



**HELLO GOOGLE THINK,
WE ARE MEDIAMONKS**

**MEDIA
MONKS**



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**Global creative production partner
since 2001**

We help brands across the following production pillars



**CREATIVE
CONTENT**

INNOVATION

**ECOMMERCE &
PLATFORMS**

ASSETS AT SCALE



LET'S TALK ABOUT AUTOMATION

NARCOS

A CASE OF CREATIVE AUTOMATION

NETFLIX

MEDIA
MONKS

Our approach to building dynamic campaigns

1

**Audience-based
strategy**

2

**Creative
development**

3

**Continuous
optimization**

BRIEF

Engage viewers by leveraging available programming content for Narcos S3.

Create a dynamic video concept that can be used tactically alongside existing sports, business and locally-relevant online video content.

NETFLIX



THE CONCEPT

The tactics of the Narcos can be applied to many present day situations...

Show the unique ways the Cali Cartel solve their personal and business challenges by combining relevant audience interests and scenes from the upcoming season.

By connecting contemporary themes with the way of the Cali Cartel, we juxtapose the Cartel's affairs with recognizable situations, increasing the resonance of the content.

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Audience Signals



Sports

Data Points

News , Sports News, Sports, Sports Coaching & Training, Team Sports, American Football, Australian Football, Baseball, Cricket, Hockey, Soccer, World Sports Competitions, Olympics.



Business

Data Points

Business & Industrial, Advertising & Marketing, Brand Management, Business & Industrial, Marketing, Business Education, Business Operations, Business Plans & Presentations.

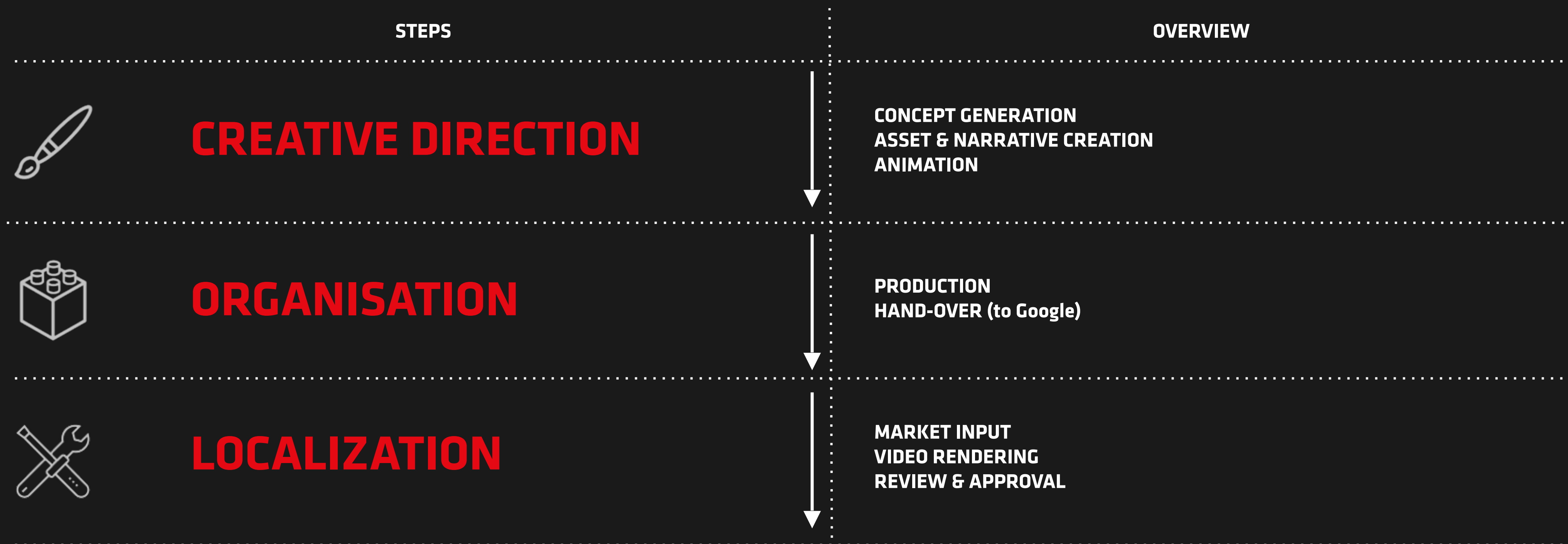


Local events

Data Points

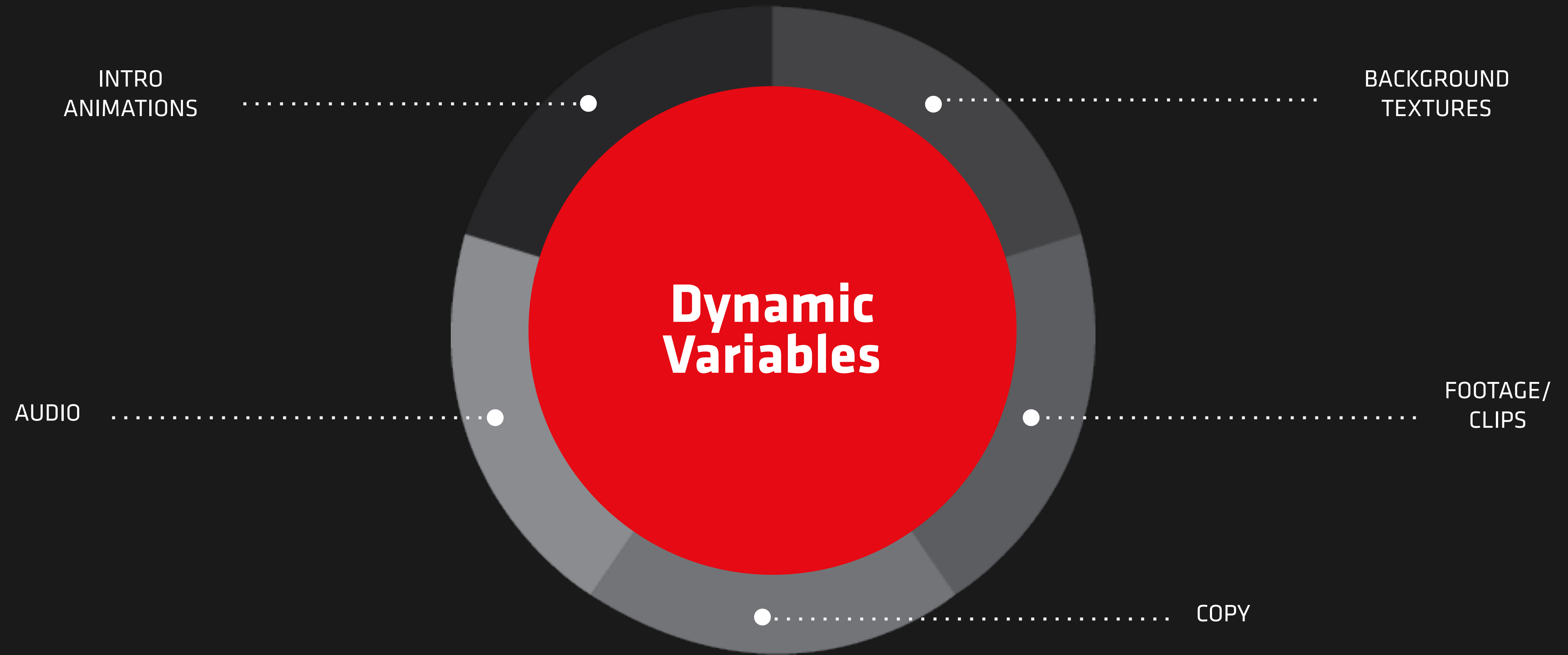
News , Sports News, Sports, Sports Coaching & Training, Team Sports, American Football, Australian Football, Baseball, Cricket, Hockey, Soccer, World Sports Competitions, Olympics.

The process



THE SOLUTION

Anatomy of Dynamic Video



Dynamic assets at scale

The Cali/Narcos way - 2 sec.



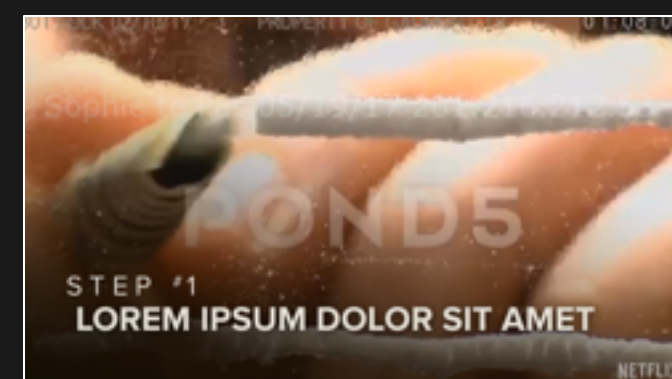
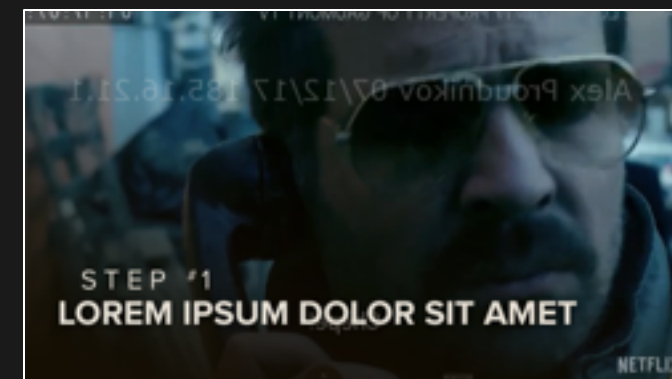
Dynamic Variables:
Safe and non-safe background option;
Animation variations;
Copy.

Intro slide - 2 sec.

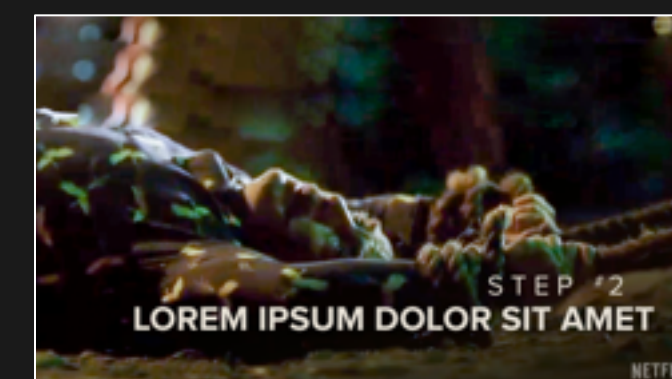


Dynamic Variables:
Safe and non-safe background option;
Copy beneath Narcos logo.

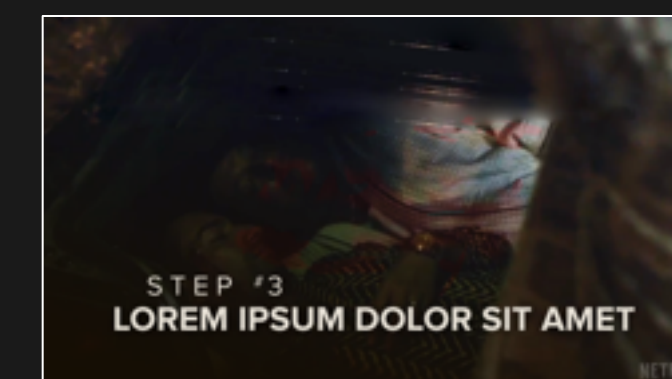
Step 1 - 2.17 sec.



Step 2 - 2.17 sec.



Step 3 - 2.17 sec.



Dynamic Variables:
Clips of footage;
Copy on each frame.

End screen - 3 sec.

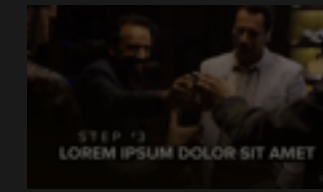
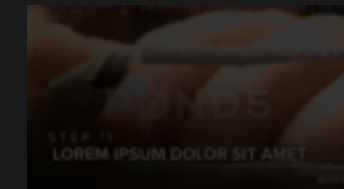


Dynamic Variables:
Safe and non-safe background option;
Copy beneath Narcos Logo

SPORTS

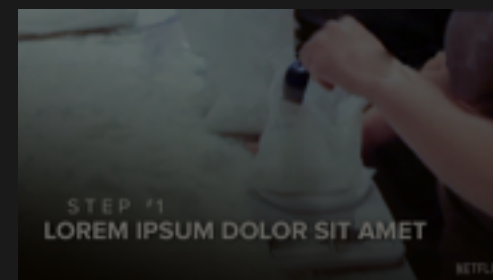
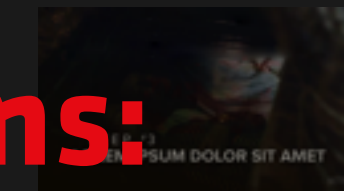


THE SOLUTION



115 scenes, 3 intro animations, total variations:

1.481.430 possibilities





Thank you!

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