

Marketing in the News:

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PRODUCT



- ❑ Online streaming service
- ❑ 7-10 minute long episodes with Quibi being short for 'quick bites'
- ❑ Mobile only: phones & tablets
- ❑ Over 7,000 quirky titles to choose from
 - ❑ Chrissy Teigen's reality show *Chrissy's Court*, similar to the popular show *Judge Judy*
 - ❑ Steven Spielberg's horror series *Spielberg's After Dark* which can somehow only be watched after sunset
 - ❑ Don Cheadle starring in a sci-fi series from the director of *Twilight* movies 'set 15 minutes into the future'

PLACE



- ☐ Mobile devices: phones & tablets

PROMOTION



- ❑ Launch Date: April 2020
- ❑ “Produced By Conference” in California
- ❑ Social Media
- ❑ Articles
- ❑ Celebrity association

PRICE

QUIBI

Basic (w/ ads): \$4.99/month

Premium (w/o ads):
\$7.99/month

VS.

HULU

Basic (w/ ads): \$5.99/month

Premium (w/o ads):
\$11.99/month

SWOT Analysis

Strengths

- ❑ Competitive pricing
- ❑ Original content featuring big Hollywood names (Chrissy Teigen, JLo, etc.)

Weaknesses

- ❑ Other short-form streaming services have largely failed (i.e., Verizon's Go90)
- ❑ Original content may not entice new viewers or gain viewer loyalty
- ❑ Excluding those who prefer watching on TV

Opportunities

- ❑ Targeting commuters & people without the bandwidth to watch 30-40 min episodes
- ❑ Strictly mobile-service
- ❑ 3x.day 6.5 min "Daily Essentials" news program curated for your personal taste

Threats

- ❑ Competitors such as Disney+ and HBO Max
- ❑ Streaming services that have mobile and TV streaming

Sources

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<https://www.forbes.com/sites/merrillbarr/2019/07/10/quibi-can-succeed-even-after-it-fails/#7fb0f9547f60>