

# TACTIC 3 Co-branding——TV Shows

## STRATEGY&TACTICS



### SUPER BRAIN

- TOP 5 of TV Show ratings
- Similar targeting audience
- Similar value proposition
- Improving brand awareness through mass media
- Building brand equity

# TACTIC 3 Co-branding——TV Shows

## STRATEGY&TACTICS



### WHO' S STILL STANDING

- TOP 3 of evening TV Show ratings
- Similar targeting audience
- Similar value proposition
- Improving brand awareness through mass media
- Building brand equity