

*“We compete with (and lose to) Fortnite more than HBO.”*

– **NETFLIX**

Everyone is striving for the **attention of the user.**

With so much to watch, listen, play and share, users are **extremely frugal with their time.** They want to make sure that whatever they are watching is **worth their time.**

# Insight

People spend more time scrolling for content than watching it.

Finding the right show at the wrong time sucks.

# Idea

Taking inspiration from the layout and colours of leading OTT platforms, we created a visual language that was intended to make people experience the inconvenience of searching for content

# Execution

IT SUCKS

to find

the

*right*

SHOW

*at the*

19<sup>TH</sup> MINUTE

*of a*

20-minute

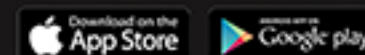
TRAIN

ride

stop scrolling  
start watching

**contentfly**  
originals ▶

hand-picked stories worth your time



**IT SUCKS**

to find

the

*right*

**FILM**

30 MINUTES

after

*your*

**PIZZA**

**WAS**

delivered

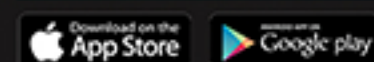
**UNDER**

30 MINUTES

stop scrolling  
start watching

**contentfly**  
originals ▶

hand-picked stories worth your time



IT SUCKS to find the

right SHOW 37 SECONDS

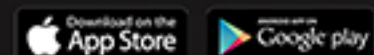
AFTER your friends

DIED of BOREDOM

stop scrolling  
start watching

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**IT SUCKS** to find the right SHOW at the 19<sup>TH</sup> MINUTE of a 20-minute TRAIN ride

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ON VIEW

For Art Basel, Miami's Swankiest Garage Becomes a Gallery Yet Again

01



No one rejects, dislikes or avoids pleasure itself, because it is pleasure, but because those who do not know

But I must explain to you

No one rejects, dislikes or avoids pleasure itself, because it is pleasure, but because those who do not know

Now again to those who are not sure or do not know the cause it is pain, but because circumstances are such as to give rise to the possibility of a great pleasure from a momentary pain

IT SUCKS

to find

the

right

SHOW

37 SECONDS

AFTER

your

friends

DIED

of

BOREDOM

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*Thank you*

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