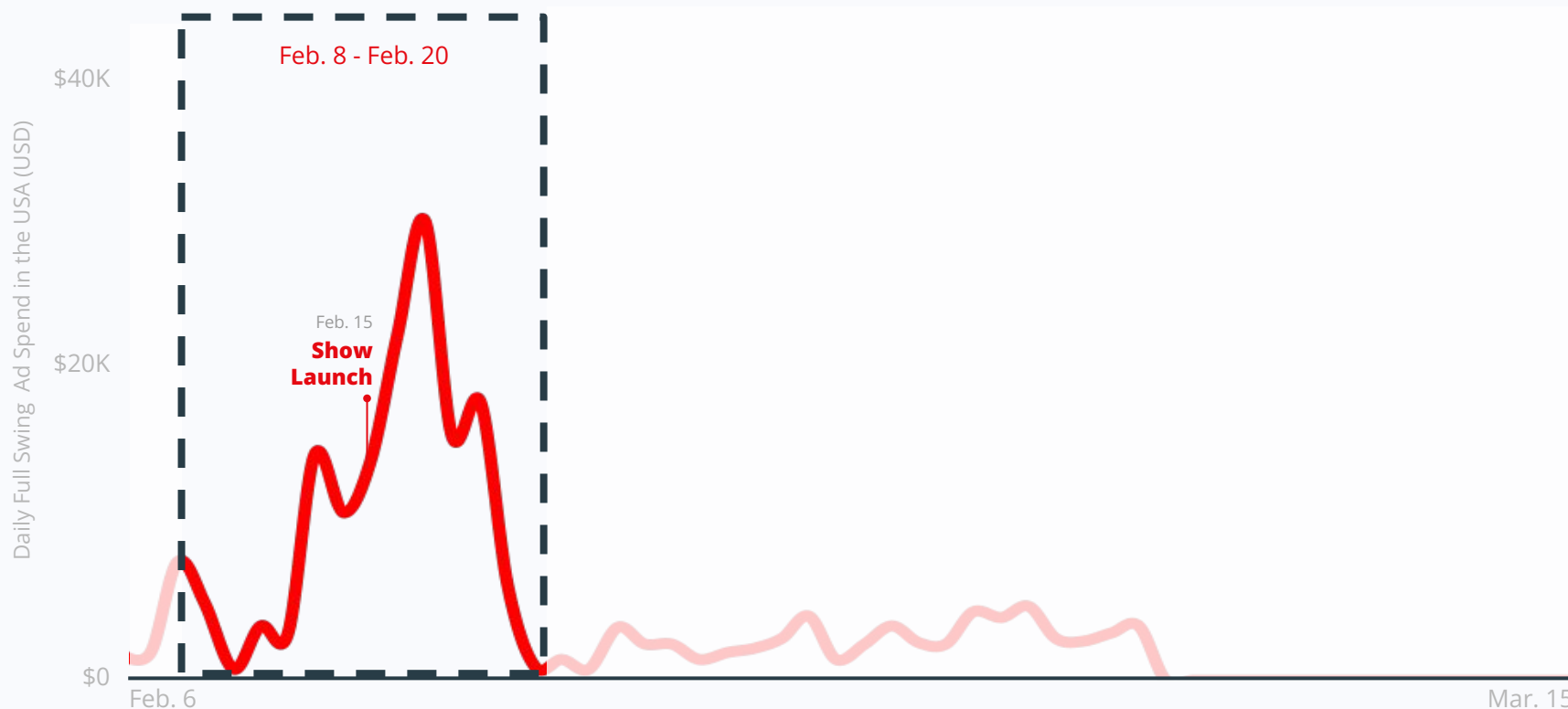


During this time, Netflix allocated the highest amount of investment towards promoting the shows **Stranger Things (\$3.7M)** and **Wednesday (\$3.0M)**.

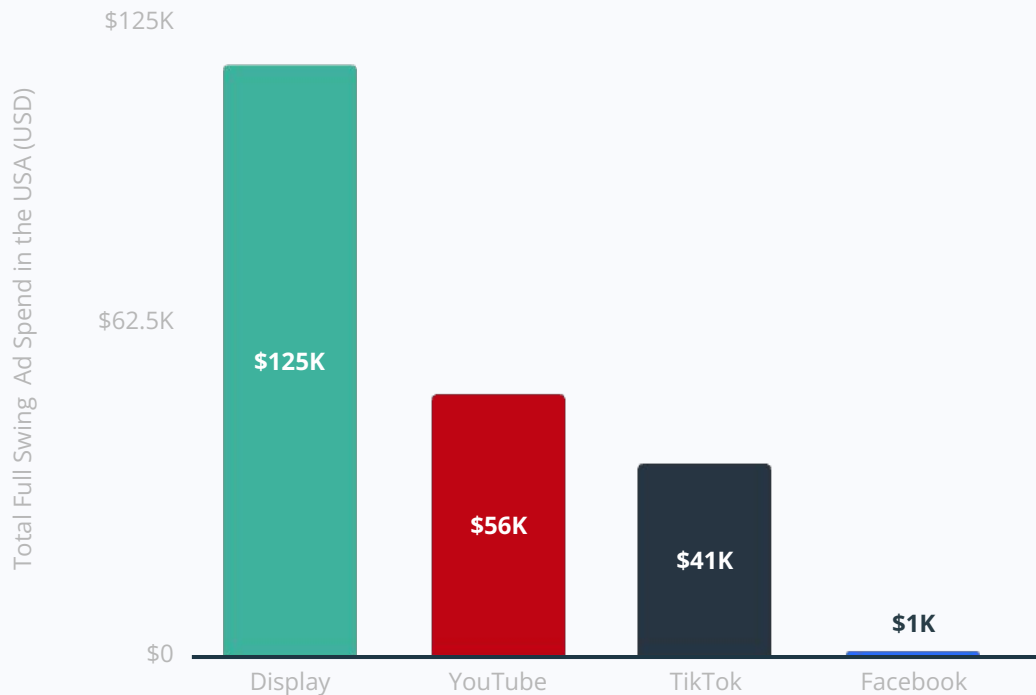




Netflix invested **\$233K** for promotional ads for Full Swing, with **70%** of the budget used between February 8th and 20th.



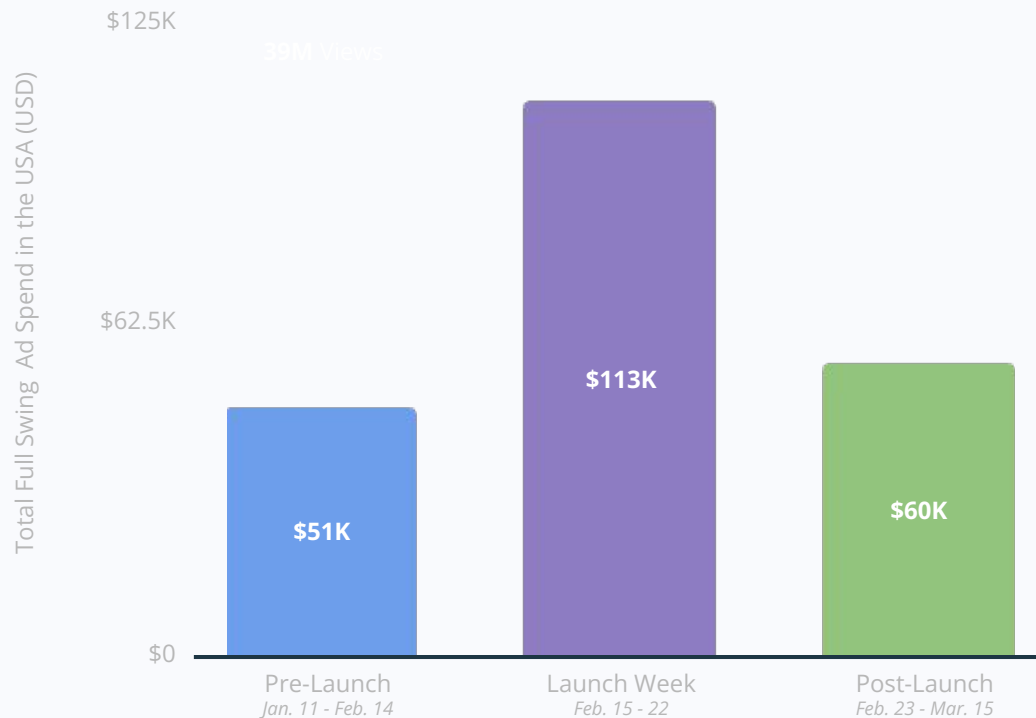
Netflix focused its ad spend on **Display** (\$125K), followed by **YouTube** and TikTok.





Netflix's ad spend breakdown for Full Swing reveals a marketing strategy that prioritizes the **launch week** for maximum impact.

While still investing in the **pre-launch** to generate anticipation and the **post-launch** for continued viewership.





Display Ads



Full Swing Paid Ads

Display ads showcased Full Swing's main image and a strong CTA.

Feb. 15th - Mar. 15th

Feb. 8th - Feb. 14th



- ✓ By emphasizing that the series comes "from the creators of Formula 1: Drive To Survive," the ads effectively **leverage the popularity of Drive to Survive**.
- ✓ Pre-launch, Netflix's display ads used "**Learn More**" leading to the [series page](#). Post-launch, they switched to the "**Watch Now**" call to action.
- ✓ Following the series launch, the ad on the left was in **circulation for a month** (Feb. 15th to Mar. 15th).
- ✓ The display ads were prominently featured on [draftkings.com](#), a website dedicated to fantasy sports contests and sports betting.

Spend \$85K | Imp. 7.4M | CPM \$11.48

Spend \$1.9K | Imp. 138K | CPM \$13.76

Digital Advertising Data Source Caveat

37



Netflix ran two **30-second video ads** on **YouTube** from **Feb. 13th - 20th**.

Feb. 13th - Feb. 20th

- ✓ This ad is framed by the **Netflix intro and watermark**, and in both videos, the Netflix logo consistently appears in the upper right corner.
- ✓ This ad effectively **creates intrigue** by hinting at the **escalating drama** inherent in the series, centred around the onset of the LIV golf tour controversy.
- ✓ The videos skillfully blend **gripping music with strategically chosen voice snippets, along with a selection of short scenes from the series**. This combination serves to portray the show as dramatic, high-stakes, prestigious, while also subtly interspersing elements of humour.



Spend \$25K
Imp. 138K
CPM \$15.02
[Click to View](#)



Spend \$29K
Imp. 2.0M
CPM \$14.98
[Click to View](#)

Strategic Partnerships





Michelob Ultra's 2023 Super Bowl campaign embraced the changing golf culture through two ad spots and innovative brand partnerships.

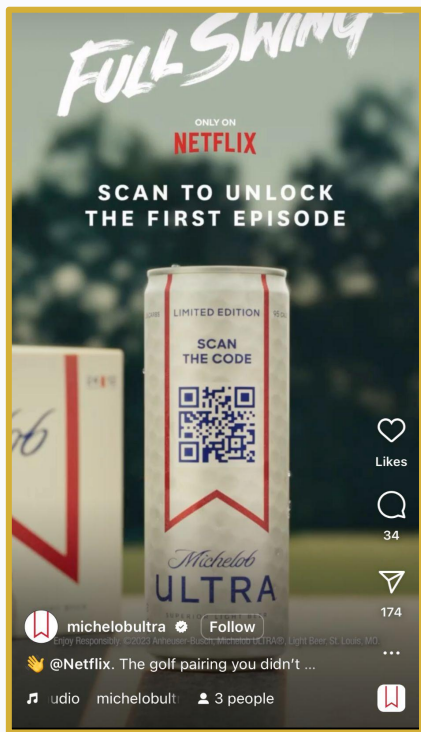
- ✓ Michelob Ultra's Super Bowl campaign showcased the star-studded 60-second ad "[New Members Day](#)," reenacting scenes from "Caddyshack". Additionally, they partnered with Netflix for a 30-second spot, "[Full Swing Gossip](#)," offering a sneak peek of Full Swing and early access through a **QR code**.
- ✓ Additionally, the campaign included a collaboration with [Devereux Golf](#) on a new apparel collection.
- ✓ The "[New Members Day](#)" ad showcases an equal number of female and male athletes, reflecting Michelob Ultra's commitment to advancing gender equality in sports.



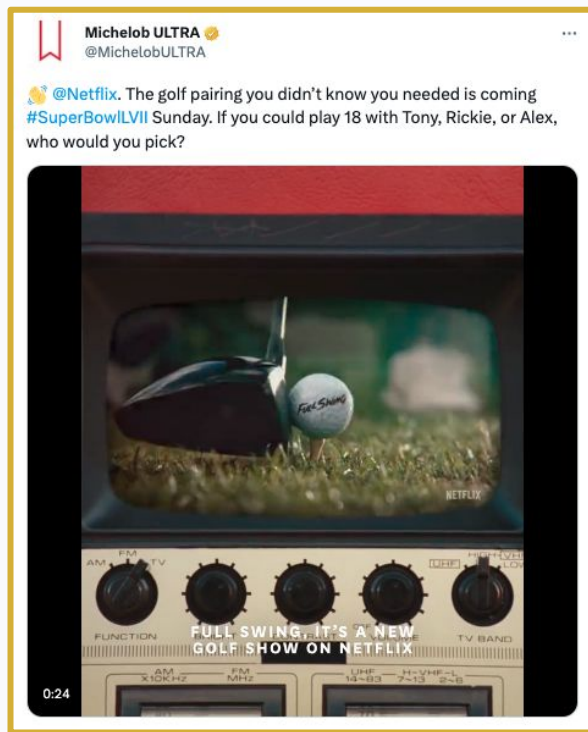
Michelob Ultra x Full Swing — Social Teaser

Strategic Partnerships

On February 1st, Michelob Ultra teased the "Full Swing Gossip" ad on social.



Views: **240K** Total Eng.: **854** [Click to View](#)



Views: **29K** Total Eng.: **108** [Click to View](#)

- ✓ **Stir Up Excitement:** Michelob got everyone buzzing about their upcoming Super Bowl ads by dropping them early on their socials.
- ✓ **Star-Studded:** The [video](#) features pro golfer Rickie Fowler joined by Tony Romo and Alex Morgan on the course as they receive an early look at the upcoming series. Michelob encourages engagement by asking viewers who'd they'd pick to golf with.
- ✓ **Strategic Collab:** By aligning with Full Swing, Michelob Ultra, a sponsor of the [PGA tour since 2002](#), bolsters its dynamic brand identity. This partnership capitalizes on the series' 'new-age' spirit that mirrors its brand ethos, all while benefiting from a long-standing affiliation with golf.



On February 2nd, the star athletes featured in “Full Swing Gossip” shared the video on their Instagram reels.

Tony Romo



Views: **128K**

Total Eng.: **4K**

Alex Morgan



Views: **951K**

Total Eng.: **33K**

Rickie Fowler



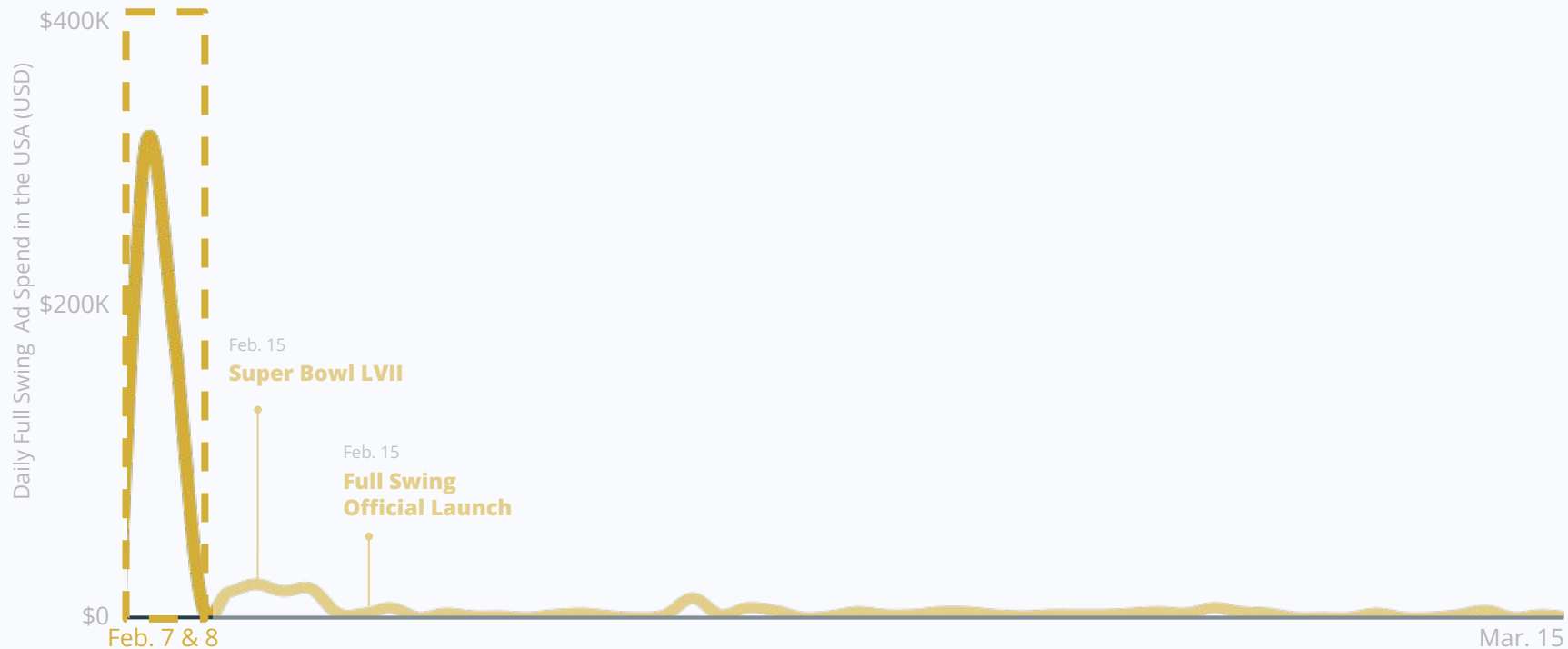
Views: **1.1M**

Total Eng.: **27K**

- ✓ The videos were shared the following day after Michelob Ultra's initial video release, indicating a **strategic, phased approach to their content sharing**.
- ✓ Videos were shared as **vertical reels on Instagram**, ensuring optimized content for mobile consumption.
- ✓ The campaign **broadens its appeal by featuring sporting icons across various disciplines**, such as Tony Romo, Alex Morgan, and Rickie Fowler. This ensures a diverse sports representation resonating with a wider audience.

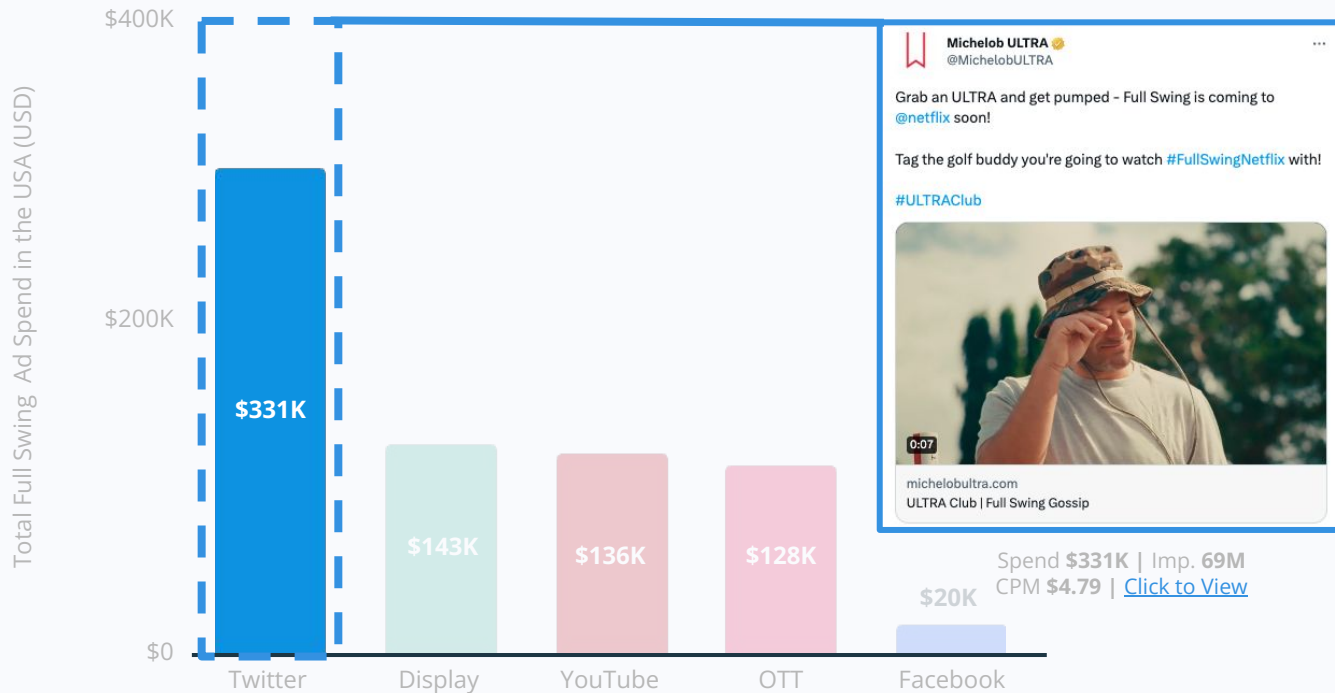
On February 7th & 8th, Michelob Ultra allocated **\$516K** to promote its partnership with Full Swing.

Accounting for 68% of Michelob Ultra's \$758K total ad spend on its Full Swing partnership.

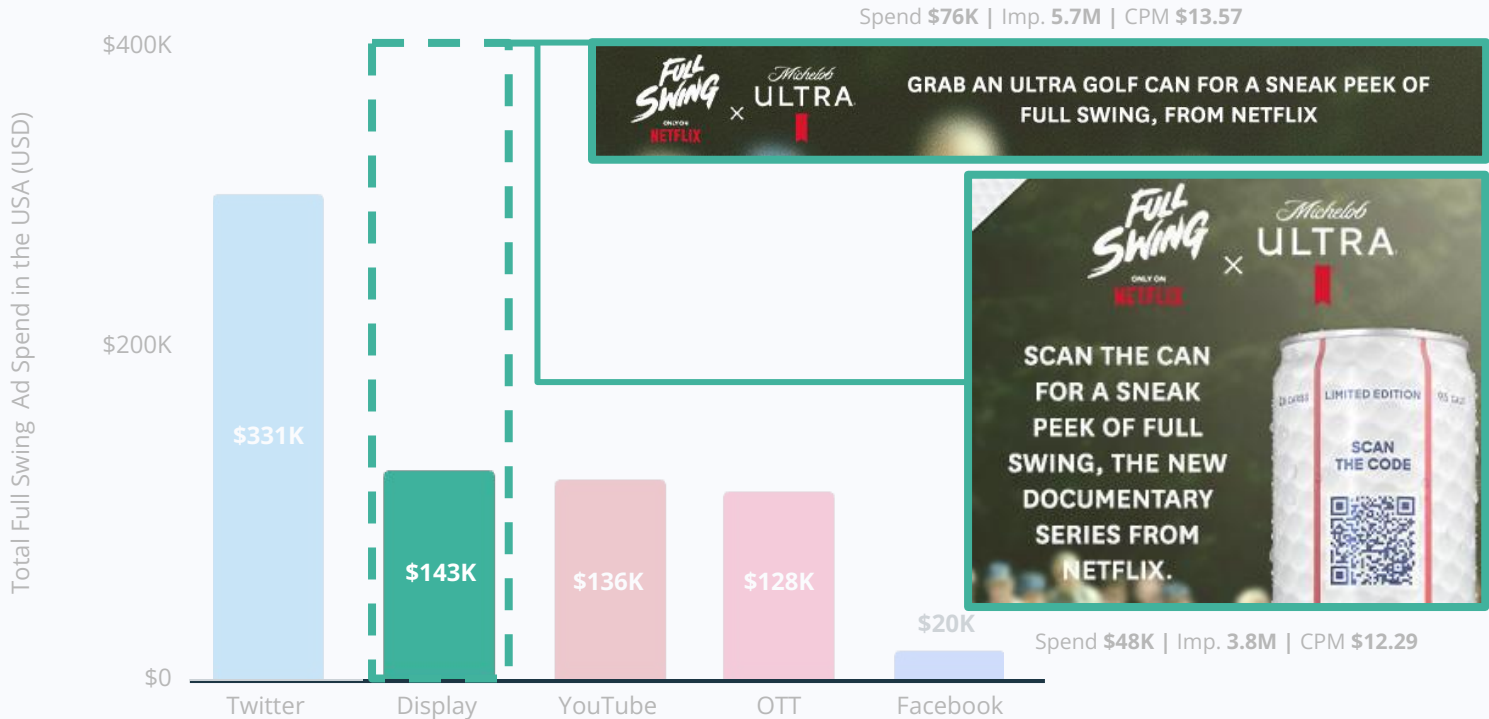


Mar. 15

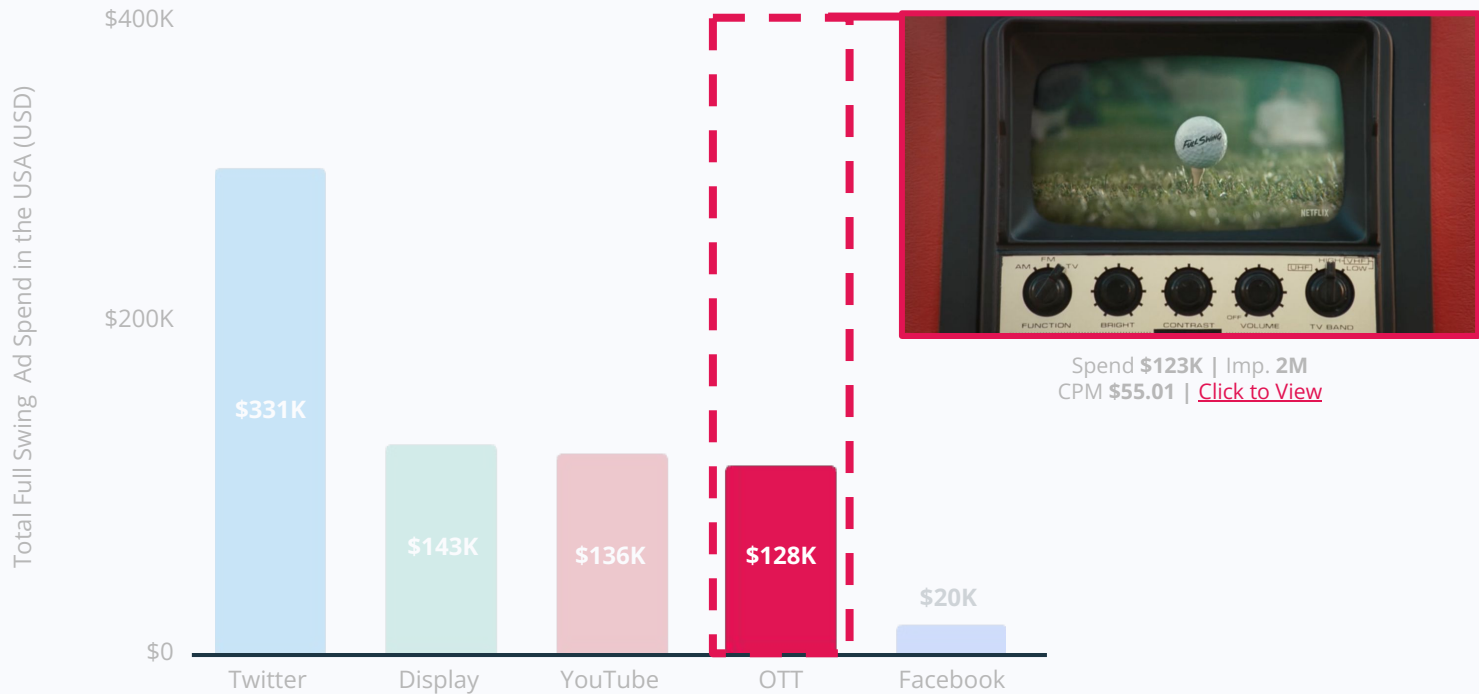
Michelob Ultra allocated the bulk of its Full Swing campaign budget to **Twitter** (\$331K), promoting a [tweet](#) featuring “Full Swing Gossip”.



Michelob Ultra and Full Swing's logos were prominent in the **display ads** and invited users to scan a QR code for a sneak peek.



96% of Michelob Ultra's Full Swing OTT ads ran on Netflix (\$128K).





Strategic Partnerships | Premiere Party

On the eve of Super Bowl LVII, Netflix and Michelob hosted a **star-studded premiere** for Full Swing at TopGolf in Arizona.

- ✓ The event **leveraged the excitement** around the WM Phoenix Open and the anticipation of Super Bowl LVII.
- ✓ The event assembled a host of celebrities and athletes, including Serena Williams, [Lori Harvey](#), DeAndre Ayton, [Saul Alveraz](#) and others, and featured a surprise performance by Anderson .Paak and [DJ Khaled](#).
- ✓ **Content from the premiere**, shared by the [PGA Tour](#), [Netflix](#), and [Michelob Ultra](#) across their channels, amassed over 2M views.



Michelob Ultra x Full Swing — Super Bowl LVII

Strategic Partnerships

The ad aired in the game's 2nd quarter, promoting the QR code for immediate early access to the show's first episode following the game.

"Full Swing Gossip"



Estimated Spend*: \$7M

Estimated Viewers*: 113M

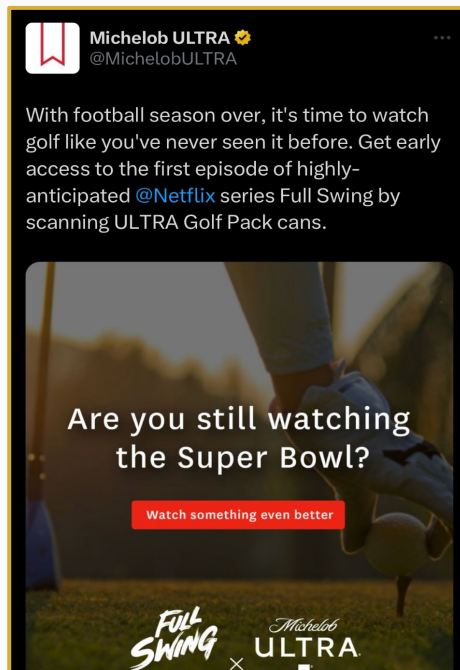
- ✓ Following Michelob's 60-second spot "[New Members Day](#)" in the first quarter, which introduced the campaign's narrative of "new-aged golf," the ad aired in the second quarter.
- ✓ **Strategic Timing:** The QR codes granted viewers early access to the first episode, which was available immediately after the Super Bowl game.
- ✓ According to [Ricardo Marques](#), the partnership with Netflix and the use of a scannable ad aimed to **engage the audience, create a two-way conversation, and capture attention through surprise and innovation**, representing a unique and unprecedented approach.



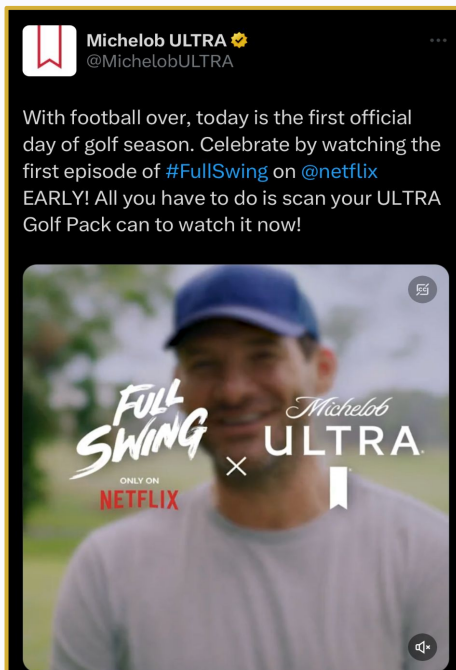
Michelob Ultra x Full Swing — Post-Super Bowl

Strategic Partnerships

Following the Super Bowl, Michelob Ultra shared the following three tweets promoting Full Swing:



Views: **15K** Total Eng.: **131** [Click to View](#)



Views: **20K** Total Eng.: **99** [Click to View](#)



Views: **16K** Total Eng.: **45** [Click to View](#)

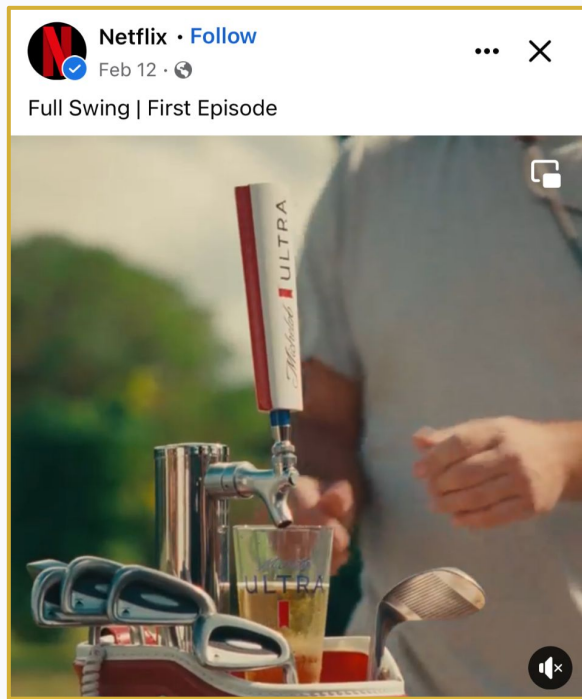
- ✓ This [tweet](#) cleverly incorporates Netflix's familiar "Are you still watching?" prompt as a CTA, urging viewers to watch Full Swing.
- ✓ In this [tweet](#), former NFL player Tony Romo urged fans to celebrate the end of the football season by watching Full Swing two days post-Super Bowl.



Michelob Ultra x Full Swing — Post-Super Bowl

Strategic Partnerships

Additionally on February 12th, Netflix shared the “Full Swing Gossip” video on its Twitter and Facebook accounts, generating 642K views.



Views: **68K**

Total Eng.: **1.2K**

[Click to View](#)



Views: **574K**

Total Eng.: **853**

[Click to View](#)

- ✓ Michelob Ultra's QR codes granted early access until Monday, February 12th, at 11:59 p.m. ET. Netflix shared the "Full Swing Gossip" ad on its social channels, ensuring that **viewers who missed the Super Bowl** still had an opportunity to access the first episode early.
- ✓ By featuring [Tony Romo](#), a former NFL player, current NFL reporter, and passionate golfer, Netflix and Michelob Ultra **successfully bridge the worlds of football and golf**, connecting them together for this Super Bowl campaign.

Michelob Ultra's Super Bowl campaign led to a +68% increase in MoM web traffic on its website in February 2023.

