

FU2016

In 2015, Netflix was launching another season of their show House of Cards. But how do you launch a fictional political thriller when real politics are stealing the show? When nearly 30 million people tuned in live to watch the biggest debate in American history, Frank Underwood hijacked the event with a political ad of his own.

The ad was just the beginning of a fully integrated political campaign that became one of the most talked about launches in Netflix history.



Campaign Site
Underwood's political ad led voters to his online campaign headquarters: FU2016.com.



Campaign Merchandise
Fans could show their support for Underwood with official FU 2016 swag.



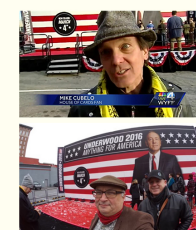
Campaign Ad
Underwood hijacked the most watched debate in American history with his own campaign ad.



FU Generator
A meme generator allowed fans to say "FU" to any issue facing America on social media.



Campaign Headquarters
Fans could visit Underwood's real campaign headquarters built outside the primaries in South Carolina.



"Spacey eclipses the GOP debate."
- Rolling Stone -



Top trending topic on Twitter and Facebook during the debate



6.6 Billion Media Impressions