



# Marketing Strategies in Television and Their Implementation in New Productions.

A presentation by Rachel Kubick

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**How does a TV show go from conceptualization to production?**

**What is the most effective way to market a TV show to network executives?**



# Methodology - Project Overview

- **Why do TV pilots fail?**
  - Too risky (*Heat Vision and Jack*)
  - Ahead of their time (*Lookwell*)
  - Works better as a movie (*Justice League of America*)
- **What types of shows do people want to watch?**
  - Rewatchable
  - Engaging dialogue
  - Drama/comedy
- **How can I write an engaging pilot episode?**
  - Fast-paced
  - Introduce main characters and their background
  - Build connection with audience
- **What materials do you bring to a pitch?**
  - Completed pilot episode
  - Pitch packet
  - Something exciting!

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# Matthew Hobin

- Works on non-scripted, reality shows
- “Tell your truth”
  - Certain stories deserve to be told
- Partially remove yourself from the story
  - Remain objective




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## Jeanette Jolley

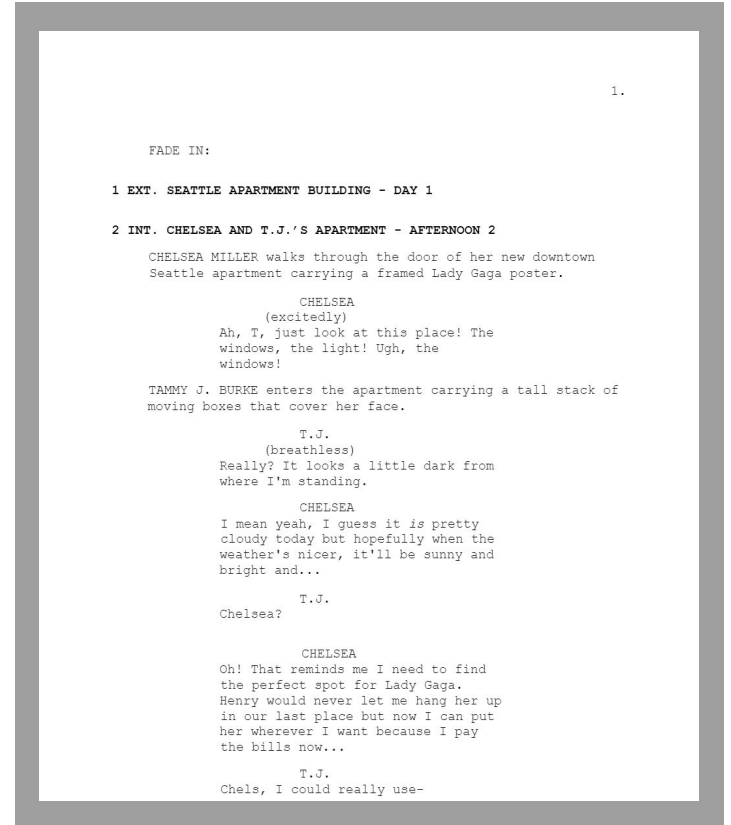
- Contents of a pitch packet
  - Eye-catching cover page, show overview, character descriptions, detailed summary of series
- “The less the network has to think, the more likely they are to pay attention.”
- “Make it a vision.”





# Methodology - Justification

- Putting ideas into action
  - 30-40 minute sitcom
  - Character development, important themes, structure of an episode, etc.
  - Gain experience with scriptwriting software (StudioBinder)
- Goal is to emulate a real-life pitch to a network or agency
  - Pilot script and pitch packet





## Methodology - Interdisciplinary

### 1. Media Production

- Pilot episode

### 2. Marketing

- Pitch packet

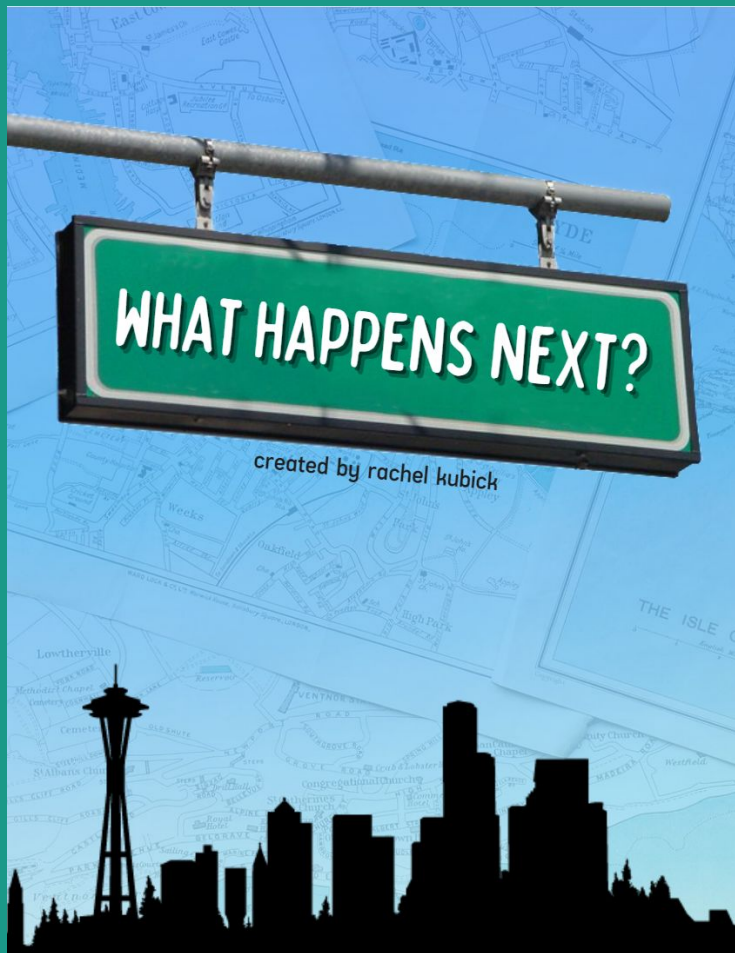
- Both assets are necessary to pitch a television show
- Utilizing both sides of the project is beneficial in a pitch meeting
- Understanding one piece of content is helpful when constructing the other



# Conclusions

- **Pilot episode**
  - Upbeat and entertaining
  - Integral blend of nostalgic and modern elements
  - Makes the show feel comfortable to new viewers while also presenting something new and exciting
- **Pitch packet**
  - Themed after a menu
  - Unique and acts as a visual mood board
  - Includes all necessary elements needed to fully grasp the show's concept and tone





# menu

One city.

Six adults.

An infinite amount of questions that all seem to start with...



## WHAT HAPPENS NEXT?



*What Happens Next?* is an original episodic show set in present day Seattle, Washington. It follows six adults as they navigate new environments, careers, and relationships. Despite their differences, they all find comfort in the fact that none of them really know what they're doing and they're all just figuring out life together.

This show takes much of its inspiration from well-known sitcoms like *Friends* and *New Girl*, while also retaining that fresh, upbeat feel that entrances so many young viewers today. In their own way, each character struggles with coming into their own and figuring out what their next step is. Tested by work, relationships, and each other, they learn that life is a series of surprises best approached with good friends (and a glass of champagne) by their side. With relatable characters, a dynamic plot, and unconventional thematic elements, *What Happens Next?* has the potential to be the next generation's comfort show.

# appetizers

## CHELSEA MILLER

As she navigates the suburbs of New Jersey, our former party girl makes it her mission to charm the pants off everyone she meets. That is of course, until she meets tech millionaire, Henry Gossamer. Retiring her club heels for an engagement ring, Chelsea spends her days crafting around the house and preparing for her role as the doting housewife. After discovering her fiancé's infidelity, she books a one-way flight to Seattle to accompany her high school best friend, T.J. and embark on the next chapter of her life. Fresh out of a 6-year relationship with no job lined up and an untouched Psychology degree in hand, Chelsea struggles to reinvent herself in the big city and discover who she is as a single woman in the 21st century.



## TAMMY J. BURKE

Tammy J. Burke, known colloquially by her friends as T.J., has finally landed her dream job in Seattle. Her new role in publishing is not without its challenges. T.J. struggles with proving herself to her superiors, finding time for a social life, and measuring her worth in other ways than her academic performances. She got the A's, she got the diploma, she got the dream job, now what? Her new fancy job will pay her bills and all, but T.J. is quickly realizing there is more to life than a good report card and a Christmas bonus.

## HARPER PENN

Harper Penn is the proud owner of Seattle's number one contemporary casual restaurant. Well, almost number one. As our series begins, Harper is putting the finishing touches on her still unnamed restaurant after spending nearly her entire life dreaming of opening her own establishment. She prides herself on always being one step ahead of everyone around her, and the culinary scene is no exception. Now that her childhood dream is realized, Harper battles with setting new goals in life and identifying additional passions to drive her forward.



## OLIVER PENN

High school outcast, college dropout, and now occupying the smaller bedroom in his twin sister's apartment, Oliver Penn has never really found his calling in life. Compared to the over-achieving, academically-excelling, ambitious Harper Penn, Oliver has always been painted as the wild child, the loose end, the outsider. While he has tried on more than one occasion to turn his passion for art into a career, he has yet to find a consistent way to provide for himself without relying on his sister's success to dig him out of the hole. With his entrepreneurial spirit and arsenal of spray paint, Oliver challenges himself to take a chance, bet on his skill set, and finally find a way out of his twin sized bed and into the spotlight.

## NOAH LANDERS

When he's not taking his girlfriend out for dinner or entertaining the trivial thoughts of her twin brother, you can find Noah Landers on top of the world - literally. Puffin Press left its mark on the Seattle skyline as one of the most prestigious publishing houses in the country, and now Noah has the reins to take it to the next level. Perfect job, perfect girlfriend, perfect life - he seems to have it all. But as Noah starts to check every last item off his bucket list, he soon realizes his goal-oriented mindset may have prevented him from truly enjoying adulthood and indulging in the simple pleasures that life once offered him. It takes a subtle nudge from his newest employee to realize success is measured by more than just his salary. After all, the higher he climbs, the farther he'll fall.



## MARCUS THORNE

"The student became the master." Marcus Thorne hears his exact quote at least once a week after winning Season 11 of the famous amateur baking show, Fake It Till You Bake It. He displays his trophy proudly after being crowned the youngest champion in the show's history at just 15 years old. After his win, Marcus has gone on to work in various kitchens and restaurants around the country before finally returning to his hometown to help his childhood friend open her new restaurant. Perfectionism runs deep through Marcus' veins. After growing up a child prodigy, he developed a persona of invincibility - no one can compete on his level, and for a while, no one has tried. But when life throws one too many curveballs in his direction, all Marcus can do is take a step back and come to terms with the fact that not everything goes according to plan. The best things in life often start off as accidents.



# entrées

## WHAT HAPPENS IN EPISODE ONE?

Chelsea Miller and Tammy J. Burke (T.J.) are the newest Seattle residents. As T.J. has a chaotic start to her new job at Puffin Press, Chelsea spends time unpacking boxes in their new apartment and trying to make it feel like home. Her main priority is finding the perfect spot for her Lady Gaga poster that her ex always made her hide. Meanwhile, just next door, Oliver Penn puts the finishing touches on his latest commission piece for the new restaurant opening downtown. This still unnamed restaurant is owned and operated by Oliver's twin sister, Harper Penn. A childhood dream come to life for Harper. After tonight's romantic dinner with her boyfriend, Noah Landers, it will officially open in one week with the help of master chef, Marcus Thorne. That is, of course, if she's able to name it before then.



Throughout the episode, Marcus works in the restaurant's kitchen to finalize a new dinner roll recipe he has been working on for the past few weeks. He plans to serve it during Harper and Noah's dinner date to get her final approval if only the stove would stop catching on fire. Across town, T.J. starts her first day at Puffin Press and gets off to a rough start. Despite her best efforts to land this job in the first place, she still finds herself organizing filing cabinets and doing much of the grunt work. After finding the courage to stand up for herself, she manages to secure an invite to the last meeting of the day, hoping to make an impression on her fellow colleagues. In the meantime, Chelsea is making an impression of her own. After Oliver offers to help her move in, the pair discover they have a lot more in common than they originally thought.



Harper and Marcus are finally able to get the restaurant ready for dinner, and just in time. Noah arrives shortly after leaving work, excited for Harper and the future of her restaurant and also for T.J. and her future at Puffin Press. While she attended the meeting, she was expected to quietly observe and take notes, but instead she couldn't help but offer up her own opinions. Even after publicly disagreeing with Noah and causing a minor skirmish in the office, he is still hopeful that she will make a large impact on the company and continue to propel them forward.



Oliver is also present at the restaurant, proudly displaying his finished art piece and then assisting Marcus in the kitchen. In all the day's chaos, Marcus realizes the rolls were taken out with the trash and he had to completely start from scratch. The pair frantically work to replicate his recipe, but they're missing one crucial step. After the stove catches fire yet again, Marcus realizes this inconvenience was actually the final step in his perfect dinner roll recipe. He serves them to Harper and Noah and excitedly waits for their feedback.



As T.J. finishes her first day of work, Chelsea invites her to a celebratory dinner at the new restaurant Oliver told her about. Before they know it, Chelsea and T.J. walk right into the middle of Harper and Noah's date. The group has a moment of shock realizing they all know each other in different ways and are distracted enough to overlook the stove smoking out the kitchen in the back. After the initial panic, the fire department is able to dispense the issue, later suggesting that Harper looks into getting a new stove. And with that, Harper may have just found the name of her new restaurant - Stop Drop and Roll, drawing inspiration from the recent fire and Marcus rolls that started it all. They all decide to retire to Chelsea and T.J.'s apartment for the night, enjoying the simple luxuries of frozen pizza after their dinner plans come to a screeching halt. Chelsea finally finds the perfect spot for her Lady Gaga poster and smiles at the new group of friends she made in the big city. Maybe everything will be okay after all.



# desserts

## WHAT HAPPENS IN SEASON ONE?



Throughout this first season, we learn more about our six main characters and their dynamic with each other. As their friendships begin to grow and develop, they also come to realize they're not completely satisfied with the current state of their lives. The events of season one will spark changes in their various relationships, careers, and lifestyles.



Henry Gossamer, Chelsea's ex fiancé, is introduced. He shows up on her doorstep one day, apologizes for cheating, and plans to win her back. She later finds out he only flew to Seattle because the other woman left him. This episode will reveal more about their past relationship and introduce a character who will occasionally show up in future episodes.



Along with Henry, other side characters will be introduced to keep the show fresh and upbeat. Most notably, we will meet Harper and Oliver's parents who come around quite a bit. They are local to the Seattle area and own a large penthouse in a nearby building. They hold their children to extremely high standards and drop in every once in a while to test their limits and push them in one way or another.



Marcus' older sister, Talia also stops by on occasion. She ends up moving in with Marcus for a short period of time while her show is in town. She is part of an off-Broadway musical troupe that tours the northwest part of America. Her recurrence in the show will be based on audience perception.



In addition to new characters, we will also see our core group of six test out new occupations and roles in the workplace. Harper struggles to get Stop Drop and Rolls off its feet, and combats with a local restaurant across the street who attempts to drive away their business. She finds that owning a restaurant is not as simple as she thought, and she may need extra help from Marcus and Oliver in order to get it off the ground.



Noah and T.J. also deal with their own struggles at work. Noah runs himself mad trying to get preparations in order for the new books Puffin Press is publishing, while T.J. continues to fight for an adequate seat at the table. The season ends with T.J. getting a new promotion at work where she would work directly with Noah to plan publishing-related events.

# drinks

## WHAT HAPPENS AFTER SEASON ONE?

Noah will eventually quit his position at Puffin Press and it will be passed on to T.J. Noah decides to publish a fiction book and works through T.J. at Puffin Press to write it. He struggles with relinquishing control but eventually publishes his story and forms a romantic attachment to T.J. in the process. His split with Harper came well before these events occur, but the trio still struggles with their new dynamic after Noah and T.J. start to get serious.



Harper's restaurant becomes one of the best-reviewed spots in downtown Seattle and also a frequent hangout spot for the group. Stop Drop and Rolls goes through a variety of changes over the course of the series. Marcus eventually leaves his position as chef and looks into pursuing other passions. During this time, he forms a romantic connection with Oliver, and later decides to give his own cooking lessons to younger kids. He opens up his own business where he is able to impart his knowledge on young chefs that were once in the same position he was.



Oliver decides to pour all of his savings into purchasing the newly opened space next to Stop Drop and Rolls. He decides to make it a bar themed around his own art, but also pieces from local artists in the community, calling it The Garage. The endeavor initially causes a rift between Harper and Oliver as they compete for business, but the twins later decide to work together, combining their two establishments, and creating the perfect space for patrons to enjoy a nice dinner and then end their night with a signature cocktail.



Chelsea finds it difficult to settle down with a career. After her unsuccessful attempts of working at Harper's restaurant, she debates going back to school to get her Master's degree, but feels she isn't staying true to herself and only pursuing that option because she knows she will have a career at the end of it. She casually has an open conversation about this with Oliver while he is recording his new podcast, and the episode blows up overnight. From then on, the duo are able to make a career out of talking about their life. Oliver still owns and manages The Garage so Chelsea takes care of editing their podcast episodes and promoting them to their audience.



The series finale ends with all six friends sitting in the recording studio, casually recounting the past few years that they have all been friends. It's implied that the narration in each episode is a different character chronicling their journey and the series is a more detailed version of Chelsea and Oliver's podcast.



Throughout the tumultuous events of the series, this group of friends explores the ups and downs of adulthood, eventually realizing life is not so much about the final destination, but the journey that gets you there. What happens next might be scary and unfamiliar, but isn't that the exciting part?

## CONTACT

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## Conclusions (cont.)

- The information studied in this project can be used to craft new television shows in the future
- Highlights the important and necessary attributes to prepare for a pitch meeting for future creatives looking to write their own shows
- More prepared to showcase their unique vision to network executives all on their own.



## Strengths

- Thoroughly developed all materials needed for a pitch meeting
- Conducted copious research on market trends and popular themes in television
- Show concept was well-thought-out, creative, and engaging

## Limitations

- Materials were not taken to a pitch meeting
- Trends may change before show begins production
- Larger team of supporters needed for a more impactful pitch

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