



brand revival presentation: *MTV*



BRAND OVERVIEW

MTV

Launched in 1981, MTV is an American cable channel that originally broadcasted 24 hour music videos. After the 1990's MTV transitioned from music centered content to reality TV, animated shows, and comedies.



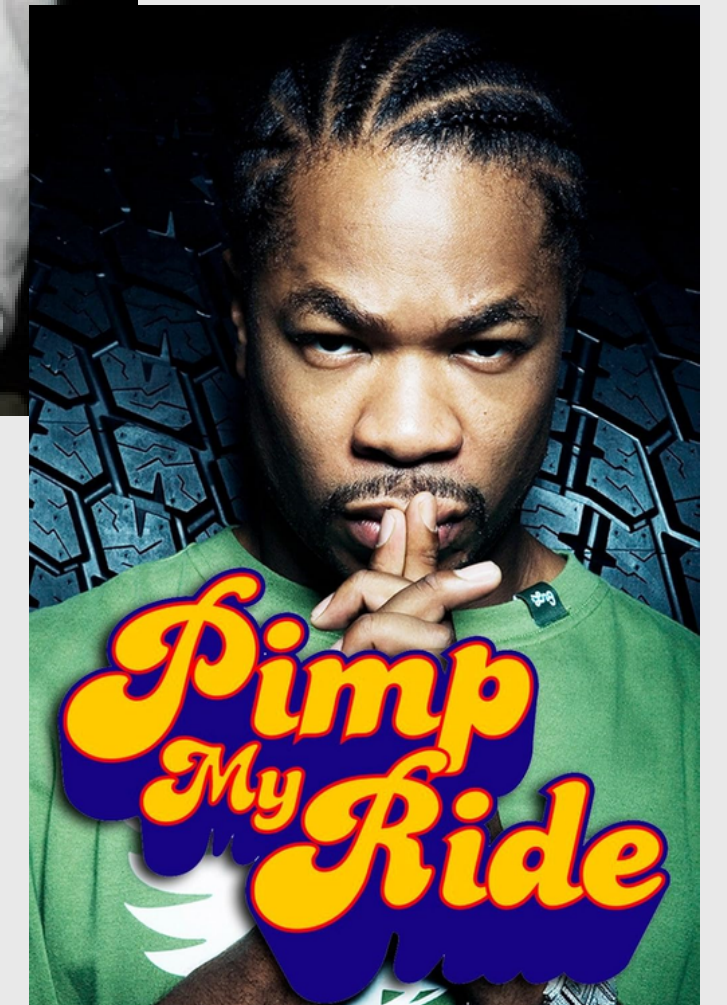
brand equity

- pioneer of youth culture in the 80s-90s
- strong global awareness
- created excitement of music video drops
- Trendsetters
- Now very irrelevant- ended 24 hour music video channel 12/31/25



Archetype and Audience

- Early Years - The Outlaw
- disruptive symbol of 80's Gen X counter culture with emerging genres of music
- Peak/Later Years - The Jester
- reality TV shows such as Jersey Shore, Jack Ass, Pimp My Ride
- appealed towards millennial teens and young adults as funny TV entertainment



Brand Lifecycle

- Introduction (1981- Mid 80's)
- Video Killed the Radio Star - The Buggles
- 24/7 music video channel
- new music experience
- Peak/Maturity (Late 90's - Early 2000's)
- VMA's, MTV Cribs, Jersey Shore, TRL very popular
- Massive influence on trends and culture
- Teens to young adults
- Growth (Late 80's - Mid 90's)
- Famous Artists - MJ, Prince, Madonna
- Animated TV- Beavis and Butt-head
- Symbol of pop culture
- Defined cool
- Decline (2010's - Present Day)
- Shifted away from Music to Reality TV
- Streaming + rise of social media
- Lost cultural relevance with Gen Z
- 12/31/25 - Ended cable channel with 24/7 music videos

THE PROBLEM WE'RE SOLVING:

- loss of cultural relevance
- reestablishment of musical appreciation in youth



SO, WHAT DO WE DO?

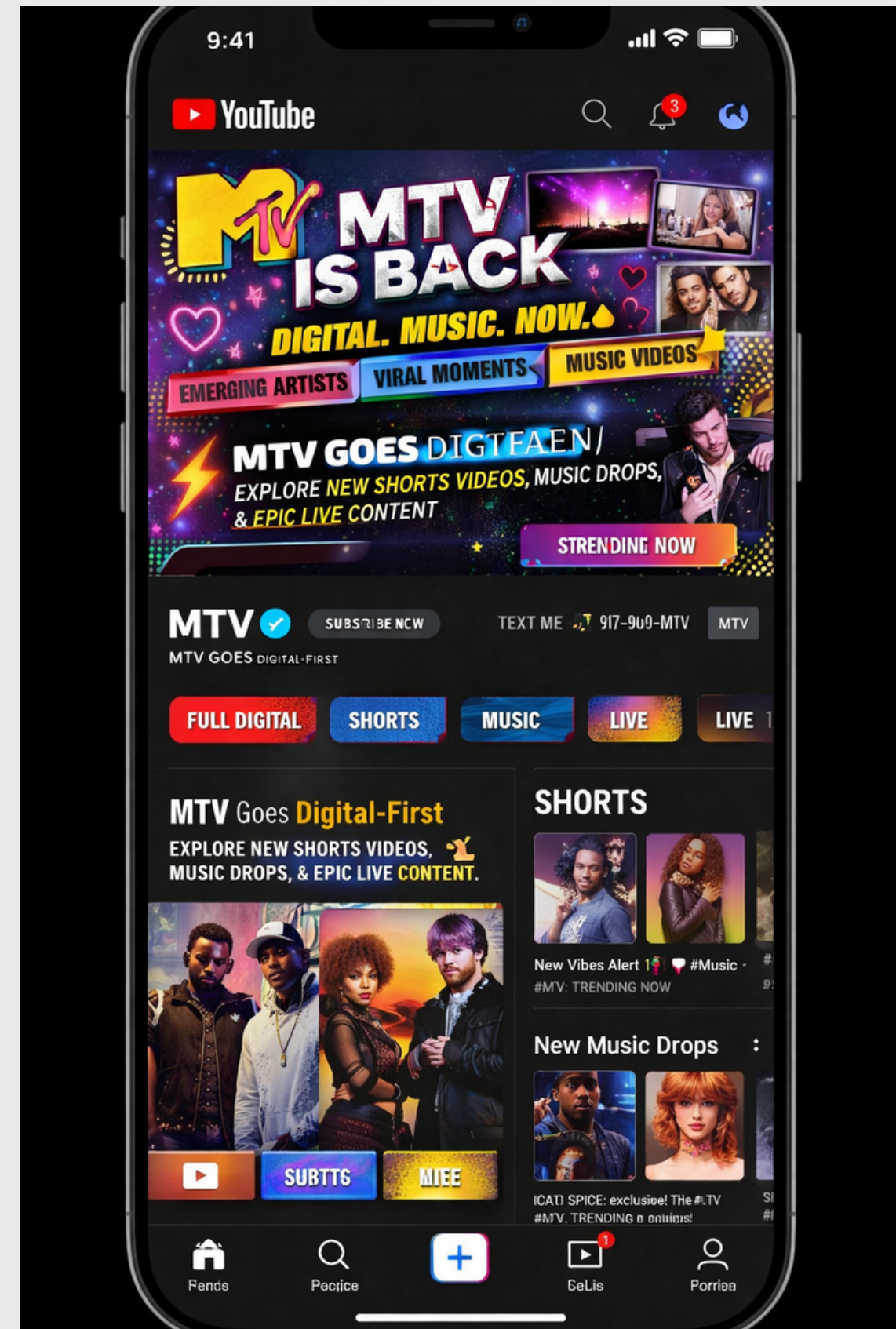
- reposition MTV as a digital-first brand
- shift the focus from TV more platform-native content



IDEA #1 Tiktok



IDEA #2 YouTube



EXAMPLE INFLUENCERS

JOHN SUMMIT

- ALREADY HAS A STRONG FOLLOWING WITH TEENS/YOUNG ADULTS
- EXPERTS ONLY MTV CO-BRANDED EVENT
- YOUNG AND AMBITIOUS

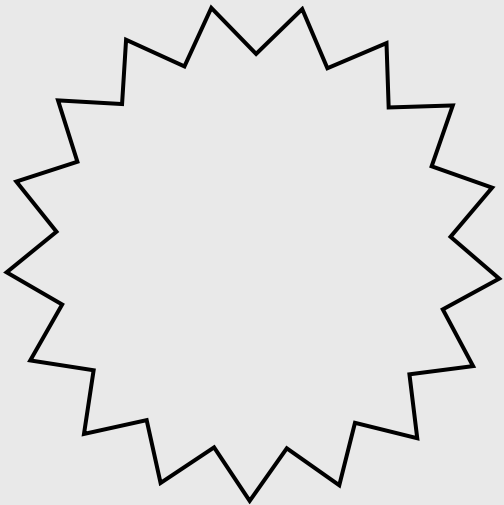
CHARLI XCX

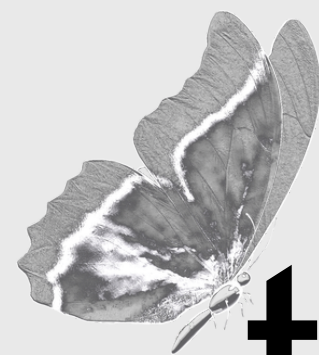
- POPULARITY ON THE RISE
- STRONG FEMALE FOLLOWING WITH TEEN/YOUNG ADULTS
- EMPHASIZES NOT NEEDING BE PERFECT ALL THE TIME



TIMELINE

Phase 1:	Phase 2:	Phase 3:	KPI's
Teasers content using MTV's iconic y2k style	Rebrand reveal: MTV IS BACK!	Daily content across social media channels	Awareness: follower gain, views, impressions and reach Engagement: likes, shares, comments, UGC participation Growth metrics: Youtube subscribers/TikTok followers
Short form clips hinting at nostalgia and culture through social media channels	Launch campaign across TikTok and Youtube	Trend participation, digital events and performances	Cultural relevance: shares and mentions across social media platforms Brand Perception: sentiment analysis (negative vs positive)





thank you!