

FUTURE ENTERTAINMENT CONCEPT

NETFLIX IMMERSION

DON'T WATCH THE STORY.
STEP INSIDE IT.

Creative direction, campaign strategy and visual rationale

SPECULATIVE CREATIVE CONCEPT - NOT AFFILIATED WITH NETFLIX



SEBASTIEN SOUDAIS / 01

KEY VISUAL / 21:9 CAMPAIGN HERO

NETFLIX IMMERSION

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The future of entertainment lives around you.

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SEBASTIEN SOUDAIS / 02



A SCREENLESS GATEWAY TO STORY WORLDS

Netflix Immersion is a speculative spatial-entertainment hub that transforms the room into an adaptive story environment. Instead of asking people to disappear behind a headset, the product brings cinematic worlds into a familiar shared space.

SPATIAL STORYTELLING

SHARED VIEWING

NO HEADSET BARRIER

The object is intentionally simple and iconic: a quiet black form, a single red halo, and one clear behavior - it opens the world. That simplicity gives the imagined product immediate desirability and makes it feel commercially plausible.

WHY THE IMAGE IS POWERFUL



ONE GLANCE TELLS THE STORY

Multiple genres erupt from a single source, so the concept is understood before any copy is read.



THE PRODUCT REMAINS THE HERO

The circular device anchors the composition and gives the spectacle a clear cause, not just visual noise.



TECHNOLOGY STAYS HUMAN

Romance, laughter and shared wonder prevent the future from feeling cold or isolating.

NETFLIX

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03 / MESSAGE ARCHITECTURE

DON'T WATCH THE STORY. STEP INSIDE IT.

DON'T WATCH

A deliberate interruption. It challenges the habit that Netflix itself helped define.

THE STORY

Protects the brand's emotional center: characters, worlds and storytelling remain primary.

STEP INSIDE IT

Turns the promise into an action. It is physical, immediate and easy to imagine.

THE SUPPORTING SLOGAN

"The future of entertainment lives around you." expands the promise from a device to an environment.

A NETFLIX-SHAPED FUTURE

The concept does not abandon streaming. It evolves the relationship between audience and story.

WATCH

CONTENT

A screen delivers a finished experience.



EXPERIENCE

WORLDS

The room reacts to story, genre and emotion.



INHABIT

STORIES

Entertainment becomes spatial, social and participatory.

01

RECOGNIZABLE

Red, black and the familiar home ritual keep the idea unmistakably Netflix.

02

EXPANDABLE

Every genre, original and live event can become its own immersive environment.

03

GLOBAL

The promise is visual and emotional, allowing the campaign to travel across languages.

ONE IDEA. MULTIPLE EXPERIENCES.

The visual system can scale from a single premium key visual into a complete product launch.



OUT-OF-HOME

Large-format installations use the genre explosion as a recognizable visual landmark.



SOCIAL & TEASERS

Vertical edits reveal one world at a time before the full product is shown.



LIVE DEMONSTRATION

Retail pods and premieres let audiences physically enter the campaign promise.

CREATIVE CONCLUSION

THIS CAMPAIGN SELLS MORE THAN A DEVICE. IT SELLS A NEW BEHAVIOR.

The product is memorable because the benefit is not technical. It is emotional: stories no longer stay behind the screen. They surround us, connect us and invite us in.

DON'T WATCH THE STORY. STEP INSIDE IT.

NETFLIX IMMERSION / SPECULATIVE FUTURE CONCEPT

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