

A large yellow circle is centered on the page. It contains 12 yellow five-pointed stars arranged in a circle. In the center of the circle is a stylized, semi-transparent figure of a person with arms raised, wearing a cap and a jacket. The figure is oriented diagonally, with one arm pointing up and the other pointing down.

Popular is Paramount

Repositioning Success in the Modern Media Landscape

As the media industry fragmented, traditional markers of prestige — awards, critical acclaim, niche fandoms — increasingly diverged from the realities of scale, reach, and revenue.

For Paramount, this created a strategic tension: the company was outperforming competitors in audience breadth and cultural relevance, but the industry narrative hadn't caught up.

The Challenge

- Redefine “success” in a way that reflects how media actually works today
- Shift trade perception without sounding defensive or reductive
- Turn popularity from a liability into a strategic advantage

STRATEGIC BELIEF SHIFT

Through board-level alignment and research validation, three core beliefs were established.

- Popularity reframed as a strategic advantage
- Scale understood as a signal of cultural connection
- “Popular” established as a defensible point of view

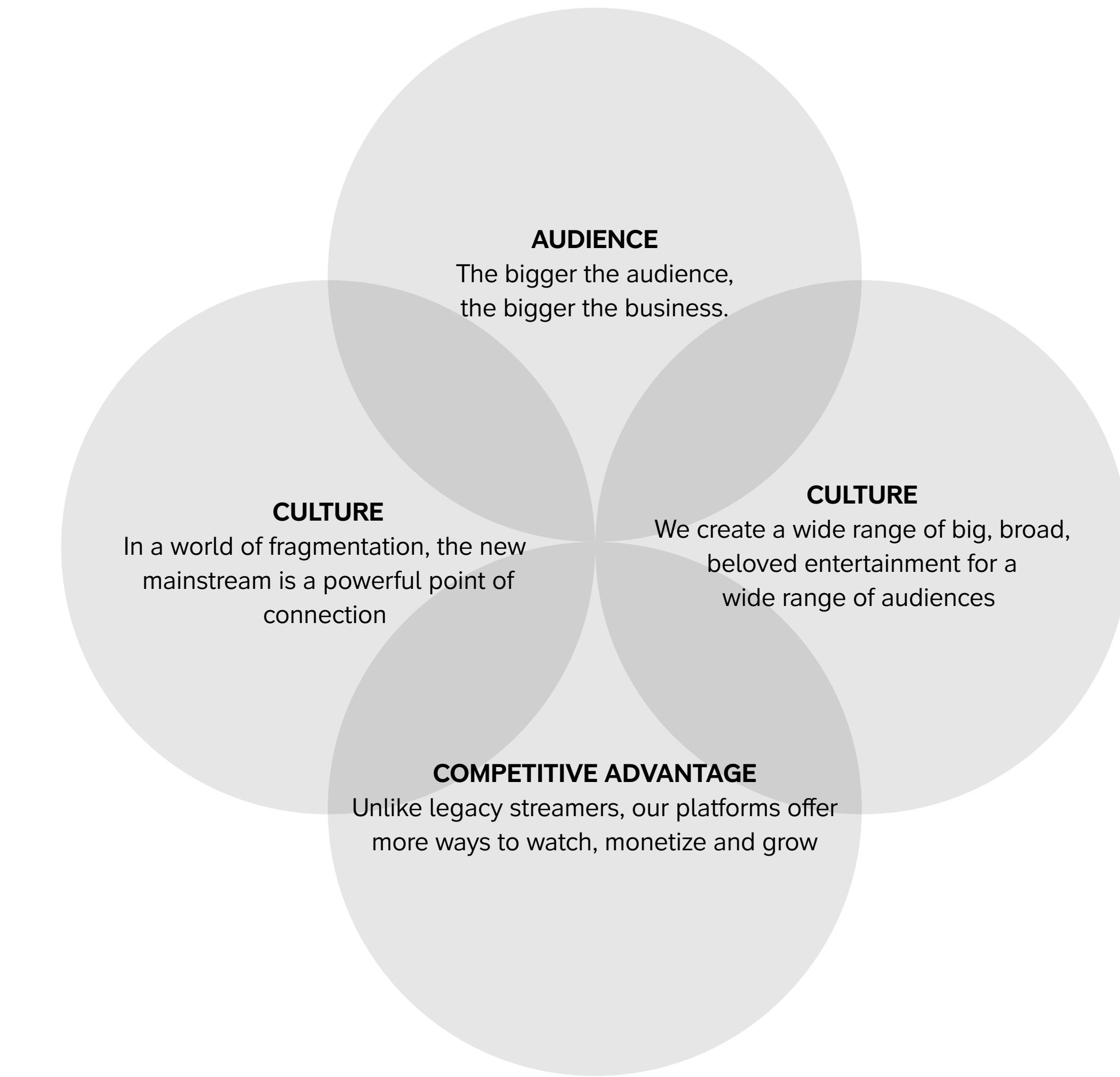
NEW POSITIONING ESTABLISHED

In a fragmented media landscape, the idea of “mainstream” didn’t disappear — it evolved.

The **new mainstream** isn’t niche or elite. It’s defined by scale, shared experience, and emotional connection.

Winning now means creating big, bold, beloved content that brings wide audiences together — again and again.

INSIGHTS LEADING TO NEW POSITIONING



Paramount

CAMPAIGN SYSTEM & STRUCTURE

The system paired popular IP with a consistent Paramount halo and declarative headlines, resolving in a clear brand assertion.

01. Proof-Based Claims

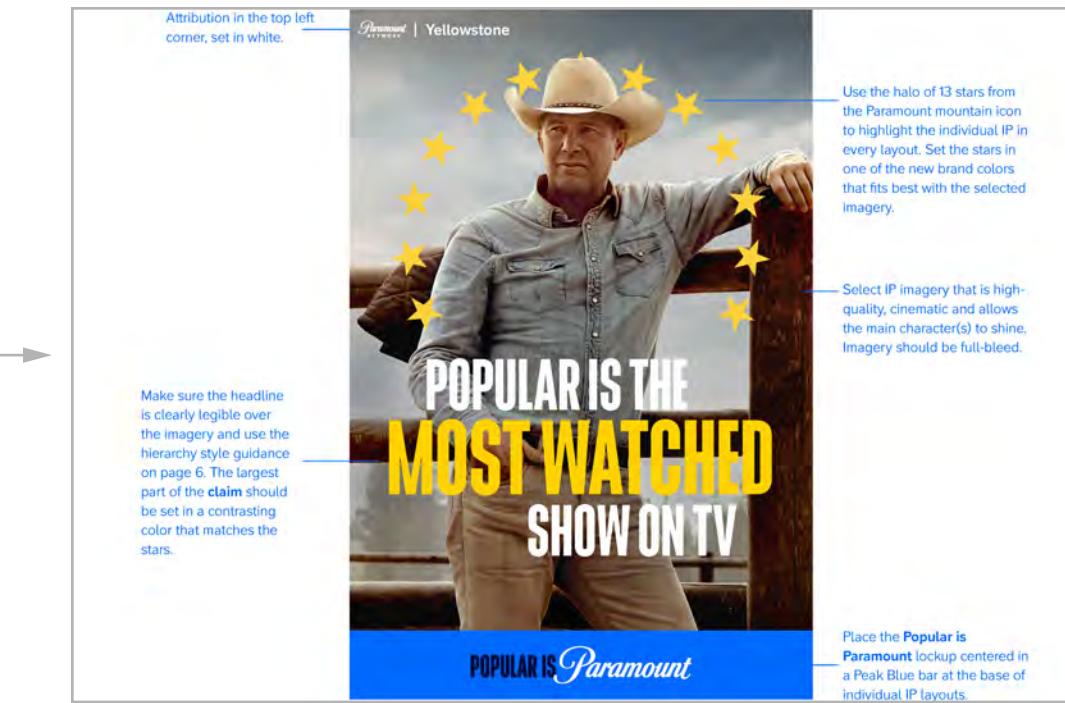
Establishes credibility by tying popularity to measurable signals of scale, reach, or performance.

02. Cultural Reframes

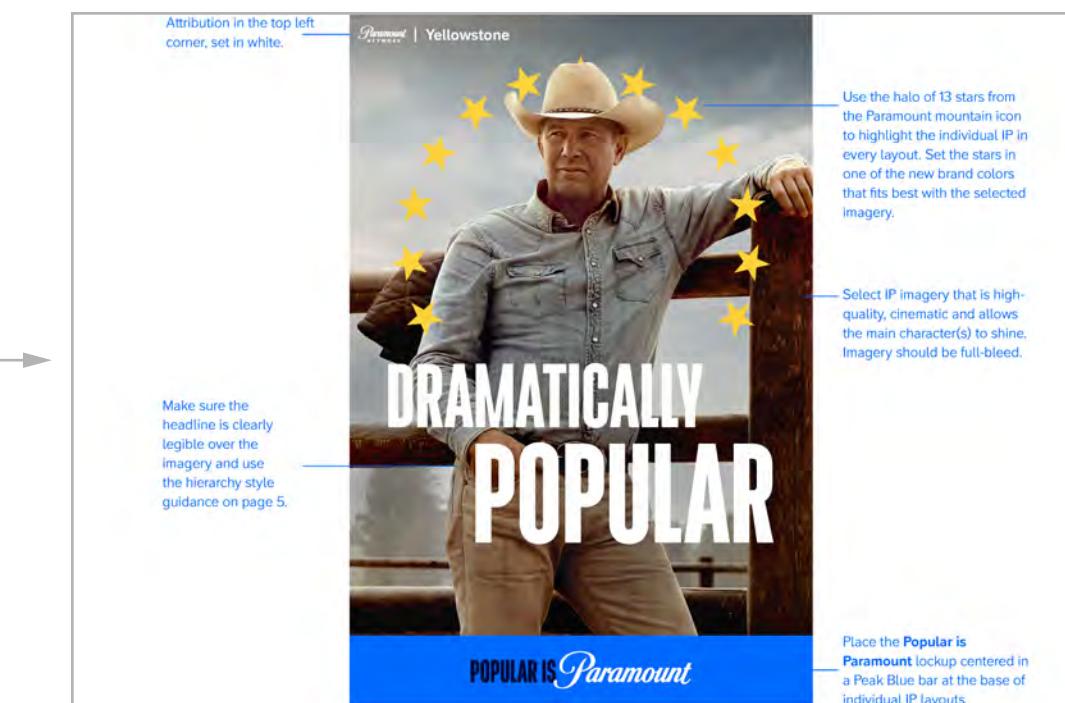
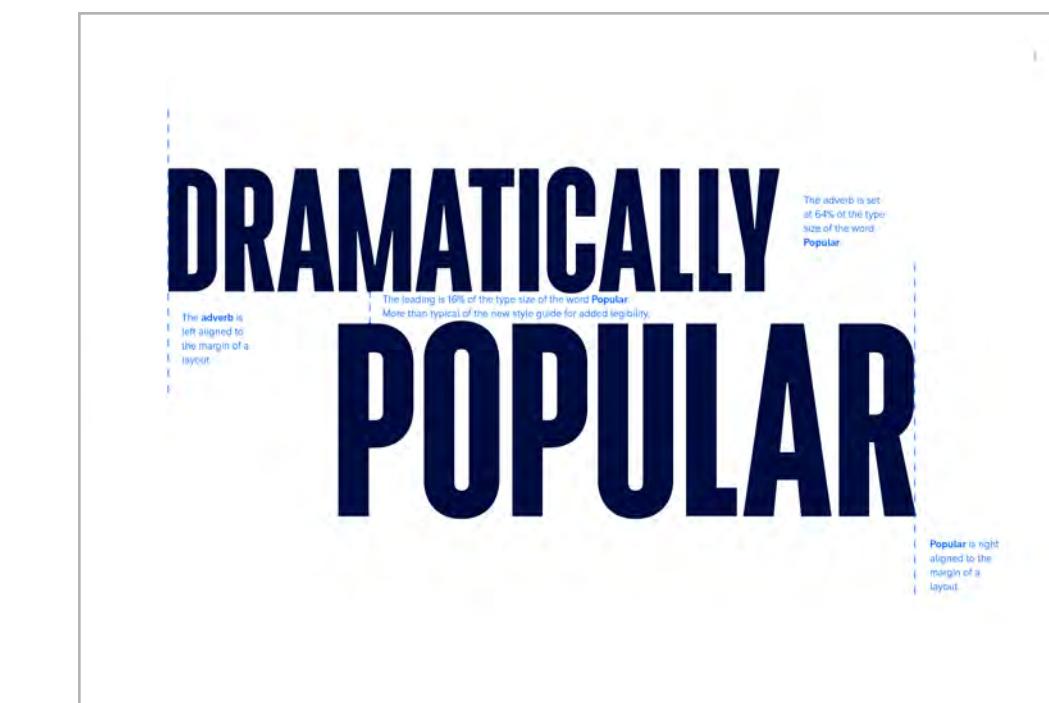
Repositions popularity as a lens on culture, not just content performance.

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HEADLINE STRUCTURE 01 = POPULAR + verifiable proof



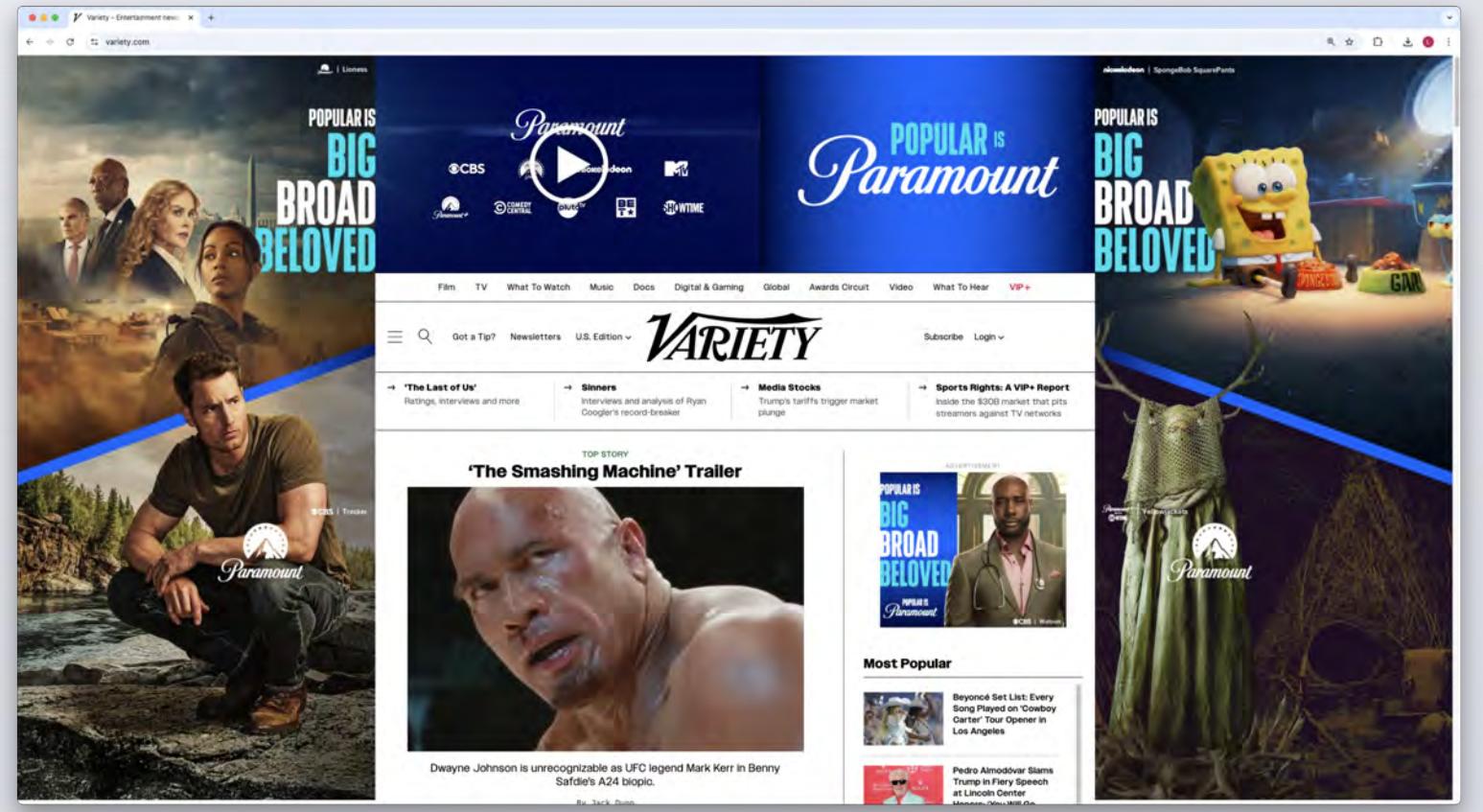
HEADLINE STRUCTURE 02 = Adverbial or tonal modifier + POPULAR



Trade-facing activation at scale across industry-defining platforms.



Print



Digital with video



OOH

Paramount

KEY SUCCESS METRICS

85% of trade audiences say Paramount has consistently popular content (+4 pts post-campaign)

93% say Paramount has a large, differentiated content library (+8 pts)

90% say Paramount tells great stories (+5 pts)

51% say Popular Is Paramount improves their overall perception of the brand

