



Case Study:

Netflix: Welcome to our World

Year: 2022

NETFLIX

This case study was prepared for the client Netflix for the service Welcome to our World to show the power Asian and Asian-American voices have, not just on-screen but behind the camera as well. It was developed and designed by Anomaly. In the Mainstream Impact category, it won silver.

Executive Summary:

For many Asians growing up in the U.S., representation in television and movies was full of stereotyping and erasure. In the decades Asians and Asian-Americans have been on-screen, they've been stripped of their identities, their contributions to culture, and the ability to tell their own stories. Netflix wanted to provide the space to Asian and Asian-American voices to show the power of their stories, because they believe that more people should see their experiences reflected on screen. The Celebrate Asian American & Pacific Islander Stories collection puts different types of stories and storytellers into the mass entertainment world through documentaries, stand-up, series, and films.

The collection achieved an outsized impact in culture, with the anthem spot driving 7.465MM views with over 3K likes on YouTube and over 747K views on IG. Conversation sentiment on social channels reflected pride and appreciation, especially from the AAPI community. The message was seen to be prideful, humanizing and unifying, especially in light of racist attacks and discrimination against Asian Americans. They reflected emotionally on the diversity of stories and breadth of talent reflected in the anthem spot. Thus, proving that Asian stories and storytellers have the power to move the world around them.

Definition of your challenge:

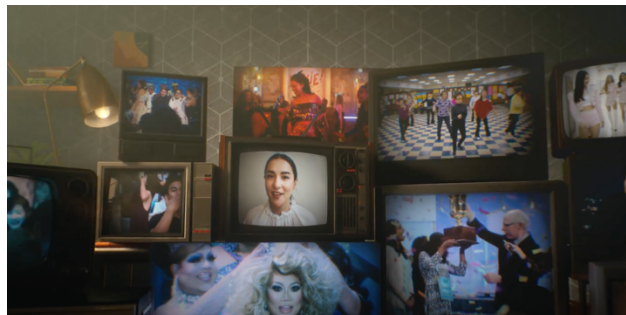
For many Asians growing up in the U.S., representation in television and movies was a double-edged sword of stereotyping and erasure. Asians are referred to as "the forgotten minority" and in entertainment it's no different. Netflix used their platform to give space to Asian and Asian-American voices to show the power of their creativity and stories, not just on screen but behind the camera as well. But they needed to make sure everyone was aware of the collection and engaged with the many different perspectives it celebrated.

The Key Insight & Strategy:

Asian Americans represent more than 20 distinct countries of origin and an even greater number of cultures and ethnicities. Their route of passage and reasons for coming to America are vast. Yet, representation in television and movies has been a double-edged sword of stereotyping and erasure. Asians are referred to as "the forgotten minority" and in entertainment it's no different. This led us to the simple yet profound insight: No one story could or should express the experience of all Asian Americans.

Execution:

To achieve the desired impact, Netflix knew they needed to reach mass audiences and not only the AAPI community. The provocative campaign addressed the problem of narrow AAPI representation head-first, and invited all Netflix subscribers to engage with new stories and perspectives from the API community.





Results:

Conversation sentiment on social channels reflected pride and appreciation, especially from the AAPI community. The message was seen to be prideful, humanizing and unifying, especially in light of racist attacks and discrimination against Asian Americans. They reflected emotionally on the diversity of stories and breadth of talent reflected in the anthem spot, which has over 7.465MM views with over 3K likes on YouTube and over 747K views on IG.

Industry Impact:

This case is a strong example of work that "contributes advancing the understanding of multiculturalism in America". As a major entertainment hub and content developer, it is critical that Netflix use its reach to shine a light on the dangers of singular stories as well as the importance of proper representation well beyond a checkbox.

While this specific campaign focused on widening the lens through which we see (and tell) AAPI stories, the lesson is so simple that it easily translates to so many under and misrepresented communities. The focus of this message is one that America needs to hear and amplify.