



**COMEDY CENTRAL
STARBURST**

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ABOUT COMEDY CENTRAL

The Comedy Central brand, a subsidiary of Viacom, is a comedy cable channel that targets Millennials. Our staple programs are a bit edgy, they include Tosh.O, Broad City, Workaholics, Inside Amy Schumer.

Comedy Central viewer demographics:

- 35.7% have 4+ years college
- 16.3% white collar, professional, managers
- Have a median household income of \$79,093
- 55.8% own their own home
- 59.8% Male, 40.2% Female
- 69.6% 18-49
- 58.3% 25-54

Source: Scarborough Research, Mar'12-Feb'13, New York DMA. Base: Adults 18+



ABOUT STARBURST

New Product: Starburst Fruity Slushies

A range of various flavors including:

- Original, FaveREDS, Tropical, Superfruit
- Fruit Chews, GummiBursts, JellyBeans, Minis, Candy Corn

Past Advertising:

- “Unexplainable Juicy” Campaign
- Humorous advertising campaigns
- <http://starburst.com/#/videos>



MARKETING OBJECTIVE

To expand Starburst's presence among Millennials by promoting the Starburst Fruity Slushies on Comedy Central. Positioning Starbursts campaign around and intertwined with the Comedy Central Roast 2016.



COMEDY CENTRAL ROAST SERIES

The Comedy Central Roast 2015 of Justin Bieber was watched by millions, and this years roast is expected to be just as successful.

Stats:

- YouTube streams: 9.2 million
- Facebook streams: 5.3 million
- Comedy Central website show stars: 6.1 million
- Snapchat streams: 3 million
- Linear television: 7 million



THE IDEA

Comedy Central will be premiering the 2016 Roast in the third quarter. During the Roast we will have Amy Schumer in the audience drinking slushies and then spill it all over herself. That is when Daniel Tosh, dressed in starburst, will jump in and poke fun at the situation. He will pull out his Starburst Fruity Slushies. He will make the point that Schumer should have been eating them as well, just like a few guests from his show that are beside him.

<http://tosh.cc.com/blog/2011/04/20/starburst-wrapper-prom-dress-somehow-more-embarrassing-than-your-prom-dress>

<http://tosh.cc.com/blog/2013/09/25/fighting-starburst-looks-tough>



MARKETING RATIONALE

This ad spot will be humorous which is what the Starburst and Comedy Central brands like to feature. This program will work because Amy Schumer a powerful voice for Millennials and for the Comedy Central brand, as if Daniel Tosh. Tosh has an attitude that could persuade our audience to try the brand new Starburst Fruity Slushies. This spot will be memorable to the audience because of the interaction between Tosh and Schumer, thus relating it to the Starburst brand. This will make the viewers remember Starburst the next time they are at the store.

Similar Examples: There have been similar advertisements promoting Trojan at the Viacom - MTV VMA's with celebrities that gained Trojan large ROI.

<https://www.youtube.com/watch?v=1wMk3XStbFM>



CONCLUSION

Thank you!

Questions? Concerns?

Next Steps?

