

NETFLIX

REBELMOON

PART 1 – PETR NÁROŽNÝ „JE TO REBEL!“

There are no heroes, only rebels. The new Netflix-produced sci-fi from the pen of Zack Snyder premiered on December 22, when the media is full of tips on the best gifts and advice on watching fairytales, we've seen at least 30 times (literally).

Thanks to some great local insight, we were able to spice up this traditional time of peace and quiet with one of the first original local assets.

With the video asset, talent interview and campaign messaging we have reached Czech biggest print daily, the most read news portals and its SoMe profiles, dailies, Czech Radio, film, lifestyle and marketing media and also GEN Z and new trends media outlets.

+25 ORGANIC ARTICLES

10,5 MIO REACH

20,7 MIO CZK OF MEDIA SPACE

+750K VIEWS ON FB AND YT IN 4 DAYS



Český rozhlas

Petr Nárožný stands out in the trailer for the new Netflix movie. 'He's a rebel! Even though sci-fi is not my favourite genre,' he says

CZECHCRUNCH

Je to rebel!, shouts Petr Nárožný. He's teasing the sci-fi Rebel Moon in the official Netflix campaign

Prima COOL

A viral ad with Petr Nárožný has conquered the Czech internet. No jokes with the new sci-fi from Netflix

BLESK

„Je to rebel!“ Petr Nárožný exclaims again after forty years

iDNES.cz / ZPRAVODAJSTVÍ

He's a rebel! Nárožný made a commercial for Netflix sci-fi