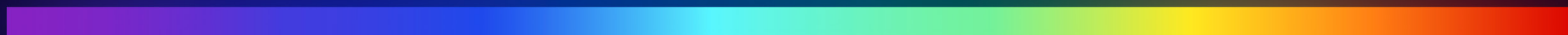




discovery+

GLOBAL BRAND BOOK

July 2022



LET'S CUT RIGHT TO IT:

Brand is more than coming up with a funky logo and witty tagline.

It's who we are across all functions. Our brand informs all of our decisions and how we show up in the world, allowing consumers to recognize what we stand for and the role we play in their lives.





DISCOVERY+ IS
FULL OF LIFE

Extraordinary stories from around the world
that reflect the diversity of what life has to offer.

Full of Life is a commitment to
put our viewers at the heart of
everything we do.

To make them jump, laugh, blush,
cringe, cry or maybe even scream.

No matter where in the world they
join from, or what in the world
they need, our stories will keep
them coming back for more.

Molly Yeh
Girl Meets Farm

The sum total of
all our actions should be

UNEXPECTEDLY ENTERTAINING

- + *More than you anticipated*
- + *Tapping into human need for surprise*
- + *Always making/facilitating interesting connections*
- + *Rooted in discovery and re-discovery*
- + *Human-powered*

- + *Worth spending time with*
- + *Additive in experience*
- + *Fun & emotionally engaging*
- + *Open-minded & nonjudgmental*

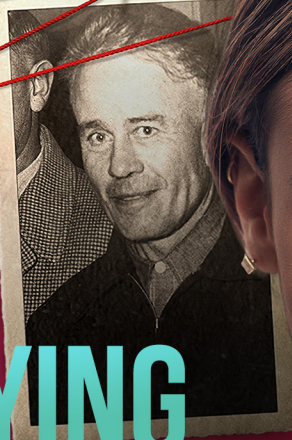


The viewer experience
should always be

IRRESISTIBLY SATISFYING

- + *Draws you in*
- + *Indulgent or immersive*
- + *Shiny & new*
- + *Surprising & unpredictable*
- + *Keeps you coming back for more*

- + *Nourishing*
- + *Guiltless pleasure*
- + *Time well spent*
- + *Delightful*
- + *Exactly what you need,
for the mood you're in*





INHERENTLY HUMAN

Relatable yet unpredictable characters
you want to spend time with.

ENDLESSLY INTERESTING

Genres that are powered by
interests or passions, and
keep us captivated.

We are brave in our storytelling, and stand
for something beyond the status quo.

BOLD MOMENTS

THEY SAY YES MORE THAN NO

They are eager for new experiences, willing to take risks and push themselves to make things happen.



+

THEY GO BACK FOR SECONDS

They have a deep rooted mantra of *HELL YES* when it comes to more of what they love.



+

THEY HAVE OPEN & CURIOUS MINDS

They seek out change and have a wide range of interests, passions and hobbies. Every day cannot be the same.



RESPONSE

SURVEY STATEMENT

- +++++ Connects me to what I am passionate about
- +++++ Helps me relax
- +++++ Helps me escape from my everyday
- +++++ Intrigues me
- ++++ Makes me feel at home
- ++++ Opens my mind & broadens my perspectives
- ++++ Makes me laugh

We put viewers in a different *mood* or *headspace*.

We allow them to be their *vacation selves* – relaxed and so open to new experiences, points of view and ways of living.



Marcus Harvey, Juwan Mass & Dalen Spratt
Ghost Brothers



We have a “come as you are” attitude that celebrates and welcomes the full diversity of the human experience.

**ALWAYS
WELCOMING**

**SURPRISING
& DELIGHTING**

discovery+ is a place to experience all the emotions from OMG to WTF to HAAAAHA.

Recognizing, Rewarding, and Fanning the flames on the connections our content makes.

Whether fans to characters, fans to shows, or even fans to fans, we see the cultural power in cultivating these connections.

**CULTIVATING
CONNECTIONS**

LIVELY

We know that the world is an awesome place and we're eager to discover more, all while having a little fun.



Darcey and Stacey Silva
Darcey & Stacey

CONVERSATIONAL

We relate to our diverse audience on a human level by speaking to them, not at them.

No matter who you are or where you're from, you'll fit right in with us.



Jonathan and Drew Scott
Property Brothers

COURAGEOUS

Our voice is brave, yet gracious.

We are never purposefully controversial, but we are also unafraid to speak up and say it straight.



Oprah Winfrey
Super Soul

WE ARE...

Remarkable
Entertaining
Human Interested
Welcoming
Unpredictable
Bold
Global & Local

WE ARE NOT

Judgmental
Academic
Reality TV
Exclusive
Risk Averse
Conventional
Homogenous



BRAND PROMISE FULL OF LIFE

BRAND ENERGY

UNEXPECTEDLY ENTERTAINING

IRRESISTIBLY SATISFYING

VIEWER OUTCOME

BRAND POSITIONING

In the streaming category, discovery+ is *unexpectedly entertaining* – *irresistibly satisfying* our viewers with stories that keep them coming back for more.

WHAT: OFFERING

- + Inherently Human
- + Endlessly Interesting
- + Bold Moments

HOW: BEHAVIOR

- + Always Welcoming
- + Surprising & Delighting
- + Cultivating Connections

WHO: MINDSET

- + Says yes more than no
- + Has an open & curious mind
- + Goes back for seconds

TABLE STAKES

- + A rich library of beloved shows & characters
- + Value equation
- + Personalized viewing experience

TONE OF VOICE

- + Lively
- + Conversational
- + Courageous

TARGET AUDIENCE

Global entertainment lovers who have cut the cord or never had it but have some relationship with our titles, talent or genres.