

Netflix introduces the world's first couples phone. Comes with creepiest features allowing you to stalk your love one.

We spark conversation before premiering “YOU” the new drama thriller Netflix original series by turning the behaviors of “Joe”, a creepy stalker, into the creepy features on couples phone prototype to engage people these days that mobile phone is part of their life!

“YOU Series”, the story of “Joe”, a New York bookstore manager who falls in love with a customer named “Beck” and quickly becomes obsessed with her. He use the mobile phone and social media as tools to get close and break her privacy. Finally, he successfully transforms himself from stalker to boyfriend while doing whatever it takes to eliminate all obstacles standing in his way — even if it means murder. Starring Penn Badgley, as Joe and Elizabeth Lail as Beck.

The couples phone prototype is launched to questioning “what if” the phones actually exist allowing lovers to invade your privacy, will you able to accept this kind of relationship like Joe and Beck? The series premier this Christmas holiday, December 26 only on Netflix.

View the VDO:

<https://youtu.be/bJ-MHpJ5Ut8>

Download VDO:

<https://bit.ly/2LuIPEc>

Credits:

Agency: SOUR Bangkok

Client: Netflix

Managing Director: Pimmard Leenutaphong

Executive Creative Director: Damisa Ongsiriwattana

Associate Creative Director: Nopparath Eksuwancharoen

Copywriter: Warangrat Rattanabumrung/ Rujrada Rienvatana/ Naruemon Mattamonthon

Art Director: Supapit Tipsomponddee/ Peerachet Prasantkaew/ Sitta Chantarawong

Social Media Director: Napas Warasestasaki

Digital Planner and Manager: Jiraphat Chaithongkham/ Tevit Phadungnanon

Account Executive: Nidchanunt Susamphunpaiboon

Agency Producer: Wuttiapon Thanopajai

Production House: Factory01 Co., Ltd.

Director: Wuthisak Anarnkaporn

Script supervisor: Mattanee Uajarernsup

Production Producer: Rungtawan Nanthasaen

Post Producer: Apichaya Yueprayong

Editor: Sippanart Olarnsaritkul

Post Production company: One Cool Production Co., Ltd.

Sound Production: Mellow Tunes Co., Ltd.

CG company: Soup Co., Ltd./ RiFF Animation Studio Co., Ltd.