



## Dead to Me

Events | Social Media  
2019

In April 2019, Netflix approached Nemer Fieger to promote the release of the new Netflix Original Series "Dead to Me."

We proposed an exclusive pre-screening for top influencers in the market, designed to target the primary audience of women 25-44, as well as additional audiences through social media and traditional media coverage. Nemer Fieger handled all aspects of the event: securing the Walker Art Center as the venue, choosing a menu, and arranging decorations. Each element was strategically selected to result in maximum social media engagement, including a photo op and branded takeaways.

In addition to social media publicity, the event garnered media hits on both radio and television.

**400,000**  
UNIQUE VIEWS

**1.5 million**  
POTENTIAL IMPRESSIONS

**90**  
POSTS

