



PULSAR 

Social Brand Personality

Pre/Post Covid-19

Streaming Services

DATA

TRACKED:

Mentions of Netflix, Amazon Prime Video or Disney+
(including hashtags and Twitter handles)

DATE RANGE:

September 1st – September 15th 2019 vs.
September 1st – September 15th 2020

SOURCES:

Twitter, Blogs, Forums (including Reddit), News and Reviews

SBP REFERENCES

DIMENSIONS:

Tracked by keyword syntax
based on Aaker's 1997 Brand Personality Dimensions

ARCHETYPES:

Based on Jung's 12 Universal Archetypes (1947)

Social Brand Personality | Streaming Services Pre-Post COVID-19



Archetypes

THE CAREGIVER & EXPLORER

The platform for light entertainment, self-care, and discovering new things.

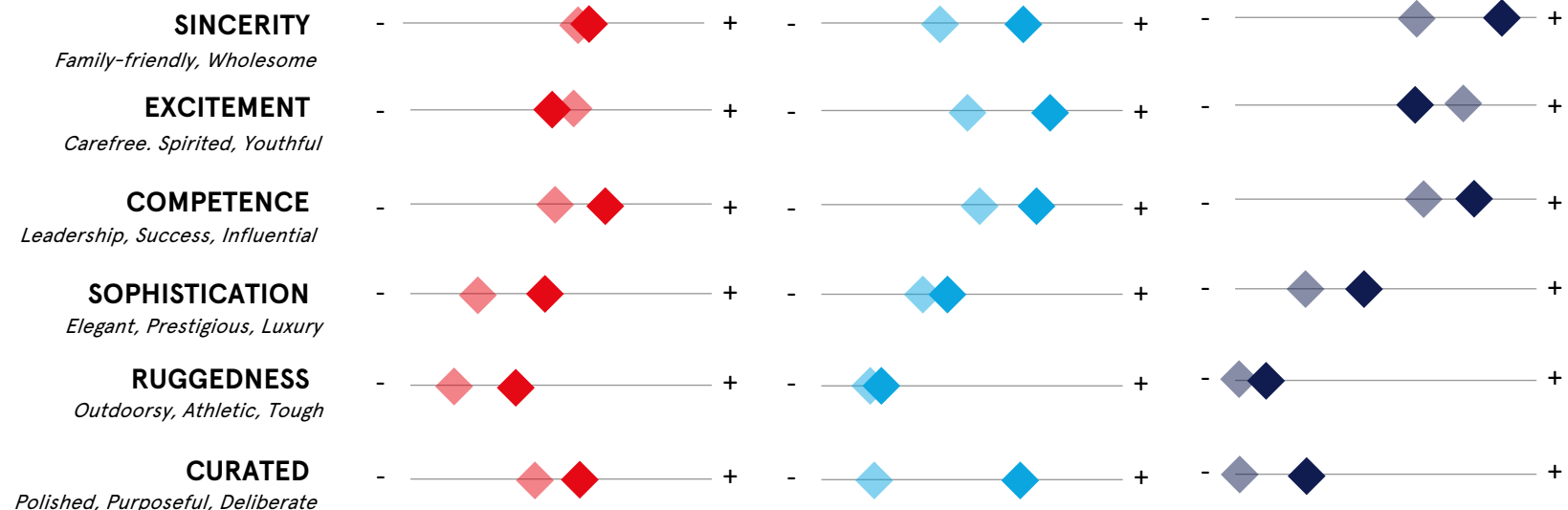
THE SAGE

Renowned for consistently releasing high-quality original series and providing access to popular classics.

THE MAGICIAN

Celebrated for invoking nostalgia and wising people away to otherworldly, fantastical places.

Dimensions



*2019 benchmark includes speculation about Disney+ as it did not launch until November 2019

Across streaming services, we can see substantial shifts in their social brand personality from 2019 to 2020.

Competence improves as streaming services become a primary source of entertainment and the only viable way to release content during COVID-19.

Likewise, they grow in perceived Sincerity in 2020 as people host watch parties to socialize during lockdown.

Curated also grows as platforms refine content recommendations and release widely popular original shows & movies.

2019 2020

Social Brand Personality | Netflix Pre-Post COVID-19

NETFLIX

NETFLIX

Archetypes

THE CAREGIVER & EXPLORER

Netflix is seen as an equally valid platform for light entertainment, self-care, and discovering new things.

Dimensions

SINCERITY

Family-friendly, Wholesome



EXCITEMENT

Carefree, Spirited, Youthful



COMPETENCE

Leadership, Success, Influential



SOPHISTICATION

Elegant, Prestigious, Luxury



RUGGEDNESS

Outdoorsy, Athletic, Tough



CURATED

Polished, Purposeful, Deliberate



2019



2020

Netflix's perception for *Excitement* has fallen since 2019.

People increasingly express that too many shows are 'slow burners' and that Netflix cancels too many series, suggesting that they may be bored or fed up with the platform due to excessive use during lockdown.

However, general excitement for new content is still very high.

Being antisocial and eating fries while watching Netflix in your room all day, not exercising ect should not be seen as something "cool" or "funny" or whatever

So excited for this new Jamie foxx movie on Netflix 😊

@netflix cancelled two shows I was so excited to continue. If they end up giving up on cursed I'll die and cancel my subscription

Social Brand Personality | Netflix Pre-Post COVID-19

NETFLIX

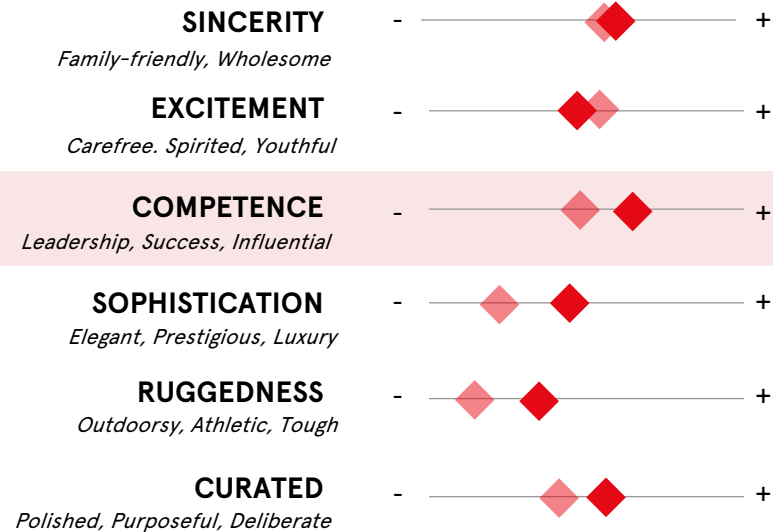
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2019 2020

Netflix's perception for *Competence* has grown since 2019 as people praise its original movies and series.

While complaints about cancelled shows are common, they are often paired with complements about the show's potential or examples of other times Netflix listened and brought back a series.

The Devil All The Time is riveting from beginning to end. Tom Holland gives the best performance of his career within a star studded cast. Definitely a win for Netflix and glad I got the chance to check it out early. Everyone please watch on September 16th [#TheDevilAllTheTime](#)

Netflix really had the opportunity to develop The Society into one of the best series but they just cancelled it 🙄🙄

ozark was cancelled and y'all watched it enough so they made another season, can we do that with the OA plz it's prob one of the best shows on Netflix and nobody seen it 🙄🙄🙄🙄🙄

Social Brand Personality | Netflix Pre-Post COVID-19

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◆ 2019 ◆ 2020

Netflix's perception for *Sophistication* has risen since 2019 as people compliment its documentaries and drama series. They often express that these types of shows are thought-provoking and provide new perspectives on different issues.

Wow. Just watched [#TheSocialDilemma](#) on [@netflix](#) and it's a powerful message. [#socialmedia](#) has two sides. One thing I have always maintained is it should not replace human interaction. I remember when phones were a luxury. All the family eating together and discussing all sorts.

Watching Borgen on Netflix and it's a fascinating look into coalition politics .. Denmark has always been governed by coalitions and it has worked well....

Social Brand Personality | Amazon Prime Video Pre-Post COVID-19



AMAZON PRIME VIDEO

Archetypes

THE SAGE

Amazon is renowned for consistently releasing high-quality original series and providing access to popular classics.

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◆ 2019 ◆ 2020

Amazon Prime Video's *Sincerity* grows substantially from 2019, driven by original series about love and triumph that are perceived to be wholesome and are warmly received as a result.

If you want something gloriously life-affirming to watch, I would absolutely recommend [@modernlovetv](#) on [@PrimeVideo](#) - some fabulous writing, brilliantly acted with a stunning score from [@GaryClarkMusic](#)
Based on real-life essays from the [@nytimes](#) [#Television](#) [#Bingeworthy](#)

Just finished [#WorldsToughestRace](#) on Amazon Prime and it was awesome. It's like *Amazing Race* and *Survivor* combined... except it's all outdoor adventures, great scenery and wholesome human stories. Plus Bear Grylls! Hope they make another season.

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◆ 2019 ◆ 2020

Amazon Prime Video's perception of *Sophistication* rises from 2019, in part driven by critical observations that Amazon often charges for movies and series on top of the subscription fee.

However, positive comments about deep, informative documentaries and series also drive the uptick in this dimension.

That sucks! Its a great movie but \$15? That's more expensive than going to a theater to watch it when it first came out.

Wtf @PrimeVideo

I've taken to buying the seasons on Amazon Prime. Expensive business though at £15 or so per season! A real shame that we never got the DVD box set over here.

Amazon is winning the streaming wars when it comes to quantity of quality documentaries available.

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Amazon Prime Video's perception for *Curated* rises sharply from 2019 as people remark that content recommendations are helpful, and that original series are enthralling and well-made.

Look I'm gonna be honest. Amazon 100% has figured out who I am and what I enjoy. How do I know? Because I went on amazon video and they listed about 20 movies. 20 movies I enjoyed, haven't seen in a long time and movies I've genuinely been meaning to watch.

Great show! Good job Prime Video!
#TheBoys is #Awesome! But for goodness sake, 10 episodes is not a season! Let's ramp it up to 20 and actually have a real season!

Social Brand Personality | Disney+ Pre-Post COVID-19



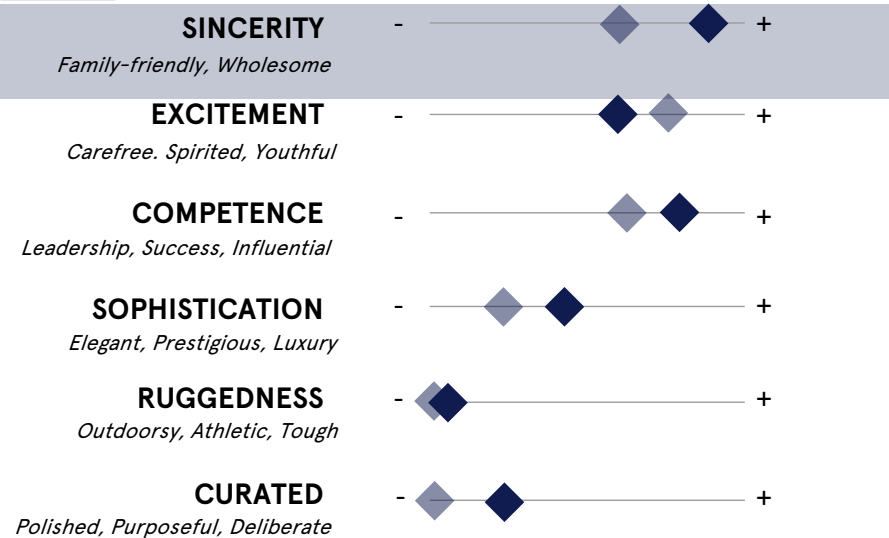
DISNEY+

Archetypes

THE MAGICIAN

Disney+ is celebrated for invoking nostalgia and wisping people away to otherworldly, fantastical places.

Dimensions



2019 2020

Disney+’s perception for *Sincerity* grows from 2019 as adults reconnect with the movies and series that inspired them as children and re-experience Disney as ‘the place where dreams come true’.

They introduce these beloved programmes to younger family members, often sharing the wholesome bonding experiences and inspiration that results from them online.

I’m wholesome, I have Disney plus.

Daughter runs upstairs: "Dad we just watched #Mulan and girls can do anything!!!
Husband: Of course they can.
Daughter: No Daddy, I mean it. They literally can.
[@disneyplus](#) [#disney](#) [#Mulan](#) [#warriorgirls](#)

Sincere tweet time. I have a ton of memories tied to [#TheSimpsons](#). It's the best tv show ever. It has informed my sense of humor more than probably anything else. It was what I'd sneak and watch back to back at my grandmother's house. It is also only reason I have Disney Plus

Social Brand Personality | Disney+ Pre-Post COVID-19



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◆ 2019 ◆ 2020

Excitement decreases slightly from 2019 as enthusiastic speculation about Disney+ ends after it is launched.

However, *Excitement* remains high as people anticipate upcoming releases in popular franchises such as Disney Princess movies (Frozen, Mulan, etc.) and Star Wars. International audiences also express excitement when Disney+ becomes available in their respective regions.

Well OMG this looks AMAZING @themandalorian @jonfavs @starwars @disneyplus I truly can't wait! I was so excited watching the trailer. I love this show! It's truly incredible and so unique 😊😊😊😊😊 #TheMandalorian

I got Disney plus and the most exciting things are that I get to watch even Stevens and Lizzie McGuire

MCU Disney Plus looks too good! Wandavision looks rly unique and obviously falcon and ws was dope. Loki, it's good to see u again my old friend.

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2019 2020

Curated rises from 2019 as people familiarize themselves with Disney+'s wide offering of shows and movies.

This dimension still sees low performance as many complain that new releases are underwhelming, and that beloved series are not available despite Disney+ being the 'go-to' place for all Disney content. International audiences often complain that regional releases are botched, causing them to feel neglected.

Just finished watching [#Mulan](#) and as much as it is an amazing movie as a [#Disney](#) fanatic I feel it really missed the mark...added a lot of unnecessary scenes in my opinion and didn't stay true to the original...was highly disappointed unfortunately [@DisneysMulan](#) [@disneyplus](#)

kinda disappointed by the fact that Brandy and mr. whiskers ain't on Disney+. Used to be my all time favorite show to watch

[#DisneyPlus](#) launch in the Nordics is underwhelming: there's a whole season of [#TheMandalorian](#) out and we're only given the first two episodes? Disappointing. [@disneyplus](#)

Social Brand Personality | HBO Max Pre-Post COVID-19



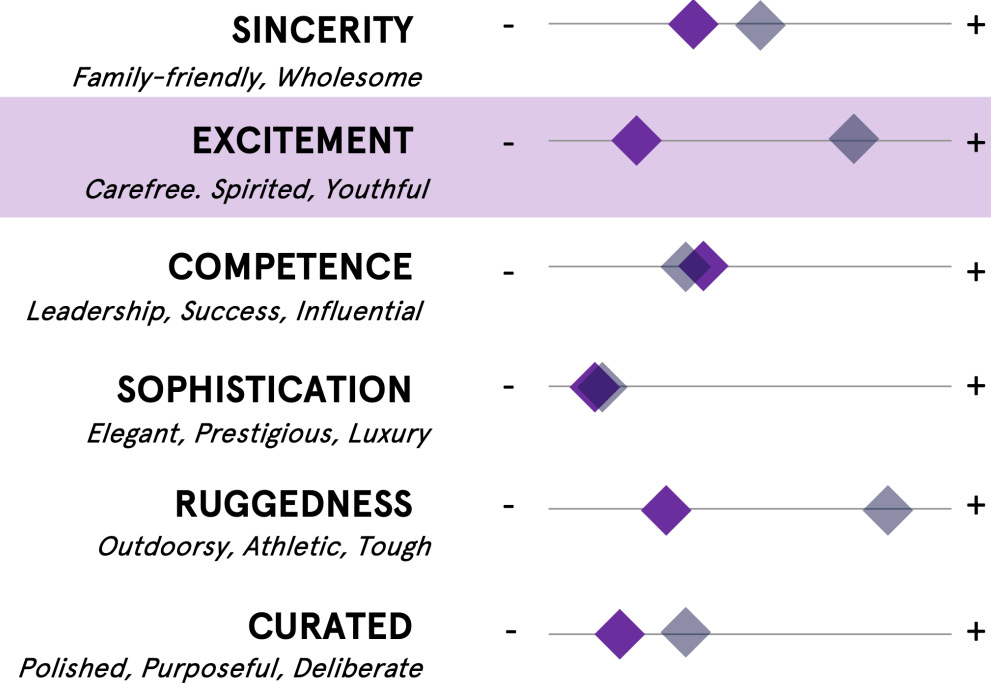
HBO MAX

Archetypes

THE EXPLORER

HBO Max is established as the service that can provide new stories on existing much-loved IP

Dimensions



PRE-COVID POST-COVID

Excitement dips post-launch, as expected. *Ruggedness*, however, also significantly dips, in large part due to debate around the service’s decision to place a trigger warning before *Blazing Saddles*.

The conversation around *Sincerity*, meanwhile, remains consistently high volume due to the service’s ability to create and platform original content from comic book giants DC, intellectual property that’s emotive for a great number of viewers.

very excited to see all the Godzilla movies on HBO Max, my inner child could not be more thrilled!

HBO Max puts a trigger warning on Western spoof *Blazing Saddles*
[mol.im/a/8629157](https://www.mol.im/a/8629157) via @MailOnline
Liberals just have to keep showing how stupid they are and how stupid they think everyone else is.

I need all the queer women to know that “Harley Quinn” is real gay and the first two seasons are on HBO Max 🙏

Brand personality types are based on established brand personality dimensions (Aaker, 1997) and Jung’s 12 universal archetypes (Jung, 1947)



For a closer look at this
data, you can find us at:
info@pulsarplatform.com