



## 12 Days of Promax: A Year of Our Favorite Works

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A year goes by so quickly but at the same time, season three of Netflix's *Stranger Things* and even the long-anticipated eighth and final season of HBO's *Game of Thrones* feels like eons ago. Everyone is on to season three of Netflix's *The Crown* with Olivia Colman, Tobias Menzies and Helena Bonham-Carter wowing as Queen Elizabeth, Prince Philip and Princess Margaret; Disney+'s *Star Wars* original *The Mandalorian*, which introduced the world to Baby Yoda; and the finale of HBO's electric *Watchmen*.

All of those shows and so many more build their buzz with help from members of the Promax community. Works-those basic 60-, 30-, and 15-second spots that get the message across-are still at the heart of what entertainment marketers do, although these days they don't just flit across the airwaves in between program breaks, they also live online and on social media.

Some of these works are special enough to be broken out as a Hot Spot, others are part of larger campaigns. But for the busiest creatives, work is just what they spend their days doing.

For today's 12 Days of Promax, we feature one of our favorite Works from each of the prior 12 months.

## January: 'Stranger Things' Returns to the Upside Down with a Bang

Netflix kicked off 2019 by cleverly tricking viewers by airing what looked like the start of a vintage broadcast of Dick Clark's New Year's Rockin' Eve from 1985-the year the show was set-before revealing that what in fact we were watching was a teaser that revealed the Upside Down would still be wreaking havoc on Hawkins, Ind., in season three.

As we know now, the town's brand-new Starcourt Mall, which took quite a beating by the end, served as the season's central setting.

Season four of Stranger Things has been announced but no premiere date has yet been revealed.

## February: 'Barry' Questions Who He Is in Season 2

"Good things can happen when you're honest about who you really are," says Sally (Sarah Goldberg) in season two of HBO's Barry. But that might not be the best strategy for Bill Hader's hitman-turned-actor character as he tries to hide his identity as an assassin from her and his acting coach Gene (Henry Winkler).

The sophomore season, which premiered March 21, found him trying to balance both of his lives as he considered telling those around him the truth about his day job.

"Barry, there is an inherent darkness in you," Gene says, being more insightful than he realizes.

## March: HBO Unveils Final Game of Thrones Trailer

Perhaps no trailer in years was as anticipated as this one: the final trailer before the April 14 premiere of the eighth and final season of HBO's Game of Thrones.

This spot, which obsessed fans picked through with a fine-tooth comb, dropped when excitement was at a high, before all the internet squabbling started and the inevitable disappointment emerged after things did not wrap up the way many fans expected or hoped.

However you felt about the end of Game of Thrones, it remains the biggest series of the past decade and possibly the last show that people will gather together to watch across the world at the same time one night a week.

## April: FX's 'American Horror Story' Season 9 Goes Back to the '80s

American Horror Story creator Ryan Murphy shared the news via his Instagram that the theme and title of this year's edition of the show would be called AHS:

1984 and set, obviously, right smack in the '80s.

Horror-film tropes were the focus of the season, which is why this clip features a terrified young girl being stalked in the woods with a knife.

AHS: 1984, starring Emma Roberts, premiered Wednesday, Sept. 18 on FX.

May: Time is Ticking in HBO's First 'Watchmen' Trailer

One of the series that filled the hole left by Game of Thrones' conclusion was HBO's exciting new project, Watchmen, which debuted Oct. 20, 2019.

The above teaser first set the stage for Damon Lindelof's comic-book adaptation, which picks up some 30 years after the graphic novel left off and tells an entirely new story set in the complex Watchmen universe.

The spot opens with a masked figure, saying: "We are no one, we are everyone, and we are invisible," he says, followed by his group of masked men chanting "tick tock" in the background.

After the season finale aired Sunday, fans finally know what that mysterious "tick tock" was all about.

June: 'Veronica Mars' Returns Home to Neptune for Season 4

It's been 10 years since hard-boiled teenage detective Veronica Mars lived in her hometown of Neptune, Calif., but after not being able to shake the urge to return, she's back. And it's not long before a criminal conspiracy - in the form of a string of bombings - presents itself.

RELATED: 'Veronica Mars' Revival to Premiere on Hulu This Summer

Star Kristen Bell returns in the title role. The cult fave ended its run in 2007 after two seasons on UPN and one on The CW.

Also returning is much of the original cast, including Enrico Colantoni as her father, Keith, with whom she works at Mars Investigations; Jason Dohring as Veronica's on-again, off-again boyfriend Logan; Ryan Hansen (who has spent some of his years away from Veronica Mars solving crimes on YouTube Premium) as Dick Casablancas, Jr.; and the ever-present Kirby Howell Baptiste (The Good Place, Barry) as night-club owner Nicole.

Guest-starring is Oscar winner J.K. Simmons as a fixer named Clyde Prickett.

Viewers could catch up on the first three seasons of Veronica Mars on July 1, with season four dropping July 26.

July: Kirsten Dunst is 'Becoming A God in Central Florida'

Kirsten Dunst takes on a multibillion-dollar pyramid scheme in Showtime's dark comedy, *On Becoming a God in Central Florida*.

The series' first trailer introduces us to Krystal Stubbs (Dunst), a minimum-wage water park employee who lies, schemes and cons her way up the ranks of Founders American Merchandise (FAM)-the cultish organization that nearly left her family in ruins-to make a better life for herself and achieve the American Dream.

However, as she dives deeper into FAM and becomes tangled with its most loyal follower, her business begins to affect those closer to her, threatening everything she's worked so hard for.

*On Becoming a God in Central Florida* premiered Sunday, August 25, at 10 p.m. on Showtime, and earned Dunst a Golden Globe nomination.

August: Rosario Dawson Stars in USA Network's 'Briarpatch'

Ahead of the series' world premiere at the Toronto International Film Festival Sept. 5-15, USA Network dropped the first official trailer for Sam Esmail's (*Mr. Robot*, *Homeland*) new series, *Briarpatch*.

Based on Ross Thomas' novel by the same name, the series tells the story of investigator Allegra Dill (Rosario Dawson) who returns to her home town on the Texas-Mexico border to figure out who killed her sister. She soon learns that there's much more going on-including a town full of escaped zoo animals-than just the murder of one police woman.

Esmail executive produces while former *Grantland* writer Andy Greenwald adapted the story for television.

Besides Dawson, the series also stars Jay R. Ferguson (*Mad Men*), Brian Geraghty (*Chicago P.D.*), Edi Gathegi (*The Blacklist*), Kim Dickens (*Fear the Walking Dead*, *Treme*), Alan Cumming (*The Good Wife*) and Ed Asner (*The Mary Tyler Moore Show* and many other things).

*Briarpatch* premieres Thursday, Feb. 6, on USA Network.

September: 'The Crown' Debuts Olivia Colman as Queen Elizabeth

Olivia Colman finally debuted as Queen Elizabeth in the eagerly awaited teaser for season three of *The Crown*.

Season three sees the royal family struggling to "meet the challenges of a rapidly changing Britain," after a sizable time jump to the '60s and '70s, Netflix says. Colman takes over for Claire Foy-whose pictures appear in the spot-as the queen ages to her mid-40s.

"A great many changes. Nothing one can do about it, one just has to get on with it," she declares.

Other new cast additions include Tobias Menzies, who replaces Matt Smith as Prince Philip, and Helena Bonham Carter, who is taking over Princess Margaret from Vanessa Kirby. They join Josh O'Connor as Prince Charles, Erin Doherty as Princess Anne, Marion Bailey as the Queen Mother and Jason Watkins as Prime Minister Harold Wilson.

Season three of *The Crown* hit Netflix on Friday, Nov. 17.

October: 'The Marvelous Mrs. Maisel' Explores Life on the Road in Season 3

Miriam "Midge" Maisel (Emmy winner Rachel Brosnahan) and her trusty manager Susie Myerson (Emmy winner Alex Borstein) embark on a national comedy tour in season three of Amazon Prime Video's *The Marvelous Mrs. Maisel*.

The trailer features the song "Perfectly Marvelous" from *Cabaret* with an original recording by Sutton Foster. It shows the comedian after her decision to travel the country as the opening act for Shy Baldwin.

"This is the big leagues, kid. Gotta start acting like professionals," Susie says in the spot.

The new teaser also features an appearance from star of *Gilmore Girls* and *How to Get Away with Murder*, Liza Weil. It marks the latest crossover for writer, director and executive producer Amy Sherman-Palladino.

"You see the world," Weil's character says in the trailer. "The audiences, when they're great, are really great, and you're not having to go to your grave not having done anything interesting."

RELATED: Midge Goes On Tour in Season 3 of 'Marvelous Mrs. Maisel'

Season three, premiering Dec. 6, follows another successful season for the comedy, which won eight Emmys in September.

November: Dickens' 'A Christmas Carol' Gets Dark Reimagining

FX is putting its own spin on the classic Charles Dickens tale, A Christmas Carol.

This time, however, the story of Ebenezer Scrooge (Guy Pearce)-who famously encounters the ghosts of Christmas past, present and future on Christmas Eve-will receive a makeover as a "spine-tingling immersion into Scrooge's dark night of the soul," FX says.

RELATED: BBC One, FX Tease First Look at 'A Christmas Carol'

A Christmas Carol, which comes from Peaky Blinders creator Steven Knight, was initially slated as a three-part special but will now air as an FX Original Movie on Thursday, Dec. 19 at 7:30 p.m. The "dark reimagining" is produced by FX Productions in association with the BBC, Scott Free and Tom Hardy's Hardy Son and Baker.

Along with Pearce, the cast includes Andy Serkis as the Ghost of Christmas Past, Stephen Graham as Jacob Marley, Joe Alwyn as Bob Cratchit, and Vinette Robinson as Mary Cratchit.

December: 'The Witcher' Preps for Magical Warfare in Final Trailer

Netflix's final trailer for its highly anticipated adaptation of best-selling novel The Witcher reveals the story's central conflict: the most powerful empire in the world, Nilfgaard, is wreaking havoc on the land of Cintra, and there's only one person qualified to protect it and its young princess, Cirilla.

"I will take the girl, protect her and bring her back from harm," monster hunter Geralt of Rivia (Henry Cavill) says in the spot, which is packed with onrushing armies, deep-rooted politics and intertwined destinies as humans, elves, witchers, gnomes and monsters battle to preserve their empire.

The Witcher premieres Dec. 20 on Netflix.