

# yellowwood

## CASE STUDY 1

### CASE STUDY: ANALYSIS & PRESENTATION

#### CLIENT: NETFLIX

Please note that this is a fictional example and is a case study to test your thinking, method of analysis, insight development, creativity and presentation skills. While Netflix does exist, the task below has been created for the purpose of a case analysis only.

## THE CONTEXT

---

Netflix is a US-based online entertainment service provider that allows customers to watch a wide variety of TV shows, movies, documentaries and more on internet-connected devices. To date Netflix operates in over 190 countries with 139 million paid memberships, making global growth the biggest contributing factor in the company's success.

After noticing a significant gap in South Africa's online entertainment industry, in 2016 Netflix elected to enter the country as a challenger to the countries established brands.

Netflix aims to increase market penetration and general consumer brand awareness by using unconventional approaches to communication and brand strategy in the country that still aligns with its current brand promise.

## THE BRIEF

---

### 1. ANALYSIS

Please identify:

- What you believe are Netflix's key challenge/s, opportunities and what competitive edge they could bring into the online entertainment industry in South Africa
- Key external factors that may affect Netflix's performance in the South African market (Economic climate, political situation, culture, etc.)
- Internal analysis of the business (Vision, strengths, etc.) that may affect the business
- Analysis of direct and indirect competitors
- Unpack of key stakeholders and target audiences

### 2. STRATEGY

- How do you believe Netflix can position itself in the South African market in light of its operating environment and competitive set?
- Which customers do you think the brand should segment and target?
- How Netflix approach communications and messaging?
- What potential impact might the strategy have on business functions (such as HR, operations, finance, etc.)?
- Please provide an example of how the strategy could be executed

## OUTPUTS

---

- Please present your recommendations
- How you present your thinking is up to you

We have deliberately not included specific information on Netflix and expect research on the brand to be conducted in answering the case study

Key tips

BE BRAVE

Don't play it safe, showcase your understanding of the case study

BE ORIGINAL

Look for information beyond academic research and the internet, use your gut feeling

WE'RE ONLY HUMAN

There is no wrong answer, just do your best and good luck

## CASE STUDY 2

### CASE STUDY: ANALYSIS & PRESENTATION

#### CLIENT: RAIN

Please note that this is a fictional example and is a case study to test your thinking, method of analysis, insight development, creativity and presentation skills. While Rain does exist, the task below has been created for the purpose of a case analysis **only**.

#### THE CONTEXT

---

Rain is South Africa's first data-only mobile network. The company has spotted a gap in the South African telecoms industry and plans to disrupt and challenge the industry's big 3 (Vodacom, MTN, and Cell C).

However, the brand is still establishing itself and gaining traction in the market. Rain wants to begin by building a consumer base within the market and establishing a distinctive position in the minds of customers.

#### THE BRIEF

##### 1. ANALYSIS

Please identify:

- Key external factors that may affect Rain's performance in the South African market (Economic climate, political situation, culture, etc.)
- Internal analysis of the business (Vision, strengths, etc.) that may affect the business

- Analysis of direct and indirect competitors
- Unpack of key stakeholders and target audiences
- Identify potential risks and opportunities for the business

## 2. STRATEGY

- How do you believe Rain can position itself in the South African market in light of its operating environment and competitive set?
- Which customers do you think the brand should segment and target?
- How Rain approach communications and messaging?
- What potential impact might the strategy have on business functions (such as HR, operations, finance, etc.)?
- Please provide an example of how the strategy could be executed

## OUTPUTS

---

- Please present your recommendations
- How you present your thinking is up to you

We have deliberately not included specific information on Rain and expect research on the brand to be conducted in answering the case study

Key tips

BE BRAVE

Don't play it safe, showcase your understanding of the case study

BE ORIGINAL

Look for information beyond academic research and the internet, use your gut feeling

WE'RE ONLY HUMAN

There is no wrong answer, just do your best and good luck