WARNER BROS. DISCOVERY

PROJECT ELDER

MAY 25, 2022

BACKGROUND

Options to sell Elder Wand

Current solution: Elder Wand Shop separate from HP Shop in US. UK will continue to be on HP Shop

• HP Shop US warehouse fulfillment cannot manage inventory quantity. Note, US inventory almost double UK quantity

• Elder Wand product is paid and operated by Home Entertainment which is different from HP Shop business entity

Preferred solution: Elder Wand to be sold on HP Shop US, similar to UK Shop. In order to do this, the below must be done.

• HE-onboarded warehouse that can handle the inventory fulfillment is onboarded and integrated with HP Shop instead of the new platform. Either way, an integration needs to happen with this higher-fulfillment capacity warehouse.

• Home Entertainment and HP Shop business entities handle revenue reconciliation post invoicing. Home Entertainment pays for fulfillment. Revenue comes in through HP Shop entity. Revenue reconciliation will be done by business finance teams (HP Shop submits revenue earned from Elder Wand).

PROS AND CONS OF CURRENT SOLUTION

PROS:

- Elder Wand Shop if separate, allows for a focused checkout funnel flow, with reduced options for user to come out of the purchase funnel.

- Revenue and invoicing will be done on the correct business entity without any business reconciliation work.

CONS:

- There will be two separate carts if user decides to buy items from HP Shop as well as the Elder Wand. The customer journey is disjointed and user will have to checkout and enter payment information twice if they want to buy the wand and other HP Shop items.

- Having separate Shop platforms for a Harry Potter product may confuse our customers/brands and may not understand why the shops are not together.
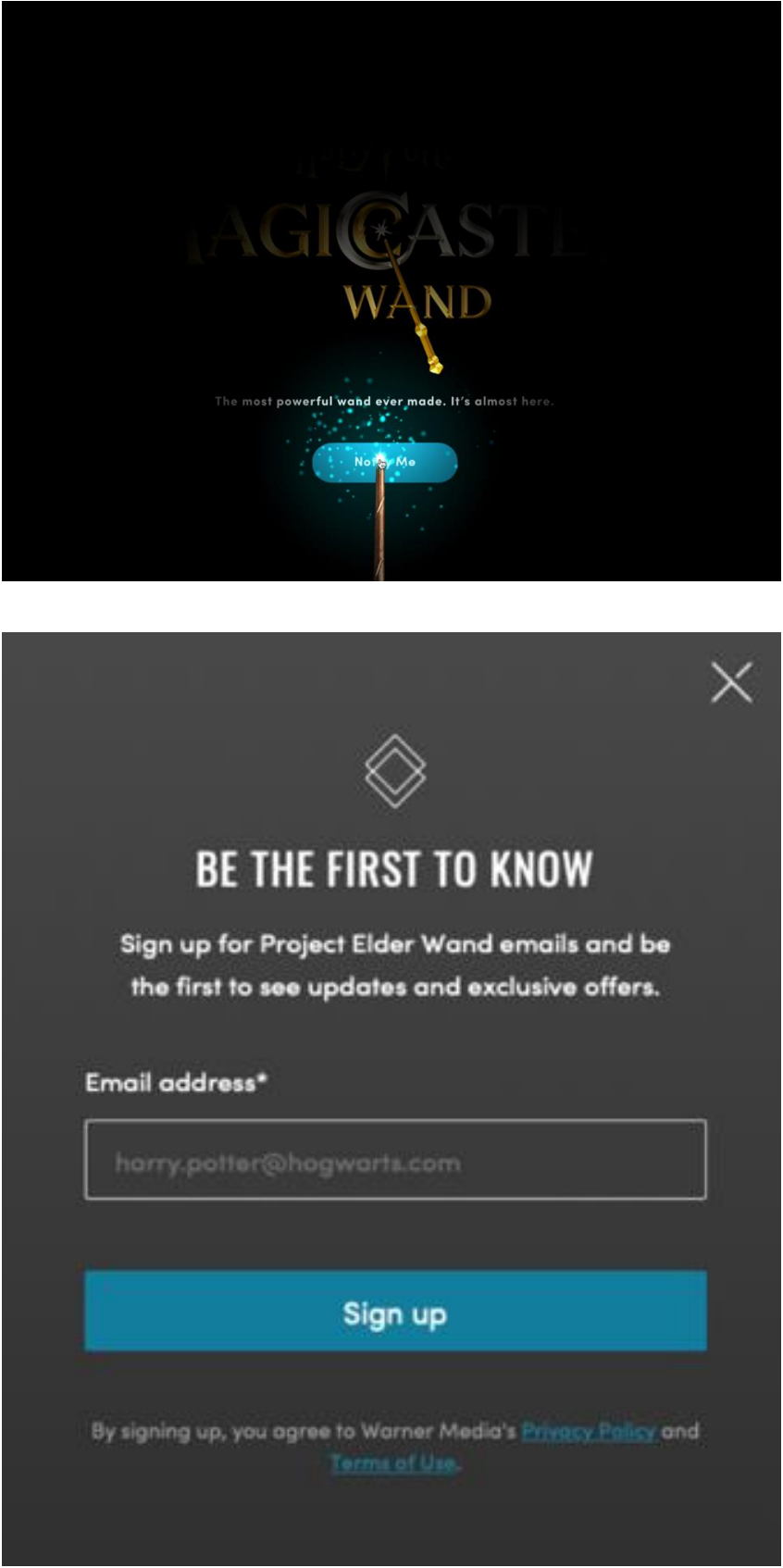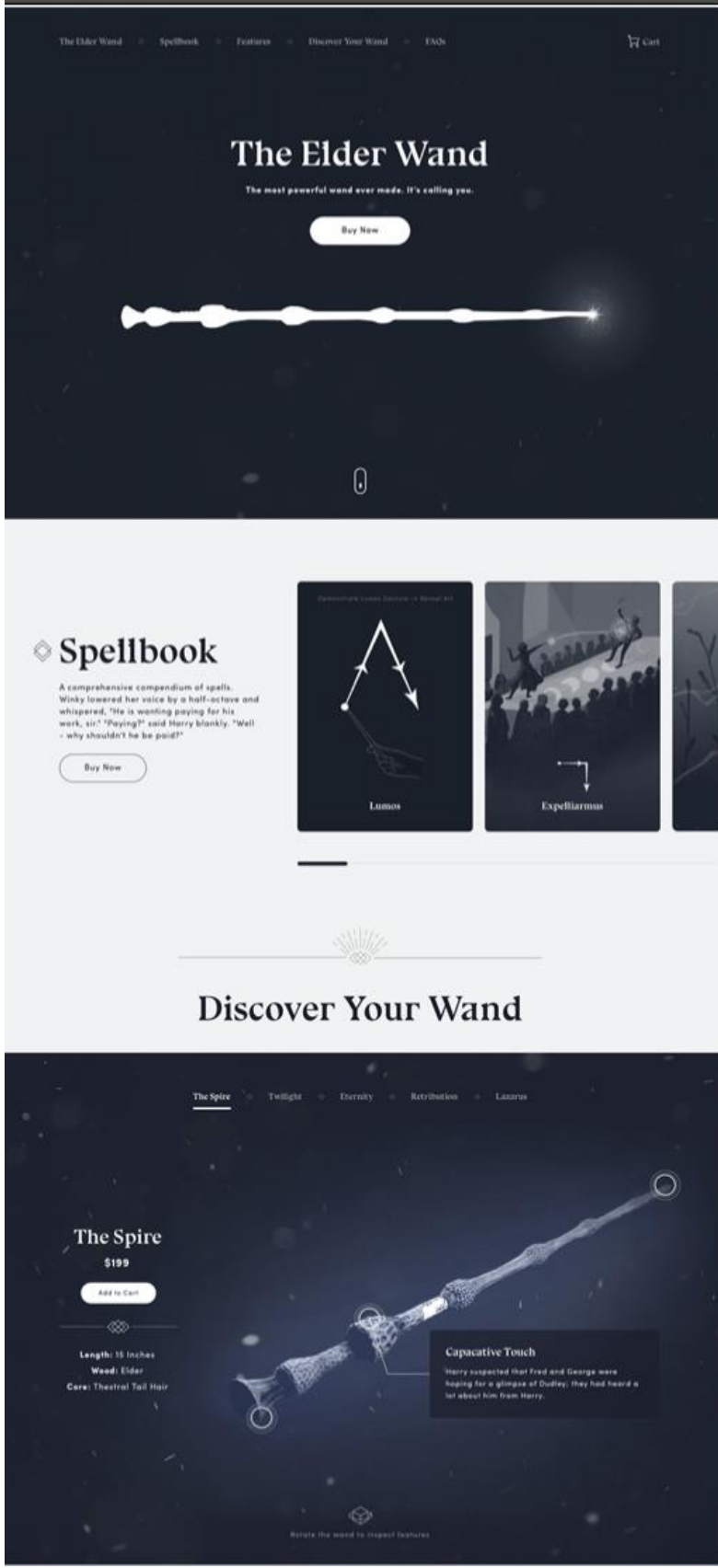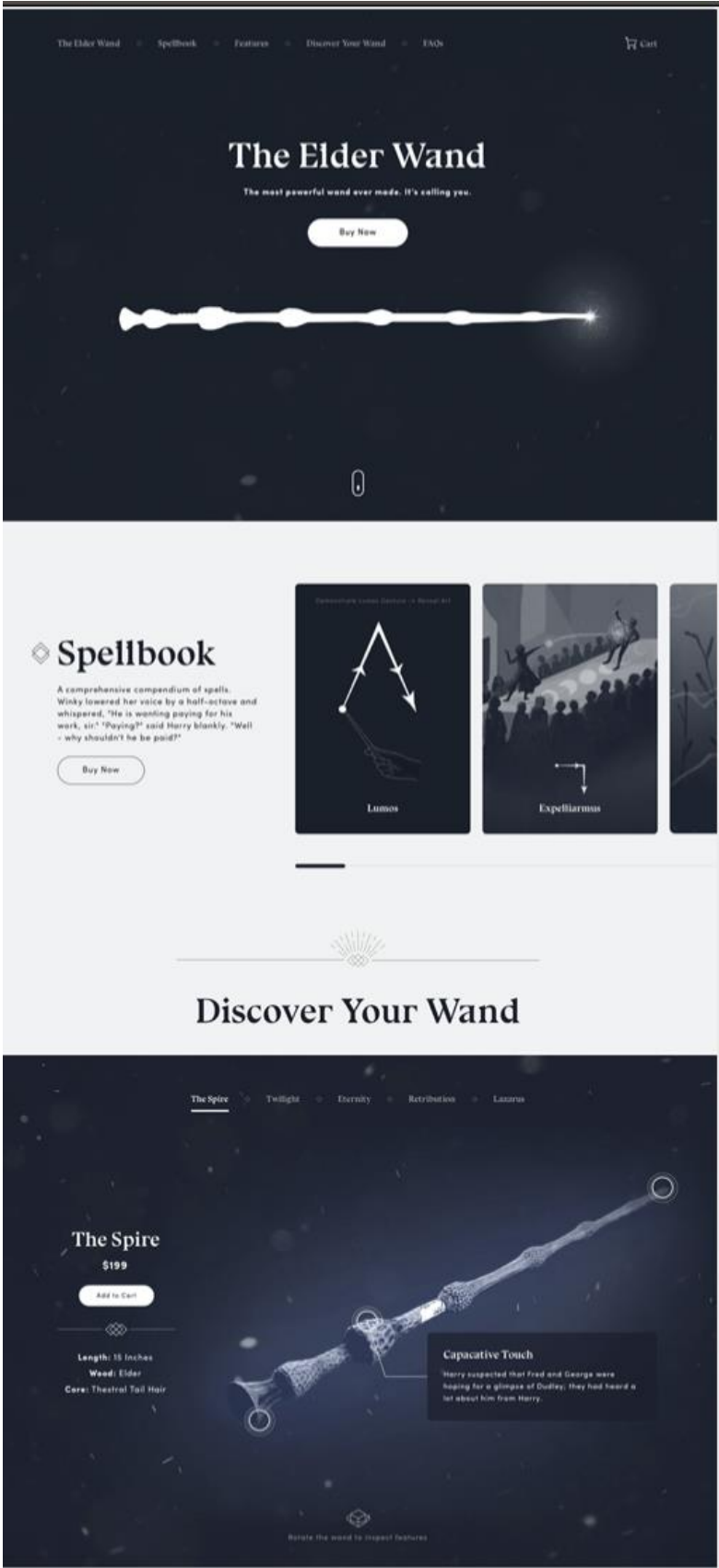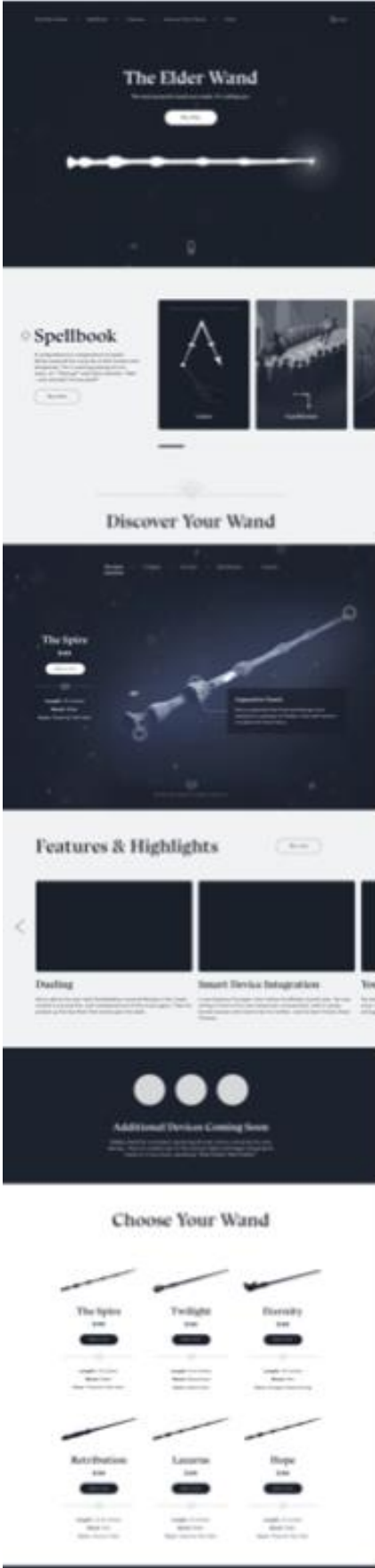
PROS AND CONS OF PREFERRED SOLUTION

PROS:

- Provides the user/our fans an easy way of purchasing the wand and other Harry Product Shop items. There is one easy checkout and payment flow process.

- Products' selling power can be leveraged to promote each other, via add-ons to the cart, increasing AOV.

- The existing Harry Potter Shop already has recurring visitors, existing fanbase that the Elder Wand can leverage. Some will be existing account holders which will make checkout and payment process easier.

CONS:

- There will be more options for the user/customer to go outside of the elder wand purchase/checkout funnel flow on HP Shop.

- Pre-Sale is not supported at the moment. Will need to work with VaynerCommerce to add functionality.

- Business will have to do revenue reconciliation work.

- Impacts the Customer Support Model for Elder: Salesforce Service Cloud and Zendesk support tool differences, and a new CS team is being hired for the new HPShop US Warehouse.

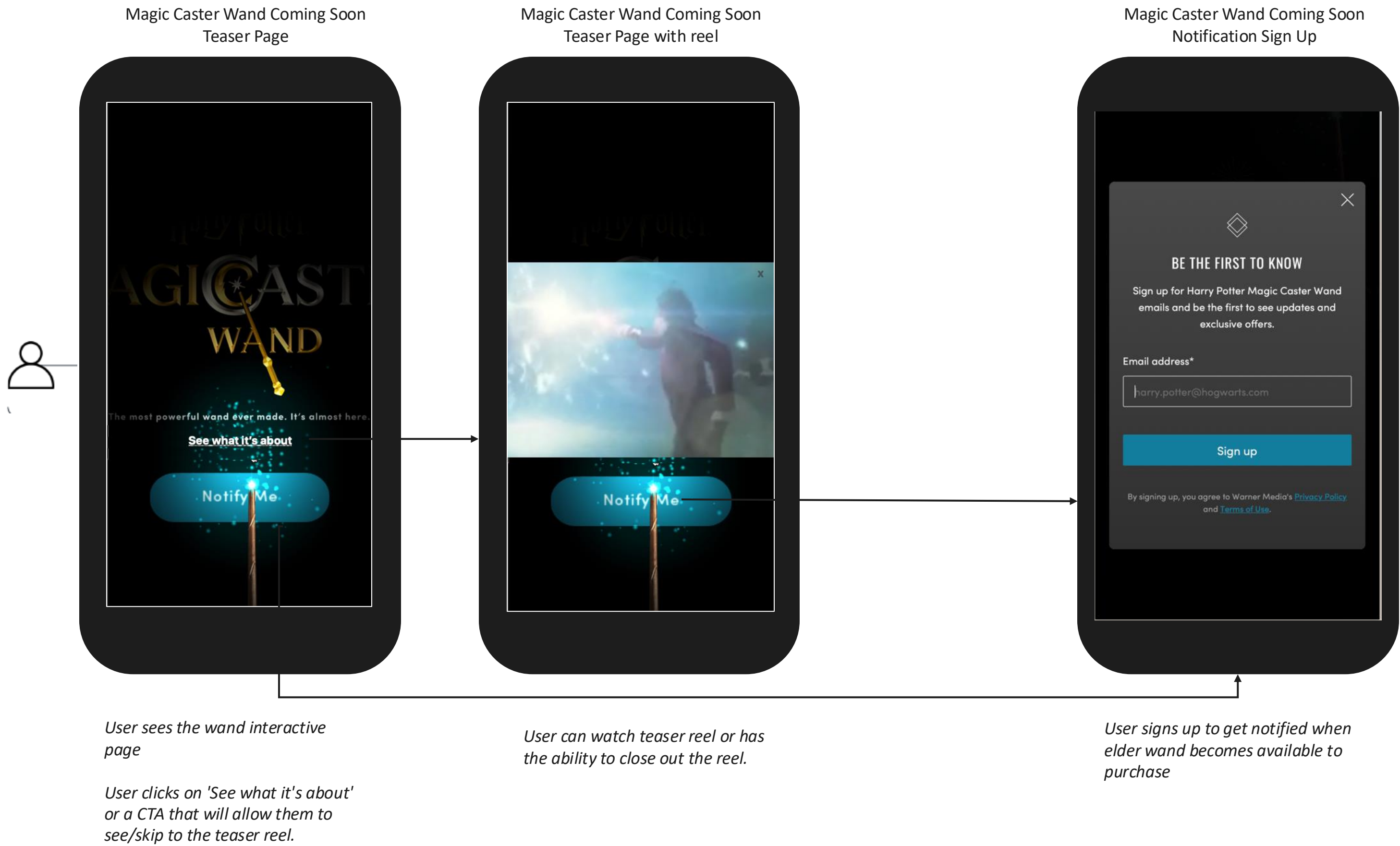# DESIGN

TEASER/COMING SOON PAGE WITH SIZZLE REEL – EMAIL SIGN UP	EXCLUSIVE WWD PRE-ORDER	GENERAL PRE-ORDER	GENERAL PURCHASE
Product Reveal	HPFC Pre-order Opens	Rest of Range Open to Pre-Order	Available for Purchase (end of Pre-Order Window
7/26	8/12 (48 hours)	8/14	11/25

CUSTOMER JOURNEY OPTIONS WITH PROS & CONS

WARNER BROS.
DISCOVERY

TEASER SITE | COMING SOON – US OR UK

Subject to change – the designs are mocks for concept and flow purposes only

Magic Caster Wand Coming Soon
Teaser Page

Magic Caster Wand Coming Soon
Teaser Page with reel

Magic Caster Wand Coming Soon
Notification Sign Up

User sees the wand interactive page

User clicks on 'See what it's about' or a CTA that will allow them to see/skip to the teaser reel.

User can watch teaser reel or has the ability to close out the reel.

User signs up to get notified when elder wand becomes available to purchase

ELDER WAND ON HARRY POTTER SHOP US OR UK

PREFERRED SOLUTION OVERALL

CX JOURNEY

Pros:
1. User can select multiple items from HP Shop along with Elder Wand purchase
2. User can use the same cart for Harry Potter Shop Items and Elder Wand
3. One checkout process flow if user has both Harry Potter Shop Items and Elder Wand
4. Smoother checkout process compared to other solutions

Cons:
1. More options for customer to come out of Elder Wand Funnel checkout flow

SALES & MARKETING

Pros:
1. Can use upsell, add-ons and bundling sales strategies.
2. One funnel for social and marketing promotions to direct customers.
3. Increase AOV
4. One unified brand customer-optics
5. One marketing strategy and leverage power and user base of each platform
6. Pre-Order window provides members CLV

Cons:
1. N/A

TECHNICAL EFFORT

Pros:
1. Easier to implement since HP Shop already exists
2. Easier reporting since reports and analytics interface already exist
3. Easier to integrate and analyze data from customers shopping Elder Wand and HP Shop

Cons:
1. Need to create a separate and a consolidated report for Elder Wand and Shop specific performance

OPS EFFORT

Pros:
1. Can use existing infrastructure from HP Shop

Cons:
1. Need to figure out how warehouse cost will be charged to correct business entity post-invoicing
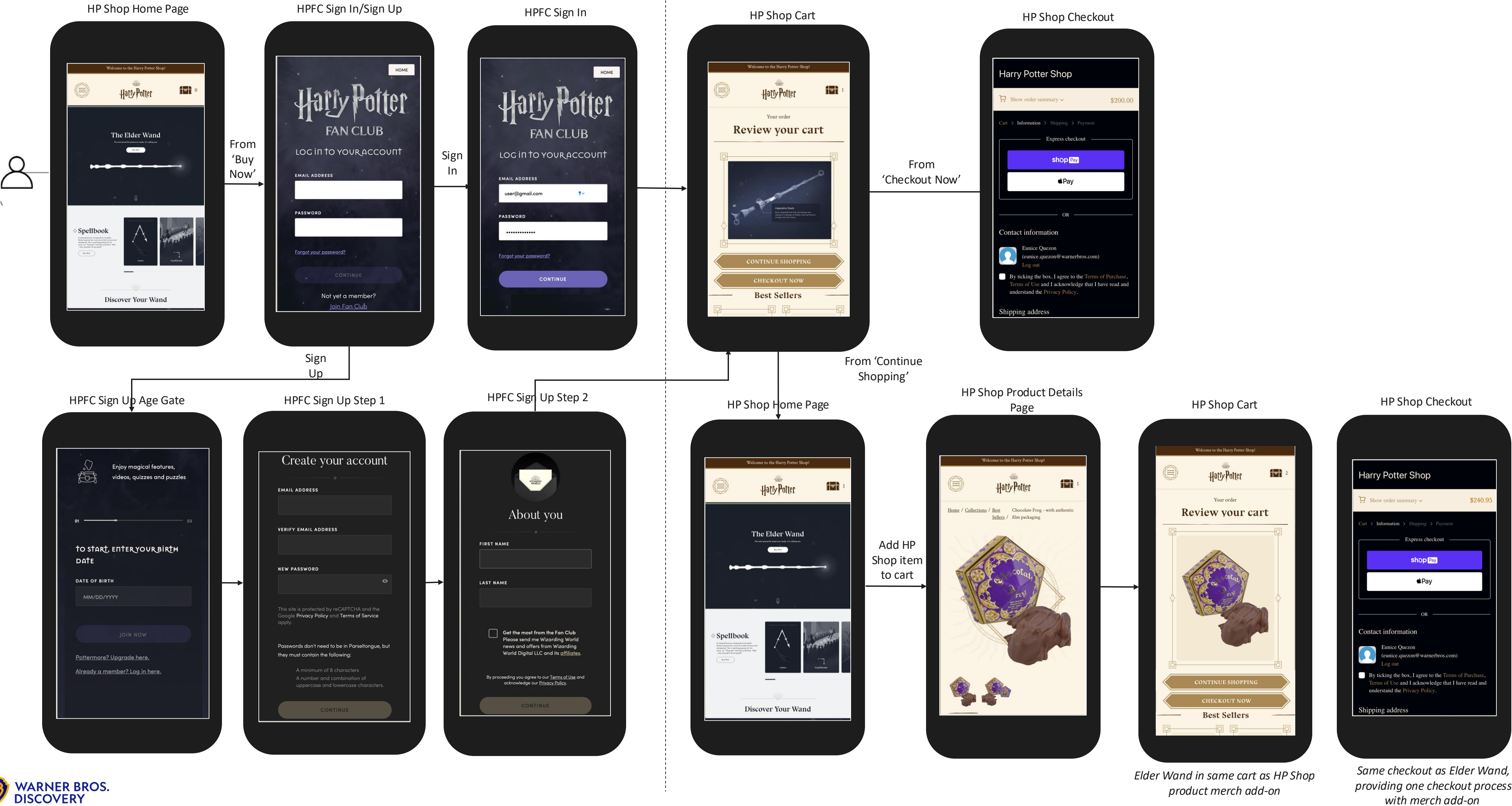
EXCLUSIVE PRE-ORDER ON HARRY POTTER SHOP US OR UK

Subject to change – the designs are mocks for concept and flow purposes only

PREFERRED SOLUTION OVERALL

SIGN IN/SIGN UP FROM **HP SHOP**

PURCHASE AND CHECKOUT FLOW (**ON HP SHOP SHOPIFY CHECKOUT**)

HP Shop Home Page

HPFC Sign In/Sign Up

HPFC Sign In

HP Shop Cart

HP Shop Checkout

From 'Buy Now'

Sign In

From 'Checkout Now'

Sign Up

From 'Continue Shopping'

HPFC Sign Up Age Gate

HPFC Sign Up Step 1

HPFC Sign Up Step 2

HP Shop Home Page

HP Shop Product Details Page

HP Shop Cart

HP Shop Checkout

Add HP Shop item to cart

Elder Wand in same cart as HP Shop product merch add-on

Same checkout as Elder Wand, providing one checkout process with merch add-on

9

OPEN ORDER ON HARRY POTTER SHOP US OR UK

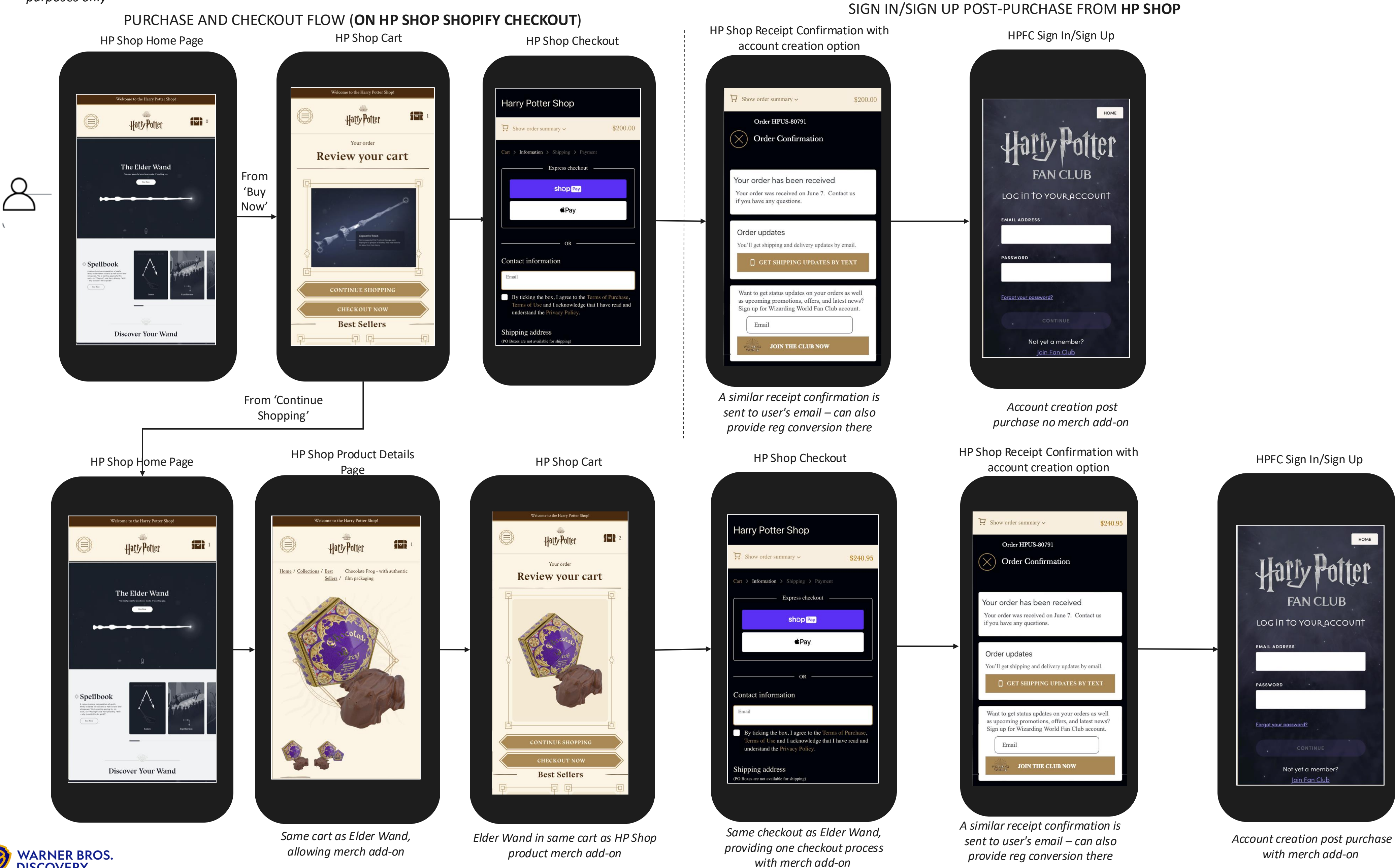*Subject to change – the designs are mocks for concept and flow purposes only*

PURCHASE AND CHECKOUT FLOW (**ON HP SHOP SHOPIFY CHECKOUT**)

SIGN IN/SIGN UP POST-PURCHASE FROM **HP SHOP**

HP Shop Home Page

HP Shop Cart

HP Shop Checkout

HP Shop Receipt Confirmation with account creation option

HPFC Sign In/Sign Up

From 'Buy Now'

From 'Continue Shopping'

A similar receipt confirmation is sent to user's email – can also provide reg conversion there

Account creation post purchase no merch add-on

HP Shop Home Page

HP Shop Product Details Page

HP Shop Cart

HP Shop Checkout

HP Shop Receipt Confirmation with account creation option

HPFC Sign In/Sign Up

Same cart as Elder Wand, allowing merch add-on

Elder Wand in same cart as HP Shop product merch add-on

Same checkout as Elder Wand, providing one checkout process with merch add-on

A similar receipt confirmation is sent to user's email – can also provide reg conversion there

Account creation post purchase with merch add-on

10

ELDER WAND SEPARATE PLATFORM AS HARRY POTTER SHOP US (UK WILL BE ON HARRY POTTER SHOP)

CX JOURNEY

Pros:
1. Reduces user options to come out of Elder Wand checkout funnel.
   Note: If we remove Harry Potter Shop and WWD links, it will be even more focused.

Cons:
1. Disconnected carts between Elder Wand and Harry Potter which can cause customer confusion.
2. More complex reroute for user who navigates between HP Shop and Elder Wand.
3. Two different checkout flows.

SALES & MARKETING

Pros:
1. N/A

Cons:
1. Upsell, add-ons and bundling are not possible with two separate shop platforms.
2. Marketing different platforms can be confusing and if not careful, may cause customer marketing fatigue if schedule alignment is off.

TECHNICAL EFFORT

Pros:
1. Can leverage commerce technology not yet on HP Shop

Cons:
1. New platform to stand up with separate agreements.
2. More complex reroute for user who navigates between HP Shop and Elder Wand.
3. More UI and Design considerations for two different shops.

OPS EFFORT

Pros:
1. Invoicing and charges separate

Cons:
1. Need to figure out warehouse different needs
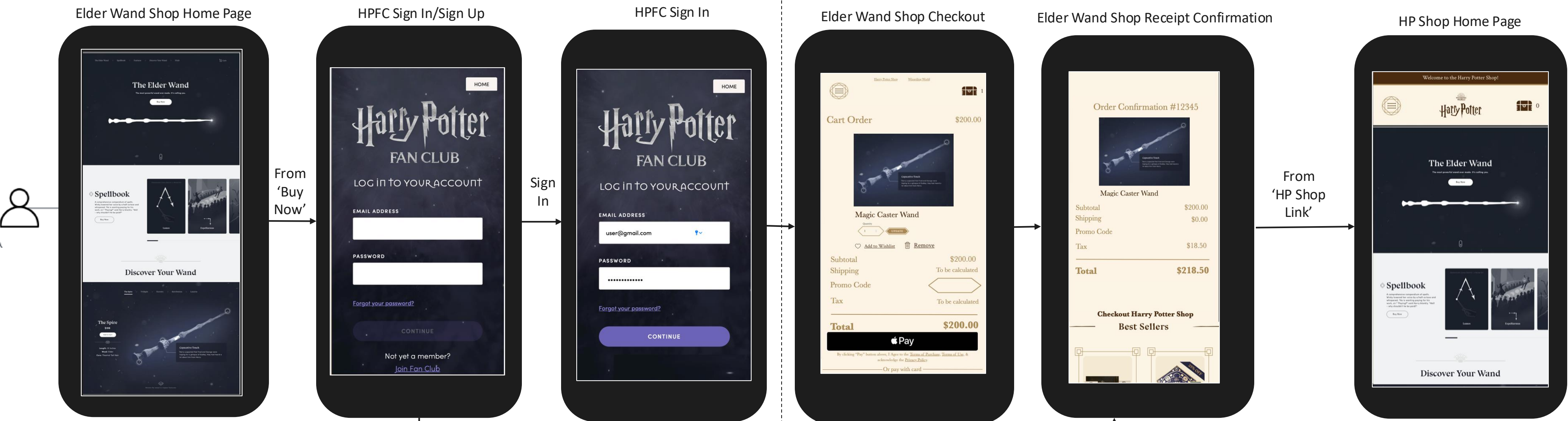
WARNER BROS.
DISCOVERY

EXCLUSIVE PRE-ORDER ON US ELDER WAND SHOP

Subject to change – the designs are mocks for concept and flow purposes only
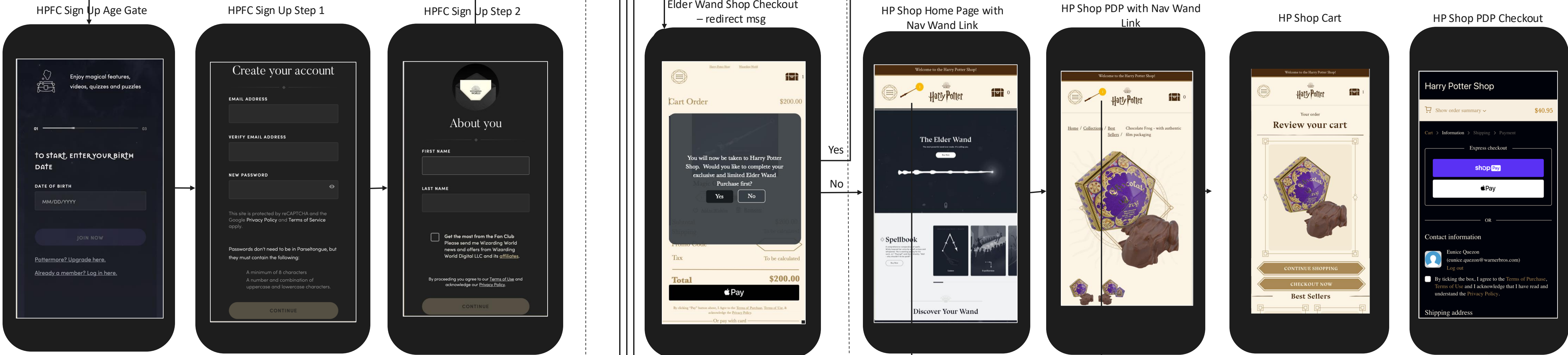
USER JOURNEY BEGINS ON ELDER WAND SHOP

SIGN IN/SIGN UP FROM **ELDER WAND SHOP**

PURCHASE AND CHECKOUT FLOW (**ON COMMERCE STRIPE CHECKOUT**)

Elder Wand Shop Home Page

HPFC Sign In/Sign Up

HPFC Sign In

Elder Wand Shop Checkout

Elder Wand Shop Receipt Confirmation

HP Shop Home Page

From 'Buy Now'

Sign In

From 'HP Shop Link'

Sign Up

Clicks/Taps Harry Potter Shop Link before completing elder wand checkout

User can click on Harry Potter Shop link or Best Sellers items on Receipt Confirmation page. System can also redirect user to Harry Potter Shop after wand purchase.

HPFC Sign Up Age Gate

HPFC Sign Up Step 1

HPFC Sign Up Step 2

Elder Wand Shop Checkout – redirect msg

PURCHASE AND CHECKOUT FLOW (**ON HP SHOP SHOPIFY CHECKOUT**)

HP Shop Home Page with Nav Wand Link

HP Shop PDP with Nav Wand Link

HP Shop Cart

HP Shop PDP Checkout

Yes

No

A CTA needed for user to get back to Elder Wand Cart

Cart without Elder Wand

Checkout without Elder Wand
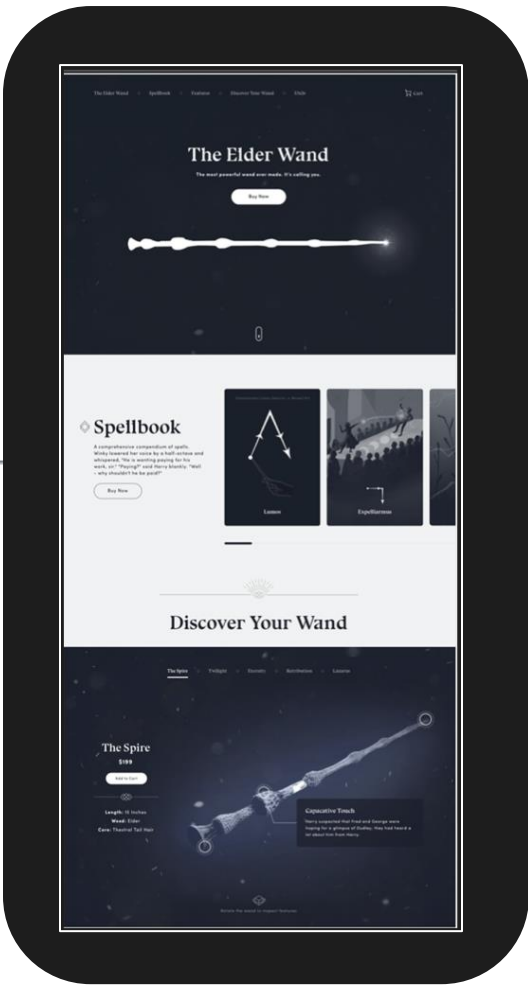
OPEN PURCHASE ON US ELDER WAND SHOP

Subject to change – the designs are mocks for concept and flow purposes only
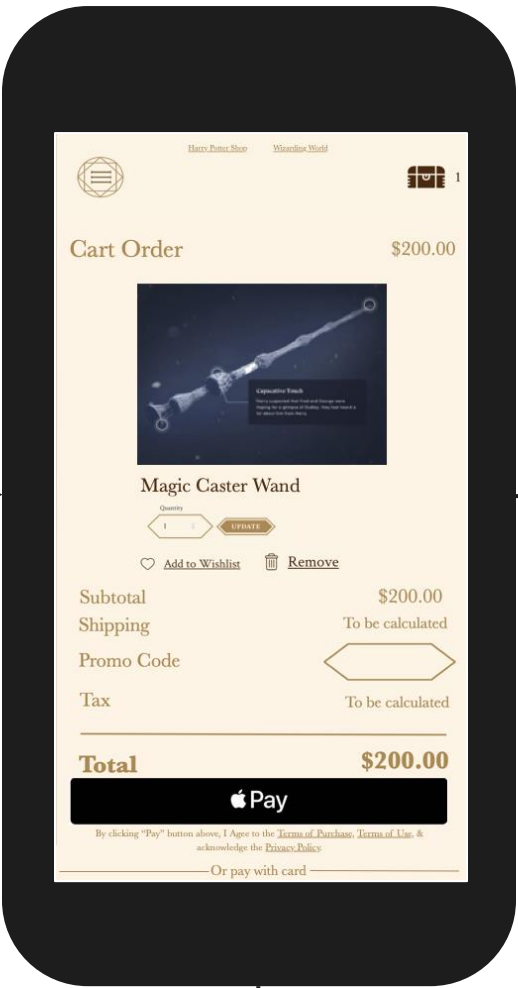
USER JOURNEY BEGINS ON ELDER WAND SHOP

PURCHASE AND CHECKOUT FLOW (**ON COMMERCE STRIPE CHECKOUT**)

SIGN IN/SIGN UP POST-PURCHASE FROM **ELDER WAND SHOP**
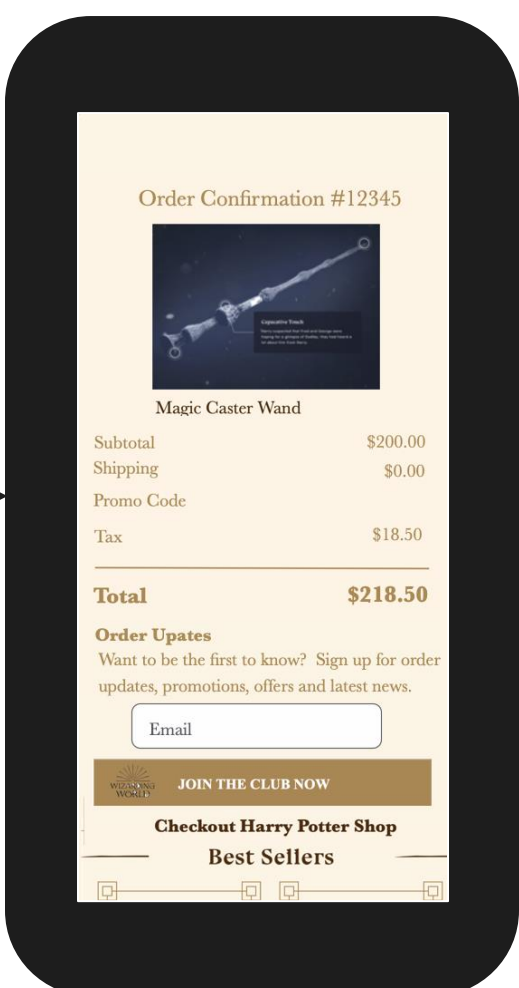
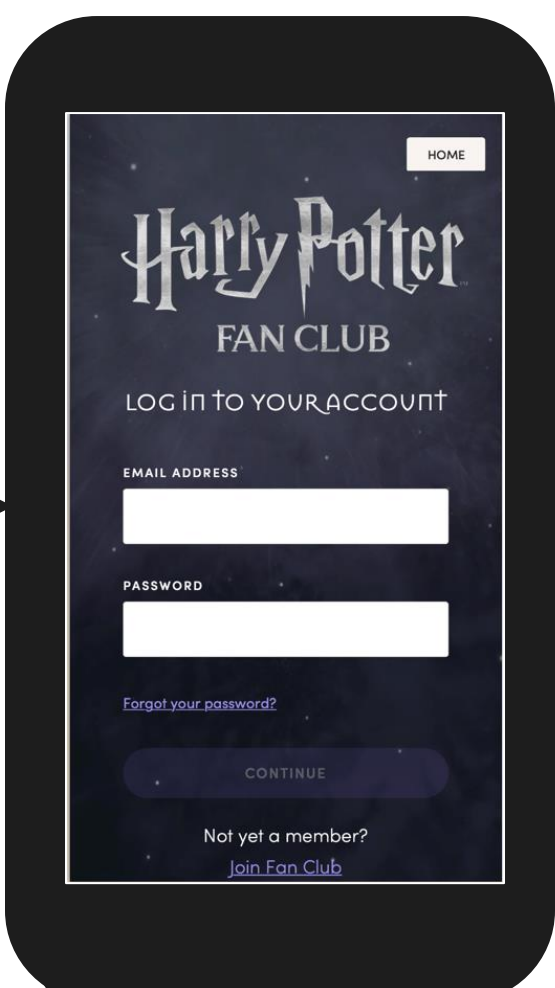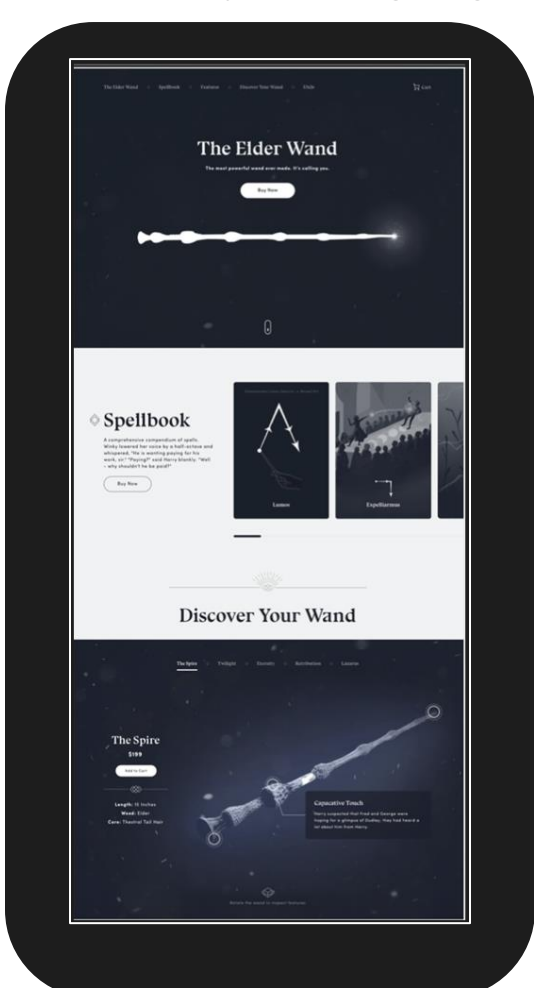Elder Wand Shop Home Page   Elder Wand Shop Cart   Elder Wand Shop Receipt Confirmation   HPFC Sign In/Sign Up   Elder Wand Shop Home Page (Signed In)
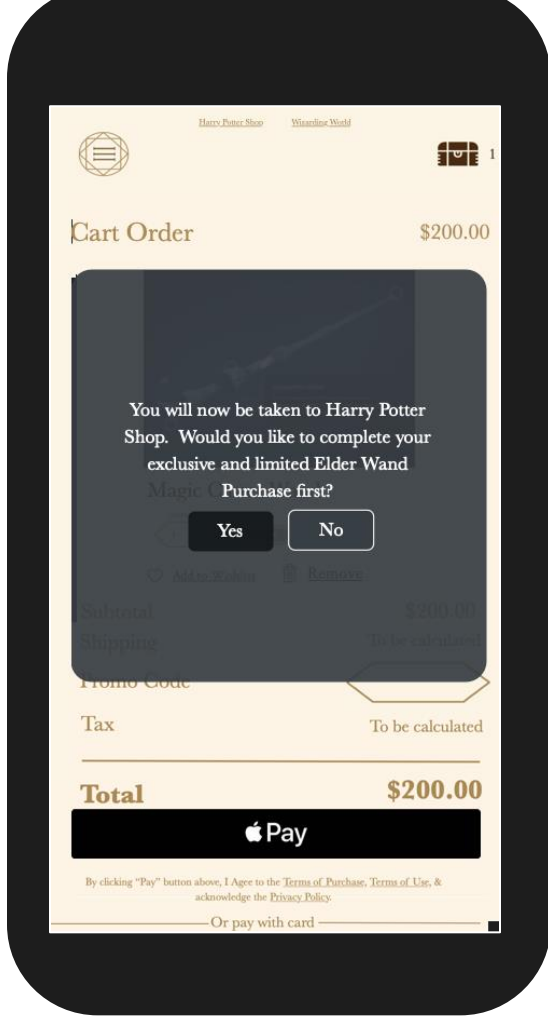

From 'Buy Now'

Sign In or Sign-Up Process
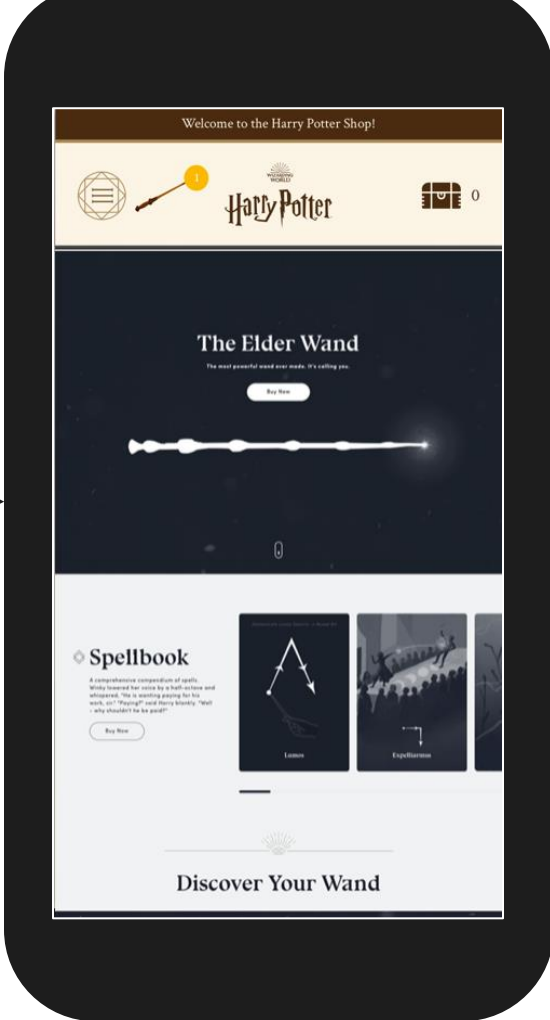
Account creation post-purchase on Elder Wand Shop

Clicks/Taps Harry Potter Shop Link before completing elder wand checkout

---

PURCHASE AND CHECKOUT FLOW (**ON HP SHOP SHOPIFY CHECKOUT**)

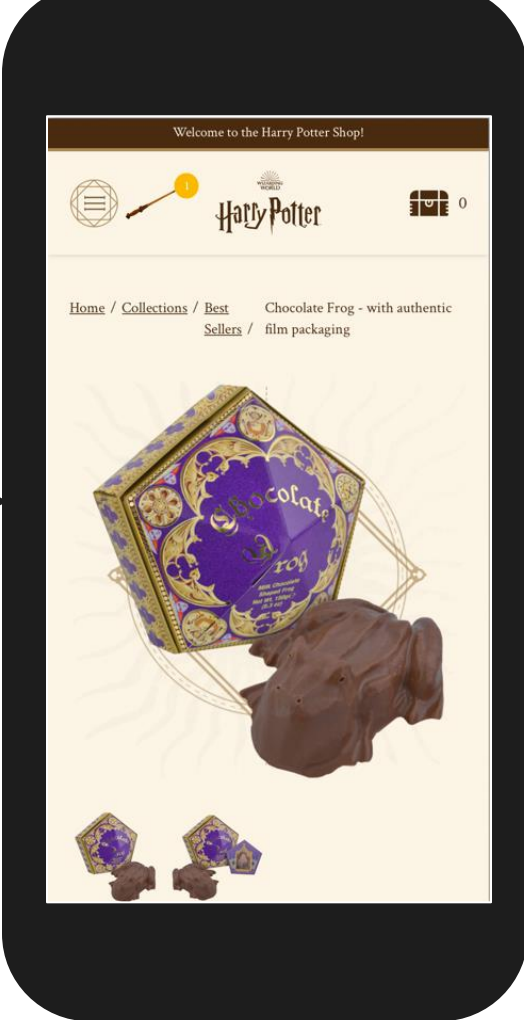SIGN IN/SIGN UP POST-PURCHASE FROM **HP SHOP**

Elder Wand Shop Checkout –   HP Shop Home Page with Nav Wand Link   HP Shop PDP with Nav Wand Link   HP Shop Cart with Nav Wand Link   HP Shop PDP Checkout   HP Shop Receipt Confirmation with account creation option   HPFC Sign In/Sign Up   HP Shop Home Page (Signed In)
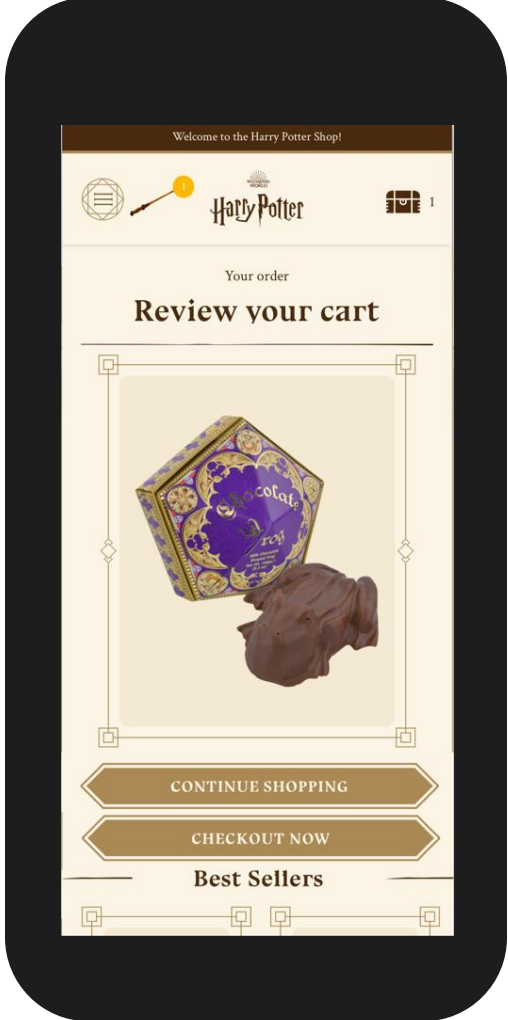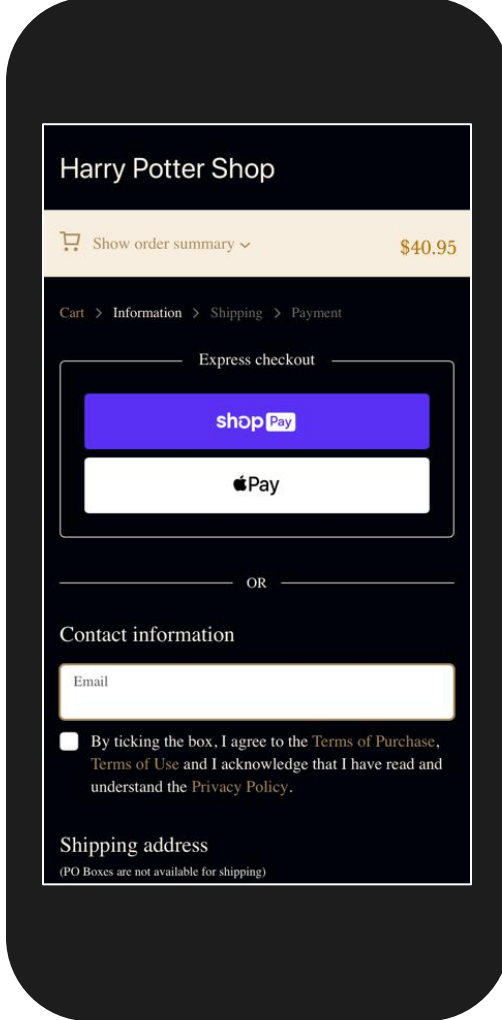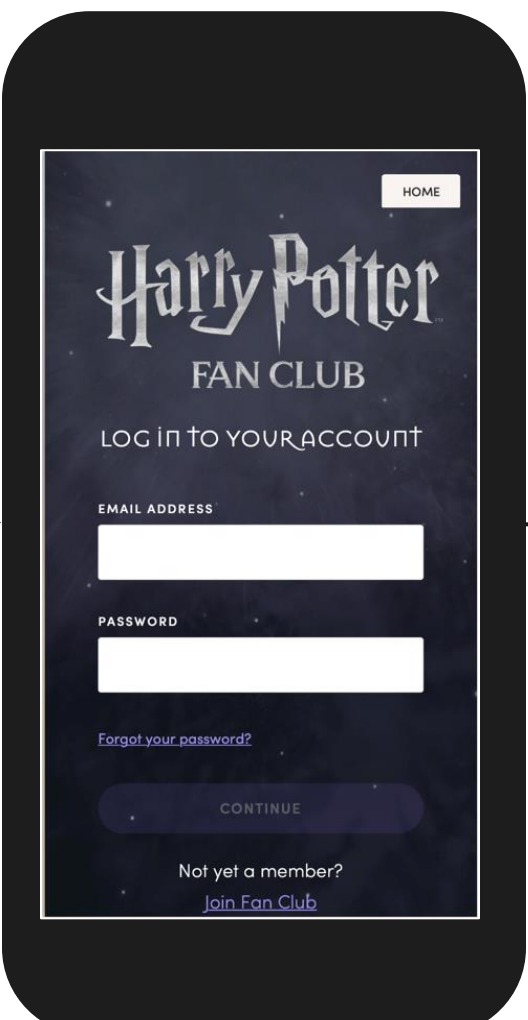
Sign In or Sign-Up Process

A CTA needed for user to get back to Elder Wand Cart
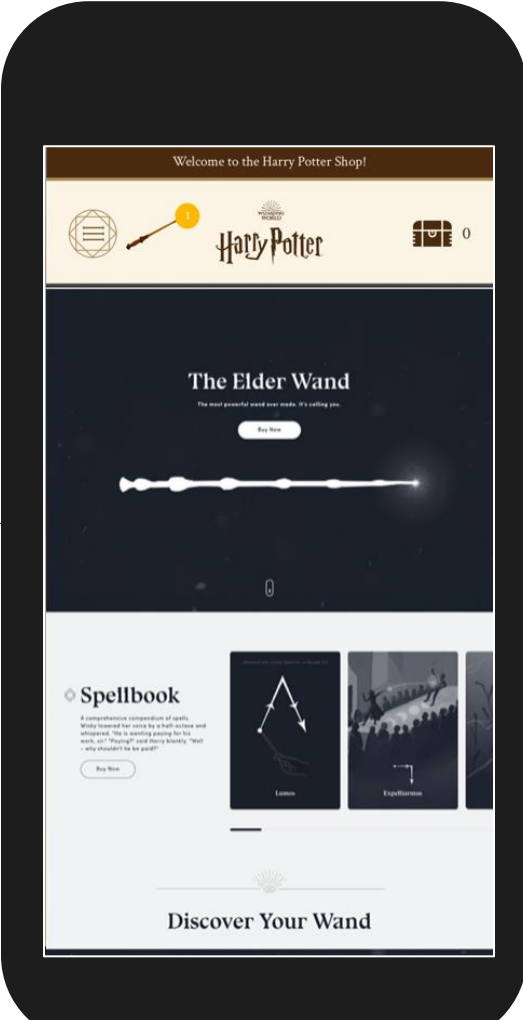
Account creation post-purchase on HP Shop

A CTA needed for user to get back to Elder Wand Cart after account creation

WARNER BROS. DISCOVERY

13

EXCLUSIVE PRE-ORDER ON US ELDER WAND SHOP

Subject to change – the designs are mocks for concept and flow purposes only

USER JOURNEY BEGINS ON HARRY POTTER SHOP

PURCHASE AND CHECKOUT FLOW (**ON HP SHOP SHOPIFY CHECKOUT**)
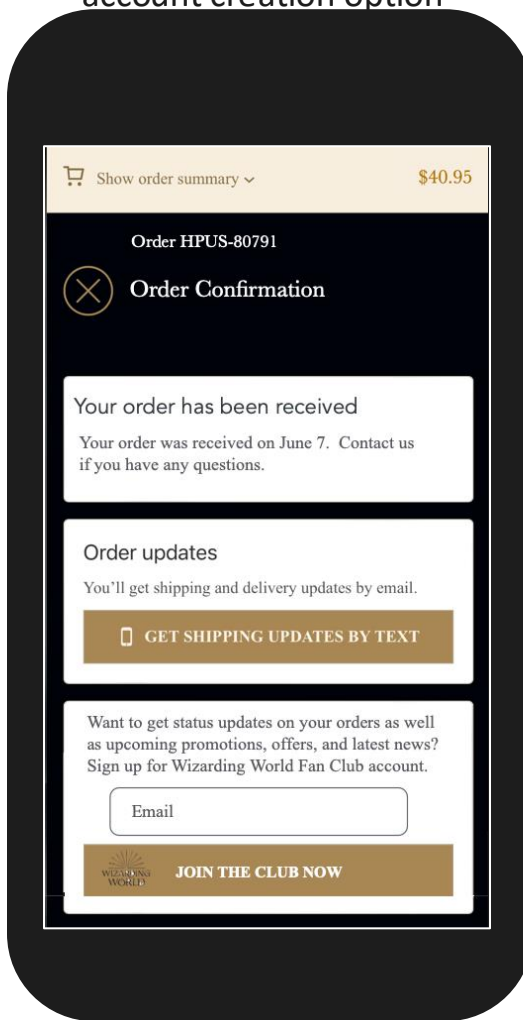
PURCHASE AND CHECKOUT FLOW (**ON COMMERCE STRIPE CHECKOUT**)

HP Shop Home Page

HP Shop Product Details Page

HP Shop Cart

HP Shop Checkout

Elder Wand Shop Checkout

Elder Wand Shop Receipt Confirmation

From 'Checkout Now'

System can attempt to re-route user back to HP Shop cart

From 'Continue Shopping'

SIGN IN/SIGN UP FROM **HP SHOP** ELDER WAND PRODUCT

HP Shop Home Page

HP Shop Home Page - redirect msg

HPFC Sign In/Sign Up

HPFC Sign In

HPFC Sign Up Age Gate

HPFC Sign Up Step 1

HPFC Sign Up Step 2

From 'Buy Now'

Sign In

Sign Up

Since Elder Wand is not on HP Shop and is on its own platform, every time a user clicks on Elder Wand 'Buy Now', a message will appear informing the user that they will be taken out of HP Shop.
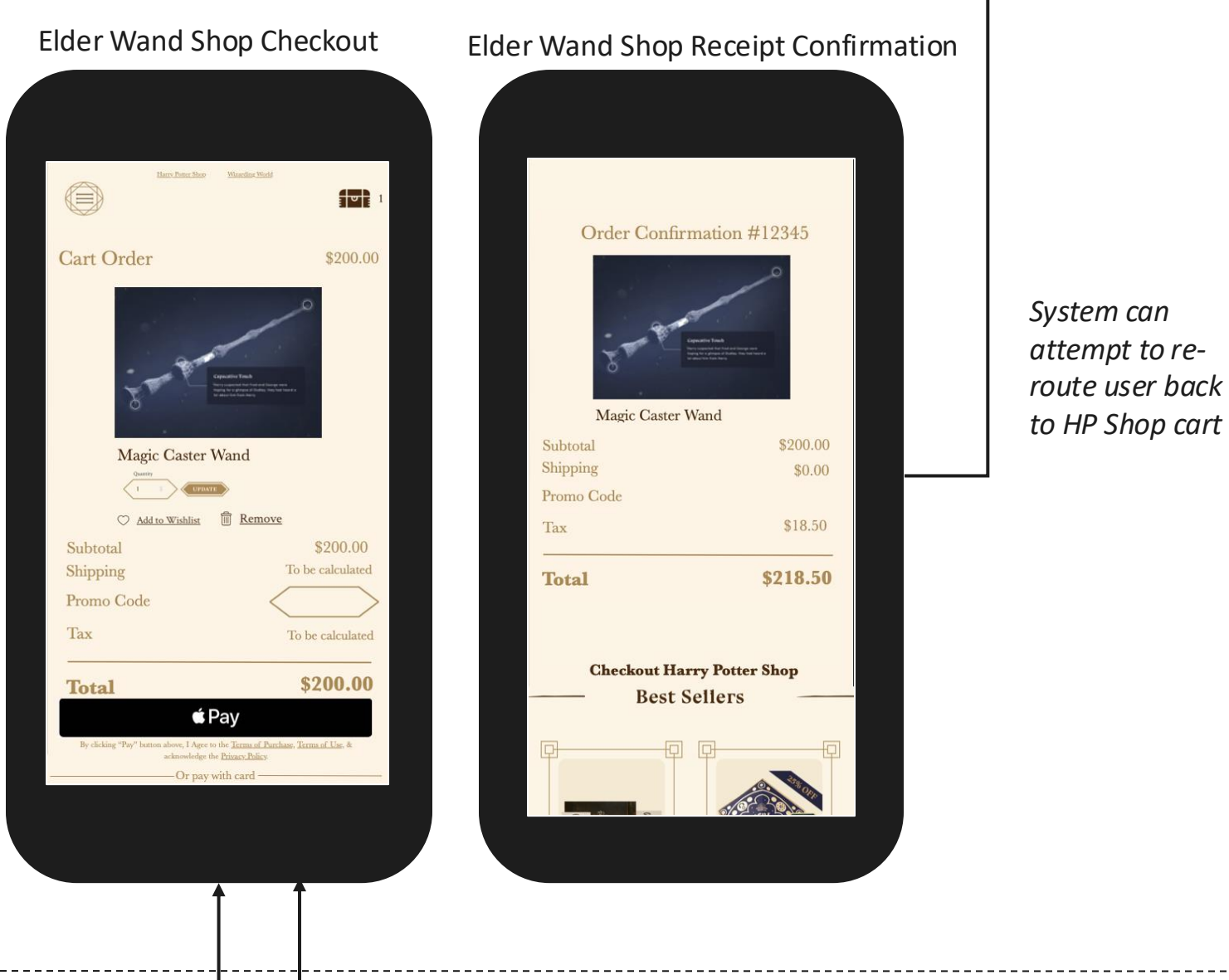
OPEN PURCHASE ON US ELDER WAND SHOP

Subject to change – the designs are mocks for concept and flow purposes only
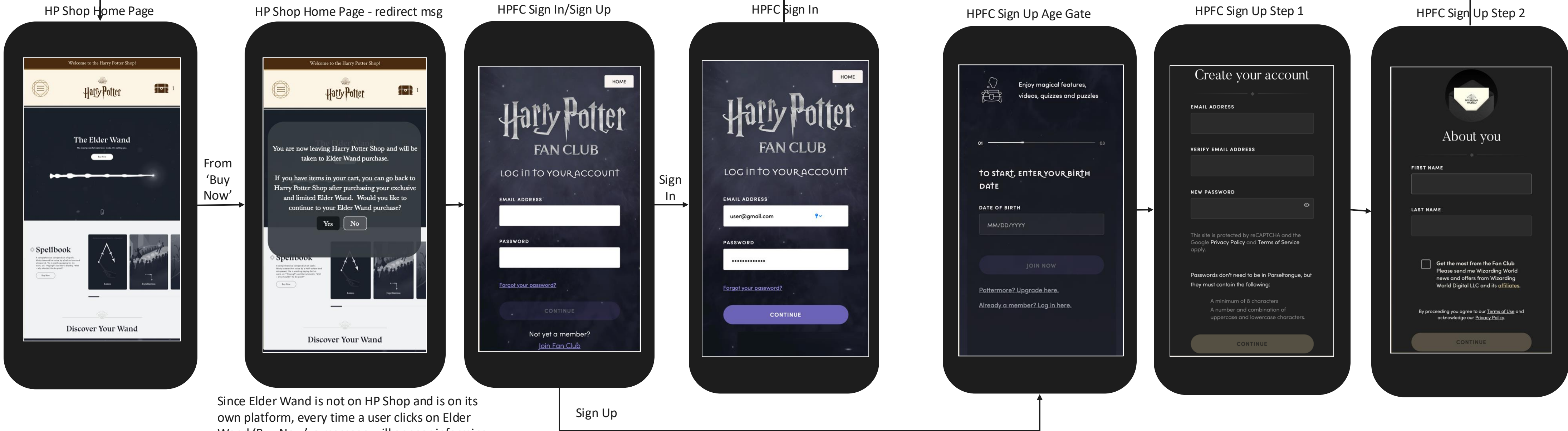
USER JOURNEY BEGINS ON HARRY POTTER SHOP

PURCHASE AND CHECKOUT FLOW (**ON HP SHOP SHOPIFY CHECKOUT**)

SIGN IN/SIGN UP POST-PURCHASE FROM **HP SHOP**

HP Shop Home Page   HP Shop Product Details Page   HP Shop Cart   HP Shop Checkout   HP Shop Receipt Confirmation   HPFC Sign In/Sign Up (Post-purchase)   HP Shop Home Page

From 'Checkout Now'

Sign In or Sign-Up Process

Account creation post-purchase on HP Shop

From 'Continue Shopping'

PURCHASE AND CHECKOUT FLOW (**ON COMMERCE STRIPE CHECKOUT**)

SIGN IN/SIGN UP POST-PURCHASE FROM **ELDER WAND SHOP**

HP Shop Home Page   HP Shop Home Page - redirect msg   Elder Wand Shop (no pre-order sign up)   Elder Wand Shop Checkout   Elder Wand Shop Receipt Confirmation   HPFC Sign In/Sign Up (Post-purchase)   Elder Wand Shop Home Page

From 'Buy Now'

Sign In or Sign-Up Process

System can attempt to re-route user back to HP Shop cart to complete pending purchase
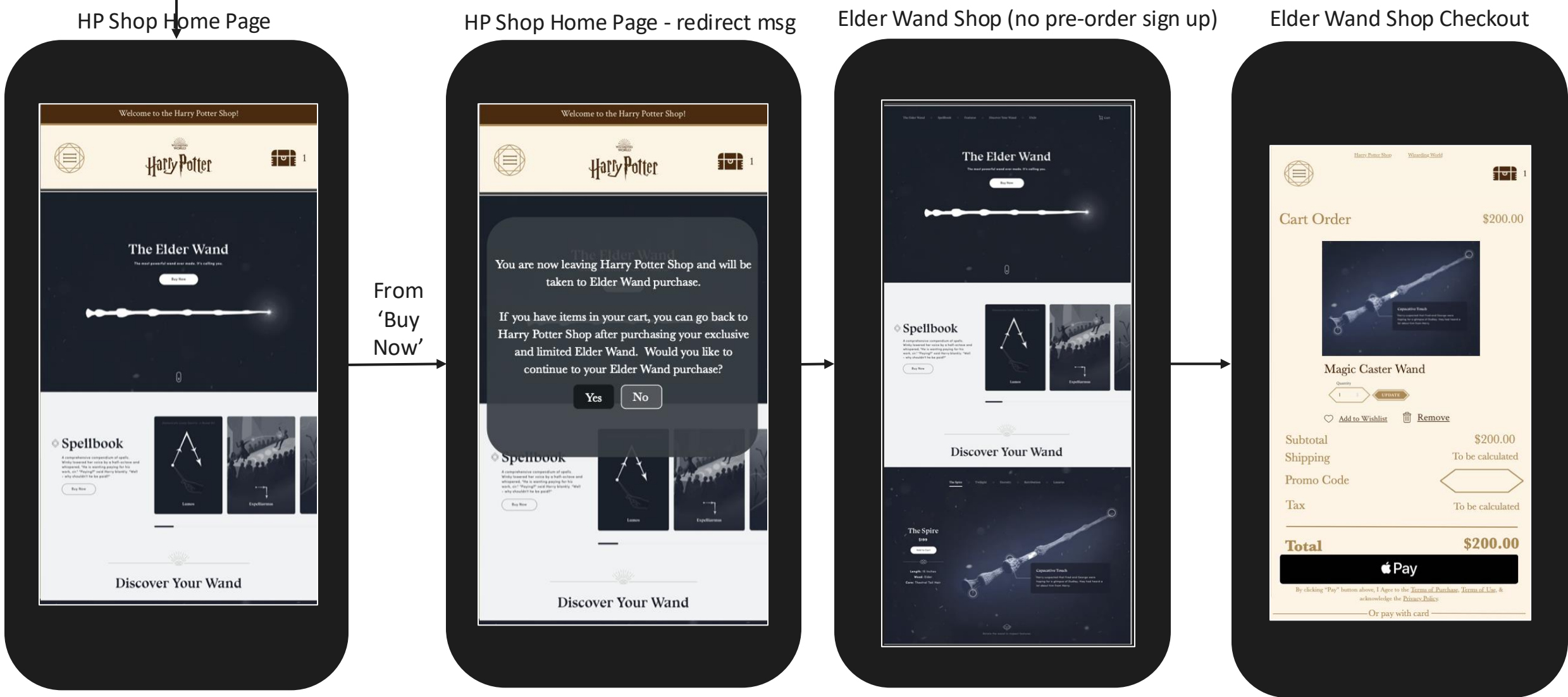
Since Elder Wand is not on HP Shop and is on its own platform, every time a user clicks on Elder Wand 'Buy Now', a message will appear informing the user that they will be taken out of HP Shop.
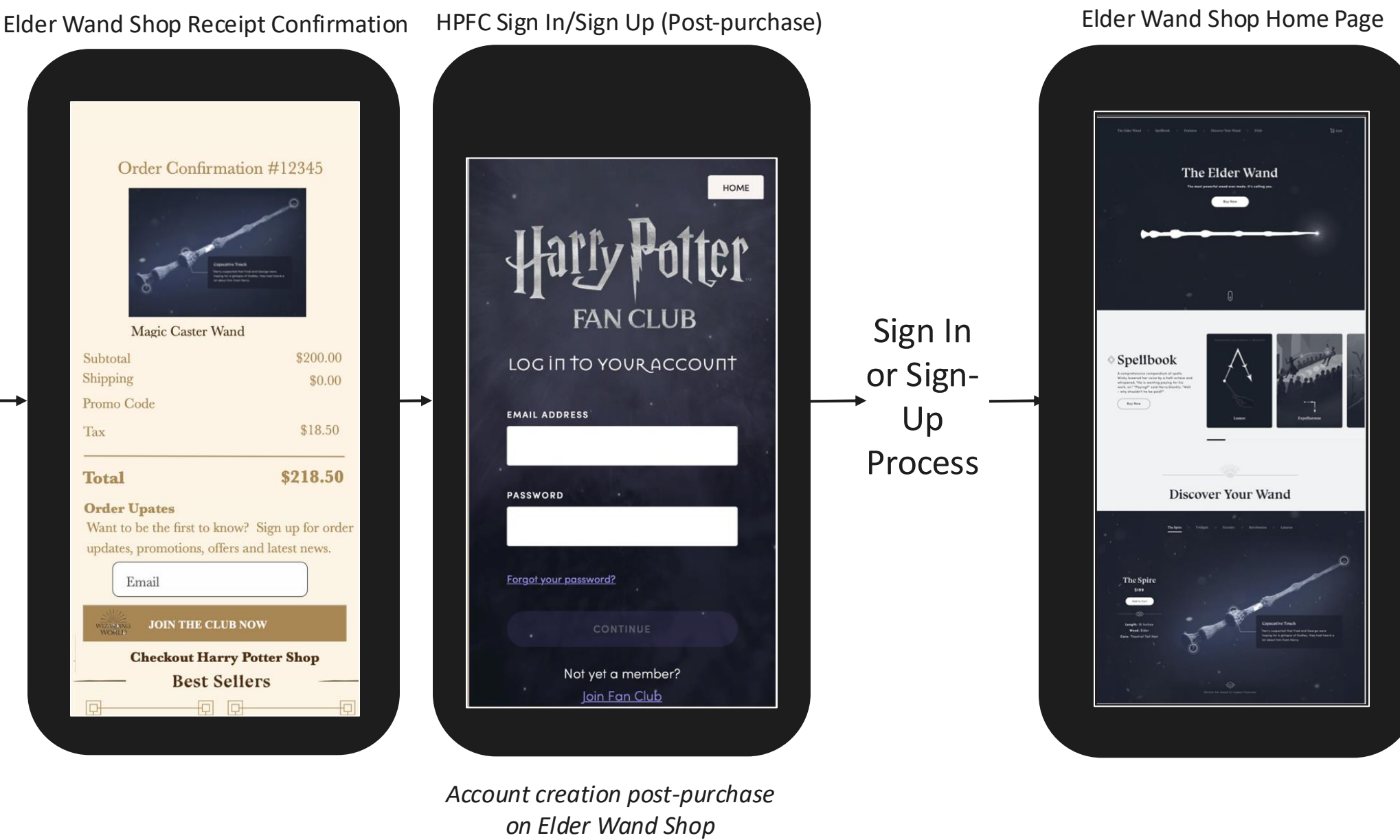
Account creation post-purchase on Elder Wand Shop
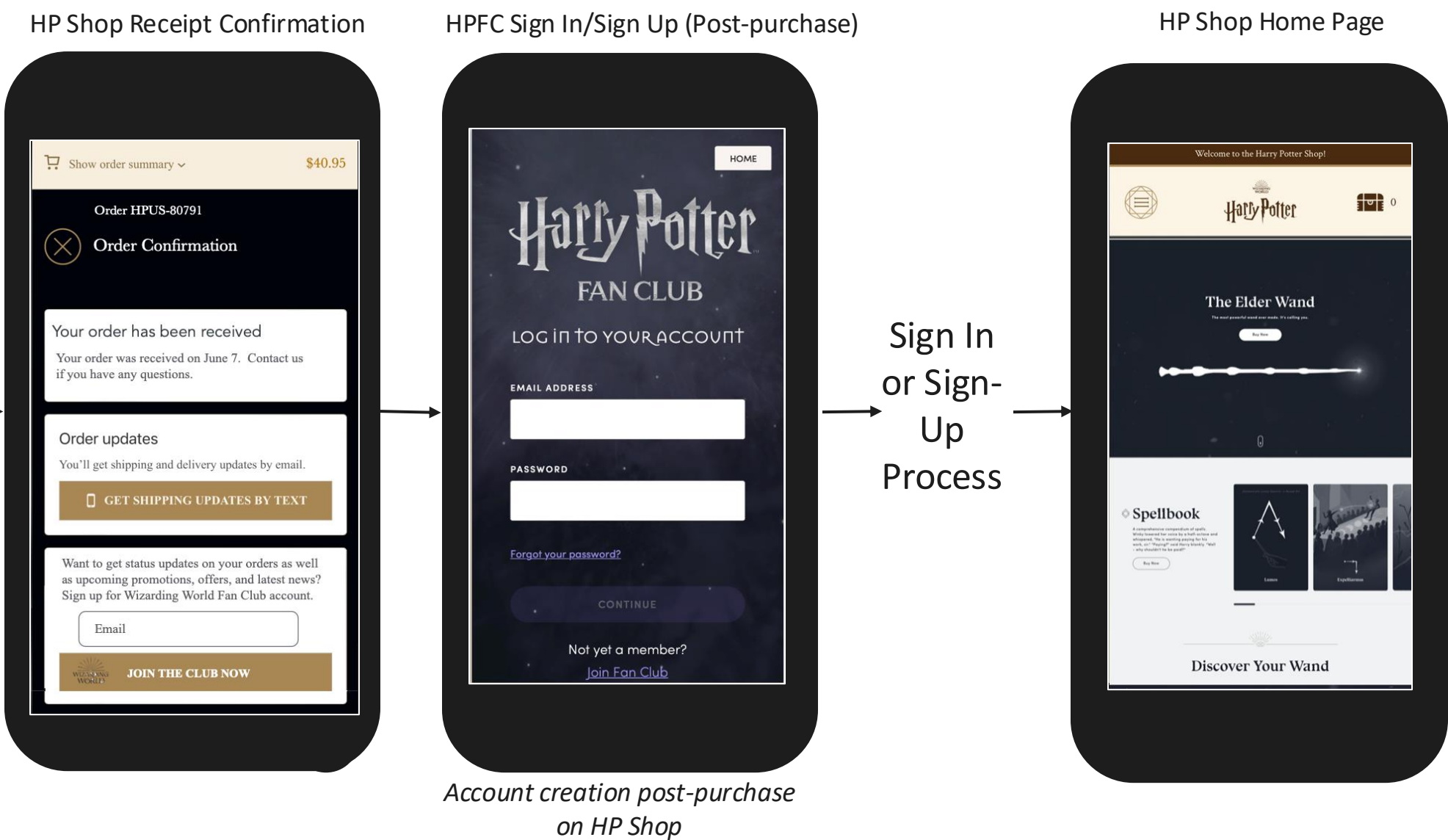
FUTURE USE CASES

FUTURE VISION – USE CASES

These are some conceptual product possibilities and are not set or part of any project timelines currently

USER REG
Register Elder Wand to unlock an AR/VR experience on WWD

Serial number only
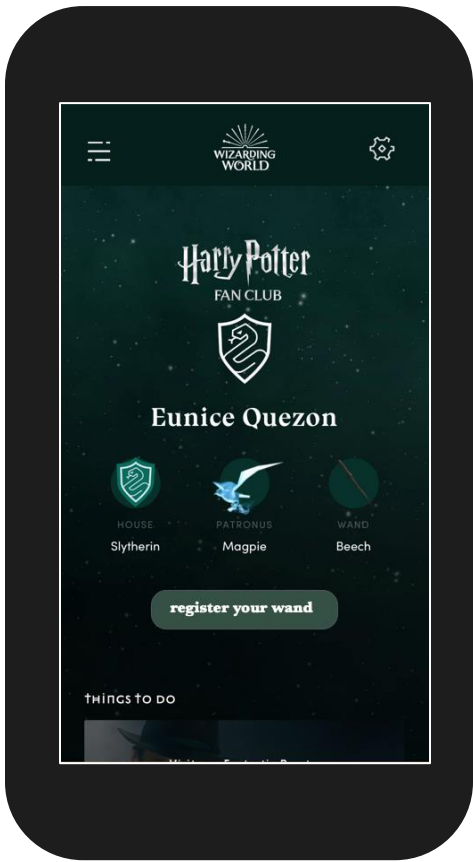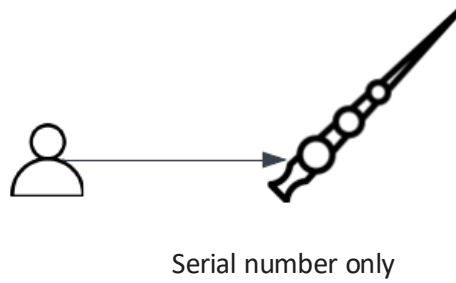
USER REG
Upsell physical wand and enhance the registration AR/VR experience immediately

Higher-priced NFT QR Code

LOG IN
Recognize our fan using the wand
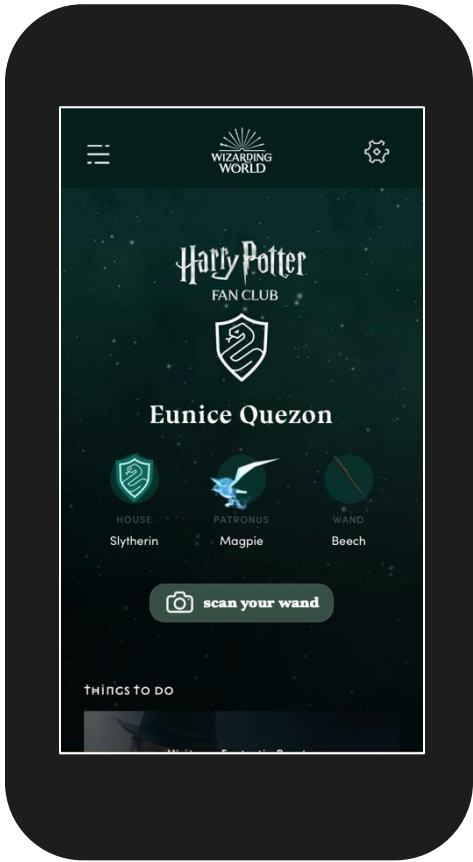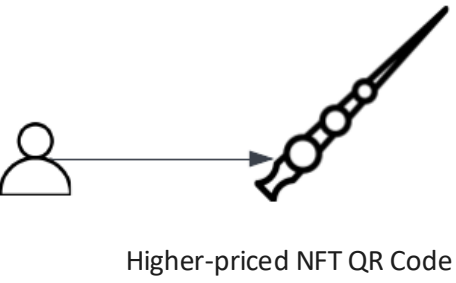
HP SHOP
Sell Digital Wands with NFT that can also be paired with Elder Wand
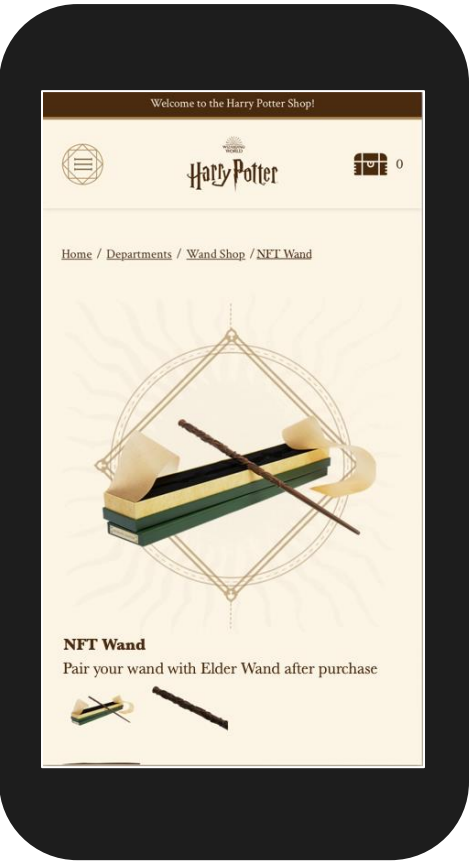
WWD
Exclusive access to worlds with AR features using the wand and purchase NFT digital assets
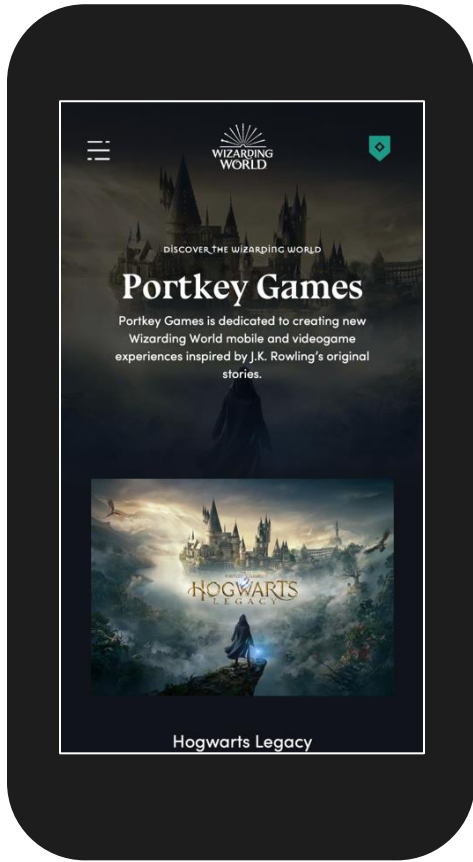
THEATRE
Enter your movie ticket and gain access to AR/VR experience on WWD with Elder Wand
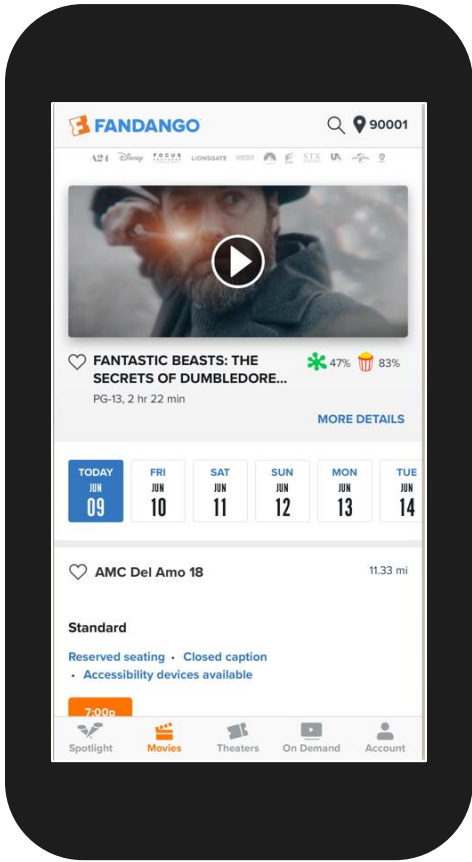
HOME ENT
Enter your Home Ent digital movie code and gain access to AR/VR experience on WWD with Elder Wand
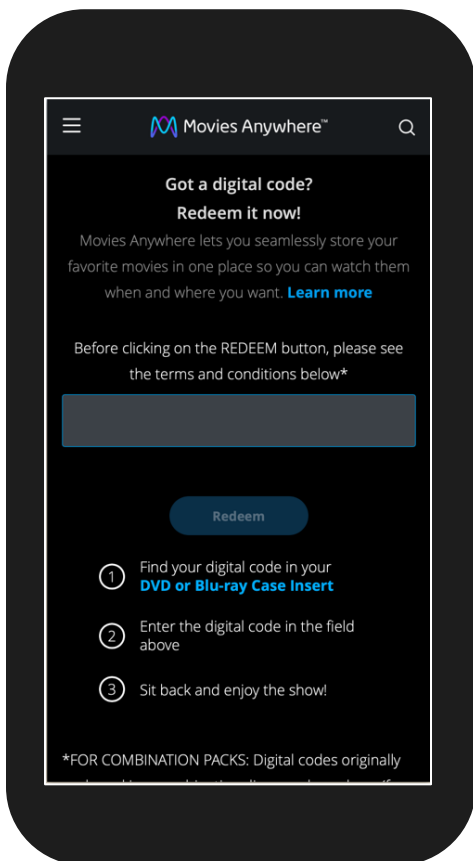
ADVENTURE PARKS
Scan Elder Wand at the Harry Potter Universal for some specific fan experience
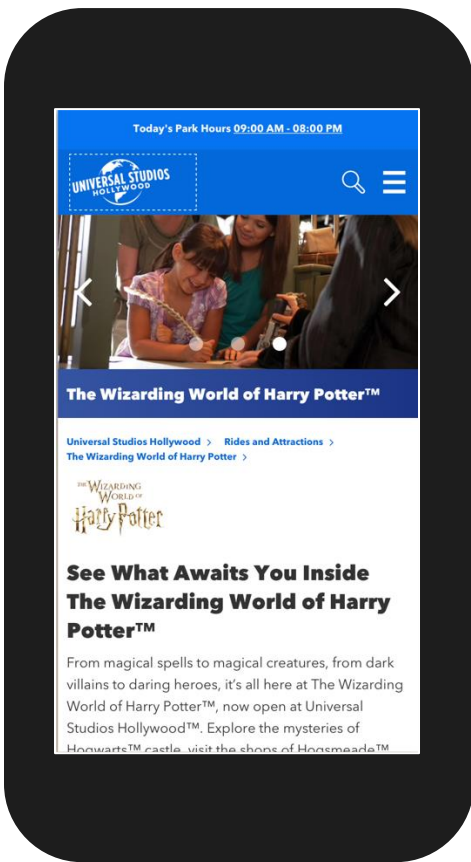
STUDIO TOURS
Scan Elder Wand at the Harry Potter portion of the studio tour and along with WWD, use to enhance specific fan experience

WARNER BROS. DISCOVERY

PRIVACY AND COMPLIANCE

WARNER BROS.
DISCOVERY
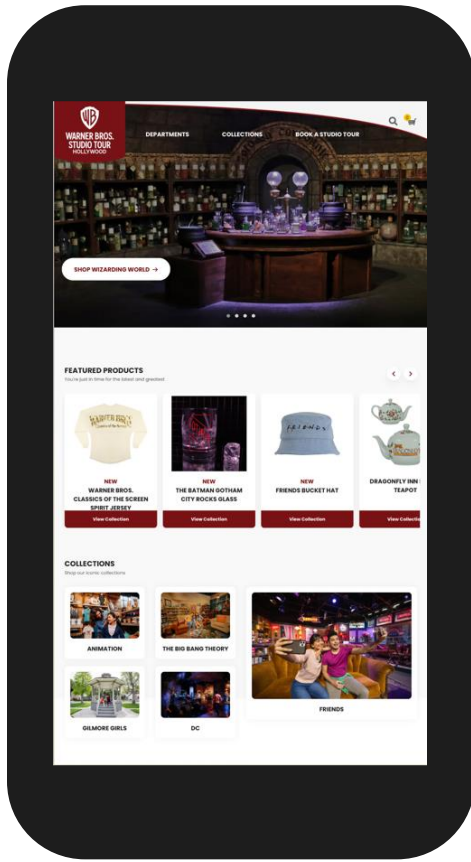
PRIVACY & COMPLIANCE – COMING SOON PAGE US AND UK

Questions:
1. Shall we change the company name from Warner Media to Warner Bros. Discovery ?
2. Stakeholders are WB Home Entertainment, Wizarding World and Harry Potter Shop which will all be marketing campaign and CRM sources. They are all on the affiliates list https://www.warnermediaprivacy.com/policycenter/b2c/affiliateslist/.
   - Do we still need to list them out individually in the sign up?
   - Seeing that WWD is a joint-venture, do we also need to list their terms and privacy policy even though they are already listed in the affiliates list?
3. Shall we use the verbiage below with no checkbox for any user in US or UK? (see previous doc provided by Privacy and Compliance for reference).
4. What about children? Do we allow access to sign up? If so, do we add the children privacy policy? If so, where?

Links	URL
Privacy Policy	https://www.warnermediaprivacy.com/policycenter/b2c/WME/
Terms of Use	https://policies.warnerbros.com/terms/en-us/
Affiliates	https://www.warnermediaprivacy.com/policycenter/b2c/affiliateslist/
Children Privacy Policy	https://policies.warnerbros.com/privacy/children/
WWD Privacy Policy	https://www.wizardingworld.com/privacy
WWD Terms	https://www.wizardingworld.com/terms
WWD affiliates	https://my.wizardingworld.com/affiliates

By entering your email address, you agree to receive updates about the Elder Wand and news, ads and offers from Warner Bros. Discovery and its affiliates [link].

To withdraw your consent and to learn more about your rights and how to exercise them, see options available in the Privacy Policy [link].

Terms of Use [link], Privacy Policy [link]

WARNER BROS. DISCOVERY

PRIVACY & COMPLIANCE FLOW – COMING SOON

US or UK User

Goes to harrypottermagiccaster.com

Customer can come from CRM, social, search, WWD, HP Shop, HE sites, WBIE sites, Studio Tours URL and IRL - QR code

Non-US/Non-UK

Teaser page only
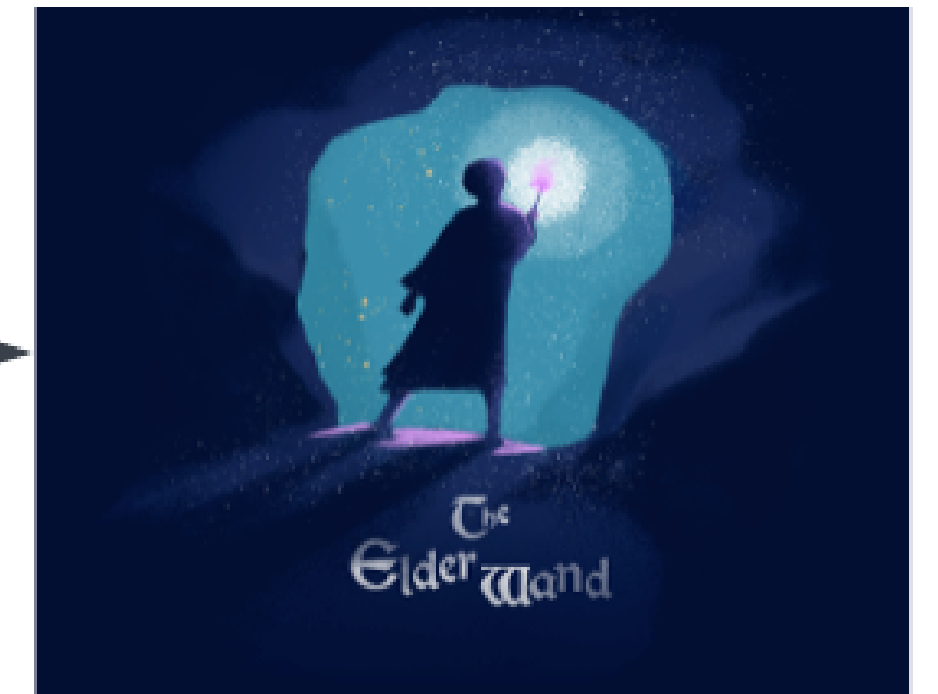
PRIVACY & COMPLIANCE FLOW – PRE-ORDER WINDOW

Transactional Email

User goes to Harry Potter Shop

Harry Potter Shop

Danielle Nicole Handbags

Harry Potter Shop

Shopify Checkout

 Pay

Pre-order

You might also be interested in

Harry Potter Shop

Receipt Confirmation

Thank you for your purchase!
Your order number is #12345

You might also be interested in
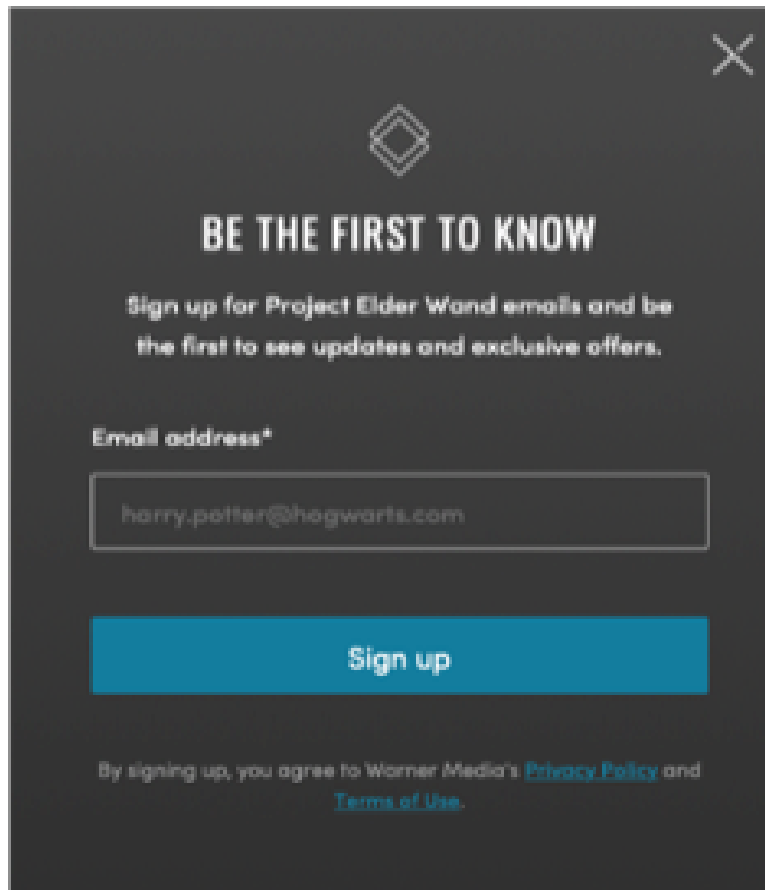
From our Harry Potter Shop

Email - Harry Potter Shop

From: order@harrypottermagiccaster.com
To: user@gmail.com

Hello,
Thank you for ordering your magic caster!

Receipt Confirmation

Thank you for your purchase!
Your order number is #12345

You might also be interested in

From our Harry Potter Shop

All Sales made by WB Home Entertainment

Questions, check out our Help Center.

if on HP Shop

If customer is on OS/iOS browser, Apple Pay will be available for checkout. If on Android or Chrome, Google Pay will be available.

Since Magic Caster Wand in the US will be on a different shop platform, Harry Potter Shop US merchandise upsell will be promoted at receipt confirmation page and email.

PP Compliance Question: If user abandons page, can we retarget even though they did not register /opt-in yet ? Would this fall under transactional and is exempt from marketing opt-in?

If user abandons cart and is opted-out, can we still retarget? Would this fall under transactional and is exempt from marketing opt-in?

just when user is logged in and mktg opted-in

Transactional Email

Goes to harrypottermagiccaster.com

Customer can come from CRM, social, search, WWD, HP Shop, HE sites, WBIE sites, Studio Tours URL and IRL - QR code

Harry Potter Magic Caster

Pre-order now

Harry Potter Magic Caster

Sign Up/Sign In

email

continue

By clicking a Continue with button above, I accept the Terms of Use and I acknowledge that I have read and understand the Privacy Policy.

user exists

Harry Potter Magic Caster

Sign in

user@gmail.com

password

sign in

user does not exist

Harry Potter Magic Caster

Sign in

user@gmail.com

first name

last name

password

sign up

By clicking Sign Up! button above, I accept the Terms of Use and I acknowledge that I have read I have read and understand the Privacy Policy.

Harry Potter Magic Caster

Verify Email

Check your email to confirm it's you!

Email - Harry Potter Magic Caster

From: updates@harrypottermagiccaster.com
To: user@gmail.com

Hello,
You recently signed up for Harry Potter Magic Caster Wand. Please verify your email.

verify email

Harry Potter Magic Caster

Stripe Checkout

 Pay

Pre-order

Harry Potter Magic Caster

Receipt Confirmation

Thank you for your purchase!
Your order number is #12345

You might also be interested in

From our Harry Potter Shop

Email - Harry Potter Magic Caster

From: order@harrypottermagiccaster.com
To: user@gmail.com

Hello,
Thank you for ordering your magic caster!

Receipt Confirmation

Thank you for your purchase!
Your order number is #12345

You might also be interested in

From our Harry Potter Shop

All Sales made by WB Home Entertainment

Questions, check out our Help Center.

Since not on HP Shop, for best customer experience, no links to HP Shop until Elder Wand purchase is completed.

Use WWD user database. If WWD account exist, UI will show password entry field for log in. If email does not exist, UI will show registration info request.

PP Compliance Question: If user abandons page, can we retarget even though they did not register /opt-in yet ? Would this fall under transactional and is exempt from marketing opt-in?

If customer is on OS/iOS browser, Apple Pay will be available for checkout. If on Android or Chrome, Google Pay will be available.

If user abandons cart and is opted-out, can we still retarget? Would this fall under transactional and is exempt from marketing opt-in?

Since Magic Caster Wand in the US will be on a different shop platform, Harry Potter Shop US merchandise upsell will be promoted at receipt confirmation page and email.