


HBO max

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The Assignment

Create a promotional campaign for Lanterns that builds public awareness for the show. Elevate the platform while generating earned press coverage by positioning the series as a must-watch cultural moment that highlights its talents.

Research: *Media & Audience Perception*

1. Early audience reaction is uncertain, but curiosity remains high
 - “Too early to tell. Looks like a show that may or may not be good – but definitely doesn’t look or feel like Green Lantern” (Source: [Reddit](#)).
 - Suggests: Uncertain in tone and adaptation direction, but continued interest.
2. Fans concerned about limited cosmic elements
 - “I’m now wary...not seeing a single alien or anything extraterrestrial is concerning” (Source: [Reddit](#))
 - Suggests: High expectation for alien involvement in a sci-fi adaptation.
3. Audience is cautiously optimistic despite concerns
 - “I loved the trailer...but I can’t say I wouldn’t have liked to see the constructs they make” (Source: [Reddit](#)).
 - Suggests: Positive review but trailer had unmet visual expectations.
4. Questioning core franchise identity
 - “Wdym only one can wear the ring isn’t it like the complete opposite point of the corps” (Source: [Reddit](#)).
 - Suggests: Importance of knowledge and accuracy in promotional marketing.
5. Concern about lack of Green Lantern visual elements
 - “Oh my god bruh where is the GREEN he’s a GREEN LANTERN” (Source: [Yahoo](#)).
 - Suggests: Strong expectation for signature visual branding.

Research: *Gen Z Streaming Behavior*

- Netflix and HBO = Most popular streaming platforms
- TikTok 's For You Page = Primary source for content discovery, shaping what users choose to watch
 - (Source: [LinkedIn](#))
- From Peers:
 - They like that HBO Max has more variety in terms of content.
 - Realization that people use different streaming platforms for different purposes and types of content. For example, Peacock seemed to be big for Reality TV and sports.

Research: *Media Competition*

- Releasing in late summer (August), *Lanterns* enters a peak entertainment window that is highly saturated with blockbuster films, popular television shows, and global events. The series must stand by positioning itself as a must-watch cultural event to catch the attention of audiences.

CATEGORY	TITLES	TIMING
FILM	Supergirl, The Odyssey, Spider-Man: Brand New Day	June – August
TV/STREAMING	Ellie, House of the Dragon (Season 3), Ted Lasso (Season 4)	July-August
GLOBAL EVENTS	FIFA World Cup	June 11 – July 19

*Even within HBO Max, major titles like *House of the Dragon* compete for audience attention so *Lanterns* must establish its own identity.

Research: *Strategic Opportunity*

- DCU Chapter One: Gods & Monsters
 - Supergirl: Woman of Tomorrow (June 26) and Lanterns are part of the same interconnected universe (Chapter One rollout) (Source: [IMDb](#))
 - Supergirl: Woman of Tomorrow establishes the cosmic activity featured in Lanterns, introducing cosmic scope: Alien races, planets, space adventures (Source: [CosmicBookMovie](#))
 - This creates an opportunity for narrative continuity, as Lanterns releases two months later.
- Implication for Campaign:
 - Leverage Supergirl as the inciting event that introduces cosmic activity
 - The film will help drive audiences into a similar narrative space with Lanterns.
 - Lanterns then functions as a grounded continuation, exploring the aftermath on Earth.

FOLLOW THE LIGHT

THE TRUTH GLOWS GREEN

This summer, HBO Max presents a
prestige sci-fi crime thriller.

Where cosmic power meets an American
murder mystery.

HBOmax





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TIMELINE



PHASE 1: PLANNING **8-10 WEEKS BEFORE PREMIERE (MAY)**

- HBO Exclusive Comic Book
- Media exclusives with Variety / Deadline



PHASE 2: PRE-LAUNCH **4-6 WEEKS BEFORE PREMIERE (JUNE)**

- Spotify/Apple Music "Lanterns" playlist
- "A House In Nebraska" Ethel Cain Music Video



PHASE 3: LAUNCH WEEK

- NYC / LA immersive Lantern Ring Search Event



PHASE 4: POST LAUNCH

- Green Lanterns Festival with the Leads as Guests

Media Outlets and Journalists (earned media)

The Hollywood Reporter – Aaron Couch, Rick Porter

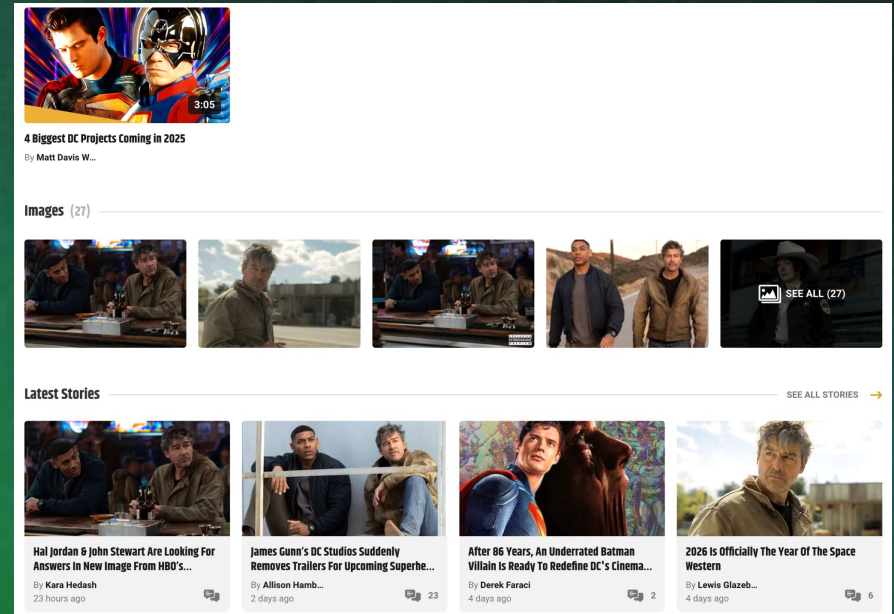
- [‘Lanterns’ First Teaser Shines Light on Kyle Chandler, Aaron Pierre’s Chemistry and Conflict](#) by Rick Porter
- This outlet typically covers film, television, theatre, and entertainment industries and has previously covered DC Studios/HBO Max as well as Lanterns specifically
- Aaron Couch oversees the THR film team, covering films, trailers, and premieres
- Rick Porter covers TV ratings and measurement, covering premieres, starring actors, and show cancellations/renewals



Media Outlets and Journalists (earned media)

ScreenRant

- [Hal Jordan & John Stewart Are Looking For Answers In New Image From HBO's Lanterns \(Exclusive\)](#) by Kara Hedash
- ScreenRant is one of the largest sources of entertainment news & original features for movies, TV, and comics
- Kara Hedash specializes in feature coverage for streaming releases and recently wrote an article about *Lanterns*



Page on ScreenRant dedicated to Lanterns

Media/Press Events: The Lantern Signal Breach: Case File Activation

Spark Attention & Signal Activation

- A coordinated Lantern Corps signal is projected simultaneously on the Empire State Building (NYC) and the Hollywood Sign (L.A.), creating a synchronized visual across both skylines.

Rooftop Press + Influencer Hubs

- Invite-only rooftop experiences in NYC and L.A. for entertainment press, journalists, and influencers.
- Guests witness the activation in real time via synchronized live feeds and skyline projections, framed as an unfolding "incident" rather than a traditional premiere.

Live Corps Emergency Transmission

- A scripted, in-character livestream featuring Hal Jordan and John Stewart delivering a Lantern Corps emergency briefing.
- Streamed simultaneously to rooftop press hubs and HBO Max social platforms.

Exclusive Case File Screening

- At the event's climax, select press and influencers receive a first-look screening of Episode 1, framed as a "declassified case file" keeping the mystery alive.



Media/Press Events Continued: Investigation-Based Engagement

Social Media "Evidence Drops"

- Fragmented "case files" are released across TikTok, Instagram, and X, simulating leaked investigation documents tied to the central murder mystery.

Lantern Corps Challenge

- Press and influencers participate in interactive decision-making scenarios based on the Corps system (willpower, fear, justice, etc.), receiving a shareable "Lantern Corps alignment" result.

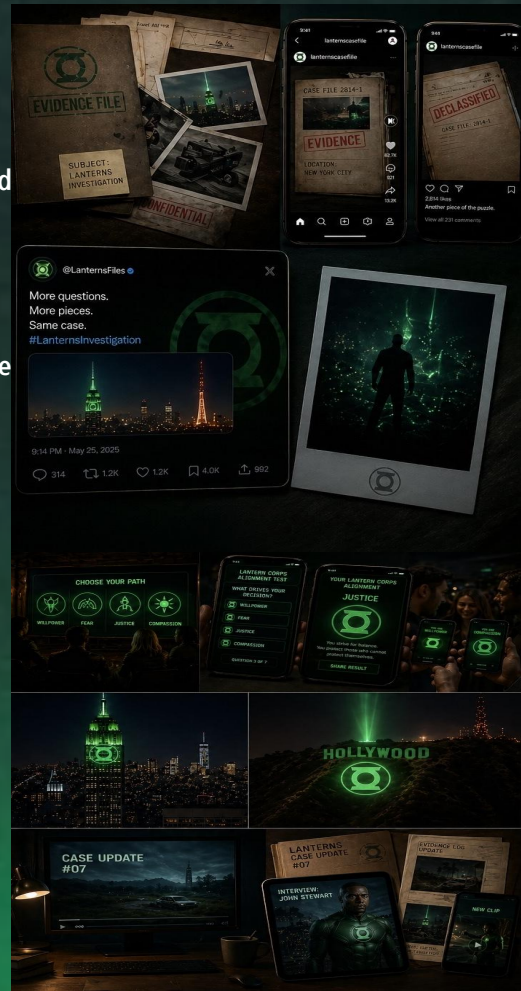
City Symbol "Afterglow"

- Post-launch, green projections remain on the Empire State Building and Hollywood Sign, representing the investigation still unresolved.

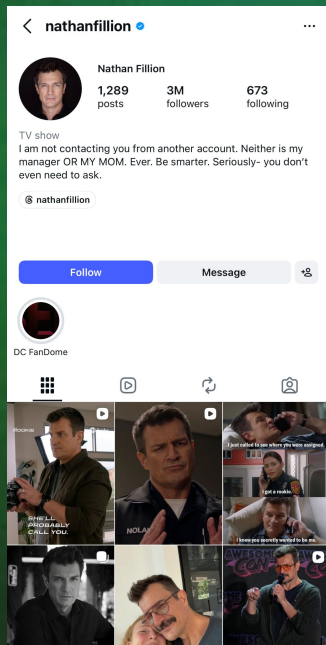
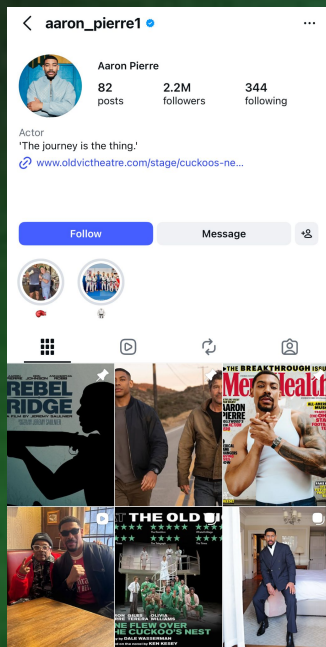
Continuing Case Updates for Press

- HBO Max releases ongoing "case updates" to entertainment press, including new clips, interviews, and story materials framed as active developments in the Lanterns investigation, keeping press engaged beyond launch week.

HBOmax



HBO Max/Actors/Series Owned Media



- Actors post behind-the-scenes footage, teaser countdowns, set diaries, and premiere reactions across their own Instagram/TikTok pages to expand reach beyond the brand account
- Short video content on TikTok and Instagram Reels can showcase more behind the scenes to increase engagement related to the show
- Having the cast promote the series this way expands reach and makes the campaign feel authentic

Influencer Recommendations (Shared Media)

Youtube: New Rockstars (4.3M+ subscribers)

- Known for fan theories + easter egg breakdowns
- Audience already engaged with DC
- Makes Lanterns feel like a show fans break down and theorize about each week

Strategy:

- Aligns with creative direction led by Chris Mundy (True Detective-style storytelling)
- Reinforces dark, grounded, mystery-driven tone
- Repositions Lanterns closer to True Detective than a typical superhero show

Youtube: ComicsExplained

- Explore the lore and backstories of the Green Lantern
- Makes complex comics accessible to new viewers
- Bridges gap between DC fans and HBO drama audiences

Execution:

- Trailer breakdowns + theory videos (pre-launch)
- Weekly episode recaps (post-launch)
“Who Are the Green Lanterns?” explainer content



- Cartier “Lanterns Collection”

- Snapchat Filter



Measuring Success

We will measure success by...

- Usage of Snapchat filter and number of QR code scans
- Purchases of Lululemon and Cartier partnership collections
- Likes, comments, and views of partnered influencer posts
- Likes, comments, and views of actors ' and HBO social media posts
- Website visits on journalists ' articles and reviews



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THE LANTERN RING SEARCH EXPERIENCE

- Fan find custom-made luxury lanterns ring → post online
- TikTok theories + clue breakdowns
- Influencers amplify discoveries
- HBO reposts → creates loop



ETHEL CAIN x LANTERNS

Ethel Cain resonates with Gen Z

- Known for themes of **isolation, loss, and Americana**
- **Trending** recently for coachella performance & avant-garde instagram post

Strategic Fit

- Lanterns is set in **Nebraska**
- Her sound matches the show's **dark, emotional tone**

Execution

- Feature “*A House in Nebraska*” in promos
- Use across trailers, TikTok edits, and HBO Max socials

Impact

- Grounds the story in **human emotion**
- Builds strong Gen Z connection



FAN ARTIST COMIC ACTIVATION

Concept

- Partner with digital comic artist 21xFour to create short-form Lanterns mini-comics
- Stories released weekly leading up to premiere

Execution

- Posted on Instagram, TikTok, and X as swipeable comics
- Each comic reveals a clue tied to the central mystery
- Visual tone matches Lanterns: dark, grounded, investigative

Integration

- Comics connect directly to the Ring Search Experience
- Hidden details in panels unlock additional clues
- Fans analyze and share theories

Why It Works

- Blends DC comic roots with modern social storytelling
- Builds early fandom investment



Thank you!

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