



NETFLIX

# STRANGER THINGS

THE EXPERIENCE

**OBJECTIVE:**

With the release of Stranger Things Season 4, Netflix and Fever have shaken up the experiential marketing landscape with a multi-tour live experience that has recharged fans of the show and drawn in an entirely new faction of viewers. Netflix and Fever worked with Mycotoo to create a one-of-a-kind immersive experience that honors the brand pillars of supernatural mystery, the power of friendships, and 80s nostalgia in a vibrant fusion of the Stranger Things universe. Celebrating all four seasons, Stranger Things: The Experience features must-see elements from the show and allows each guest to be the hero of their own story.

Artfully designed in a 32,000 square foot space, guests are fully immersed in the world of Stranger Things in a two-part adventure – first, journeying through a pulsed walk-thru narrative, then exiting into a free-flow “Mix-Tape” experience.

**SCALE:**

**Over 355,000 people have attended thus far.**

Between sold out tickets, near-perfect audience scores, and scores of social media impressions, Stranger Things: The Experience has proven to be one of Netflix’s most successful experiences ever. Fans from across the globe are reposting pictures and begging for the Experience to come to their cities and the tour will continue to delight fans as the Experience moves across the states and goes world-wide, sweeping guests into total immersion and into The Upside Down.

**CONSUMER RATING: 4.62/5**



“Completely exceeded my expectations. Totally hands on, interactive and engaging from start to finish. I wanted to go right back in and do it again. So much fun!”



“Super Fun, Interactive and overall super enjoyable. Loved the After part of it. Great overall experience and definitely worth the money and time”



“Such an awesome experience. You were fully immersed in the world of Stranger Things!”



**SITUATION:**

Set out to reimagine the way series could be brought to life, Stranger Things: The Experience is as innovative as it is imaginative. The show-creators and script writers worked closely with the Live Experiences team to develop a truly unique and Upside Down experience. Part theme park dark ride, part immersive theater, and truly interactive, this groundbreaking experience takes fans of the global hit series inside some of its most memorable settings on an intimate guided new adventure alongside their favorite characters.

**DESCRIPTION:**

Stranger Things: The Experience, co-produced by Netflix and Fever, open in New York, San Francisco and London, launches guests on a perilous adventure through the darker side of Hawkins, including the infamous Hawkins Lab and the Upside Down. This brand new storyline, developed exclusively with the show’s creators, propels guests into a parallel universe where they must run the gauntlet of terrors lurking in the dark and unlock their secret powers to help save the town.

At the end of the adventure awaits Mix-Tape, a celebration of Stranger Things’ most iconic locations, and all things nostalgic 80s. They can enjoy fully themed food and beverage offerings (such as the USS Butterscotch sundae at Scoops Ahoy), browse exclusive merchandise, try to knock off MADMAX’s high score at the Palace Arcade, and chat up a Starcourt employee about her favorite movie of the decade.

Stranger Things: The Experience is an immersive experience from start to finish. With media elements, live performances and 360 fx, each guest is fully immersed into the storyline once they step through the front door and into Hawkins.

**SOCIAL MEDIA:**

**900 MILLION** IMPRESSIONS  
**38 MILLION** ENGAGEMENTS  
**5.4 MILLION** COMMENTS / SHARES

**ATTENDANCE:**

**355,000** DOMESTICALLY