



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

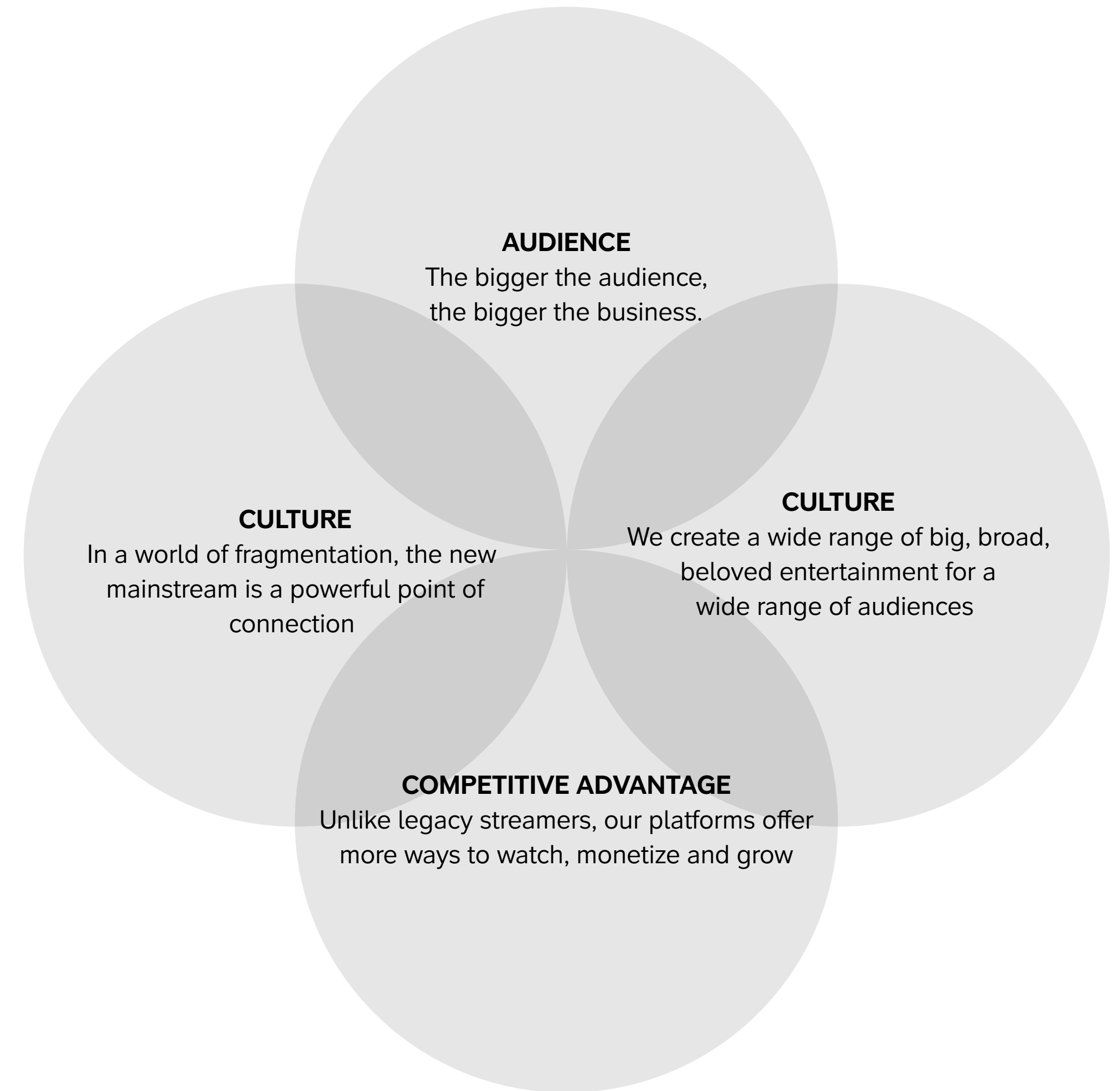
In a fragmented media landscape, the idea of “mainstream” didn’t disappear — it evolved.

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.

Paramount

INSIGHTS LEADING TO NEW POSITIONING



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

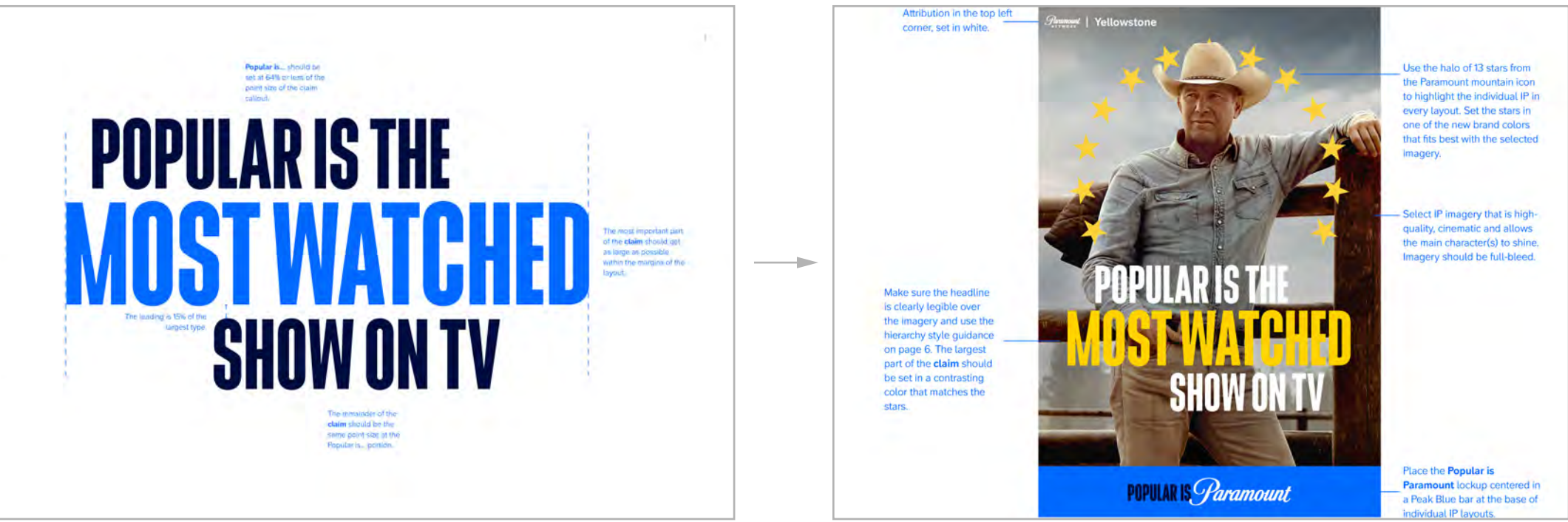
Establishes credibility by tying popularity to measurable signals of scale, reach, or performance.

02. Cultural Reframes

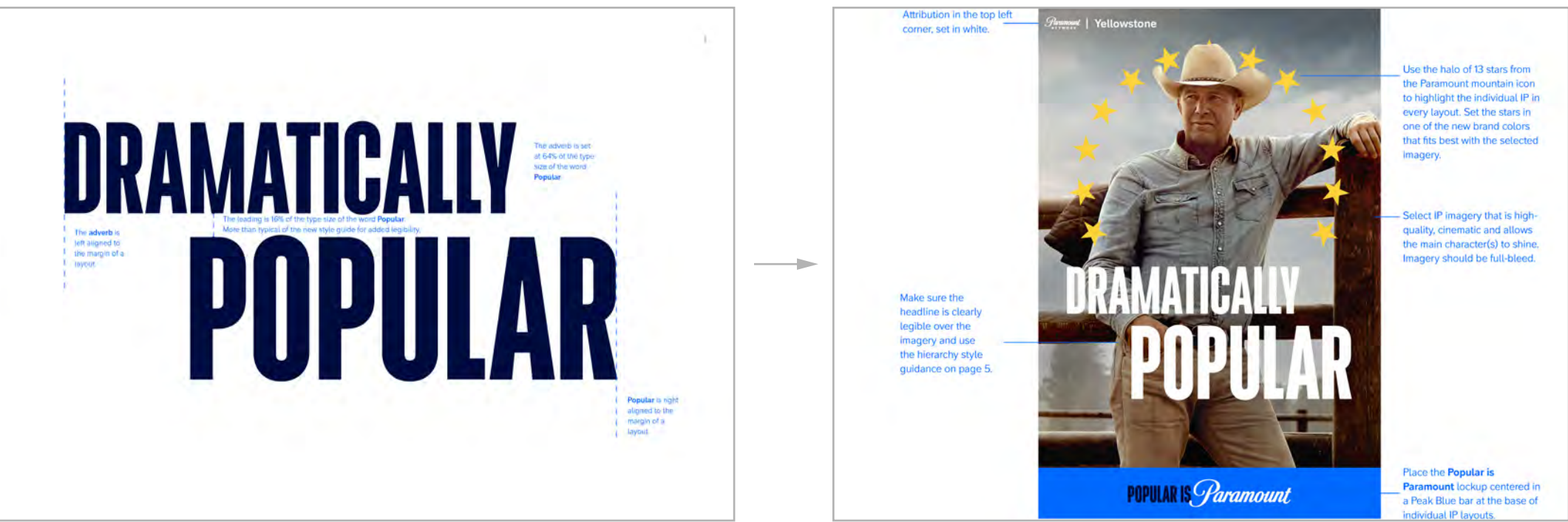
Repositions popularity as a lens on culture, not just content performance.



HEADLINE STRUCTURE 01 = POPULAR + verifiable proof



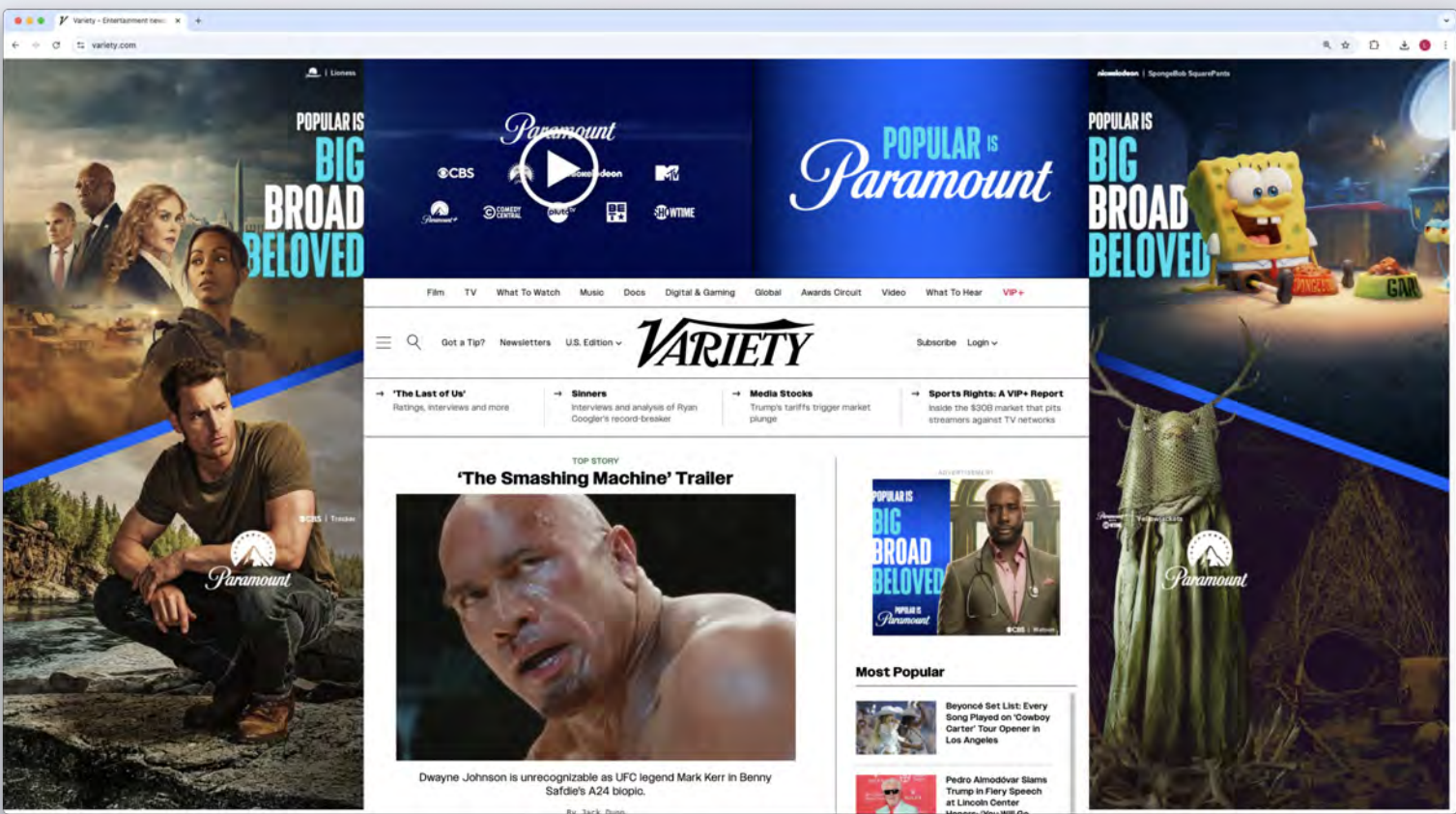
HEADLINE STRUCTURE 02 = Adverbial or tonal modifier + POPULAR



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



Print



Digital with video



OOH



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

