



EXTREME
MAKEOVER
HOME EDITION

EndemolShine
North America

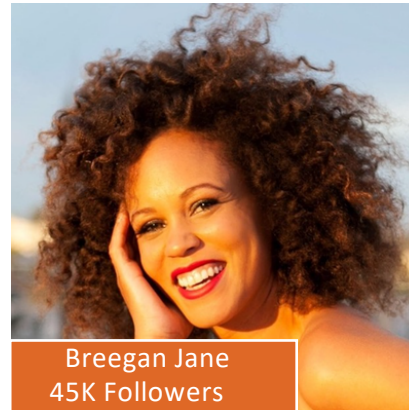


PREMIERE: Q1 2020

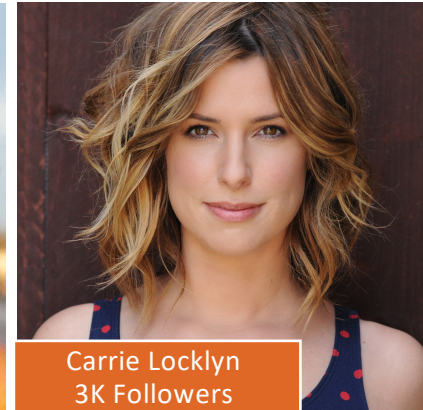
- 10 episodes
- HOST: Jesse Tyler Ferguson
- DESIGNERS:
 - Breegan Jane, Carrie Locklyn, Darren Keefe
- EMHE Socials:
 - 1.3M Facebook
 - 79K Twitter



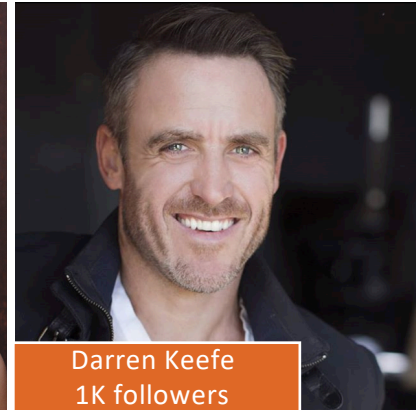
Jesse Tyler Ferguson
3.8M Followers



Breegan Jane
45K Followers



Carrie Locklyn
3K Followers



Darren Keefe
1K followers

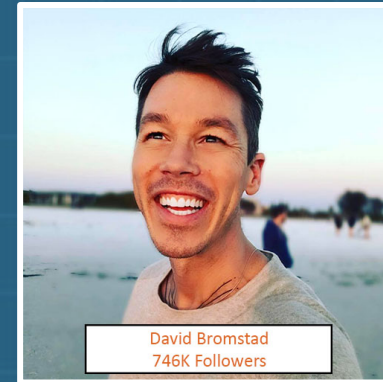
TALENT FOLLOWING

OVER 16.5M
followers!

CELEBRITY GUESTS



SPECIAL GUESTS





GUERRILLA MARKETING & STUNTING

Dressing Room Makeover

- Surprise Daytime Talent –i.e., Hoda & Jenna, Ellen or Kelly Clarkson
- Remodel Dressing, Makeup or Green Room
- Create additional stunt around remodeled room
 - Go EXTREME with Ellen
 - Dressing Room Makeover; Ellen then gifts deserving recipient with a Home Makeover
 - That's EXTREMELY Kelly
 - Kelly gives a single mom in audience a rightful Makeover



Extreme Shelters

- Bus Shelter Takeover in major markets
- Convert into homey respites during cold winter months
- Ultra customized to local markets and weather
- Press Opportunity



EM:HE Pop-Up

BUILD A HOUSE IN 48 HOURS!

- Take part in the EXTREME Pop Up
- High traffic area
- Rooms filled with designers' Tips & Takeaways
 - Build. Stroll. Learn.
 - Show-Inspired Design Solutions
- Nominate deserving family to win home furnishings
- Record timelapse of build for social



Extreme Bus Wrap

- Busses wrapped with EMHE creative
- Plot Jesse in metro areas w/bullhorn:
 - 'MOVE THAT BUS!'
- Invite Press & Commuters for special ride
- HGTV talent on bus
- Capture for Social share





PARTNERSHIPS

HGTV Magazine Sweepstakes

EXTREME Help Needed!

- Nominate a Deserving Family
- Grand Prize: WIN a Home/Room Makeover
 - Thematic tie to premiere episode
 - Ad Sales Opportunity
- Runner Up Winners: WIN Skype Session with designer of choice
 - Clip together interviews for social

EMHE National Holiday

- Premiere Day or First Day of Spring
- Makeover Your Home/Room in honor
- Social Push w/Giveaways



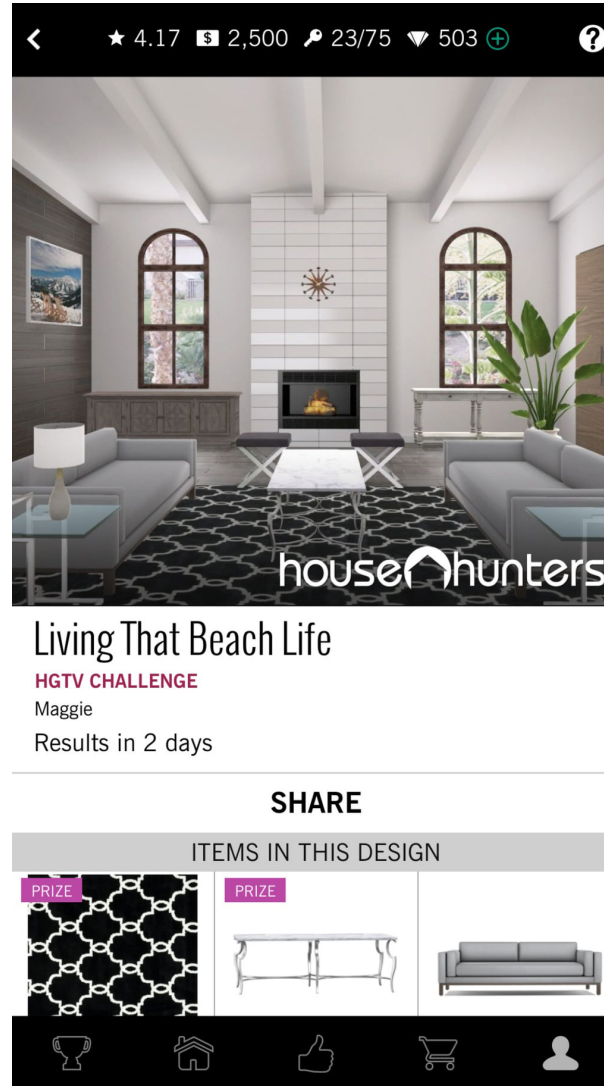
Design Home App

EMHE Challenge in Design Home

- 1M daily active users
- 5 Day Design Challenge: show inspired tasks
- App Push Notifications for Tune-In
- Brand Opportunity

Houzz App

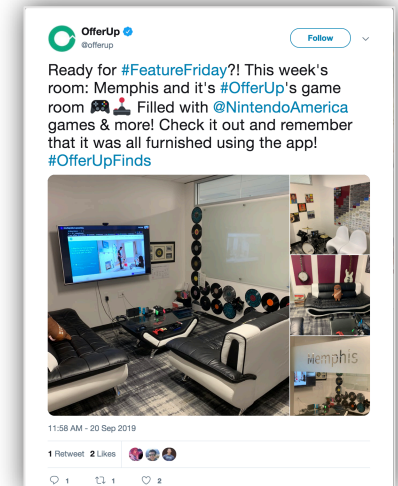
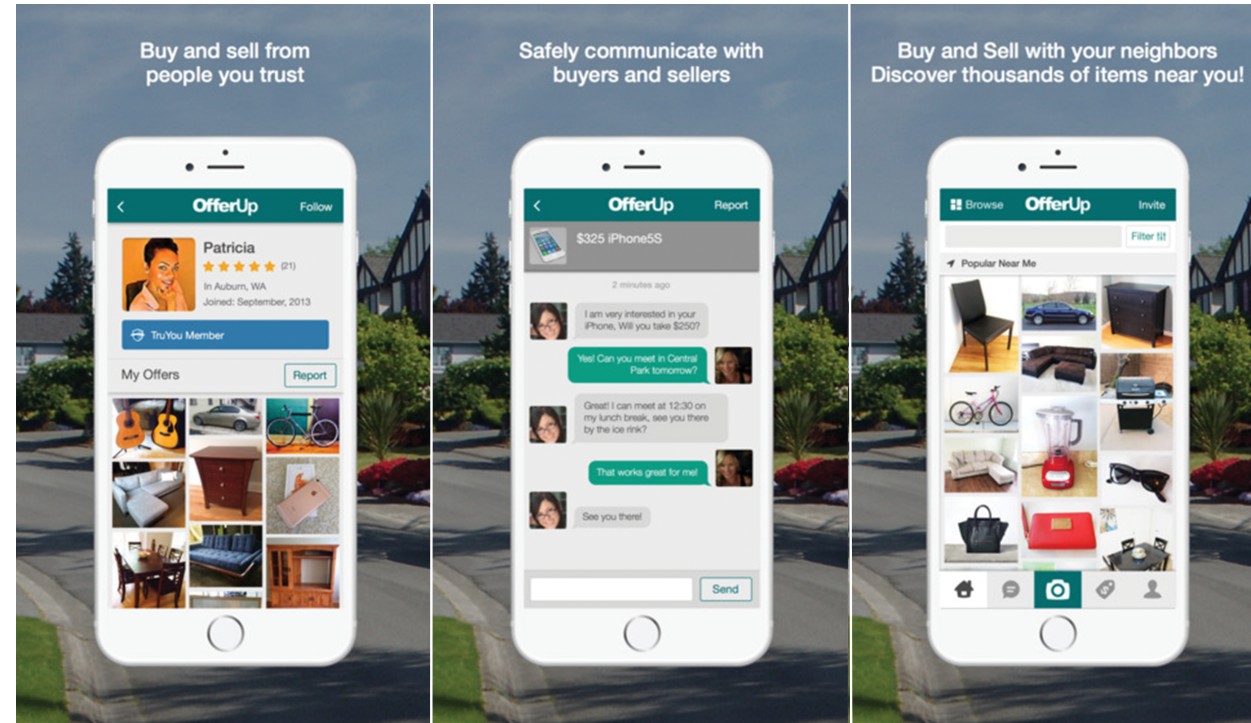
- 40M Users
- Episodic photos of interior home designs
 - Day After Air
 - Shop The Look option
- Editorial
- Video Content



OFFER UP

Buy. Sell. Simple.

- 44M U.S. users
- Largest mobile marketplace to buy and sell locally
- Service is akin to families featured in EMHE
- Your Own Extreme Makeover begins with...
 - Out with the Old; In with the New
- EMHE branded skin
- Series Premiere Promotion
 - In-app notification day of premiere
 - Offer Up social push



Buzzfeed Takeover

- Integrate legacy, new and custom content
- Listicles:
 - “Top 10 Cries on EMHE”
 - “10 GIFs to Remind You Humanity Exists”
- Quizzes:
 - “Design a Room and We’ll Tell You What City You’re From”
 - “Create Your Dream Home and We’ll Guess the Year You Were Born”
- Exclusive video content with Jesse, designers & BuzzFeed personalities
- Nifty videos inspired by show





DIGITAL & SOCIAL

Pinterest Hub

- Dedicated board on HGTV's account to serve as an EMHE hub on the platform
- Lists within the Board for specific families, projects and themes
- Content Ideas:
 - Designer :30 How To's
 - Custom video or cutdowns from midform
 - Graphics for tips on projects not included in midform
 - Photos of the best family reactions
 - Potentially including legacy content
 - Pins driving directly to sales for partners/integrations



HGTV

2,099,857 Followers • 175 Following • www.hgtv.com

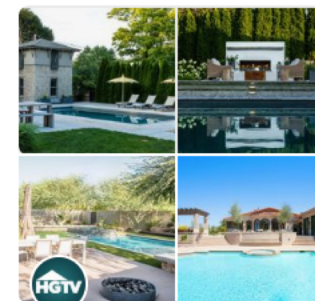
Discover home decorating ideas, DIY projects, crafts, party ideas and designs we love.

Follow

HGTV's best boards



Pet Projects
DIY Network • 93 Pins



Cool Pools from HGT...
HGTV • 97 Pins



School's Back in Sess...
ULIVE • 152 Pins



Jesse-Focused-Tactics

Premiere Facebook Watch Party

- Countdown to premiere with teaser clips, possibly legacy footage
- Designers and special guests could join in the fun!

Get to Know the Families IG Stories

- Jesse intros the families before their episodes air and says why he's inspired by them
- Cut together with photos, promo footage

Move That Bus Supercut

- Jesse yelling move that bus at city buses with hilarious results
- Could be a funny piece for Fallon or Corden near premiere



MOVE THAT BUS! For Good

FACEBOOK PREMIERE

- Host a FB Premiere where fans “Move that Bus” with every comment
- For each comment, HGTV donates \$1 to charity that fights homelessness i.e., National Alliance to End Homelessness (predetermined cap)
- When donation goal reached, bus moves off screen revealing something special

BUS SOCIAL COUNTDOWNS

- Bus moves to reveal premiere date, 1 week, 1 day...
- Features clips of talent and families after the reveal



#HGTVExtreme Twitter Thread

- Discovery brand play
- Twitter thread where different corporate/show accounts join in with something EXTREME, trying to one up each other
- Clips or GIFs of the most extreme shark attack, extreme renovations, etc.

NBC Entertainment @nbc
Here's the thing, we started out friends



10:00 AM · Sep 9, 2019 · Twitter Web App
2.3K Retweets 8.1K Likes

the office @theofficebc · Sep 9
Replying to @nbc
It was cool, but it was all pretend



2 116 1.9K

World of Dance @NBCWorldofDance · Sep 9
Yeah, yeah



2 57 930



Luke Cage @LukeCage · Aug 17, 2017
Enough talking. #DEFEND

The Defenders @TheDefenders · Aug 17, 2017
How many times are we gonna do this? #DEFEND



8 347 1.5K

Daredevil @Daredevil · Aug 17, 2017
You and Claire? Well, that's new.

14 192 748

Luke Cage @LukeCage · Aug 17, 2017
Nah bruh. You're just late.

22 179 761

Iron Fist @MarvellronFist · Aug 17, 2017
I wish you both love, strength and harmony.

12 211 910

Jessica Jones @JessicaJones
Replying to @MarvellronFist @LukeCage and @Daredevil
Shut up, Danny.

8:14 AM · Aug 17, 2017 · Twitter Web Client
380 Retweets 1.4K Likes

TIK TOK

- Reach a younger audience by having Jesse pose a challenge
 - Move that bus challenge where people are encouraged to shout “move that bus” and creatively move cars, buses, etc.



Renovation Inspiration

- Simple home project inspiration via social engagement
- CTA / Fan Engagement:
 - “Tell us something about your family and we’ll respond with a project to try for your home!”

netflixfamily • Following

netflixfamily let's do this 🙌🙌🙌

1w

maneville1837 The two year old likes Little Baby Bum learning songs. The eight year old is a recovering Sam and Cat Addict who also dabbles in Barbie: Life in the Dreamhouse.

1w 15 likes Reply
— Hide replies

netflixfamily @maneville1837 Ah, a little something for everyone. Sounds like you need to watch the rollercoaster that is Workin Moms 😊

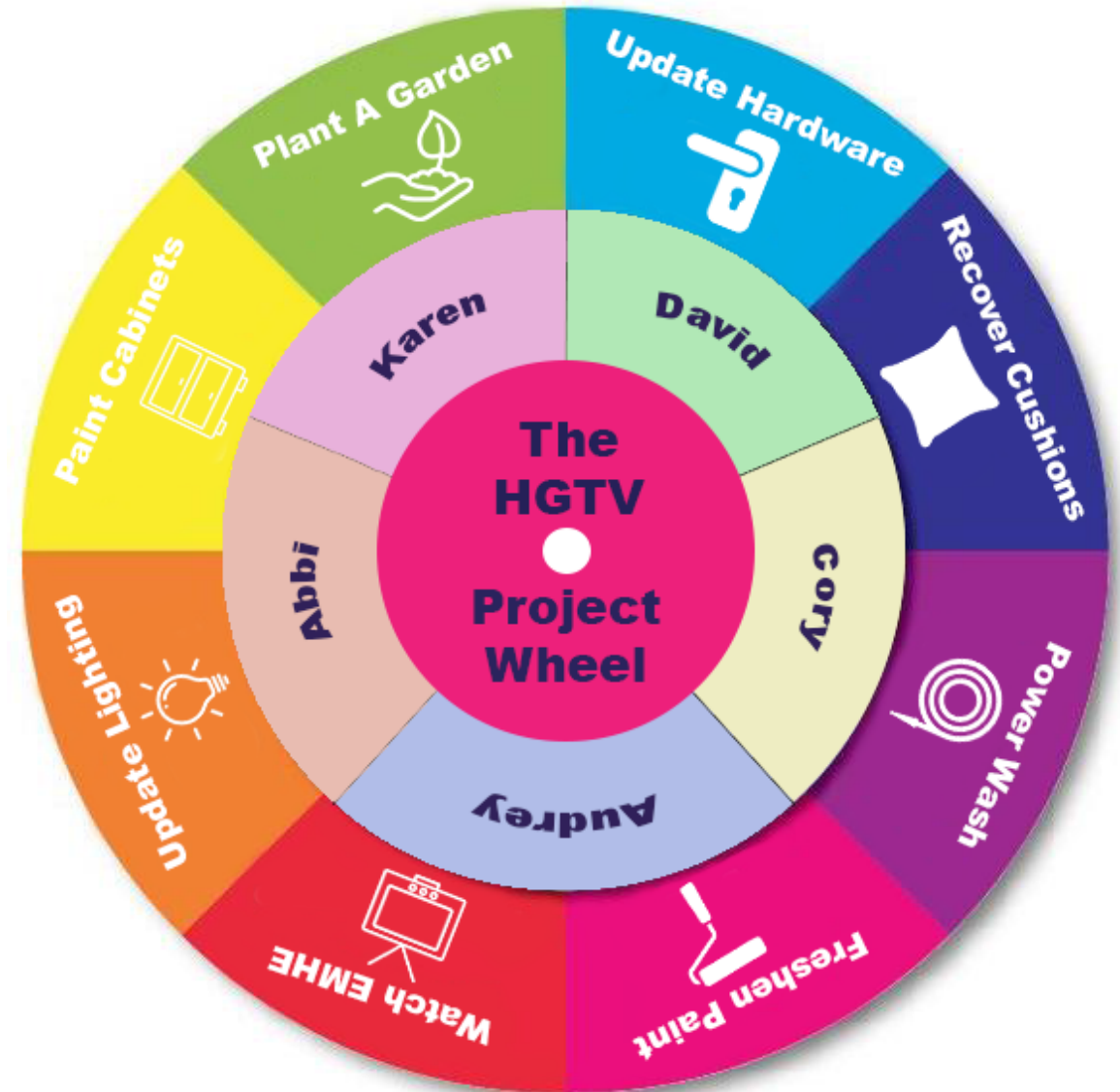
Liked by hoagiesmama and 3,424 others

SEPTEMBER 6

Add a comment... Post

Project Wheel

- Social video
- Users tap to pause the rotating wheel to land on a home project to try
- Leans-in to family co-viewing nature of show



Family Of The Week

- Social campaign to recognize other deserving families
- Fans nominate from their communities for a chance at a prize
- Winning families are profiled on show social pages



Podcast

EXTREMELY Helpful Advice

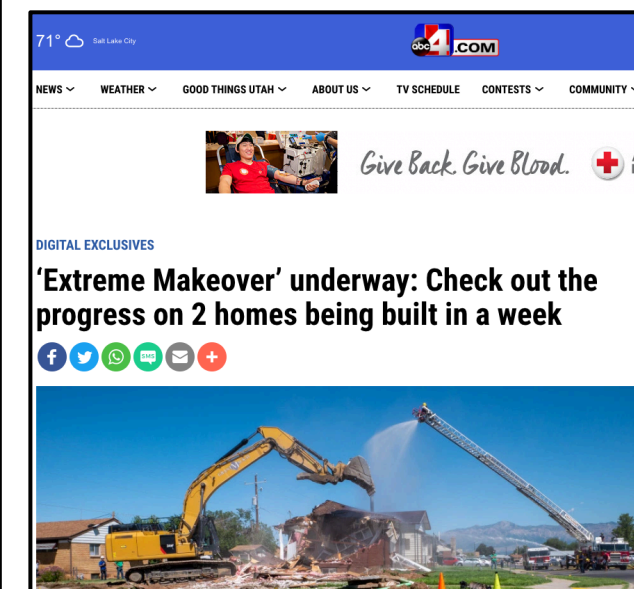
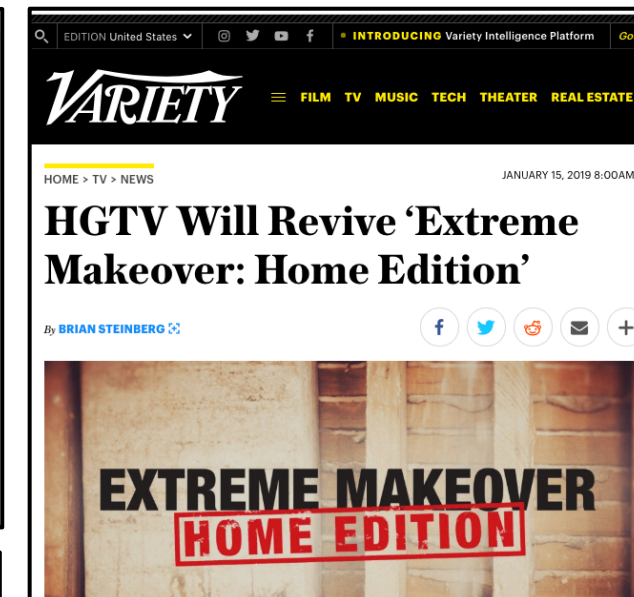
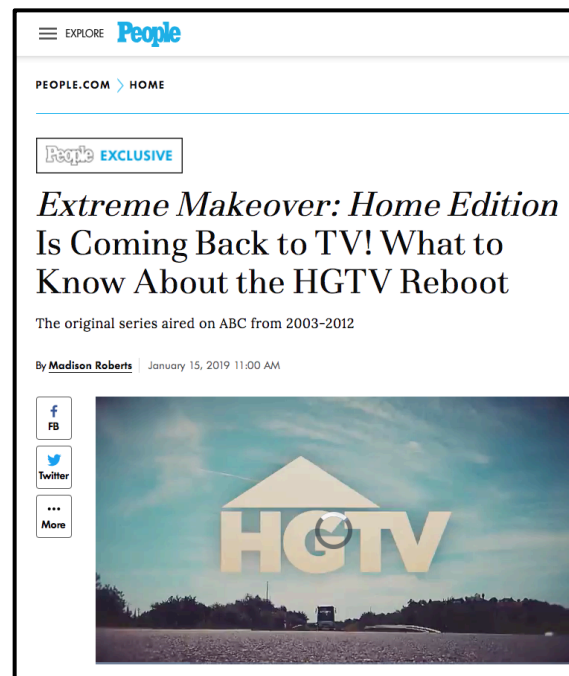
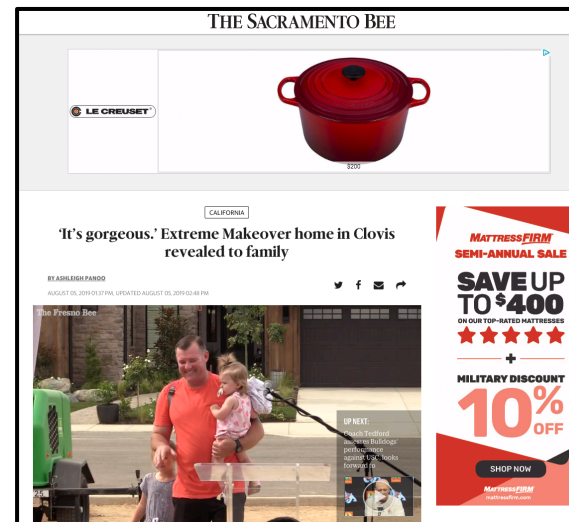
- Hosted by Jesse & Designers
- Cross promote Family Narrative with Design Solutions
- HGTV Talent Guests
- Show-inspired Challenges & How To's:
 - Reeder Family Story
 - Kitchens for Large Families
 - Barobi Family Story
 - Stylish garden to table ideas
- Spotify Playlist



PODCAST

Press & Publicity

- Endemol Shine’s in-house PR team will continue to work hand-in-hand with HGTV’s PR team working on local communications efforts with our families and build teams
- We have two PR agencies (Beck Media—General Market and H&M—Spanish Media Focused) that we can offer to help with launch and episodic press
- Will continue to work with new design team on long-lead and launch/episodic press efforts



THANK YOU!