

PULSAR*

Social Brand Personality

Streaming Services
2019-2020

Social Brand Personality | Methodology

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)

Top-Tier Airlines

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.

NETFLIX

amazon
prime video

Disney+

Archetype:

THE CAREGIVER & EXPLORER

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

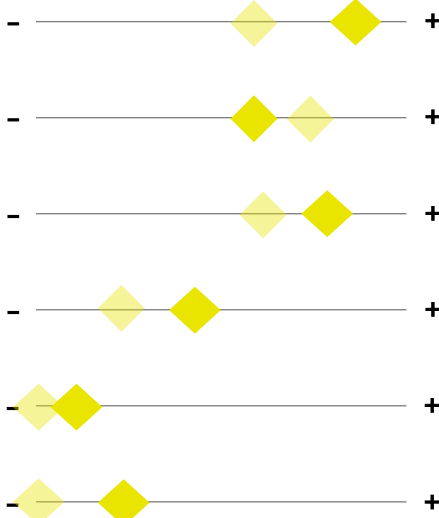
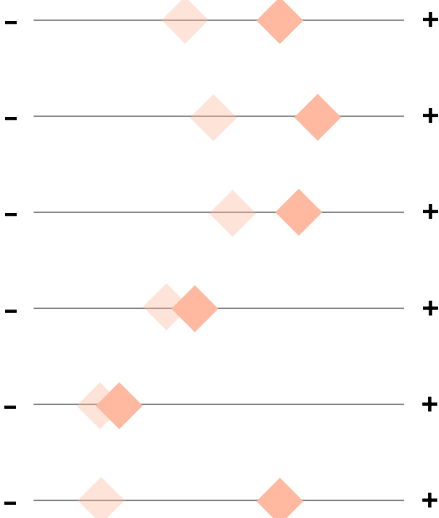
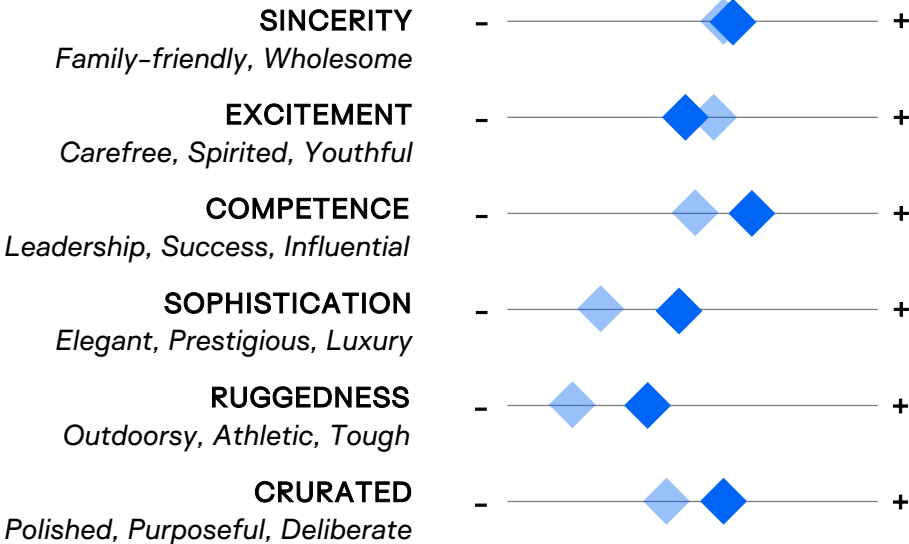
THE SAGE

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

THE MAGICIAN

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

Dimensions:



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

2019 2020

Netflix

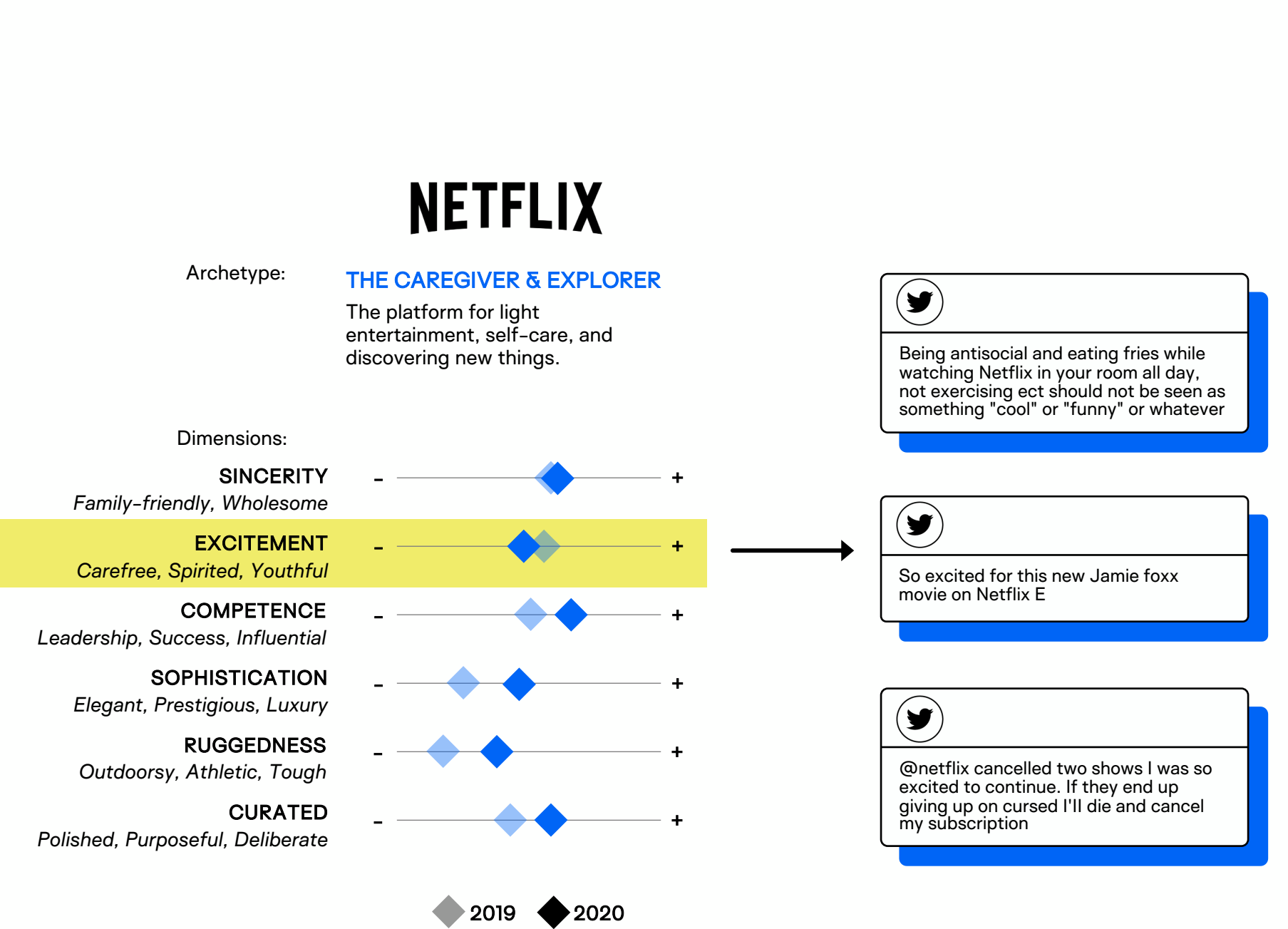
2019-2020

EXCITEMENT

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.



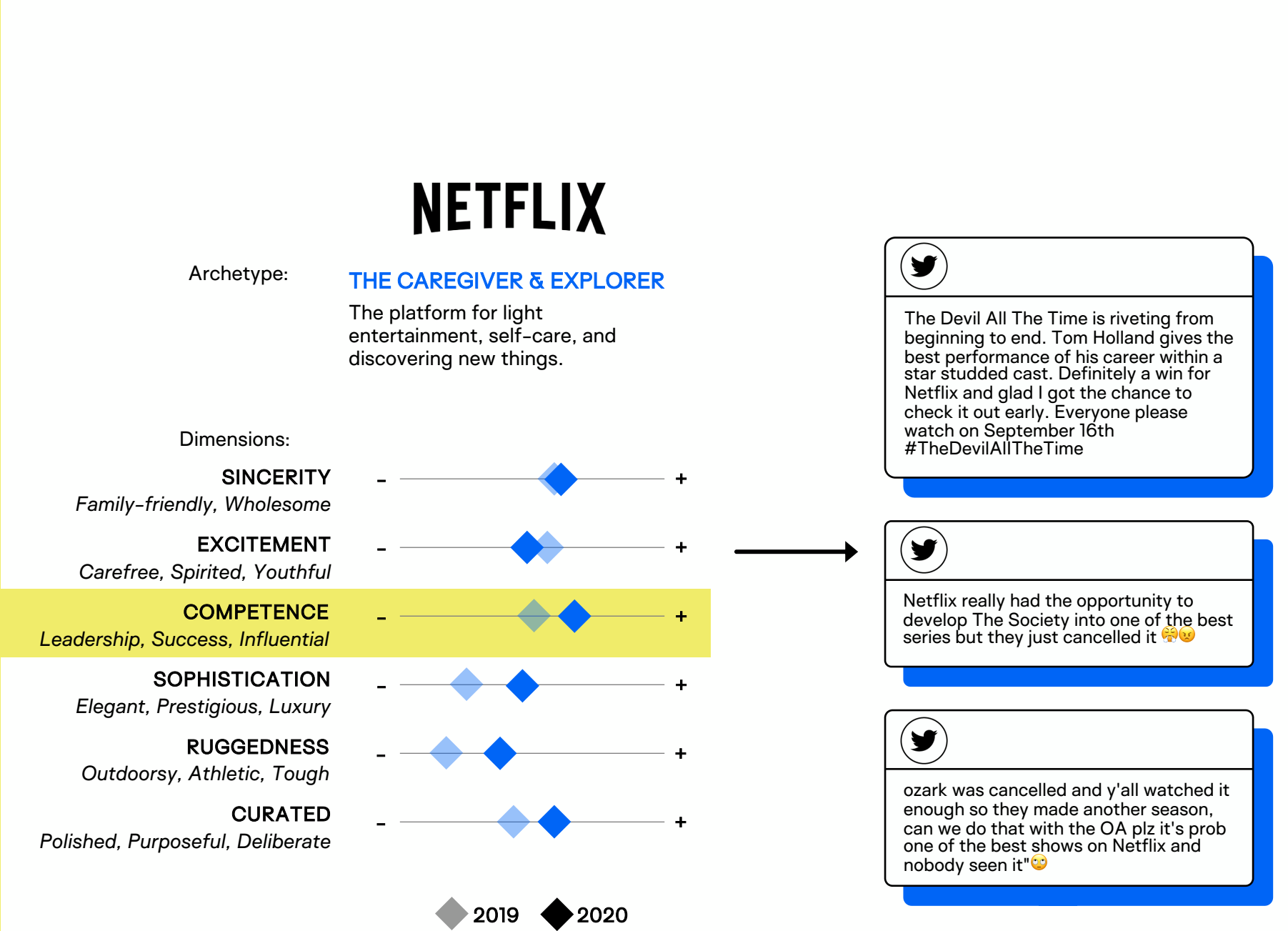
Netflix

2019-2020

COMPETENCE

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.



Netflix

2019-2020

SOPHISTICATION

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.

NETFLIX

Archetype: **THE CAREGIVER & EXPLORER**

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

Dimensions:



2019 2020

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....

Amazon Prime Video

2019-2020

SINCERITY

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.

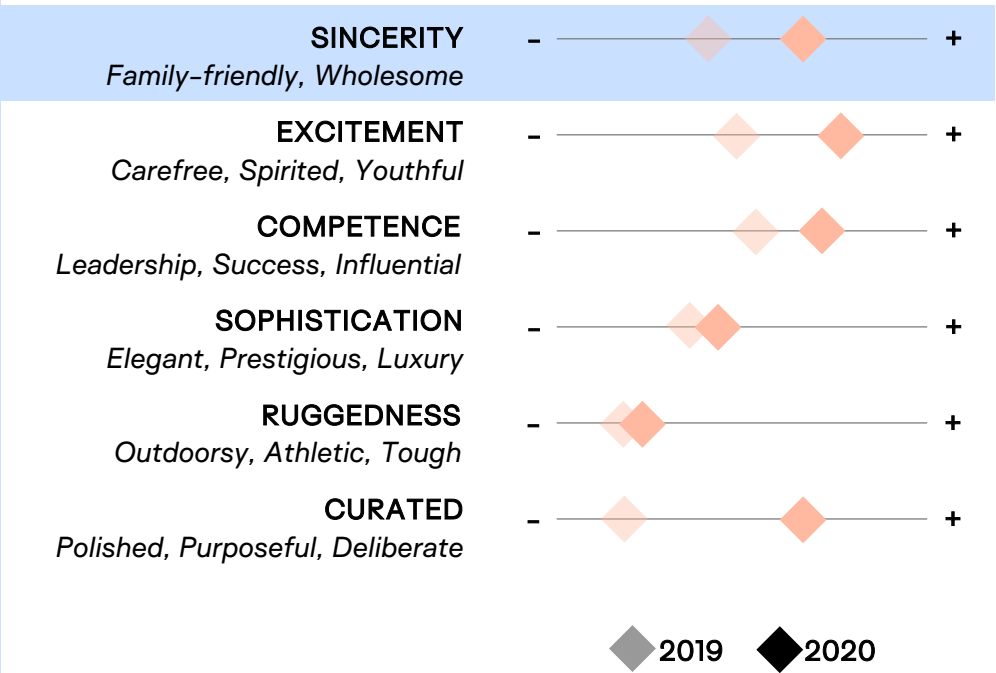


Archetype:

THE SAGE

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

Dimensions:



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.

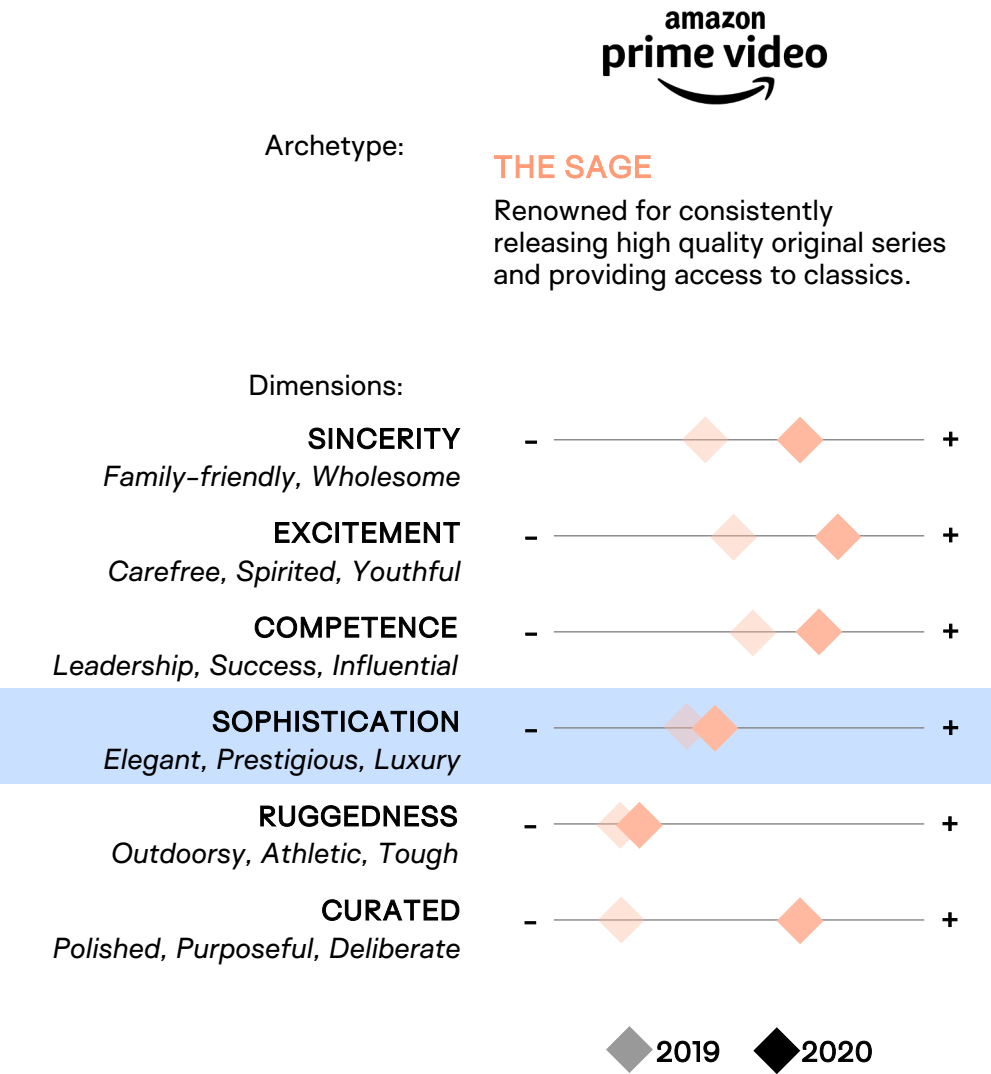
Amazon Prime Video

2019-2020

SOPHISTICATION

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.

Amazon Prime Video

2019-2020

CURATED

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.

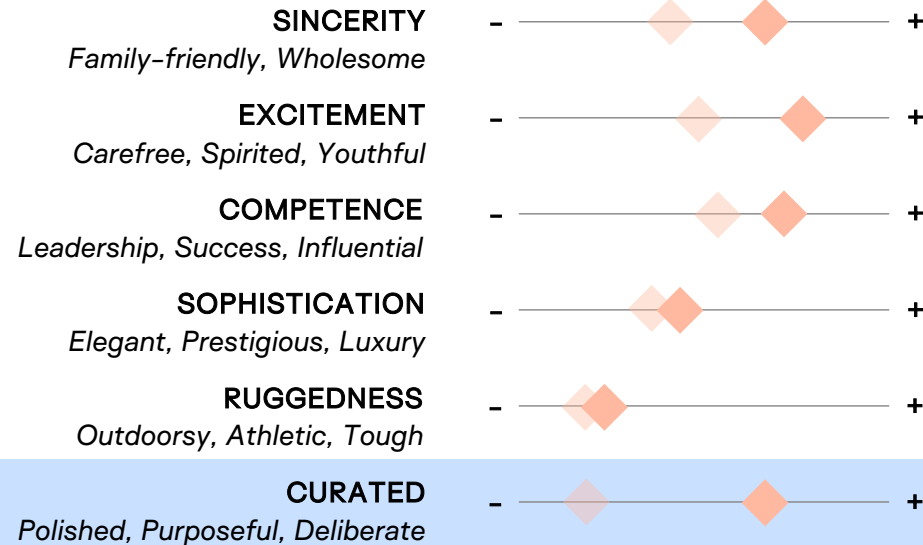


Archetype:

THE SAGE

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

Dimensions:



2019 2020



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!

Disney+

2019-2020

SINCERITY

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.

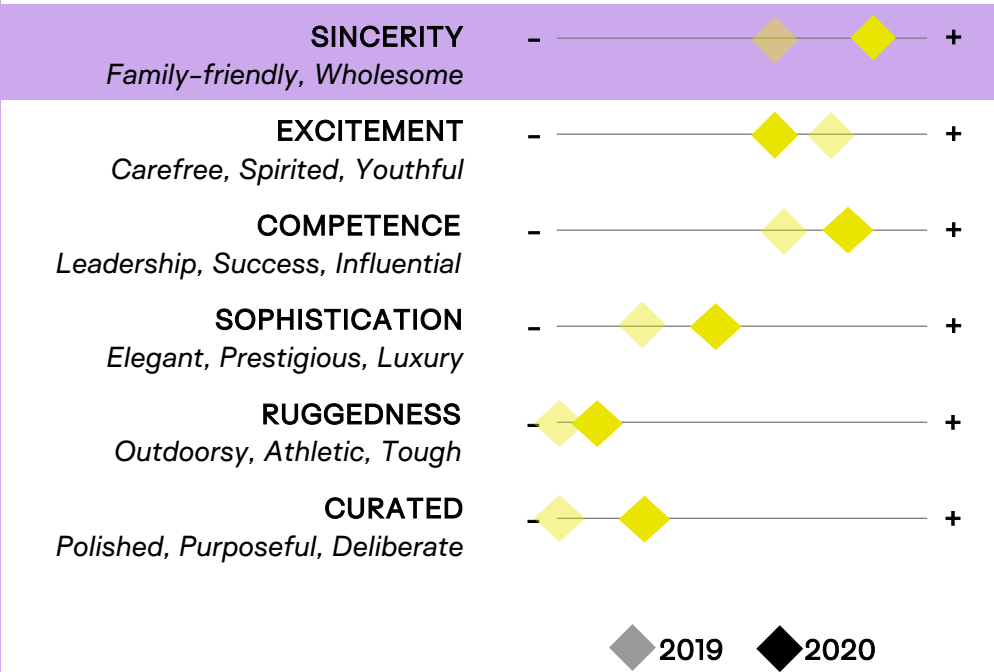


Archetype:

THE MAGICIAN

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

Dimensions:



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

Disney+

2019-2020

EXCITEMENT

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.

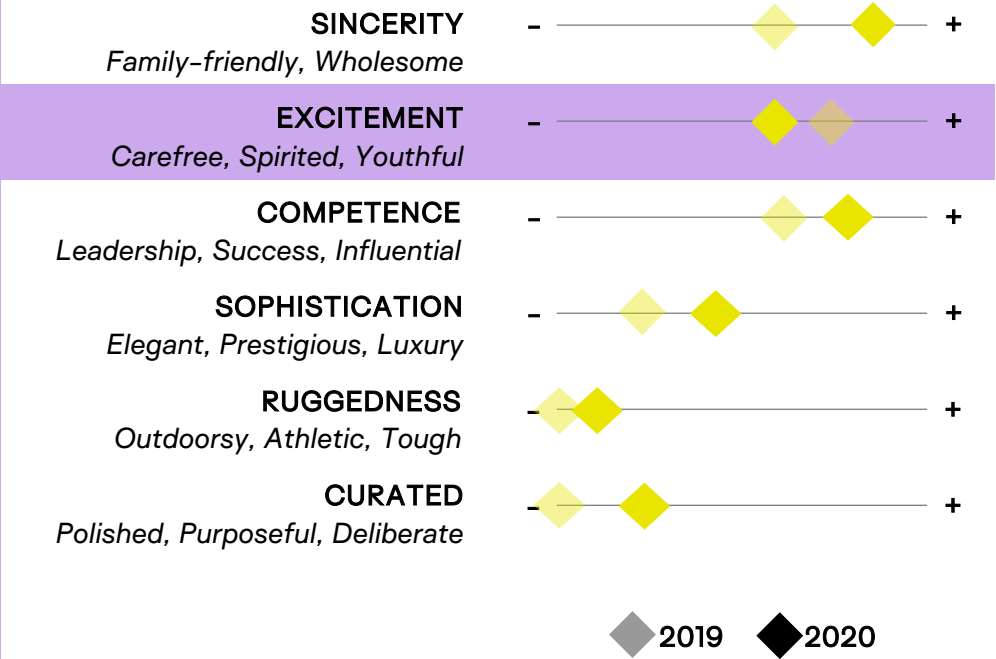


Archetype:

THE MAGICIAN

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

Dimensions:



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 s a #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.

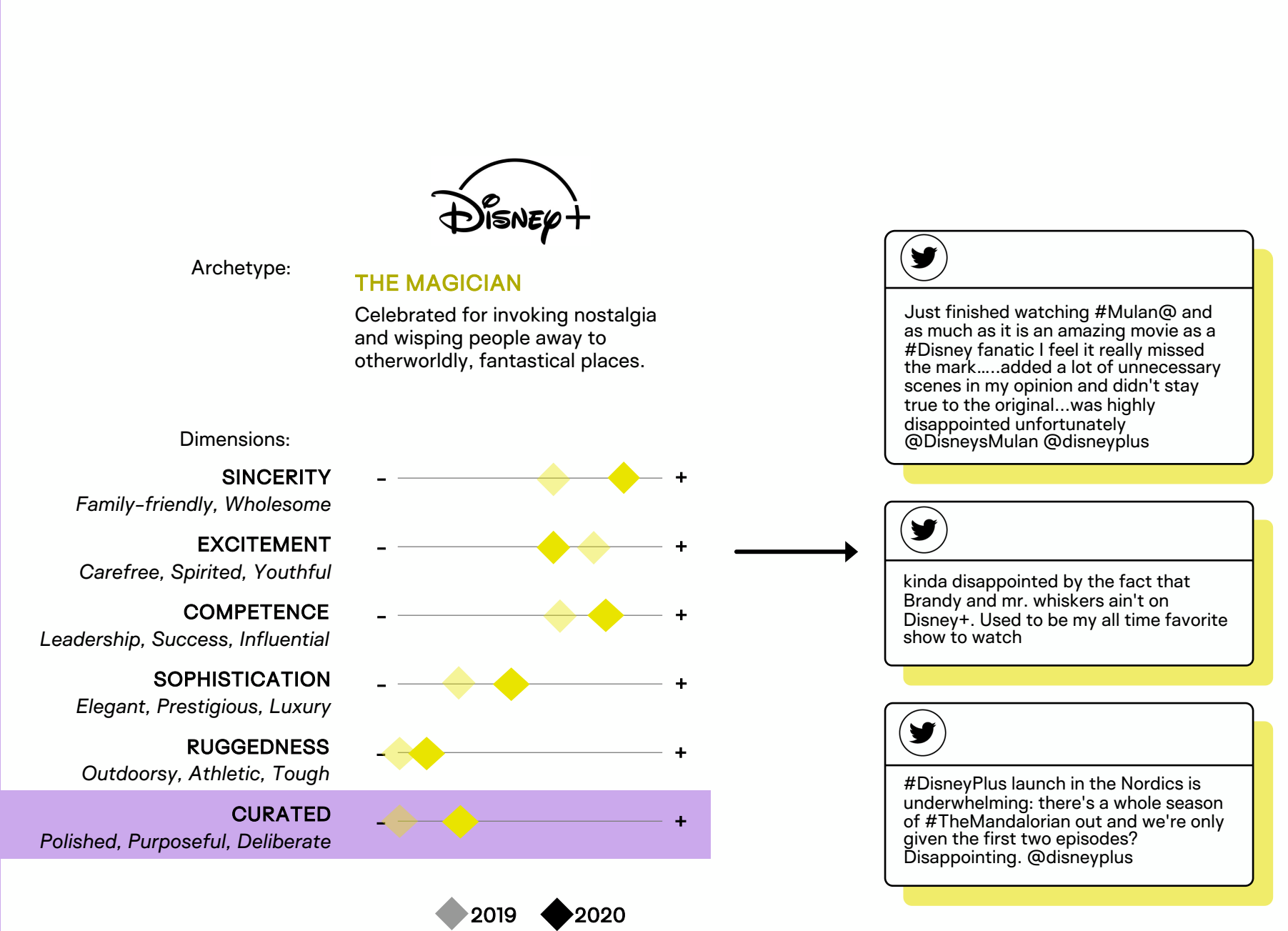
Disney+

2019-2020

CURATED

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.



PULSAR*

Pulsar is the leading AI-powered audience intelligence platform, combining conversational and behavioral signals from the world's leading digital sources to help organizations understand their audiences and create messages that matter to them.

Get in touch

+ 44 (0) 207 874 6599

info@pulsarplatform.com

www.pulsarplatform.com