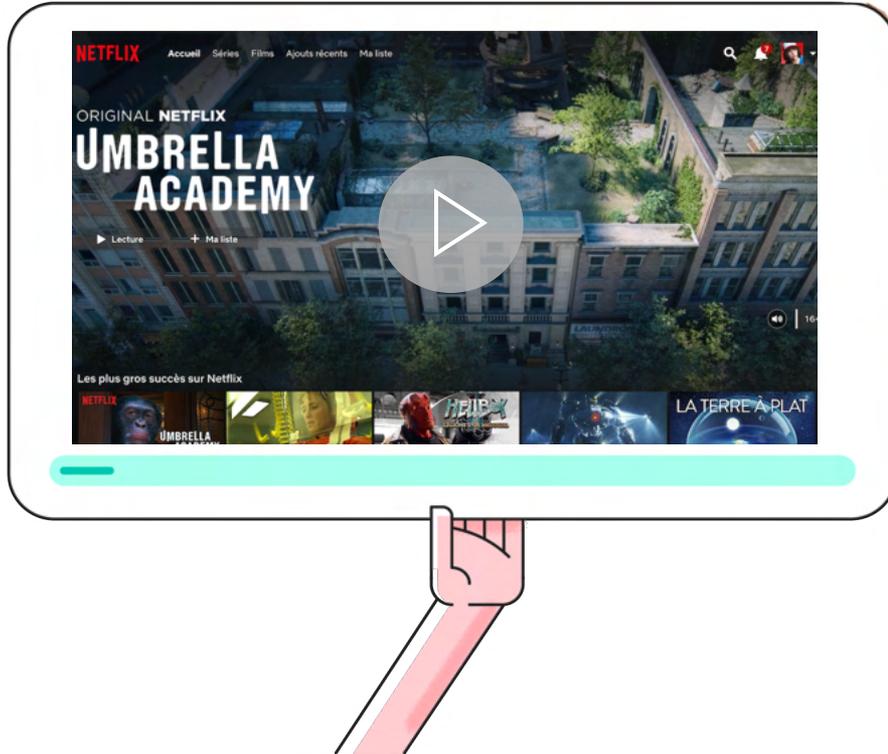


Campaign Teardown

Netflix



NETFLIX

The image shows a close-up of a red surface with the word "NETFLIX" written in large, white, 3D-style block letters. The letters are slightly tilted and have a dark shadow, giving them a three-dimensional appearance. The background is a solid red color.

Setting the Stage

Streaming services have taken the world by storm and Netflix spearheaded this massive transition from regular cable TV. Netflix has continued to maintain prestige in the streaming services industry creating original TV shows and movies in various genres with household name actors and actresses.

Tackling TikTok

Netflix was preparing to release the third season of Cobra Kai, the Emmy-Nominated sequel to the hit "Karate Kid" films. Like many large brands, Netflix wanted to take their Influencer Marketing efforts to TikTok and needed expertise in creating the perfect campaign.

Campaign Breakdown

How Netflix found streaming success with NeoReach on TikTok

1

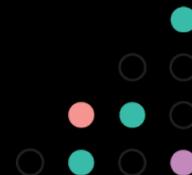
Eclectic Roster

Having an engaging, eclectic roster to promote the release was a must. Netflix sought creators that would reach a wide variety of audiences and would take their creative content to the next level.

2

Brand Lift

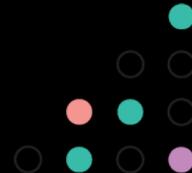
Netflix hoped to boost awareness around Cobra Kai season three.





tikscore.

Our team helped launch TikTok in the United States and has since built a comprehensive database, www.tikscore.com, to monitor the fastest growing TikTokers. Utilizing Tikscore in conjunction with our own Influencer Marketing tools enables our team to create stellar, data-driven influencer line-ups.



COBRA KAI

SEASON 3

Influencer Implementation

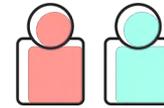
NeoReach activated a range of distinct creators on TikTok. The creators also were a balance of men and women, with diverse cultural backgrounds that brought communities across the United States, United Kingdom, Canada, Australia, and France together for the release of the new season of Cobra Kai.

Cobra Kai Chop

TikTok created the interactive Cobra Kai Chop filter for Netflix. Each influencer activated paired the hashtag #CobraKaiChop with their own creative spin on the filter. From comedic skits to competitions, the filter enabled creators to authentically express themselves without feeling overly branded. Moreover, the filter sparked massive organic engagement and content creation from audiences.

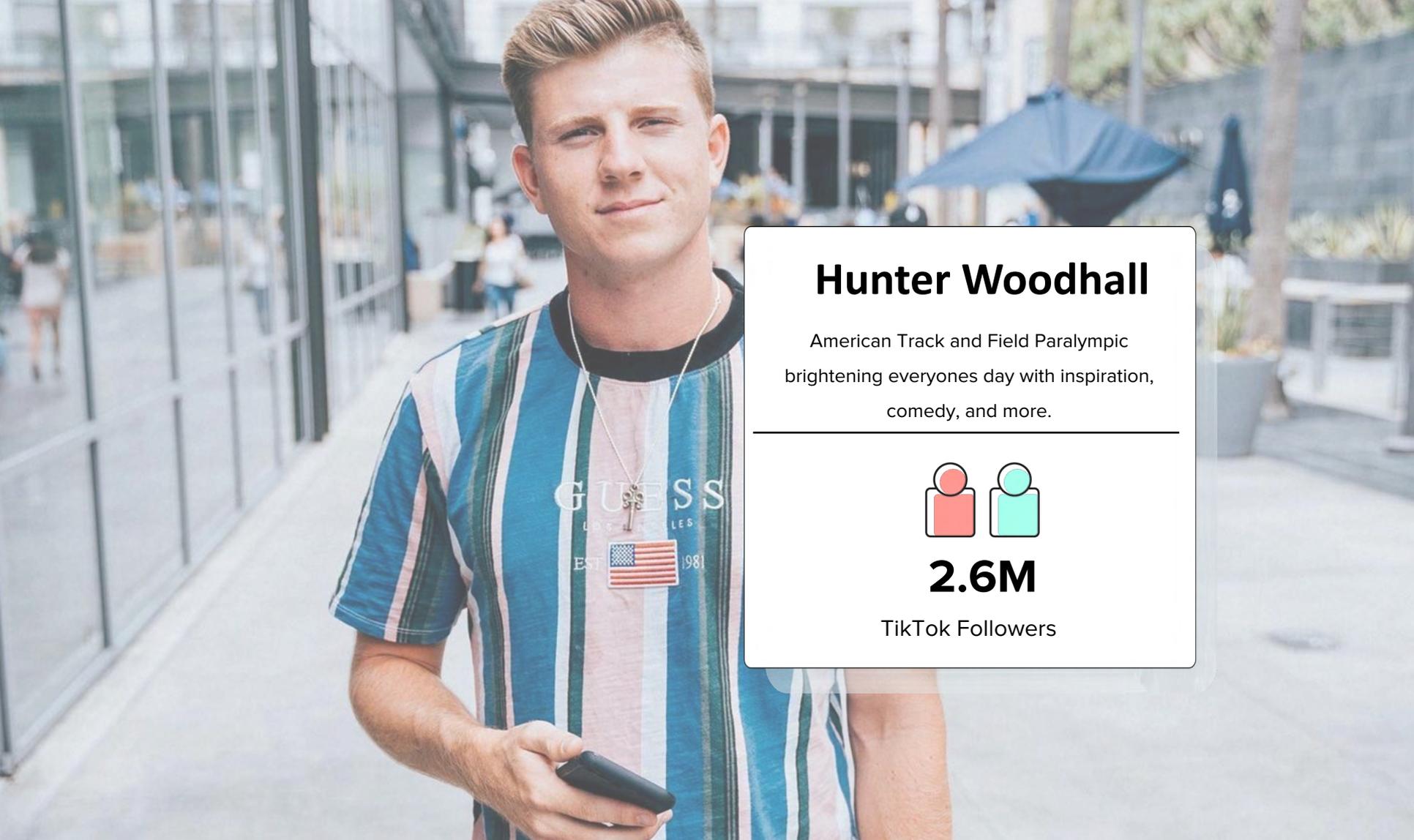
Zachary Ryan

TikTok star Zachary Ryan will surely give you a giggle with skits, pranks, and more.



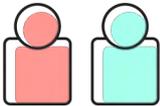
2.8M

TikTok Followers



Hunter Woodhall

American Track and Field Paralympic
brightening everyones day with inspiration,
comedy, and more.

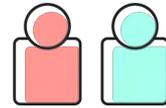


2.6M

TikTok Followers

Damien Doyle Jr

Comedian Damien Doyle Jr. loves making people laugh through skits and pranks.



1.2M

TikTok Followers

Final Results

Building awareness for the launch of Cobra Kai Season 3 was a smashing success. The campaign achieved over 2.8 million views and helped spike #CobraKaiChop views by over 500 million in the days after original content went live. These numbers achieved by only ten influencers alone emphasize the strategy and success behind data-driven influencer roster creation.

 2.8M+	 4.6B	 2.76X	 24K+
views from paid content	views of the hashtag #CobraKaiChop	ROI	Engagement Value

Final Results

As more money is being poured into TikTok for Influencer Marketing and huge brands like Netflix enter the platform, these numbers serve as a testament to the importance of creating content that audiences of all kinds can interact with. As TikTok matures, Influencer Marketing campaigns must continue to evolve and take creativity to the next level by leveraging the platform, similar to how Netflix has in this campaign.

