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THE MARKETING COACH

A Television Show Concept by: Mike Shubic

CONCEPT:

Reality based TV show wrapped around businesses that are struggling but have a good product or service, however they've never embraced the importance or fundamentals of marketing. This concept is similar to the show, "Kitchen Nightmares," where host chef Gordon Ramsay takes a struggling restaurant and turns it around by making over the menu, service and decor, but for marketing. *The Marketing Coach* would take elements from "Extreme Home Makeover," "The Apprentice" and "Kitchen Nightmares" to make a compelling program that would propel a struggling company to new levels.

This concept is a win-win-win idea as you'll see by reading below.

APPROACH:

The show could profile one company over a series of episodes or a season. Or, each episode could profile a new company entirely, which may make it more entertaining, but more expensive to produce.

A marketing team ensemble (strategist, marketer, researcher, graphic designer, web developer, online marketer, P/R person, etc.) would go into a company and makeover a struggling company's marketing efforts. The company would receive a brand makeover, new website, collateral materials and all other necessary marketing tools needed to reach the next level of success.

The end of the show would highlight the changes made and the overall progress to date. Follow-up segments would be available online so people could follow long-term progress. Additionally, a DVD series could be produced and used as a marketing training/educational series where it could have a life of its own in the corporate world.

WINNERS:

One of the many great things about this TV show concept is that it's not just a show for entertainment purposes, but it would actually help everyone involved. For example, the Network would have a compelling show with built-in sponsors/advertisers to monetize from. The integrated sponsors would get amazing exposure to a niche and targeted market. The "marketing team" would have built-in jobs and an increased demand

for their services. The business owner would get a revamped marketing campaign and corporate image in which to increase sales from, not to mention the national exposure for their product/services—which in turn would allow them to expand their business, thus increasing the need for more employees, thus increasing the bottom line and contributing more to the tax base. It's an all around win-win-win program concept.

SELECTION PROCESS:

We would send out press releases seeking companies for a (maybe free, TBD) marketing makeover to be profiled on national TV. The company must have a compelling product/service and be willing to change all of their marketing materials and efforts from mediocre to professional. The marketing team would select companies who have interesting products/service in which they could have the biggest impact—while at the same time making a compelling show to watch.

POSSIBLE INTEGRATED SPONSORS:

Printing/Delivery...Fed-Ex/Kinko's, UPS, etc.
Office Supply...OfficeMax, Office Depot, Staples, etc.
Publishers...McGraw Hill, WSJ, Business Week, Entrepreneur, FSB, etc.
Internet ...Google, Yahoo, MSN/Live, GoDaddy, etc.
Software/Hardware...Apple, Adobe, Microsoft, SUN,
Communications... AT&T, Nextel, Sprint, Verizon, T Mobile, Skype, etc.
Computer...Apple, Dell, HP, Gateway, etc.

POSSIBLE SHOW NAMES:

The Marketing Coach
Your Marketing Coach
Marketing Makeover
Makeover Marketing
Marketing America

CONCLUSION:

This is the high-level overview...for more details; please contact Mike Shubic, the creator.