

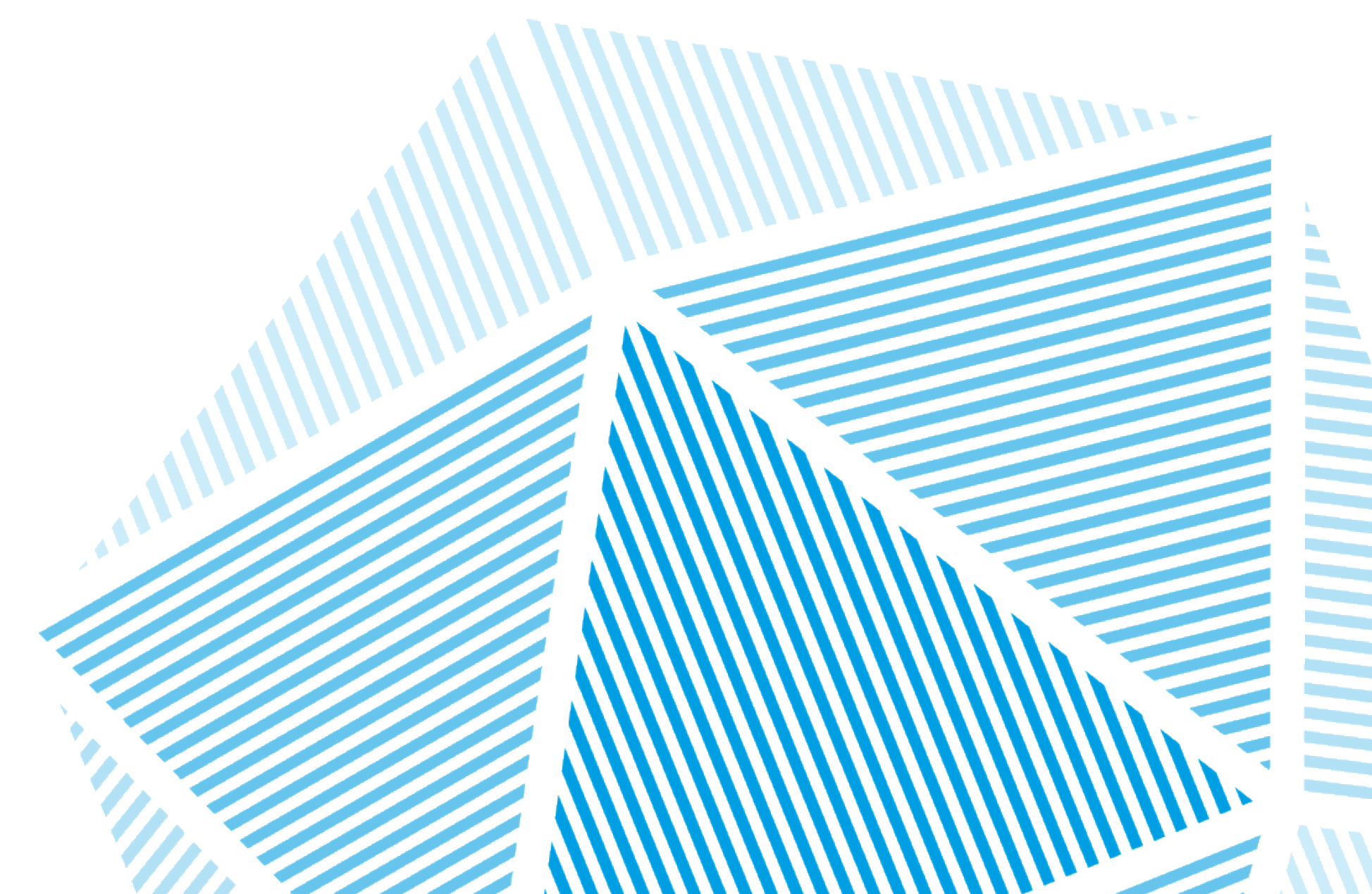
**HOW THE WAY MAJOR TV AND
CONTENT PROVIDERS TALK
ABOUT THEIR PRODUCTS
IMPACTS CURRY'S TV**

07 AUGUST 2023

**WRITING
CLUB**

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Major TV and Content Providers



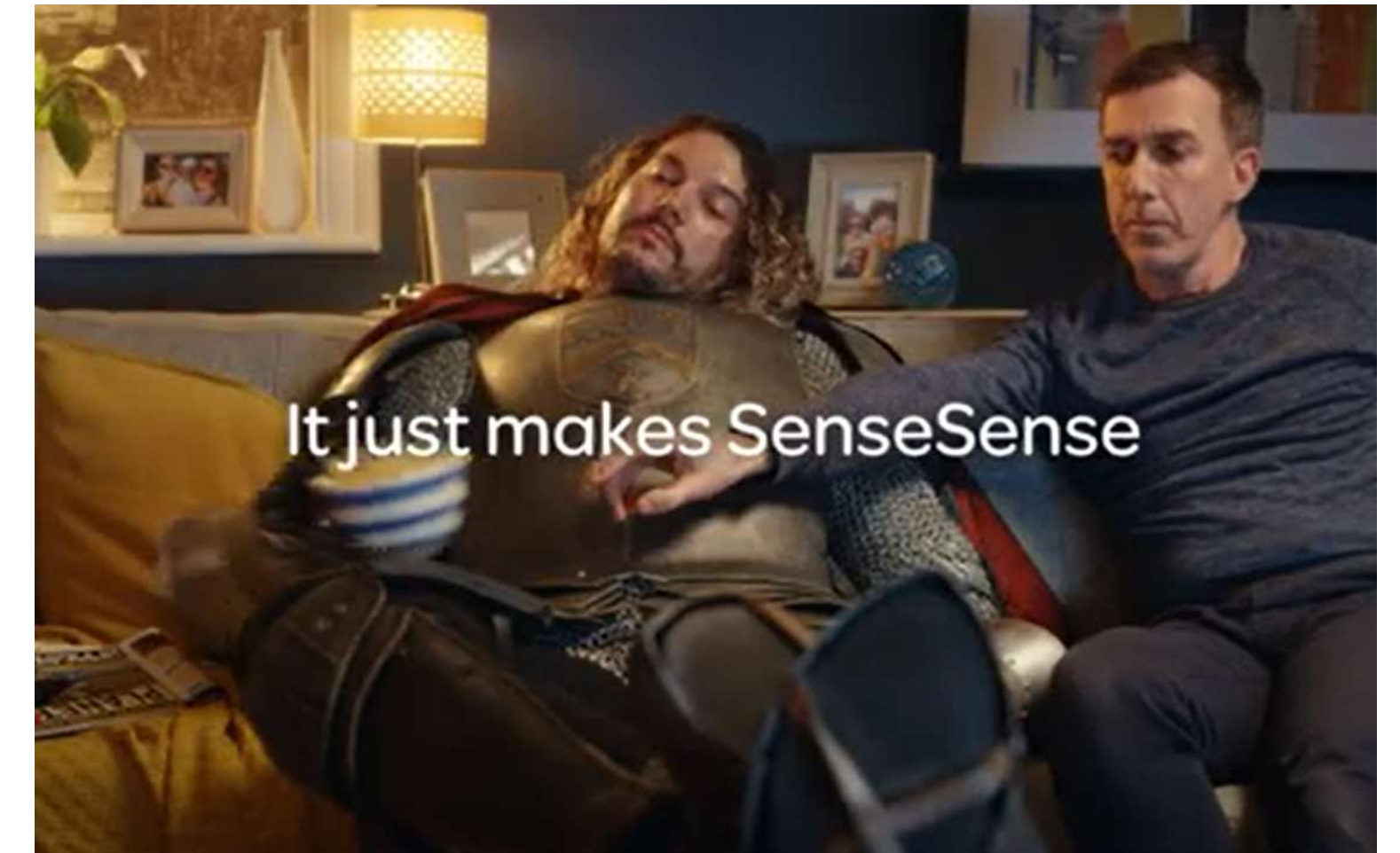
MAJOR TV AND CONTENT PROVIDERS



At Netflix, we want to entertain the world.
because great stories can come from anywhere
we're always looking to help you find your next favorite story.

Stream brand new Originals,
blockbusters, binge-worthy series and
more

Only on Disney+



How They Talk About Their Products and Services

An abstract graphic in the bottom right corner consisting of several overlapping triangles. Each triangle is filled with a pattern of horizontal lines, creating a sense of depth and movement. The lines are a lighter shade of blue than the background.

HOW THEY TALK ABOUT THEIR PRODUCTS AND SERVICES

ACCESIBILITY

- For everyone
- It just makes SenseSense

UNIVERSALITY

- To entertain the world
- Great stories can come from anywhere

EXCLUSIVITY

- Only on Disney+

PREEXISTING BRAND IDENTITY

- It just makes SenseSense

QUALITY

- Believe in better
- Bring on Amazing
- Stream brand new originals, blockbusters, binge-worthy series and more
- We're always looking to help you find your next favourite story



What This Means for Currys



WHAT THIS MEANS FOR CURRYS

Key focus areas:

- Quality
- Accessibility
- Preexisting brand identity

Whilst international content providers (Netflix, Disney+) have a focus on universality, it's more effective for UK TV providers to cater to the UK demographic.

Quality and accessibility is promised: using active, concise language.

Brands can utilise preexisting identities to promote their TV services, providing trust and familiarity (e.g., TalkTalk's 'It just makes SenseSense')



Currys TV Slogans



CURRYS TV SLOGANS

From store to stream. Sorted.



CURRYS TV SLOGANS

TV from Currys? Try Currys TV.



CURRYS TV SLOGANS

Currys TV. On your Currys TV.



CURRYS TV SLOGANS

The streaming service *your* TV dreams of.





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