

BRANDWEEK: How a Lack of KPop Demon Hunters Toys Gave Netflix a Golden Opportunity

Sure, KPop Demon Hunters may not have flooded stores with toys ahead of the film's release, but by giving the movie time to catch on, Netflix has performed a market *Takedown*.

At Brandweek in Atlanta, Netflix CMO Marian Lee joined ADWEEK's Rebecca Stewart to discuss the streaming giant's marketing strategies, and it turns out that playing the long game with KPop Demon Hunters is paying off.

Lee explained that KPop Demon Hunters had been in the works at Netflix for years, and the streamer had a "properly sized" campaign ahead of the movie's launch in June, including creating social content and utilizing the K-pop group Twice for TikTok challenges.

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