

**Objective : We're trying to rebrand and restructure MTV in order to break out of the current demographic. Make it more "classy"**

**Target: We want to target the same age group and demographic but appeal to a higher standard of television viewers.**

**What is the single most persuasive idea that we can convey: "Bring the music back"**

**Why should they believe it: That was the foundation of their success and how they got started. They should go back to their roots where it all started. They're losing advertisers.**

**Execution: Phase in music video slowly and move all the current reality programming to MTV2. Bring back staple shows of the past such as Total Request Live (TRL) and music video mornings.**

**Music streaming is a big hit now so they should go the route of on demand music video streaming.**



WE'RE BRINGING THE MUSIC BACK