

THE BLUES
Creative Brief Draft
5/19/2003

What assignment are we talking about? (Project description and overview.)

Plan a tune-in campaign for the seven-part series THE BLUES, airing every night from 9-11 p.m. starting September 28. The centerpiece of THE BLUES is a series of seven films, each by an acclaimed director with a passion for the music. The directors include Martin Scorsese, Charles Burnett, Clint Eastwood, Mike Figgis, Marc Levin, Richard Pearce, and Wim Wenders. The cinematic approach of the series is personal and impressionistic, allowing these directors, who all share a love for the blues, to pursue their own fiercely independent visions of how to capture the spirit of the music on film.

Marketing Objective

- Achieve ratings from 2.8 (WGBH projection) to a 3.1 (Sponsorship projection)
- Reinvigorate the PBS brand**
- Develop promotion strategies that attract active, engaged citizens

Who are we trying to connect with?

Psychographic:

These active, engaged citizens love music (including the blues). Their standards are high, and they like to spend their leisure time doing things they consider substantive and worthwhile. And, for them, that means getting out to concerts, performances and music festivals at higher-than-average rates. It also means playing instruments and listening to music -- nearly 75% of them buy at least 10 new CDs each year. In addition to being music fans, they are optimistic, confident and connected in their communities. Authenticity resonates with them, and they're highly involved in social and cultural interests.

Demographic:

- Adults 35-54; no gender skew
- \$54k+ household income
- 4+ years of college.
- Geographic spikes in Southeast, Pacific, West, Central and Mid-Atlantic regions

What do they think/feel now?

What exactly am I in for with The Blues? Is it a documentary like the JAZZ show I saw? That show was pretty interesting, but I don't really want to sit down for 7 nights in a row of a lecture on the history of blues music. I'm looking for something more entertaining than that; and besides, isn't the blues all about sadness and heartache and hurt? Who wants to see all that? I am a big music fan, but I'm no blues expert (in fact, I'm not even certain I know exactly what it is); so maybe this isn't really for me.

What's the key idea? (Why should the target tune-in?)

Blues music is the root of all music (relevance)

THE BLUES is an authentic musical journey (benefit)

What do we want them to think/feel? (Single-minded message.)

I cannot miss this series -- I want to be a part of it. The show is imbued with all the true emotion that is the essence of the blues music I enjoy 51; it57;s real, true, authentic. THE BLUES is for me 51; I feel personally connected to it. Every night offers me something different, and I57;m free to explore it all. I know I57;ll discover parts to the blues I never knew about, and I57;m excited to hear some of the great music.

Why should they believe? (The proof.)

- The Blues is true to blues music57;s authentic roots and the integrity of the musicians
- THE BLUES presents personal experiences with the music from many authentic voices and perspectives.
- The Blues was created by a world-class team, including Executive Producer, Martin Scorsese. They all have a passion for and a personal connection with blues music.
- PBS is a trusted brand and has a history of offering high-quality music-related programming (like Ken Burns57; JAZZ). The logo brings the expectation of quality (It also brings the expectation of stiff, educational history and fundraising drives).

Tone

Authentic, relevant, contemporary, passionate, gritty

Executional Considerations

- It's all about the music for our target-it should always be prominent.
- Everyone experiences the blues differently
 - allow the audience to engage with the series in their own, unique and emotional way.
 - reflect the mix of history and performance that the films offer.
 - include the variety of perspectives, topics, voices, etc (esp. race and sex)
- The seven nights are all unique and could appeal to people differently
 - promote sampling across all 7 nights.
- Blues music comes from African American roots
 - appropriate inclusion should avoid stereotypes or generalizations.

Mandatory Elements

- Program day, time, location
- Specific station locator vs. 60;PBS station61; whenever possible
- PBS and The Blues logos
- URL on pbs.org

- Underwriter mentions (including VW) as appropriate
- On-air spots must have sufficient tag time for co-branded logo resolves

** Reinvigorate the PBS brand: All promotion for primetime programming should work toward a branding goal, while driving tune-in. We need to change perceptions of the PBS brand to become more relevant to our core and targeted audiences, focusing on consumers most likely to become loyal viewers and members of their PBS station. We chose our program priorities with this goal in mind, allowing the cumulative effect of our promotion campaigns to help us rebrand.