

# **HULU RUINS EVERYTHING**

**Grab a backpack. No going back.**

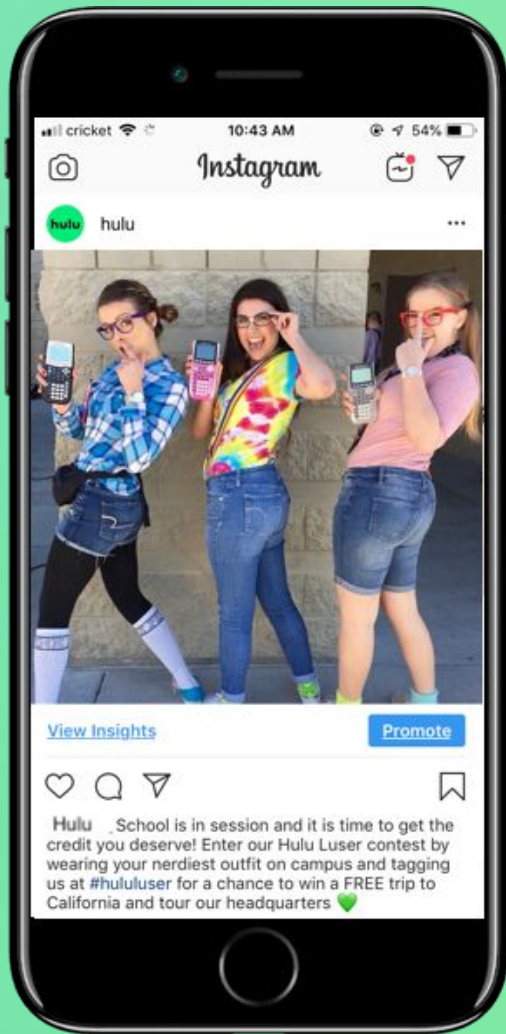
Open the doors across  
campus to fun and  
excitement. It will **ruin**  
how we look at schools.

**School is a huge part of our lives. Whoever you are. Wherever you are. We have all been through it. Once Hulu makes your college campus a place more than classrooms and libraries, there will be no going back. School will be **RUINED**. No more relying on strict, uneventful lectures. Hulu is bringing you the fun and entertainment us students have always deserved but could not find. School is in session and it is trending. Grab your backpacks, your intelligence and nerdiest glasses because Hulu is making your campus something you never knew you've been missing.**

TV Ruins how nerds look

**HULU  
LUSERS**





School is in session and it is time to get the credit you deserve! Enter our Hulu Luser contest by wearing your nerdiest outfit on campus and tagging us at #hululuser for a chance to win a FREE trip to California and meet one of our incredible Hulu TV Stars!



# EMERSON ALUMNI HALL

Where can they be? Amazing tours around campus  
ruin mediocre ones.

# SPOT THE HULU-GANS





YouTube

Hulu-gans



#Hulugans

## Spot the Hulu-Gans: University of Florida

2,967 views

65

4

SHARE

SAVE

...



Hulu

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SUBSCRIBE 1.4M

We keep streaming and real life exciting! Check out our #hulugans at the University of Florida campus!

SHOW MORE

### Up next

AUTOPLAY



#### The Cast Remembers | Game of Thrones: Season 8 (HBO)

GameofThrones

7.3M views



#### the secret thing all influencers do before Coachella..

Shelby Church Vlogs

Recommended for you

New



#### Teen Vs. Adult: Prom Dress Shopping Challenge

As/Is

Recommended for you

New



#### The Queer Eye Guys Play "Keep Or Cancel" With Hetero Trends

BuzzFeed Celeb

457K views



BOTH SIDES S4 E6

#### Jenn & Ben Secretly Share Their Insecurities

Jubilee

Recommended for you

New



#### I Was Best Friends With A Compulsive Liar For 6 Years... ..

MyLifeAsEva

Recommended for you



#### We Stayed In A Japanese Capsule Hotel

Tyler Williams

Recommended for you

New

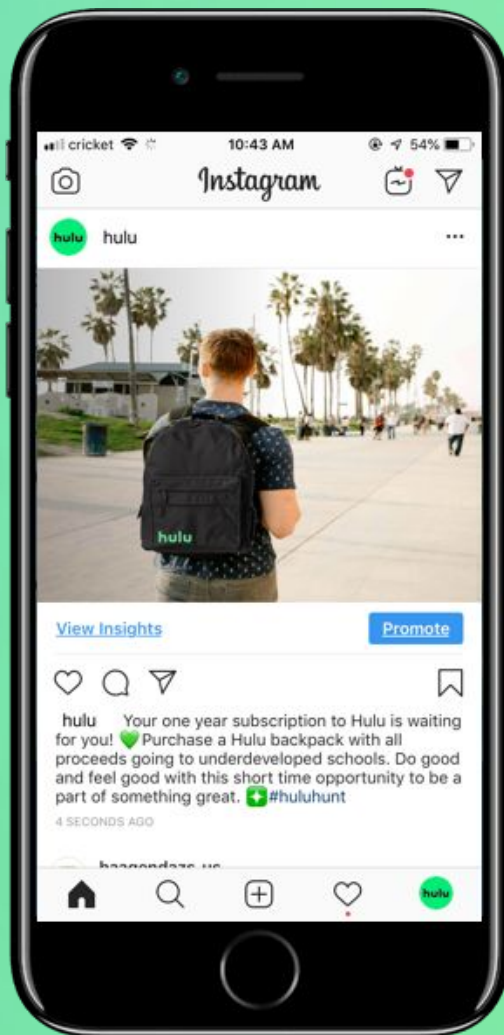


Everything is better when you  
have a purpose

# HULU HUNT

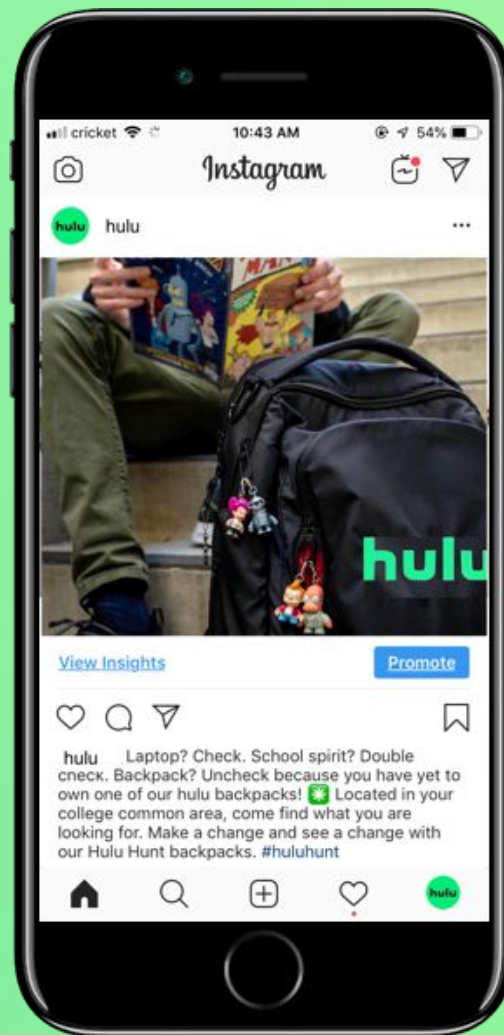






**Your one year subscription to Hulu is waiting for you! Purchase a Hulu backpack with all proceeds going to underdeveloped schools. Do good and feel good with this short time opportunity to be a part of something great. #huluhunt**

**Laptop? Check. School spirit? Double check. Backpack? Uncheck because you have yet to own one of our hulu backpacks! Located in your college common area, come find what you are looking for. Make a change and see a change with our Hulu Hunt backpacks. #huluhunt**



Love is not made strictly from humans, but experiences themselves.

# HULU BOO





Question asking  
about favorite show

Option to connect to  
Hulu streams





People love trivia and showing off our knowledge;  
especially with incentives that do not involve a letter grade.

**HULU HU  
KNOWS**







# WE LOVE THIS

Hulu is fun, hip and modern. College students match all of these qualities. We love memes, Instagram and current trends. These ideas will spread awareness of Hulu and show audiences that they real care about us as individuals. This will break traditional barriers because normally streaming is stereotyped as a lazy activity. However, streaming platforms need to be recognized as a FUN tool to feed the needs of people who take themselves too seriously: aka, students.