

Objective

Current: ~31% of Black Americans aged 30–34 use Tubi, meaning around 1.08 million people in this group use Tubi.

Objective: Increase this audience by 15% from 1.08 million to 1.24 million Tubi users within our target group within 90 days of the campaign launch.

Issue

Single out the key issue standing in the way of achieving objectives

1. Unaware it's free (Price sensitivity)(Barrier to try)
2. Think it's bad quality/bootleg (Consumer mindset)
3. Lack of content awareness/bad perception of content hinders trial
 - Instead of persuading consumers to try Tubi, current ads are worsening perceptions of the content.

Insights

Insight 1: Awareness & Misperception: “If I think it costs money, I’m not even considering it.” While Tubi being free is a big advantage, it can also make people assume the content isn’t as good. Even if it’s free, viewers won’t watch something they think is low quality, so Tubi needs to show that its content is actually worth their time.

Insight 2: Social Media Discovery: “I don’t search for content—I watch what people are already talking about.” Streaming choices are driven by social validation, with viewers relying on trends and recommendations to decide what’s worth watching. If content isn’t being talked about online, it’s often seen as less relevant or not worth the time.

Insight 3: Relatability & Representation: “If it reflects my experiences, it feels worth my time.” Content that authentically reflects viewers’ identities, lived experiences, and core values creates a deeper emotional connection. When audiences see their own experiences represented on a personal level, they are more likely to engage with the content and remain connected over time.

Creative Challenges

Find a method of conveying the free ad-sponsored feature of the streaming service while also highlighting popular original content featuring African-American acting and production.

Make our target audience see the value of switching to Tubi for their streaming needs, and encourage them to actively learn about the inclusive content available to them for free.