



# MAKING A **SPLASH INDOORS,** WHERE CONTENT MEETS CULTURE



## BACKGROUND

During Songkran, the nation's biggest cultural holiday, **Thais changed their behavior from going out to play water fights to staying at home.** Netflix noticed this opportunity and aimed to position itself as **the first choice for in-home entertainment.**

As a foreign platform, they also sought to combat misconceptions about its subscription costs and **the availability of local content.**

## APPROACH

Netflix used a concept called "Netflix-Thai-Chum," which is based on Thai guardian spirits. The long form video's idea was to promise a fun Songkran with lots of great Thai movies and shows to watch at home. They **used the word "Nam" (water) to promote local content and culture as water splashing at home,** which made more people interested in Thai titles. They also added data of affordable price campaign to build awareness among new consumers.

For YouTube, Netflix leveraged Video Reach Campaigns (VRC) for sustaining awareness and utilizing a **YouTube Masthead during peak Songkran days** to ensure maximum visibility.

## RESULTS

**8M**  
views

**+4.37M**  
unique users

**8.6M**  
Reach

**1.46%**  
watch intent lift

*"By simply using words like "Nam (water)," they naturally wove the brand into every scene letting us smoothly jump between moments & it just felt right."*

~ Nidarat Uraileertprasert, Data, Media & Commerce Lead, Unilever



Explore more winning campaigns at [yt.be/works/campaigns](https://yt.be/works/campaigns)