

Work Sample

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PARAMOUNT GLOBAL



SEE MORE:

[PARAMOUNT+ PHASE I](#)

Project managed the launch of a high priority streaming service bundle with a full funnel investment of totaling \$7.1MM in phase one. The campaign exceeded year-end goals with 331K total signups, and lifted free trial conversion on Paramount+ by 10 pts to 75%.

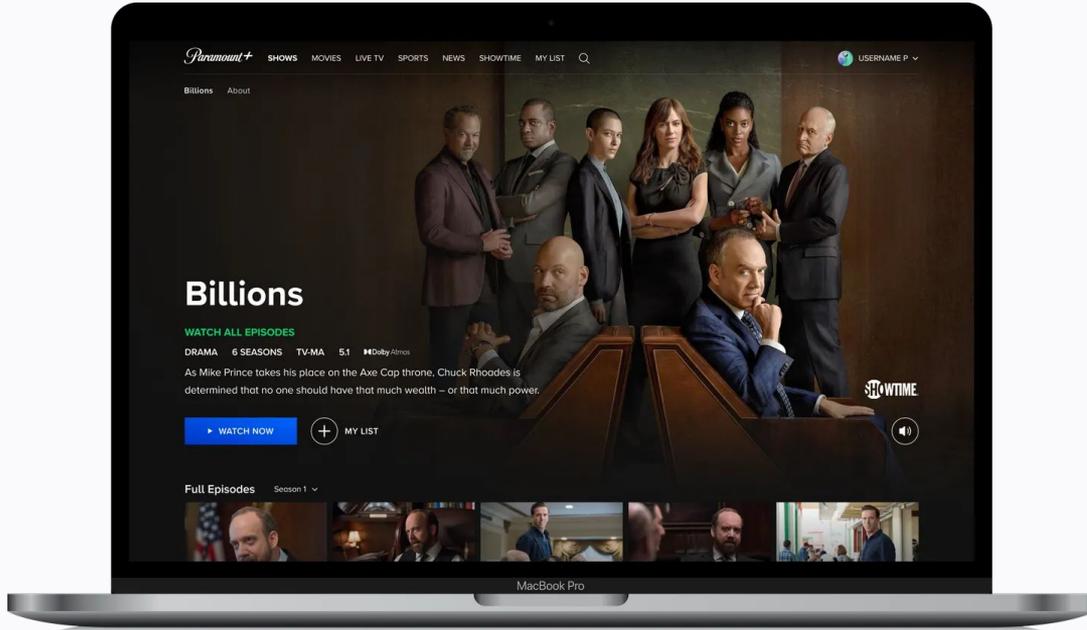
BRAND MARKETING

Developed value proposition, key messaging matrix and positioning statement for the Paramount+ Showtime streaming bundle.

Honed brand language and CTA hierarchies along with the visual identity and video toolkit for creative expression in marketing.

Created communication plans mapping to goals, prioritizing IP with seasonal beats and flexing across the consumer funnel.





**Integrated Showtime
content on Paramount+
for an all-in-one
viewership experience.**

Debuted a targeted, multi-channel marketing campaign designed to drive awareness and subscription that produced strong results.



LEARN MORE: [PARAMOUNT+ PHASE II](#)

Expansion across OTT and partnerships like Amazon, Apple, Google & Roku drove 50% of starts and 46% of upgrades.

Showtime content drove 36% of consumption for bundle subscribers, despite only representing 6% of content on the platform.

BRAND REFRESH

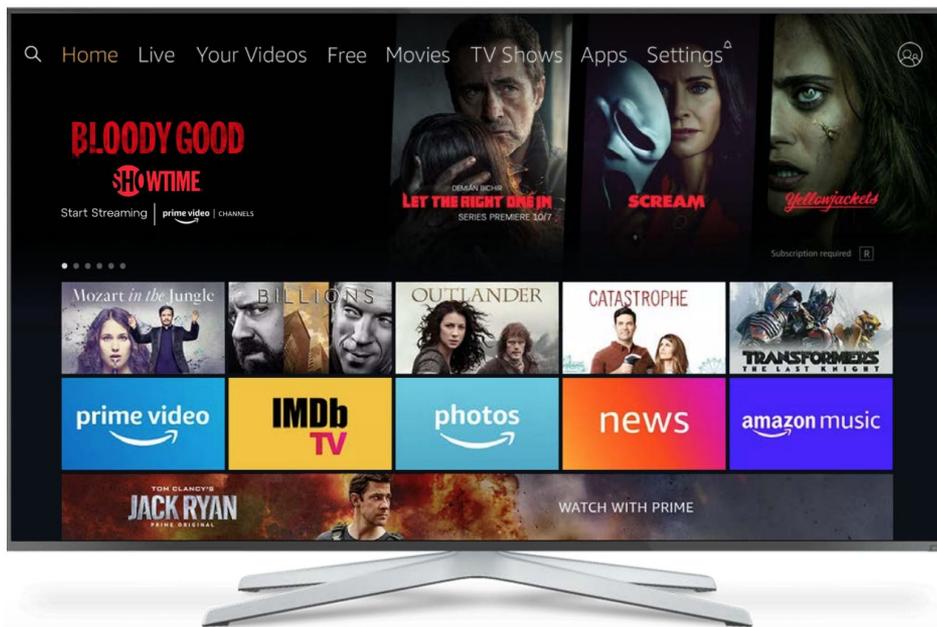
**Unified various
plexes for better
consistency, a
more intuitive user
experience and
stronger network
attribution.**

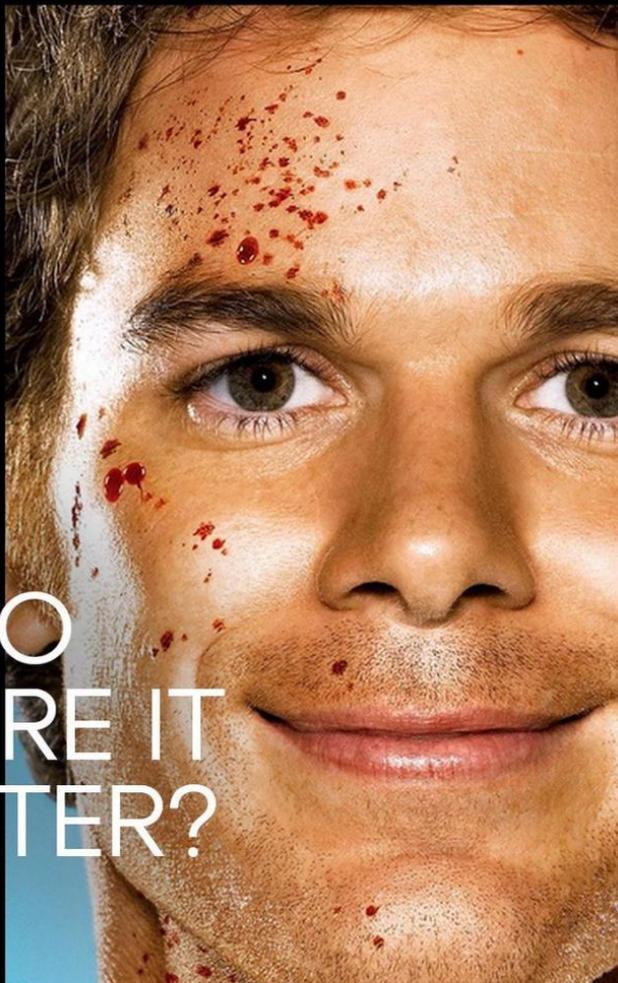
To embody the luminous,
cinematic quality across
campaigns and content.



SEE MORE: [BLOODY GOOD](#)

Formulated Showtime's first fully integrated branded holiday initiative Bloody Good with multi-channel campaigns across outdoor, digital, streaming and social.



A close-up photograph of a man's face, showing his eyes, nose, and mouth. He has several small, dark red blood splatters on his forehead, cheeks, and chin. The background is a solid light blue color.

WHO
WORE IT
BETTER?

With the Bloody Good concept we developed a creative wrapper and toolkit to unify visuals for all tactics.

Holistic media planning supported the full funnel including creation of paid and organic social content distributed and supplemented by partnerships with influencers.

Created the campaign marketing plan featuring push notification and two email campaigns, with high-profile on-product placements:

- Homepage Hero Marquee
- :30 Ad Spot for Subscribers

Paramount+

HI SHARI

ORIGINALS | DRAMAS | COMEDIES | MOVIES | KIDS | NEWS | LIVE TV



LEARN MORE: [BILLIONS](#)

Brought in 2.5K attributed starts across all platforms and drove engagement with 159K subscriber households viewing Billions, accruing 980K hours and 1.8MM streams.



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Thank You