



**THE**  
**BIGGEST LOSER**

EndemolShine  
NorthAmerica

usa





# FRANCHISE INSIGHTS

# THE **BIGGEST** LOSER

- Loyal Audience
- First Class Partnerships
- Highly Engaged Social Community
- Unlimited Press Extensions
- Marketing Machine

## FRANCHISE SNAPSHOT



# THE **BIGGEST** LOSER

- Famous long running unscripted franchise
- Loyal, engaged & dedicated audience
- 200M+ viewers over 17 seasons
- 30M viewers during S17
- Desirable younger, upscale/highly educated & female audience
- Improved time period on Thursday nights

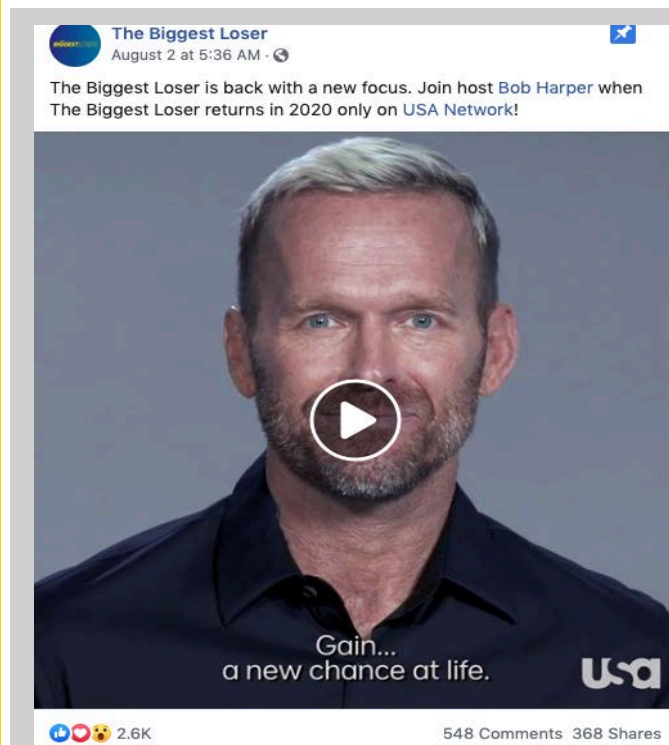
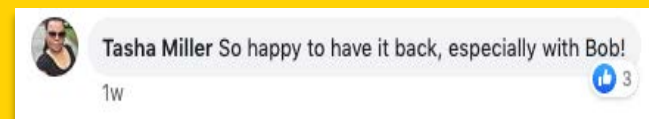
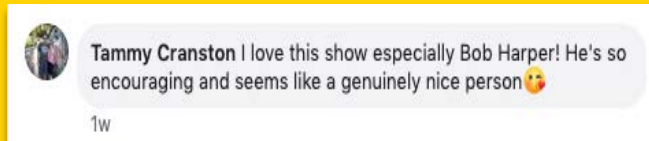
## VIEWER HIGHLIGHTS



# THE BIGGEST LOSER

- 2.78M followers (Facebook, Twitter, Instagram, Pinterest and YouTube)
- Bob Harper has 2.36M followers (Facebook, Twitter, Instagram)
- Social sentiment is overwhelmingly positive
- Social audience skews female
- Has an emerging young male audience, specifically on YouTube

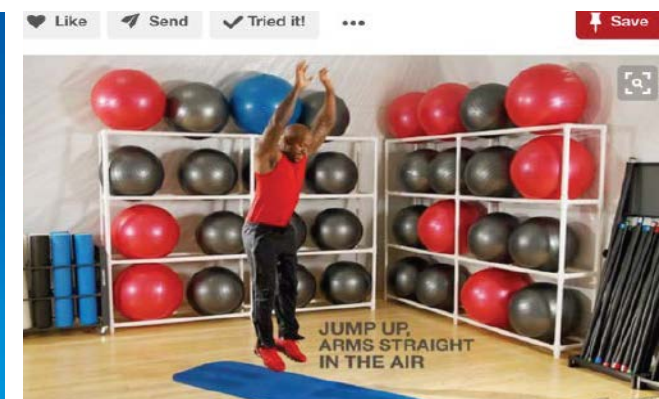
## SOCIAL & DIGITAL



# THE BIGGEST LOSER

- First of its kind Pinterest partnership
- Weekly Google Hangouts with superfans and show talent
- 360-degree video booth
- Engaging fitness & nutrition content (shareable graphics, video pieces)

## SOCIAL & DIGITAL





# LAUCH & SUSTAIN CONCEPTS

# THE **BIGGEST** LOSER

## BIGGEST LOSER BOOTCAMP

- Biggest Loser Bootcamp Basics
  - Premiere Event
  - Bob & Trainers Teach Basic Fitness
  - Highlight #NSV
  - 'How To' Workout Basics on Monitors
  - 'Boot Camp' [Cooling Towel](#)
- Press Opp

## POP UP WORK OUT

- Mall/Public Areas
  - Westfield or Simon Malls
  - America's BIGGEST New Years Day Work Out!
    - Guinness World Record

## EXPERIENTIAL



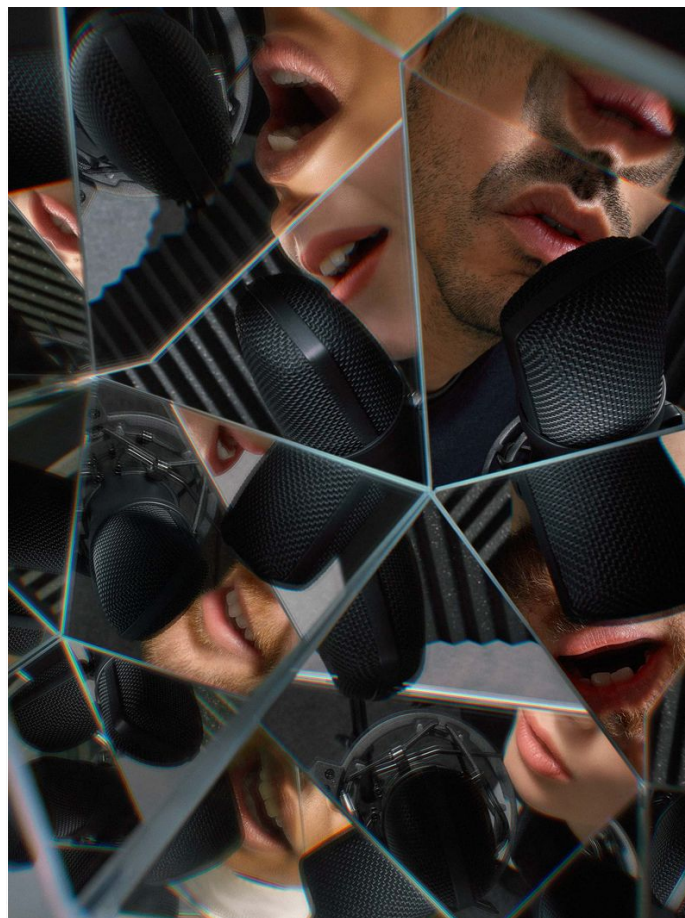


# THE **BIGGEST LOSER**

## BIGGEST LOSER PODCAST

- More Personalized & Immersive Experience
- Viewers Emotionally Connect
  - Weekly Episodes (Bob Harper)
  - Contestants & Field Experts
  - Push to ancillary digital content
- Potentials:
  - Spotify Partnership
  - Monetization

MARKETING/DIGITAL/SOCIAL



# THE **BIGGEST LOSER**

## STEP UP WITH BIGGEST LOSER

- Stunt in Major Cities
  - Penn Station, Universal Studios, Chicago's Grant Park
- Shareable/Buzz-worthy moments
- Reminders to STEP in a new direction
- Press Opp
  - Bob/Trainers congratulate 'step takers'
  - Brand Ambassadors, Branded Premium Reward

OOH

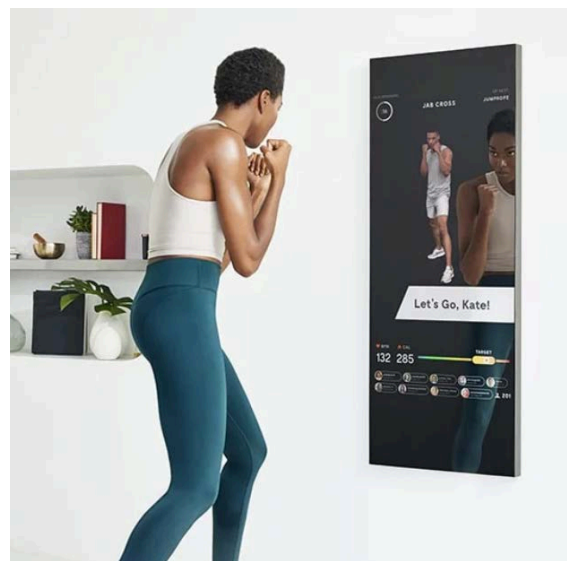


# THE **BIGGEST** LOSER

## BIGGEST LOSER-ON-THE-GO

- Target: Metro Areas
- Digital billboards or [Mirror Home Gym](#)
- High traffic areas: bus shelters, subways, airports
- How-To's On-the Go
- QR Code: Scan to Unlock a Workout

OOH



# THE **BIGGEST** LOSER

## THE BIGGEST ADVENTURE

- Partnership with [Tourism Santa Fe](#) for a trip to NM & BL set visit
- Winner could be from an Experiential competition
- Tap into their promotional assets
  - Newsletter
  - Social handles
  - Website
  - Possible cross-promotion on TripAdvisor

## PARTNERSHIPS



# THE **BIGGEST LOSER**

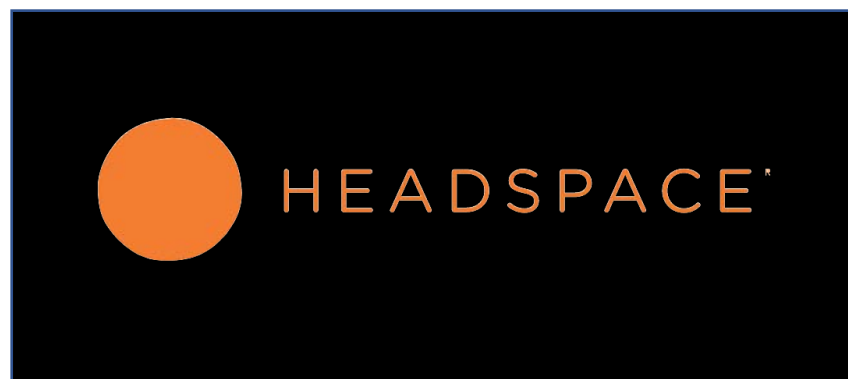
## HEADSPACE (Meditation)

- Biggest Loser Meditations
  - Best Breathing exercises pre/post workout
  - Meditate to Losing Weight

## TALKSPACE (Therapy)

- Talkspace Therapist help via branded video chat
  - What's Eating You?
  - Deal with Stress in Healthy Ways
  - Channeling Anxiety into Exercise

## PARTNERSHIPS



# THE BIGGEST LOSER

## PINTEREST PARTNERSHIP

### Exercised Based Content

- How-To Infographics using our trainers
- The Biggest Loser Weekly Workout Guide

### Food Based Content

- Meal Prep Infographics
- Healthy Swaps



## PARTNERSHIPS

### FULL BODY WORKOUT

<b>1 AROUND-THE-BODY PASS</b> 10 REPS	<b>2 BENT ROW</b> 10-12 REPS
<b>3 DEAD LIFT</b> 10-12 REPS	<b>4 FIGURE 8</b> 10 REPS
<b>5 HALF GET-UP</b> 5 REPS	<b>6 SWING</b> 15-20 REPS
<b>7 FRONT SQUATS</b> 10-15 REPS	<b>8 WINDMILL</b> 5-10 REPS

# THE **BIGGEST LOSER**

## DIGITAL/SOCIAL CONTENT

### FOCUS ON AFTERCARE

#### What Does “Aftercare” Really Mean? (Pre-Premiere)

- Video piece highlighting the resources available to contestants showing the importance of each piece of the plan

#### Healthy Homestyle Cooking (In Season)

- Video series where the trainers teach each contestant a revamped version of their favorite thing to make/eat at home using healthier substitutes



# THE **BIGGEST LOSER**

## GET TO KNOW THE BIGGEST LOSER

### Trainer Flavor (Pre-Premiere)

- Introduce the trainers via long and short form videos with workouts true to their unique styles and backgrounds

### Tour the Campus (Premiere)

- Highlight the new campus with a 360 degree tour hosted by Bob Harper and the trainers

### Trainers React (Evergreen)

- Record our trainers watching viral fitness fails, then ask them to give tips on how to do correct versions of these things

## DIGITAL/SOCIAL CONTENT





# THE **BIGGEST LOSER**

## DIGITAL/SOCIAL CONTENT

### SURVIVING THE HOLIDAYS

#### Holiday Tips (Pre-Premiere)

- Video series where Bob and the trainers provide advice and tips for making it through the holidays, football season & more

#### New Year's Resolutions (Pre-Premiere)

- Video piece showcasing Bob and the trainers' takes on New Year's resolutions: tips for making them realistic, attainable, and actually sticking to them!



# THE **BIGGEST** LOSER

## TRANSFORMATIONS

### Diary Cams (Premiere/In Season)

- On set contestant confessionals captured weekly or daily, eliminated contestants keep this up at home
- Roll out compilations of this footage timed to episodes

### Time-lapse Selfies (In Season)

- Contestants take a daily selfie while on campus and continue once sent home in order to create time-lapse videos for each to show their transformation

### Tips For a New You (In Season)

- Tied to the makeover episode, use the episode's special guests to create extended digital content like style tips for the new you, or dispelling myths about "what not to wear"

## DIGITAL/SOCIAL CONTENT



# THE **BIGGEST** LOSER

## DIGITAL/SOCIAL CONTENT

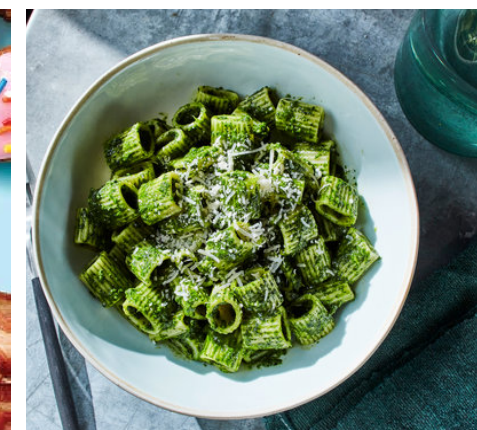
### FOOD FOCUS

#### Ingredients 5 Different Ways (Evergreen)

- Video series with our trainers giving five different ways to use the same healthy ingredient in different recipes
- Possible Tasty partnership

#### On a Budget (Evergreen)

- Video series where the trainers or Bob show how to create healthy, easy meals for \$10 or less, ideally using easily accessible pantry staples (like canned or frozen foods)
- Could also be translated into infographics/recipes for Pinterest



# THE **BIGGEST LOSER**

## FUN & GAMES

### Getting to Know You (Pre-Premiere)

- Introduce our new trainers with a series of fun, snappy games via social video!
  - Never Have I Ever
  - Heads Up
  - This or That

### Weekly Challenges (In Season)

- Via videos recorded with Bob and the trainers, issue a weekly challenge to help fans with their overall wellness. Reminder videos “check in” throughout the week
- Tie back to successful “commercial break workouts” done in the show’s original run

### Debunking Myths (Evergreen)

- Series of social quizzes debunking myths around wellness, using videos of Bob and the trainers posing questions and true/false statements, and the answers to them

## DIGITAL/SOCIAL CONTENT

FOOD EDITION

**THIS**

or

**THAT**

Sweet

Savoury

Pasta

Pizza

Gelato

Ice cream

Breakfast

Brunch

Donut

Bagel

# THE **BIGGEST** LOSER

## INSTRUCTION & INSPIRATION

### Trending Tags (Evergreen)

- Create quick :30-:60 videos with Bob and the trainers that play into popular hashtags like #LegDay, #NSV, #MeatlessMonday, #MondayMotivation

### Step By Step (Evergreen)

- Introduce the new trainers with step by step instructional social videos, focusing on basic exercises and stretches to do at any age
- These videos could also be integrated into workout-themed events, partnerships, etc.

*DIGITAL/SOCIAL CONTENT*

**MOTIVATION  
MONDAY**

**NSV**

(NON SCALE VICTORIES)

# THE BIGGEST LOSER

- ESNA's in-house PR team and outside PR agency will support launch and post-launch press efforts with network counterparts
- Secure National Consumer Press (Entertainment, Health)
  - Interviews with Bob Harper
  - Interviews with Trainers
  - Set Visits / Press Junkets
- Secure Local Press for Contestants
- Bringing experience and historic knowledge of past season publicity to overall communications strategy

## PRESS

