

Team Brief State Winners

NSW Team Brief



NSW Runners Up

KIRANA BOWYER
AND
JAMES DONNISON

LOUD SUSPECTS

INSIGHT: People don't passively watch murder mysteries, they try to solve them. Especially in a room full of people, we like to jump the gun and place our bets on how it's all going to end.

IDEA: Netflix intercepts our detective commentaries and invites us to play Dead Man's Party: A Knives Out Game.

Test and see who has true skill by competing with the room.

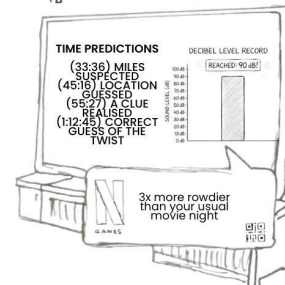
EXECUTION: Netflix activates voice detection. The platform's own in-house command integration, that can sync to existing platform systems with Google, Alexa & Siri.

When it picks up callouts, theories and accusations, it triggers the voice command tool and pops up with prompts: "Want to play a game with the room?"

After a round or two, a decibel meter pops up to show you how rowdy a games night is vs. movie night with the gang.

Whether you go back to where you paused the film or the credits start to roll, a recap of everyone's guesses that were shouted out appears on screen.

Play and see if the loudest in the room is all talk and no game.



EXECUTION: DIGITAL



NSW Runners Up

ELLIOT VELLA
AND
CHLOE HANNIGAN

NETFLIX & KILL

INSIGHT: Netflix has become synonymous with hook ups and casual dating through the moniker 'Netflix and Chill'.

IDEA: Let's commandeer this cultural juggernaut by turning *Dead Man's Party* into the go-to place for double dates. Forget 'Netflix and Chill', it's time to 'Netflix & Kill'.

RADIO:

SFX: *Soft breathing. A couch creaks.*

LIAM: I've never done this with five people.

RACHAEL: Who's on top?

PETER: This is so hard.

RICHARD: Oh my God...you're killing me right now.

SFX: *Someone screams passionately.*

JESSICA: That was so good.

RICHARD: Should we go for round two?

BEAT.

VO: Forget 'Netflix and Chill'. It's time to 'Netflix and Kill'. Play *Dead Man's Party: A Knives Out Game*, only on Netflix.

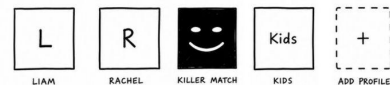
DIGITAL:

Tinder is where millions of Netflix & Chill stories begin. So we'll hijack Tinder's Double Date feature, matching pairs of 'friends for a killer date night' playing *Dead Man's Party*.

Inside the Explore tab, users can tap the new Netflix & Kill tile, where they can swipe on other pairs of friends to match for a night of lethal fun.



WHO'S WATCHING?



DIRECT:

Users across the world open Netflix to find a profile they never added sitting between their family accounts, as if they've been hacked. The user is their Killer Match.

When they click the profile, they're taken straight to *Dead Man's Party: A Knives Out Game*.

Below, in the recommended tab, sits a fully curated list of movies and TV shows that are both sexy and dangerous, all perfect for their next date night.



NSW Winners

PHOEBE LIM
AND
PHANISA (PIM)
WANGSUK

THE SUSPECT PROFILES

Turning Netflix profiles into Dead Man's Party suspects.

Every Netflix user is now a suspect in a murder mystery.



INSIGHT

Every time we open Netflix, the first thing we see is the "Who's Watching?" screen. And with up to five profiles on one account, it already has the perfect number of players for Knives Out: Dead Man's Party.

IDEA

We will turn Netflix's "Who's Watching?" screen into a list of murder suspects, inviting groups to solve a murder mystery together through Knives Out: Dead Man's Party.

Knives out on Netflix's "Who's watching?" screen.

FILMINK

EXECUTION

When users open Netflix, the familiar "Who's Watching?" screen turns everyone on the account into a lineup of murder suspects. Knives from Dead Man's Party appear on every profile, with a CTA button inviting the group to jump straight into the game and solve the murder mystery together.



VIC Team Brief



VIC Winners



Oliver Sievers



Yahna Fookes

EVERY BOTTLE HOLDS A CLUE

Insight:

At games night, a bottle of wine is usually the first suspect on the table.

Idea:

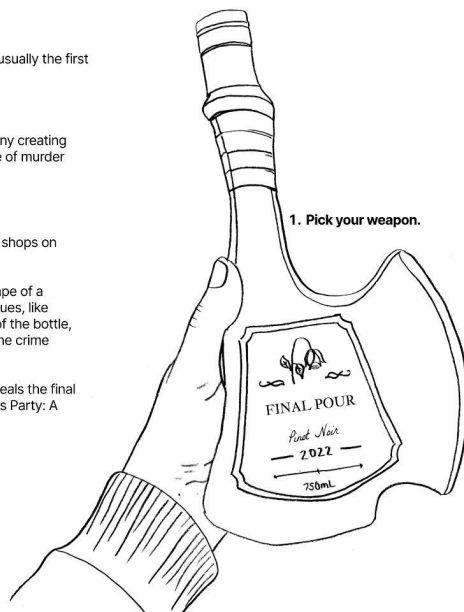
Netflix partners with a wine company creating bespoke bottles made in the shape of murder weapons.

Execution:

We hit consumers directly in bottle shops on their way to games night.

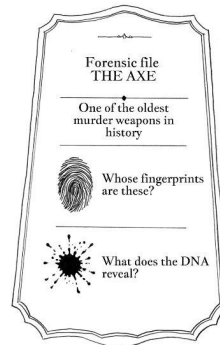
Each bottle is moulded into the shape of a classic murder weapon. Forensic clues, like fingerprints and DNA on the back of the bottle, teleport the consumer straight to the crime scene.

Once empty, a hidden QR code reveals the final clue, sending players to Dead Man's Party: A Knives Out Game on Netflix.



1. Pick your weapon.

2. Discover the evidence.



3. Enjoy a drink to reveal the ultimate clue.



Multi-State Team Brief

Across QLD, WA, SA, and the Online Program,
the talent was incredible.



Multi-State Runners Up



Hugh Opie (WA)



Cam Campbell (WA)

Dead Man Deciphered

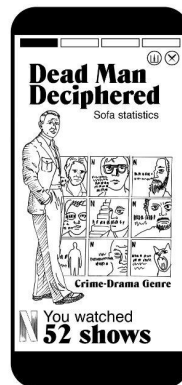
Sofa statistics

- Insight:** People don't passively watch murder mysteries, they try to solve them.
- Idea:** Netflix introduces a dedicated feature that tracks your crime-drama Netflix statistics.
- Execution:** A new interface on Netflix tracks your total crime-drama hours and Dead Man's Party a Knives Out game statistics. A detective rank is given to all Netflix subscribers dependent on these statistics. Each rank unlocks custom, shareable slides designed specifically for Instagram Stories.

DIGITAL

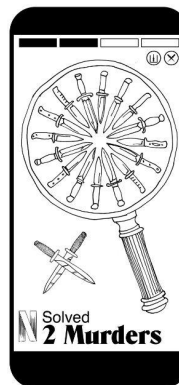
Stats screen

Click new section on the Netflix app to open.



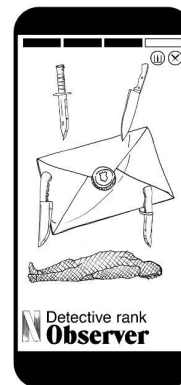
Theme

Key stats pop up for the Knives Out Game.



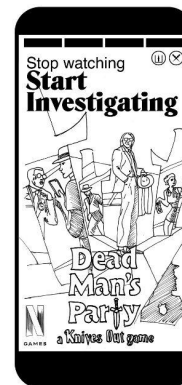
The Reveal

Envelope opens to reveal your rank.



Call to Action

Click to play Dead Man's Party a Knives Out game.





Multi-State Runners Up



Phattiya Choosawat (SA)



Valeria Alejandra
Morales Huaman (SA)

THE MISSING CHARACTER

Turn every Trailer into a clue, Make fan become a detective



Insight: Fans don't just fall in love with the story. They fall in love with the characters. When one suddenly disappears, they can't help but find out why

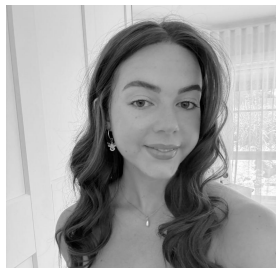
Idea: Netflix turns its most beloved characters into the next victim of Dead Man's Party: A Knives Out Game

Execution: Netflix turns every new season Trailer into the first clue of a murder mystery. By removing the lead character and declaring them The Next Victim, fans are driven to scan a QR code and solve the case inside Dead Man's Party game on Netflix





Multi-State Winners



Ruby Jurevicius (SA)



Chiara Cimmino (SA)

ARE YOU THE KILLER?

INSIGHT

Sometimes, viewers can lose track of time while they're streaming TV shows and movies.

IDEA

Hijacking the already existing 'Are You Still Watching?' interruption feature on Netflix as a means to grab viewer's attention.

EXECUTION

Viewers instead will be randomly asked 'Are You The Killer?' which communicates the main objective of the game. The question will be posed whilst they've been streaming movies or TV shows for too long.

This intentional pop-up will stop viewers in their tracks and provide an ominous sense of intrigue to see what's next, specifically, directing them to play the game and find out their fate.

1. MAKE YOUR CHOICE



2. PLAY THE GAME



Congrats Class of 2026

