


## Netflix: Branding strategies on Instagram

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### ABSTRACT

The continuous advancement of the Internet has significantly impacted how companies and their brands engage with their customers and key stakeholders. This has made it essential to focus on innovation in sales strategies and brand presence, both areas that are constantly changing and adapting. The emergence of social media has, in turn, enabled new dynamics of interaction between people and companies, presenting a host of challenges and new possibilities. With internet-savvy consumers becoming increasingly critical and empowered, organizations aiming to manage their brands to generate positive results have been seeking to utilize these digital platforms to build healthier and more enduring relationships with their audience. In this context, this article presents a case study of Netflix – an American streaming video service company – which seeks to investigate aspects of the company's brand management on its Brazilian profile on the social media platform Instagram, a company owned by Meta (formerly Facebook). To achieve this, bibliographical research on the concepts of Branding, Brand Equity, and digital marketing techniques was conducted, followed by analyses focused on both the text and image content of a sample of posts from the "Netflix Brazil" profile on Instagram, as well as their impact and receptivity among the streaming company's followers. These analyses not only helped to understand how the company communicates and positions itself in the digital environment, but also enabled the evaluation of the communication's effectiveness based on interactions with its followers.

**Keywords:** Branding, Instagram, Netflix, Brand, Relationship Marketing.

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## INTRODUCTION

Netflix is a worldwide provider of movies, series, and documentaries via *streaming* that draws the attention of the market. The company has strongly expanded its operations across the globe since its digital transformation and in 2022 it was already present in more than 190 countries and had 231 million subscribers. Its revenue is also impressive, in the same year it reached about \$32 billion in revenue according to its annual report (Netflix, 2023).

The streaming services that the company provides compete with free-to-air TV, and cable TV, among other options, but have a strong appeal to consumers, as they allow them to individually choose the content they wish and with the possibility of using mobile devices, such as tablets and smartphones (Cavalcanti, 2014, p. 3).

In this streaming segment, Netflix also stands out in the way it manages its brand on Instagram, interacting through effective communication with its audiences, through the generation of relevant content that connects with everyday life. It humanizes your brand on social media to get closer to your followers and generate engagement. In this sense, Kreutz and Mas Fernández (2009, p. 8) state that "new technologies are strong allies in building the relationship between the brand and its consumers".

According to Dahl and Hoeffler (2004), the search for innovation is among the main aspirations of people when acquiring new products. For Aaker and Stayman (1992), comparisons that portray significant actions can Simplify the understanding of the message that links the product to the desired brand identity. Thompson and Hamilton (2006) argue that the brand, as a perceptible entity, runs through reality, mirroring consumer perceptions and intrinsically integrating itself into its positioning strategy. Retaining new information becomes easier when there is a connection to prior knowledge and personal relevance. The association of information with emotions increases the chances of its memorization. In this way, familiarity plays an important role in the perception and emotional experience of human beings. Even in the face of contradictions or surprises, it is common for people to compare the familiar with the unfamiliar to understand the context (Zaltman, 2003, p. 205).

This applies to Netflix's actions on social networks, the brand's pages and profiles on social networks usually appropriate some recent event or some reference from the pop world to gain the attention and interaction of its followers. Your form of relationship, in this sense, is focused on innovation by transforming something known to your audience into something new and attractive for your page.

Knowledge and understanding about consumers on social networks are valuable because, although everyone has their role and cultural identity, in the end, they form a whole that represents the union of ideas, values, and shared interests (Tomaél; Alcará; Di Chiara, 2005). Netflix's *Branding*



strategy takes advantage of this knowledge by building and managing its brand through consumer perception on social networks, exploring the individual through its differentiated service and the collective through social networks. Although its main product is a *streaming* platform to watch series, movies, and documentaries, Netflix has different media points of contact with its customers through social networks such as Facebook, Instagram, and Twitter. These touchpoints help to shape and build loyalty and brand bonding.

The brand's approach to its followers occurs because it, by showing itself on social networks in this more natural way, presents a set of human qualities that, consequently, also leave the mark more human and more believable. For Aaker (1997), a set of human qualities related to a brand represents the idea of its personality.

For Blackston (1993, *apud* Leão; Camargo; Cavalcanti, 2014), the brand, by expressing human qualities, takes an active role in this dynamic, different from its former passive posture, then acting as a person would act. In the case of Netflix, the relationship on social media defines how consumers see the brand and the strength it will have in their minds.

Consumers and customers are currently looking for business models and experiences that touch their spiritual side, not just services and products to satisfy their needs. For companies and brands, this means adapting their actions to the values and beliefs of the community, creating ways of interacting with people according to specific contexts, and acting locally, even if they are in an increasingly globalized world (Kotler; Kartajaya; Setiawan, 2010).

In this context, this article aims to analyze Netflix's *Branding* strategies on its Brazilian profile on the social network Instagram (@netflixbrasil). Thus, by examining the interaction between Netflix Brazil and its followers on Instagram, this research aims to provide insights into the Branding strategies adopted by the company and how they influence the perception of the target audience. As a result, this case study aims to contribute to the broader understanding of the role of social media in building and maintaining brands in an ever-evolving digital landscape.

## **BRANDING AND DIGITAL BRANDING**

Brands are a company's most valuable assets, and they have been around since the dawn of trade. They emerged centuries ago to differentiate the manufacturer of a particular product or service from another, regardless of its location or country of origin. According to Pinho (1996, p. 14), the *American Marketing Association* defines a brand as "a name, term, sign, symbol or design, or a combination thereof, which is intended to identify the goods and services of a seller or group of sellers and to differentiate them from those of competitors." Therefore, trademarks are a way of aggregating and associating differences to products and services thus giving a competitive advantage to the manufacturer or company.



In the current market scenario, strong brands need to have a digital presence as a *branding strategy*. This term can be defined as a process of brand management that aims at its long-term success, that is, it is an organizational process that helps in the construction of brands and their strengths (Scharf; Silva, 2014). According to Keller, Sonnier, and Ainsle (2011, *apud* Leão; Camargo; Cavalcanti, 2014), in recent decades, brands have become increasingly prominent as a criterion in the complex dynamics of consumer choice. Therefore, to optimize their image in the markets in which they operate and to establish lasting relationships with their customers and consumers, organizations began to pay greater attention to their brands and their management strategies.

One of the ways for a brand to be present digitally (*Digital Branding*) is through social networks through a profile on the platforms that best suit the company's goals and purposes. However, it's not enough to be present and post content without a strategy. It is necessary to build a positive relationship with the users who follow the brand on these profiles, speaking the consumer's language. Larger and more significant than any advertising campaign, this dialogue between the company (or brand) and its customers builds brand loyalty (Mckenna, 1998, p. 48). This form of relationship between brand and consumer is what scholars define as relationship marketing.

The digital environment of social networks enables the exchange of experiences between users and consumers. And although they have less strength when alone, in social networks consumers gain strength through the collective, being stronger than any company. In this environment, they can both enhance and tarnish a brand's reputation. Advances in the digital field have had a major impact on the way companies deliver value and how that value is perceived by consumers. Too often, "today's consumers consider the value propositions of brands to be irrelevant and disposable" (Kotler; Kartajaya; Setiawan, 2017, p. 148). Social media has significantly changed the dynamics imposed by traditional media. If before there was no possibility of choice when consuming the content of these media, such as radio and TV, today consumers have access to a wide volume of on-demand content generated by other users. This feature has made social media more reliable and attractive from the perspective of those who consume it.

The choice of Instagram for this article is because this social network has great relevance in the digital scenario. With many active users and profiles, this social network, owned by Facebook, has been showing rapid growth since its emergence in October 2010 (in its first month alone the network gained one million users). In June 2018, the company reached the milestone of 1 billion followers worldwide. Of this total, Brazil represents 50 million active accounts (Thomé, 2019).

Therefore, therefore, many companies have been integrating the Instagram experience into their business recently, as the platform assists them in promoting and publicizing their products and services (Bevins, 2014). Therefore, Instagram, as a digital *branding* tool, provides new ways to share



a brand's story over the Internet.

Social networks such as Instagram are becoming increasingly attractive to companies that want to create campaigns in specific niches and with distinct consumption characteristics, but which are easily identifiable by the public at the same time (Azevedo; Ferreira, 2015, p. 135). Instagram enters this process, enabling a better understanding of the market through the approximation and involvement between brands and consumers. It has provided an environment where both brands and consumers are encouraged to share their stories (Gensler; Völckner; Liu-Thompkins; Wiertz, 2013). It has become a useful and effective communication and marketing tool for businesses to showcase products and services. Through a visual platform, it allowed a greater and convenient interaction between companies and consumers (Huey; Yazdanifard, 2014), making the brand's message clearer. Instead of just listening to what consumers are saying about your brand by monitoring their profiles, on Instagram companies can also actively influence the content their followers will share about them (Gensler; Völckner; Liu-Thompkins; Wiertz, 2013).

## METHODOLOGY

The present article makes use, at first, of bibliographic research and theoretical survey which, according to Lakatos and Marconi (2007, p. 71), "is to put the researcher in direct contact with everything that has been written, said or filmed on a given subject, including conferences followed by debates that have been transcribed in some way, whether published or recorded."

In a second moment, a case study was carried out from the collection of data from the actions and content of a sample of ten posts by Netflix Brazil on the company's Instagram profile that went from May 21, 2019, to June 1, 2019. For the study, the qualitative descriptive and quantitative descriptive methods were used to analyze its content and the reactions of followers to the company's branding and communication strategies.

Direct observation was also used to monitor and analyze the company's forms of interaction on Instagram and its content. For Castro, Ferreira, and Gonzalez (2013), content analysis allows an objective, systematic, and quantitative description of elements contained in texts, media, and messages. Depending on the approach used, these elements can be expressions, words, or phrases. In the case of Netflix, the content of the posts and interactions with users and followers of the @netflixbrasil profile on Instagram were analyzed.

For the analysis of the level of effectiveness of posts, the research also presented quantitative characteristics through the calculation of engagement rates, which measure the level of interaction of users with a post, profile, or social media page. According to Rauen (2015, p. 231), quantitative research "consists of some level of systematic translation of intrinsic characteristics of facts or phenomena to be investigated into numerical variables". For Knechtel (2014, p.106), qualitative-

quantitative research "interprets quantitative information through numerical symbols and qualitative data through observation, participatory interaction and interpretation of the subjects' discourse (semantics)". In the case of this article, the calculation of engagement rates was done by considering the number of likes (also known as "*likes*") and comments on the posts together with the number of followers of the profile.

Regarding the formula for calculating the engagement rate, as the area still lacks more in-depth academic studies on the subject, the article proposed an adaptation of the engagement formula for Facebook presented by Valvasori (*apud* PILLAT, 2017) and the social media monitoring site Hootsuite. They proposed measuring the engagement rate of a post on Facebook using the total number of interactions (sum of likes, comments, and shares) dividing it by the total number of fans on the page, and then multiplying it by 100, as shown in chart 1.

Table 1: Valvasori engagement rate formula.

$$\frac{\text{LIKES + COMENTS + SHARE}}{\text{TOTAL FANS OF THE PAGE}} \times 100 = \text{ENGAGEMENT RATE}$$

Source: Brazilian Journal of Marketing, Opinion and Media (São Paulo, 2017).

On Instagram, the number of shares of a post is only visible to the account administrator, in this case, Netflix Brazil. As the researcher did not have access to such information, the adapted formula removed the number of shares from the calculation. The adapted formula itself is not innovative, as it is disseminated and used by websites of national and international companies specialized in digital marketing and social networks, such as maps, Post and Pin, Later, Plann, and Hootsuite. Therefore, the proposed formula in this survey for the engagement rate on Instagram was as follows:

Chart 2: Engagement rate formula used in the survey.

$$\frac{\text{LIKES + COMENTS}}{\text{TOTAL FANS OF THE PAGE}} \times 100 = \text{ENGAGEMENT RATE}$$

Source: the authors.

Finally, to find out if the level of engagement of the posts was acceptable or not, the research used as a parameter the average engagement rate presented by the digital marketing expert, Michael Leander (2018), for Facebook together with the average rate released by the annual report of the company Jumper Media (2019), specialized in Instagram. The average was as follows.

Table 3: Average engagement rates.

- above 1.2% = good
- from 0.6% to 1.2% = average
- below 0.6% = probably means the profile needs to realign its message to meet its audience's expectations

Source: Instagram Engagement Rate Benchmarks Report (Jumper Media, 2019).

Therefore, from the data and information collected through the posts, the present research analyzed their content in text and image and calculated their respective engagement rates followed by their level of effectiveness according to the average engagement rates presented in this methodology.

## RESULTS

### ANALYSIS OF NETFLIX BRAZIL'S INSTAGRAM POSTS

The profile posts selected for analysis range from May 21, 2019, to June 1, 2019. In this 12-day interval, Netflix Brazil carried out a total of 12 posts, 10 static (images without movement), and 2 videos, resulting in an average frequency of 1 post per day. To facilitate the analysis and reading of the research, the 10 static posts were analyzed.

In the post in Figure 1, the Netflix Brazil profile refers to the expression "expectation vs. reality", which is popular on social networks (especially in memes). The montage was used to promote the company's self-produced series "The Society." It is composed of two frames of the program of equal prominence and that dialogue with its plot, where a group of teenagers is transported to a parallel city in which their parents disappeared, causing them to have to deal with challenges to survive. Netflix took care to use the colors red and white, which refer to its logo and its visual identity, in the art of the text that accompanies the image. The post is complemented with a caption that gives suggestions about the *plot* or plot of the series. Making use of a common expression in young communication, the brand approaches this audience intending to promote and arouse curiosity about the series.

In Figure 2 we see a post referencing Grey's Anatomy, a well-known ABC series written by screenwriter Shonda Rhimes. The reference to a series not belonging to the Netflix catalog was due to the announcement that the series would be renewed by the ABC network for two more years, thus guaranteeing its 17th season. The news was taken advantage of by Netflix Brazil to promote one of the series in its catalog, "Lucifer", which was produced and broadcast by FOX, but which, after its cancellation, had its production rights bought by Netflix.

In the publication's image, the character Lucifer holds up an auction sign with the number 69, making a clear allusion to a sexual position. The use of the number also makes a satire of the number



of seasons that the series "Grey's Anatomy" has, which accounts for almost two decades of the show. The satirization of the sexual position dialogues with the tone of the series, which lavishes sensual and nude scenes. The sensualization comes out of the show's episodes and continues through the publication's communication. After all, the plot of the series has Lucifer, the Devil himself, as its protagonist, and the image that one has collectively of the Devil and hell flirts with the idea of lust. It can also be seen that the text contained in the image features the colors of Netflix's visual identity, red and black.

In the caption that accompanies the post, *Netflix's brand persona* continues the satire by stating that the number brings him luck. In addition, it can be noticed that the profile bothered to interact with one of the comments of one of its followers. In the comment, the follower uses the number that appears in the post to refer to the number of characters who died in the series "Grey's Anatomy". Netflix Brazil takes advantage of the opportunity and does not "lose the joke" by tagging the user and replying, "I'm going there to cry and I'll be right back".

In the analyzed publication, the company's communication strategy is not afraid to transform external information into content in its favor, even if it means promoting competitor products.

In the post in Figure 3, Netflix Brazil created a challenge to promote seven titles available in its catalog and, at the same time, interact directly with its audience, in this case, its followers. The proposed challenge is simple and makes use of emojis, a current and complementary mode of digital communication composed of figures, symbols, and drawings. Therefore, the image of the post features seven lines with combinations of emojis that represent the titles of the seven series available on its website. To find out the names of such titles, followers are encouraged to decipher the code contained in the emoji combinations. It's a simple feature, but it has a high response rate, as it generated 3.088 comments. It is worth noting that Netflix maintains its concern about using colors of its visual identity in the text contained in the image of the post.

In one of the comments made on the post, Netflix's profile recognizes the user who got the names of the seven titles right, showing that the company interacts strategically with its followers.



Figure 1: Post about the series "The Society".



Source: Netflix Brazil profile on Instagram.

Figure 2: Post about the series "Grey's Anatomy" and "Lucifer".



Source: Netflix Brazil profile on Instagram.

Figure 3: Emoji challenge post referencing content from the Netflix catalog.



Source: Netflix Brazil profile on Instagram.

One of Netflix's communication strategies is to recycle its content and turn it into input for posts on its social networks. This can be seen in figures 4 to 8, a sequence of five images from the recently released "Dilemma" series, produced by Netflix itself. In the series, the character Anne, played by actress Renée Zellweger, displays refined and impeccable clothing. The Netflix Brazil profile takes advantage of this detail and behaves like a spectator, inviting followers to enjoy the character's costume. Therefore, five sequential images were posted where Anne appears with imposing postures and strong expressions that dialogue with her clothes.

In the text that accompanies the publication, Netflix Brazil praises the "looks" and comments that it does not have adequate clothing to be in the series. This comment makes room for followers to also join in the "fun", as can be seen in the comments in Figure 9. It is possible to notice that the conversation develops from followers who tag other followers in the post using the "@" symbol preceding the user's name. Such an action generates spontaneous interaction and engagement for the post, thus making it relevant according to Instagram's algorithms, which decide how long a post will continue to appear in users' feeds.

Figure 4: Sequential post about the "Dilemma" series.



Source: Netflix Profile

Figure 5: Sequential post about the "Dilemma" series.



Source: Netflix Profile

Figure 6: Sequential post about the "Dilemma" series.



Source: Netflix Brazil profile on Instagram.

Figure 7: Sequential post about the "Dilemma" series.



Source: Netflix Profile

Figure 8: Sequential post about the "Dilemma" series.



Source: Netflix Profile

Figure 9: Comments from followers on the post about the "Dilemma" series.



Source: Netflix Brazil profile on Instagram.



In Figure 10, based on the *brand's audio branding*, Netflix Brazil "plays" with the sound of its opening vignette (which can be heard when you press play on any *streaming content*) making use of the onomatopoeia "Tu-dum". The hair-raising in the image below is a representation of the goosebumps and excitement caused by the sound of onomatopoeia. The message conveyed with this post is that watching Netflix content causes a sense of pleasure and euphoria in its subscribers, which, therefore, consequently, it brings the brand and its customers closer by referring to the experience provided by the service.

It is worth noting that one of the comments on the post is from the Instagram profile of the French Netflix, which "plays" with another onomatopoeia, the expression "TOU DOUM", in an attempt to correct the sound that the vignette makes. The expression posted by the French profile makes an adaptation based on the linguistic characteristics of the sound of the French language. In response, the Brazilian profile doesn't "miss the joke" and responds with "Ah, pronto" and "Ah bientôt", which translated into Portuguese would be something like "Bye" or "See you soon". From this fun interaction, it can be said that both profiles maintain a unity about the sarcastic tone that Netflix, as a brand, maintains on its social networks.

The publication of Figure 11 is divided into three frames of equal proportion with the text "Don't Stop Believin'", a notorious song from the musical series "Glee". The frames show scenes with the iconic actors who became known for their roles in the show. The very name of the song provokes the viewer to "Don't Stop Believing" (translation to Portuguese of the name of the song) since the publication aims to inform that all seasons of the series will be available in the Netflix catalog.

In the text that accompanies the publication, the *profile's brand persona* asks if your neighbors will be prepared for the show that will take place in your living room, which dialogues with the series, which has in its episode's re-recordings of famous songs. The text also has the name of the series accompanied by a *hashtag* (#GLEE), which allows its followers to be notified about the publication. Finally, it can be said that Netflix Brazil maintains its concern with using the colors of the brand's visual identity through the colors of the characters' clothes that are in the images, a way to reinforce the brand in front of its customers and followers.

The image in Figure 12 shows a scene from the famous 90's series, "Um Maluco no Pedaco", with actors Alfonso Ribeiro and Will Smith, becoming the latter internationally known through the program. The text accompanying the post makes a satire of DJ Jazzy Jeff & The Fresh Prince, which is played in the opening of the series and which few understood or knew how to sing because it is a rap sung at a fast pace. The text can also be understood as a reference to the exhibition of the series on the open television channel SBT, which cut the opening song of the program. By making such associations, Netflix Brazil, in addition to announcing that all seasons will be available in its catalog, works with the feelings and memories of those who followed the series in the 90s.

Figure 10: Post about the sound of Netflix's opening vignette.



Source: Netflix Brazil profile on Instagram.

Figure 11: Post about the series "Glee".



Source: Netflix Brazil profile on Instagram.

Figure 12: Post about the series "A Madman in the Block".



Source: Netflix Brazil profile on Instagram.

The post in Figure 13 presents a striking image of the character Beth Boland, played by actress Christina Hendricks, in the series "Good Girls". In the image, the character points a gun at someone who cannot be seen in a tone of menace and desperation. In the text that comes in the image itself, it is the phrase "When someone talks bad about Good Girls in front of me:". The combination of the scene with the text creates a comedic and dramatic tone at the same time. This same tone is seen in the series, which tells the story (with elements of humor) of three anti-heroines who enter the world of crime when their lives put them in a time of financial crisis. The combination also has an ironic sense, since the name of the series when translated into Portuguese, "Good Girls", contradicts the scene with a threatening tone.

Complementing this combination, there is the text that accompanies the post, which, in addition to announcing that the second season is now available on Netflix, emphasizes the extreme measure that Netflix Brazil, as a fan, can take if someone speaks ill of its series. It is also possible to notice that the name "Good Girls" comes in red, one of the colors of Netflix's visual identity.

In the comments contained in Figure 14, Netflix Brazil responds to one of its followers about its expectations regarding the love involvement between two other characters, Annie and Rio. Such action shows that the company's profile, in addition to knowing well the details of the plots of its products, also follows the comments of its followers and takes advantage of the opportunities it must interact and generate engagement in its posts.

Figure 13: Post about the "Good Girls" series.



Source: Netflix Brazil profile on Instagram.

Figure 14: Comments on the post about the series "Good Girls".



Source: Netflix Brazil profile on Instagram.

Throughout the analysis of Netflix Brazil's publications, it was possible to notice that one of its predominant strategies is the use of its profile to announce the titles that will be available in its catalog. In the content of figures 15 to 19, this strategy is maintained. Composed of a combination of five images, the publication presents frames from the productions that will be made available in June. One can see images of well-known actors such as Miley Cyrus, Jennifer Aniston, and Adam Sandler, accompanied by the names of the series and films in which they act, as well as the respective premiere dates of each production.

Reinforcing the visual identity of its brand, Netflix Brazil makes use of the colors red and white in the texts inserted in the images, in addition to giving preference to the use of frames where



the characters wear red clothes. Taking advantage of the commemorative date of São João, which takes place in June, the profile refers to the festivity in the text that accompanies the publication by using the words "quenta", "paçoquinha" and "quermesse". Such use demonstrates that one of the communication strategies of the profile on social networks is to make references to seasonalities and commemorative dates in Brazil when producing its publications and, thus, connecting with its followers. In the comments, it is possible to observe followers tagging others through the "@" symbol, thus generating more interactions on the posts.

Figure 15: Sequential post about "June Premieres".



Source: Netflix Brazil profile on Instagram.

Figure 16: Sequential post about "June Premieres".



Source: Netflix Brazil profile on Instagram.

Figure 17: Sequential post about "June Premieres".



Source: Netflix Brazil profile on Instagram.

Figure 18: Sequential post about "June Premieres".



Source: Netflix Brazil profile on Instagram.

Figure 19: Sequential post about "June Premieres".



Source: Netflix Brazil profile on Instagram.

In Figure 20, the last post analyzed, Netflix Brazil brings the announcement of the third season of the Spanish series "La Casa de Papel", which had the production rights bought by the streaming service company after the end of the second season. The post features the characters on the lawn of a football stadium positioned as a team of players and wearing the red uniform that marked the previous seasons of the series. The character known as "Professor", mastermind of the audacious plan to invade the Spanish Mint, is highlighted in the image for being positioned as the group's coach and for being the only one who is not in uniform, wearing his classic suit, which in turn gives him an

appearance of intellectuality and leadership. The predominant red color of the uniforms, in turn, strengthens the visual identity of the Netflix brand naturally and conveniently.

In the text that accompanies the post, the association with football could not be more direct. The phrase "With a team like this I would play any game", implies that the characters are prepared for the challenges they will face in the new season. The text also makes use of the *hashtag* #LCDP3, the initials of the name of the series, which notifies followers and fans of the series about the publication of the post, thus generating more visits and increasing the likelihood of interaction and engagement. Netflix Brazil's decision to associate the post with football was due to the 2019 Copa América, which takes place between June and July, which once again reinforces its strategy of taking advantage of seasonality and commemorative dates in the production of its posts.

Figure 20: Post about the series "La Casa de Papel".



Source: Netflix Brazil profile on Instagram.

### CALCULATING THE ENGAGEMENT RATE OF NETFLIX BRAZIL'S POSTS ON INSTAGRAM

The engagement rate of the ten Instagram posts analyzed was calculated using the formula proposed in the "Methodology" chapter. Therefore, the number of likes and comments (variable numbers) of each post individually was added and divided by the total number of followers of the profile (12.175.582), then the number found was multiplied by 100. Following the order in which the posts were analyzed, the engagement rates found can be seen in the following table.

Table 1: Calculation of the engagement rate of the analyzed posts.

Post n°	Post Date	Content	Engagement Rate Calculation	Engagement Rate
1	21/05/19	Series "The Society"	$(71.554 + 2.801 / 12.175.582) \times 100 = 0,61\%$	0,61%
2	23/05/19	"Grey's Anatomy" and "Lucifer" series	$(218.287 + 4.906 / 12.175.582) \times 100 = 1,83\%$	1,83%
3	24/05/19	Emoji Challenge	$(97.027 + 3.088 / 12.175.582) \times 100 = 0,82\%$	0,82%
4	24/05/19	"Dilemma" series	$(105.001 + 2.765 / 12.175.582) \times 100 = 0,88\%$	0,88%
5	26/05/19	Netflix Opening	$(521.455 + 7.334 / 12.175.582) \times 100 = 4,34\%$	4,34%
6	28/05/19	"Glee"	$(196.043 + 12.894 / 12.175.582) \times 100 = 1,71\%$	1,71%
7	29/08/19	"A Madman on the Block" series	$(807.741 + 39.285 / 12.175.582) \times 100 = 6,95\%$	6,95%
8	31/05/19	"Good Girls" series	$(124.242 + 4.169 / 12.175.582) \times 100 = 1,05\%$	1,05%
9	01/06/19	June Premieres	$(333.832 + 11.237 / 12.175.582) \times 100 = 2,83\%$	2,83%
10	01/06/19	Series "La Casa de Papel"	$(504.236 + 9.918 / 12.175.582) \times 100 = 4,22\%$	4,22%

Source: the authors.

According to the results obtained, it can be noted that the engagement rates range from 0,61% to 6,95%. Following the average engagement rates presented by Michael Leander and Jumper Media's 2019 annual report, the ranking of the posts was as shown in the following table.



Table 2: Ranking of analyzed posts according to engagement rate.

Post n°	Content	Engagement Rate	Classification
7	"A Madman on the Block" series	6,95%	GOOD
5	Netflix Opening	4,34%	GOOD
10	Series "La Casa de Papel"	4,22%	GOOD
9	June Premieres	2,83%	GOOD
2	"Grey's Anatomy" and "Lucifer" series	1,83%	GOOD
6	"Glee"	1,71%	GOOD
8	"Good Girls" series	1,05%	AVERAGE
4	"Dilemma" series	0,88%	AVERAGE
3	Emoji Challenge	0,82%	AVERAGE
1	Series "The Society"	0,61%	AVERAGE

Source: the authors.

Looking at Table 2, of the ten Netflix Brazil posts that were analyzed, six have engagement rates classified as "Good" four classified as "Average", and none are classified below 0.6.

Of all the posts analyzed, the one from the "Um Maluco no Pedaco" series was the one that had the highest engagement rate, with 6,95%, well above the average engagement rate of 1,2%, which is considered "Good". This percentage is due to the large number of interactions that the publication obtained: 807.741 likes and 39.285 comments. It can be said that this high level of engagement is due to the strong emotional appeal that the series has in Brazil.

On the other hand, the post with the lowest engagement rate was about the series produced by Netflix itself, "The Society". Its engagement rate was 0,61%, classified as "Average" but very close to being below the classification. The post's lower engagement rate was the result of fewer interactions when compared to other posts: 71.554 likes and 2.801 comments. One of the possible reasons for this result is the fact that the series is a recent product in the catalog and therefore still has a lower appeal among followers.

From the analysis, it could also be observed that Netflix Brazil followers interact more with posts through likes, with comments in second place. This is something recurrent on Instagram and social networks since liking a post is the simplest and fastest action of interacting with a post.

## FINAL THOUGHTS

From the research carried out, it was possible to observe that *Netflix* Brazil's Branding strategies on Instagram are focused on generating value for the brand (*Brand Equity*) and identification by its followers on the social network. The contents of your posts are produced to



inform and maintain a positive relationship with the profile's followers. In a fun and playful way, the publications inform about updates, releases, and premieres of series, movies, and documentaries that are or will be available in the Netflix catalog in Brazil.

The profile humanizes the brand through fun, relaxed language. The female *brand persona* embodied by the profile is concerned with maintaining a young and cool tone, and the posture of someone who relates to what happens in Brazil and in the world. From this tone and attitude, the company relates by creating content and posts that announce and generate interest in the films, series, and documentaries in its catalog, regardless of whether they are new or old.

When it comes to the use of visual and textual elements, Netflix Brazil creates a fun and friendly experience for the brand's fans and followers. It could be seen that the company makes strong use of its brand visually, maintaining unity and using elements of your logo's color palette in images and texts, which allows for quick brand identification.

It was observed that their posts encourage the participation of users and followers, making them comment, like, and share the advertised materials, in addition to tagging other users in the posts, making the reach and engagement even greater. In a world where media increasingly converge through a collaborative and participatory culture, social networks such as Instagram make it possible for brands like Netflix to create a digital environment where companies and consumers interact and exchange rich and beneficial experiences for both sides naturally and spontaneously.

Making use of communication that speaks the language of consumers and content that connects with everyday life, Netflix does a strong job of brand management and relationships with its followers. By making references and associations to characters, products from the catalog, commemorative dates, seasonalities, and current themes, the company's posts on Instagram become unique and engaging.

Through the emotional connection that followers have through the themes and content of the posts, Netflix Brazil was able to create publications with a high level of engagement, which could be seen in the results obtained in the engagement rates of the posts analyzed. It can be said, therefore, that the company has been right in its *Instagram Branding* strategy. This is reflected in the number of followers the profile has and the amount of likes and comments your posts get.

The results of the research, unfortunately, are limited to what is publicly exposed and the number of posts analyzed. It is worth noting that Instagram recently allowed companies to hide the number of likes on their posts, which impacts the engagement rate formula proposed in this research.

Future research on *Netflix's* Branding on platforms other than Instagram, such as Facebook and Twitter, and having access to more data for analysis, may contribute to a deeper understanding of the impacts and receptivity of the company's brand management strategies on social networks. The



study of multiple social networks will enable researchers to work with more evidence and draw more accurate, detailed conclusions and *insights* with a higher level of complexity.





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