

Netflix's Running Point Scores Several Integrated Brand Partnerships in Season 2

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Netflix's Running Point is adding some more members to its team.

Recognizing that brand partnerships have long been part of the real-life professional sports world, Netflix saw an opportunity to create organic integrations for Running Point in Season 2, with select brands joining the show while aligning with the goings-on of the Kate Hudson-led comedy series.

For the second season of the basketball-focused series, which debuted last week, fervent fans may notice that select brands have been neatly woven into the show's storyline and aesthetics, including State Farm, DoorDash, Lexus, Ally Bank, Sephora, and Google Search.

Speaking to ADWEEK, Magno Herran, Netflix's VP of brand marketing and partnerships, said that because brands are endemic in the sports world, they wanted to integrate them into Running Point in a way that felt natural to how sports

are run and how a basketball team would engage with brands.

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