

Tubi & Black Americans

ADV 3411

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Overview

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Campaign Objective



Increase Tubi subscriptions of African American adults aged between 30-34 by 15% from 1.08 million to 1.24 million Tubi users within 90 days of the campaign launch.

The Streaming Market Today



- Highly competitive space dominated by paid platforms like Netflix, Hulu, and Amazon Prime Video¹
- Most platforms require monthly subscriptions, leading to subscription fatigue¹
- Viewers increasingly switch platforms based on specific content, not loyalty²
- Rapid growth of free ad-supported streaming (FAST) as consumers seek cheaper options³

1. <https://www.deloitte.com/us/en/insights/industry/technology/digital-media-trends-consumption-habits-survey/2025.html>
2. <https://docs.google.com/document/d/1-7KUJBmhZviltSquU246TZc6eVtq0YlqsDkMS7aaQvyQ/edit?usp=drivesdk>
3. <https://www.nielsen.com/data-center/the-gauge/>

Positioning

Where Tubi Stands:

- 100% free, ad-supported streaming platform owned by Fox Corporation¹
- Over 100 million monthly active users²
- Large, diverse content library
- Strong awareness, but low usage due to perception issues³



1. <https://corporate.tubitv.com/>
2. <https://corporate.tubitv.com/press/tubi-achieves-record-audience-scale-and-engagement/>
3. <https://docs.google.com/document/d/1-7KUBmhZviltSquU246TZc6eVtq0YlqsDkMS7aaQvyQ/edit?usp=drivesdk>

Situation Analysis

01

Strengths

- Free access = no subscription barrier¹
- Large, diverse content library¹
- Strong appeal to price-sensitive audiences²

02

Weaknesses

- Perceived as lower-quality content platform³
- Limited awareness of actual content offering³
- Ad interruptions affect experience⁴

03

Opportunities

- FAST market is rapidly growing²
- Demand for diverse & culturally relevant content³
- Social media-driven discovery (TikTok/Instagram influence)⁴

04

Threats

- Strong competition from Netflix and Hulu²
- Growing number of free streaming competitors⁴
- High consumer expectations for premium content³

1. <https://corporate.tubity.com/>
2. <https://www.nielsen.com/data-center/the-gauge/>
3. <https://docs.google.com/document/d/1-7KUBmhZviltSquU246TZc6eVtq0YlqsDkMS7aaQvyQ/edit?usp=drivesdk>
4. <https://www.deloitte.com/us/en/insights/industry/technology/digital-media-trends-consumption-habits-survey/2025.html>

Primary Research

<u>Methodology</u>	• 4 in-depth interviews with target audience members • Used a discussion guide with questions while interviewing • Interview transcripts recorded • Insights were summarized during team discussions.
<u>Tubi Platform Perception</u>	• High awareness of the platform, but low usage • Strong misconception: Tubi is seen as low-quality or “low-budget” content • Many did not know Tubi is free.
<u>Content Discovery Behavior</u>	• Users care more about what they’re watching than what platform it’s on. • Content is discovered through: • Social media (TikTok, Instagram) • Word of mouth • Platform recommendations
<u>Attitudes Towards Ads</u>	• Prefer free platforms with ads over paid subscriptions. • Ads are: • Acceptable if saving money • Can be disruptive but are tolerated.
<u>Key Insight</u>	Tubi’s biggest barrier isn’t price: it’s the way the platform is perceived. Users are open to the platform but lack awareness that it’s free and offers high-quality content.

Blanco, C., Leslie, H., Collins, R., Ciocon, E., & Horne, R. (2026). *Primary research findings report: Tubi* (Unpublished class project). University of Florida.

What We Heard

01

"Whatever platform is on... that's where I go."

02

"It was like... bad stuff was on there... low budget movies."

03

"Oh, it's free? ... that would make me want to go on it."

04

"I'm more worried about what's on it."

Key Findings

● Behaviors

- Real and authentic representation in content
- Storytelling that feels relatable and culturally relevant
- Content that features creators who they trust
- Media that supports their values, identity, and community

● Attitudes

- Simple access to content that is diverse and inclusive
- Free or affordable streaming options
- Platforms that continually spotlight African American stories
- Content that accurately shows real experiences and perspectives

● Pain Points

- Not enough real representation in mainstream media
- Brand messaging that feels performative and forced
- Trouble discovering content that reflects their experiences
- Continually growing number of platforms competing against one another

Key Communication Challenge

The main barrier between the target audience and the streaming platform is a lack of knowledge on what type of platform Tubi is; free ad-sponsored. Most interview subjects claimed to have no knowledge of this and thought the platform was a paid service. These same subjects would go on to say that they would have downloaded and tried the service had they known it was free.

"I didn't know that, and I did care. I did not ask my friends that use it (Tubi) because I assumed that they were paying for it as well."

So What? Key Insights Synthesis

- 1. Free has no impact if it's not perceived as valuable.**
- 2. Content doesn't matter if people don't see or hear about it.**
- 3. Discovery is driven by conversation and cultural relevance.**

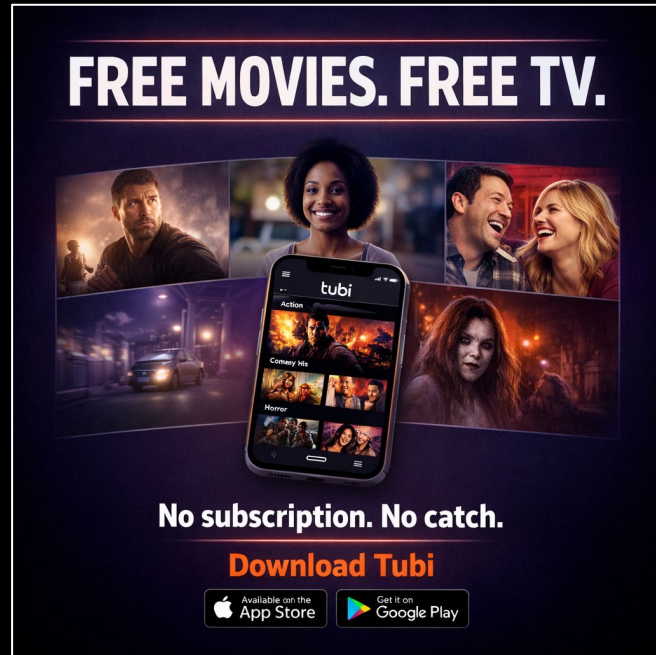
Big Idea:

Put Tubi in the Conversation

- **Make Tubi feel like a platform people discover through culture and conversation**
- **Use culture, entertainment, and relatability to drive entertainment**
- **Highlight recognizable, high-quality content + real stories**
- **Reinforce that it's 100% free to remove barriers**

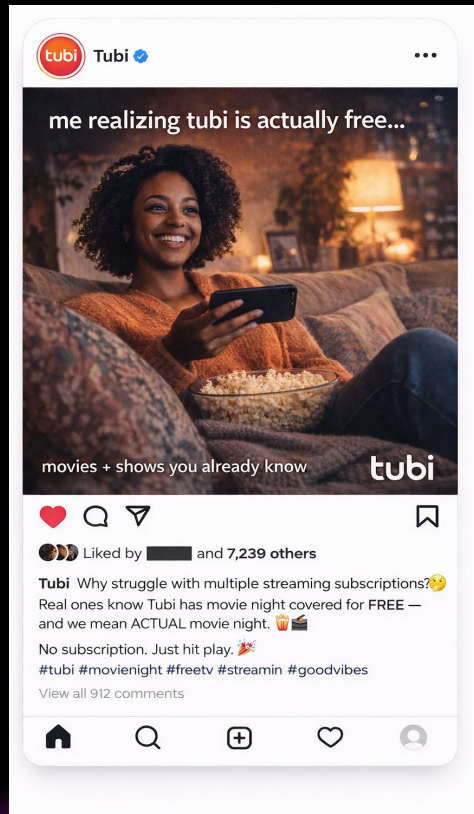
Campaign Elements

Poster



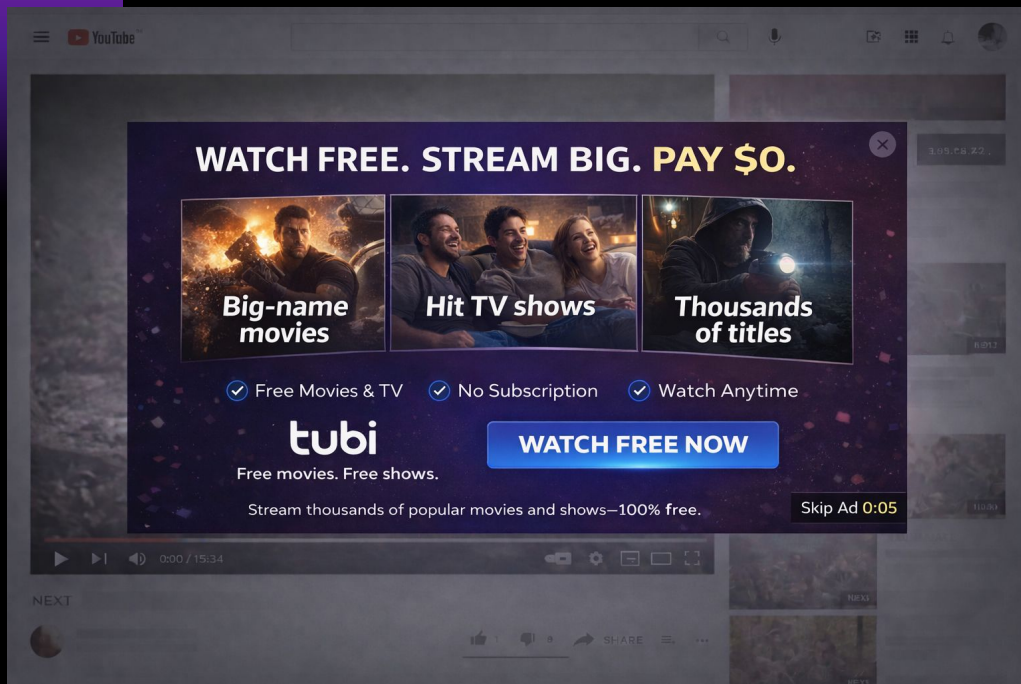
- Showing recognizable, high-quality content through visuals
- Building trust by being clear and straightforward

Social Media Post



- Meme-style format that blends naturally into social feeds
- Relatable, everyday movie night moment
- Subtle emphasis on *free* (not overly sales-driven)
- Highlights familiar content to build trust and recognition

Additional Element



- YouTube chosen → high usage across interviews (daily viewing platform)
- Direct, attention-grabbing message ("Watch Free. Pay \$0")
- Highlights big-name + familiar content
- Designed for quick decision + easy action



Thank You!

