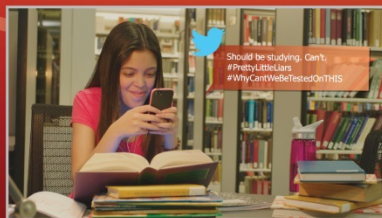


OBSESSIBLE



Upfront

ABC Family partnered with Broadstreet for its Upfront presentation – the first time an outside consultant had been hired by the the cable network. ABC Family wanted to clearly define its place in an increasingly crowded marketplace without creating an overbearing sales-style deck.

To demonstrate ownership of its foothold and the sought-after Millennial group, Broadstreet created and defined branded terminology throughout the presentation that reflected the ABC Family positioning. The passionate viewers of the network were branded ‘Obsessible’ and the term was used in the opening video and pulled throughout the presentation.

Broadstreet incorporated results from its annual Upfront Survey to media planners and buyers to inform a strategic approach and creative direction for the presentation. The keynote was designed for seamless editing, making it an evergreen resource for the ABC Family sales force and marketing team.