



MMT

BRAND BOOK

**MEDIA CAMPAIGN
MATTHEW MILNER**



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COMPANY HISTORY

On February 23, 2010, WWE launched NXT, a new reality competition show in which developmental talent from Florida Championship Wrestling (FCW) competed to become WWE's next breakout star.

WWE superstars from Raw and Smackdown acted as mentors to train the upcoming superstars and the winners of each year's competition would be given a contract on the main roster.



In June of 2012, WWE revamped NXT from a competition format into a wrestling program that would replace FCW. From 2014-2018 NXT programming would hit its highest point in sales and quality of wrestling for WWE.

The 1-hour show would air on the WWE Network (online) and garner a massive fan base over its initial run. Known as the black and gold brand of WWE, NXT would put on sold-out shows for weekly programming and monthly PPVs. The rise in talent from 2014-2018 would make its mark on the main roster, as NXT superstars would ascend to the main shows. Once these superstars moved up to the main roster, it would make room for new superstars to rise to the top of the company.


In 2019, NXT would add an extra hour to its weekly show and move from the WWE Network to the USA Network on cable TV. It would go head to head on Wednesday nights with the new promotion AEW, a rival company of WWE. After COVID in 2020 altered all programming for WWE, the show would move to Tuesday nights.

The new branding would be deemed NXT 2.0 and was launched on September 14, 2021. The show currently airs its 2-hour show on Tuesday nights on USA and has officially removed the 2.0 from its logo and branding. On November 7, 2023, WWE announced NXT will move to The CW and premiere in October 2024.



COMPANY HISTORY





COMPANY VALUES

RESPECT

NXT believes in treating everyone with respect and dignity, regardless of their gender, race, religion, ethnicity, or sexual orientation.

INTEGRITY

NXT values honesty and transparency in its business dealings.

INNOVATION

NXT believes in pushing the boundaries and exploring new frontiers in its quest to provide the most entertaining and engaging experience to its fans.

TEAMWORK

NXT recognizes the importance of collaboration and teamwork in achieving its goals and objectives.

COMMUNITY

NXT believes in giving back to the community and creating a positive impact on society and its fans.



REBRAND PURPOSE

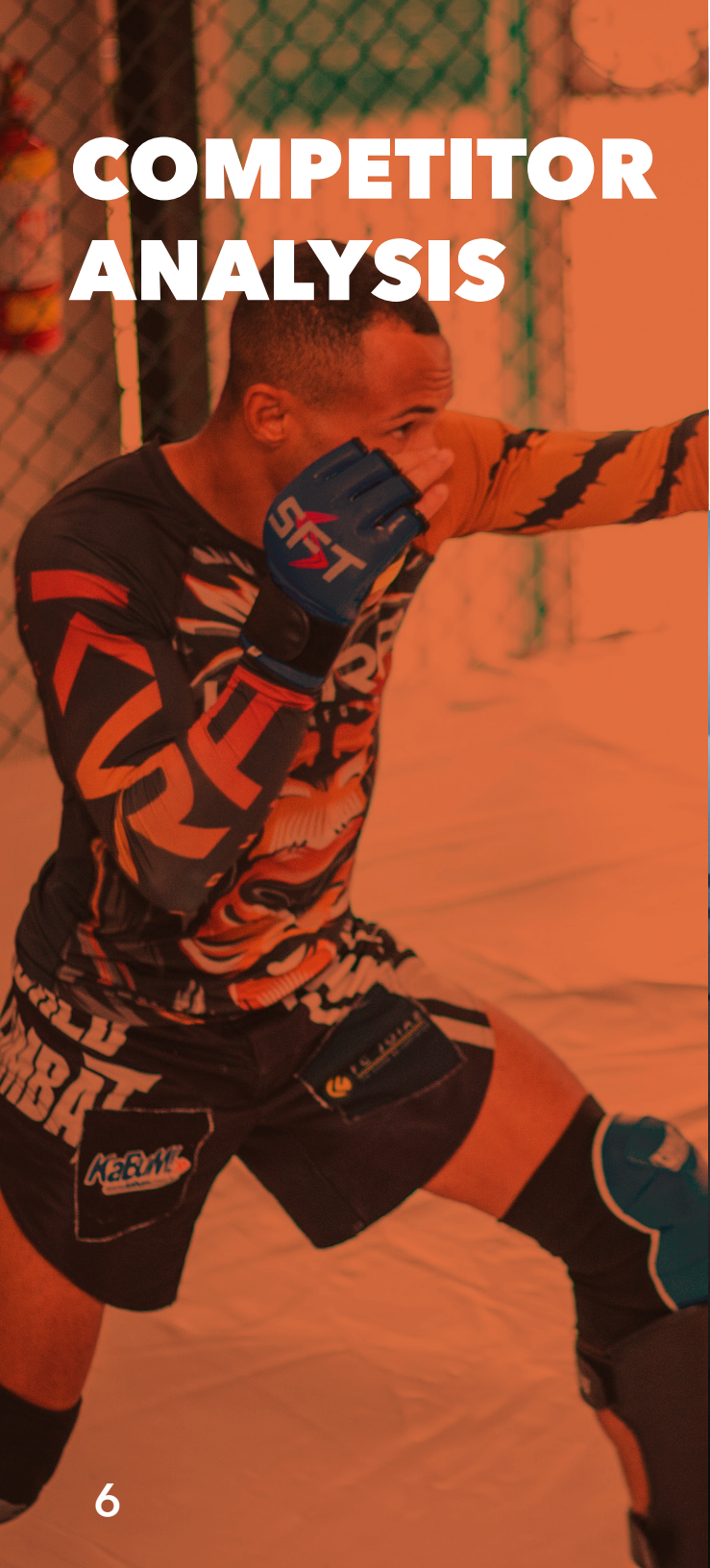
When NXT began in 2010 it was used as a launching point for new superstars to ascend into professional wrestling.

In 2016 NXT would hit its peak in ratings and fan engagement. The shows were an hour long and focused on wrestling rather than promos and merchandise.

In 2020 the show would move to cable TV and add an extra hour to its show. This caused the promotion to lose its focus on the ring and focus more on merchandising and a ratings war with AEW.

This rebrand gets NXT back to its roots of being a wrestling show first and adding a grittier style for the 18-34 age range. The focus will be on developing young superstars in the ring and on the microphone and less on catering to kids.

COMPETITOR ANALYSIS



ALL ELITE WRESTLING

AEW was founded in 2019 by CEO, GM and Head of Creative Tony Khan. The promotion airs three weekly episodic shows on Wednesday, Friday and Saturday nights on TBS and TNT. It features new talent and former WWE superstars.



TOTAL NONSTOP ACTION

TNA was founded by Jeff and Jerry Jarrett in 2002. The promotion hit its stride in the early to late 2000s before going through a few rebrands throughout the 2010s and running into financial troubles. The rebranding included a name change to Impact. At the end of 2023, Impact announced they were reviving the TNA name and the promotion is on track for 2024.

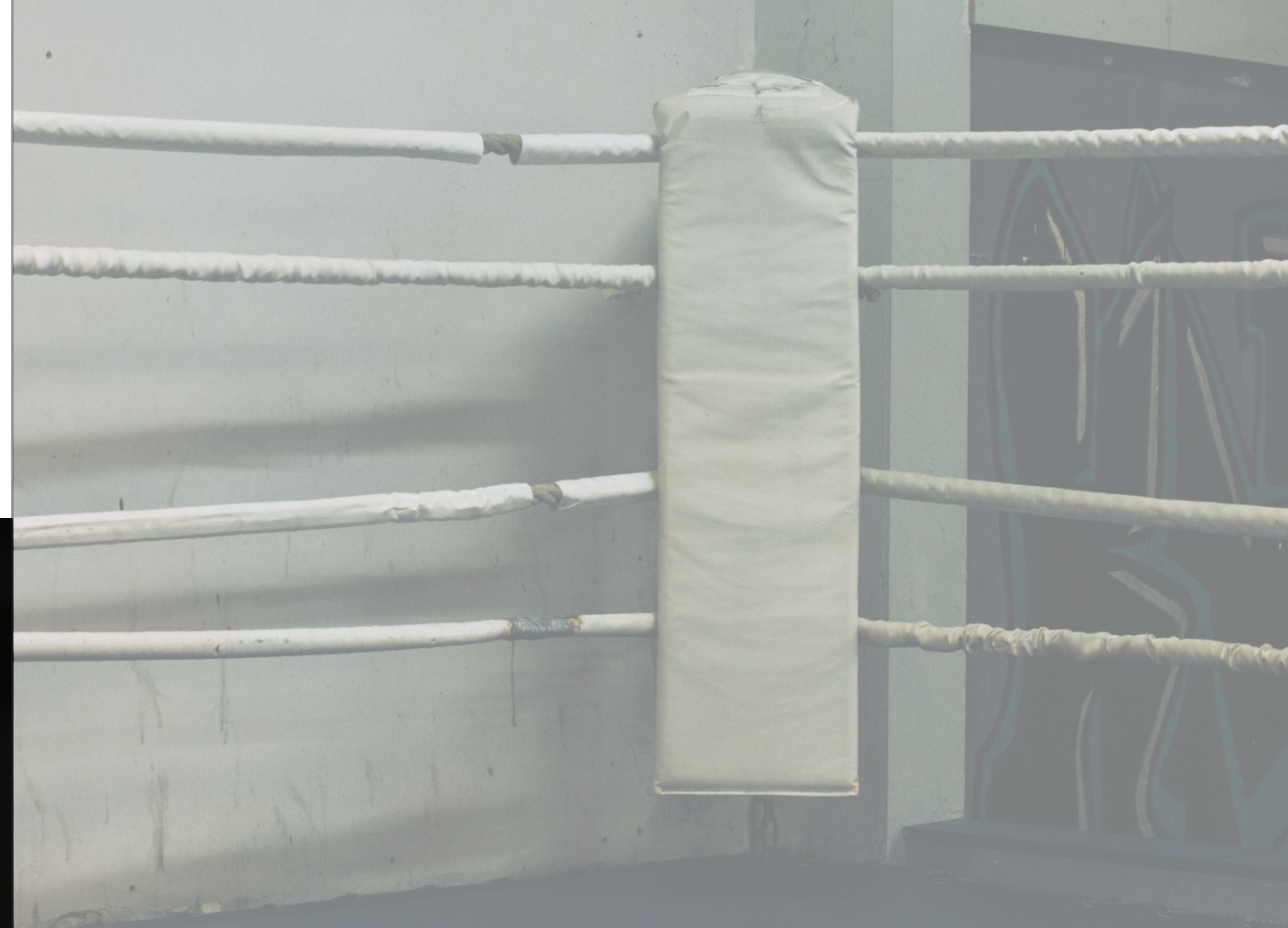
COMPETITOR ANALYSIS



COMPETITOR ANALYSIS

NEW JAPAN WRESTLING

NJPW was founded in 1972 by Antonio Inoki and is the largest and longest-running professional wrestling promotion in Japan. Many WWE, AEW and TNA superstars have wrestled in NJPW and the promotion is still going strong while currently owned by Japanese card game company Bushiroad.



NXT is a wrestling company built for young talent to shine on a national stage. Other companies outside of WWE focus on wrestlers who have been in the business for over a decade, while NXT is focused on developing younger wrestlers into the superstars they will become. The show focuses more on the in-ring talent and less on promotion and merchandise.

ONLINE STATEMENT



SWOT ANALYSIS

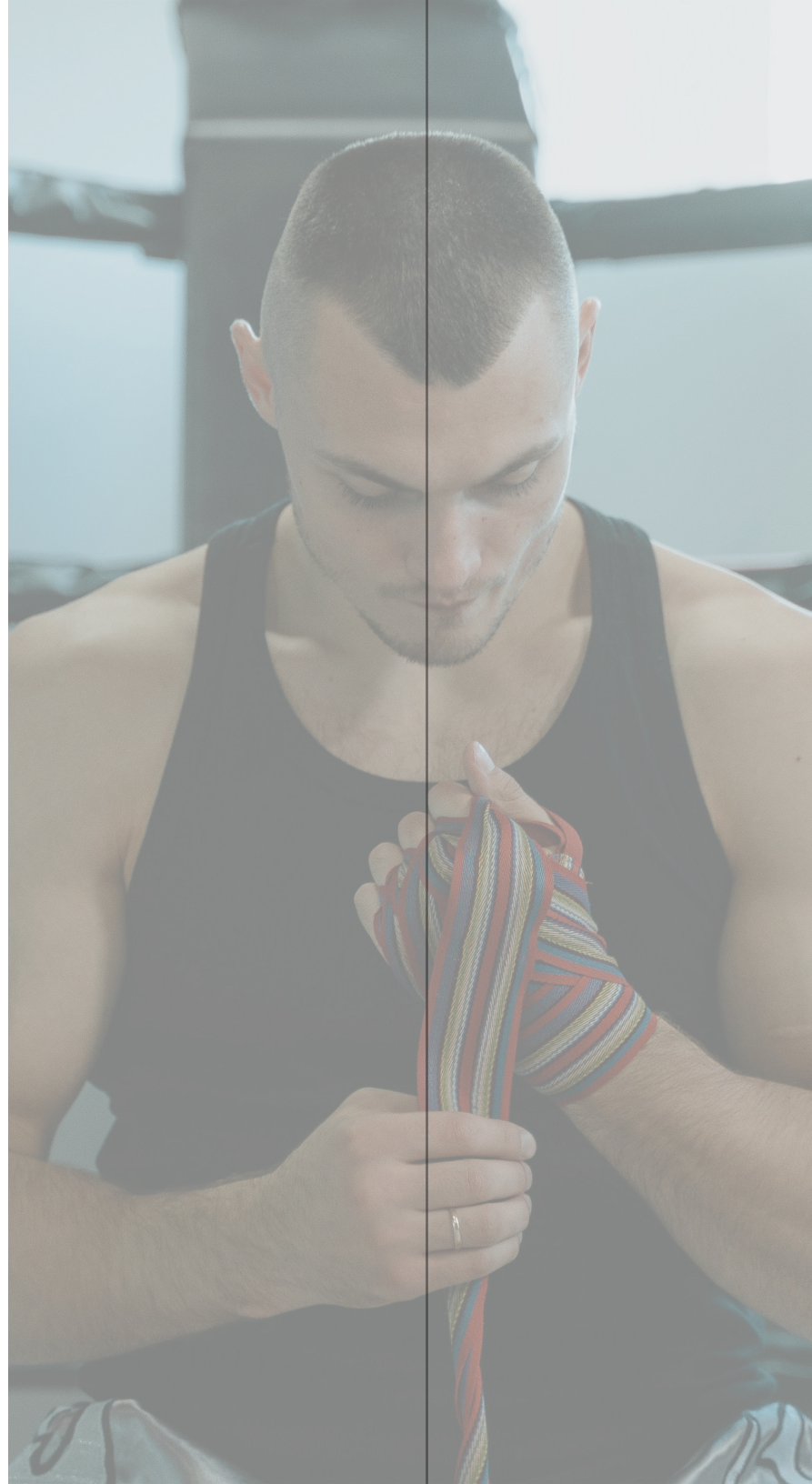


STRENGTHS

- Wrestling brand under WWE, the biggest wrestling company in the world
- Weekly episodic programs on cable TV and monthly premium live events
- A wide array of young wrestling talent to develop into the next great superstar
- Merchandising - clothing, accessories and toys
- Strong social media presence

WEAKNESSES

- Too many rebrands and logos
- WWE executives under fire for misconduct
- Target demographic keeps changing
- Talent moving to the main roster
- Viewed as a lesser product compared to the other WWE shows, RAW and Smackdown



OPPORTUNITIES

- TKO purchasing WWE opens the door for more promotion across multiple platforms
- Cross over events with other wrestling companies like TNA and New Japan
- More celebrity engagement - Pat McAfee, Logan Paul, and Bad Bunny have all appeared on NXT
- Expanding reach by putting on shows in other countries
- A new product with the old guard no longer in control of creative and decision making

THREATS

- Vince McMahon and his pending lawsuits
- Rise in popularity of AEW
- Return of TNA
- Young talent leaving the promotion

SWOT ANALYSIS



PERSONA JAKE ANDERSON

Jake Anderson is a 28-year-old IT Specialist who has followed wrestling all his life. As a child, Jake would dress up as his favorite wrestler every Halloween and perform the sharp-shooter on his younger brother while wrestling around in their bedroom. As Jake grew older, his father would take him and his brother to live events around Buffalo. After seeing the live shows they would wait around to get autographs from their favorite wrestlers.

Through the years, Jake would continue to attend live shows and follow everything about the promotion, from backstage interviews to wrestling magazines. Now living in New Orleans, Jake works for Tulane University, in the world of IT. He isn't married but lives with his roommate Kyle and the two have a wrestling podcast called Caged Seats, where they share their opinions of wrestling.

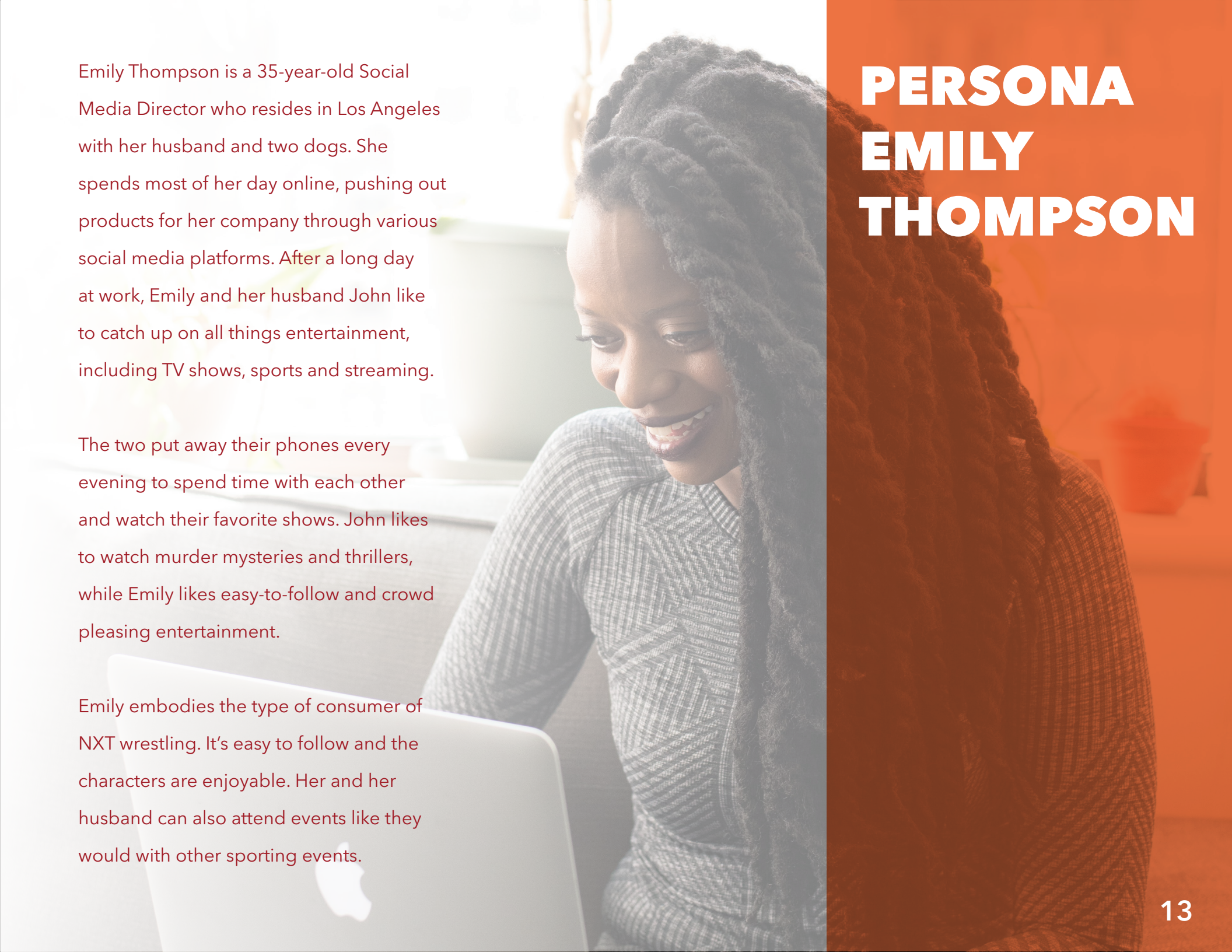


PERSONA EMILY THOMPSON

Emily Thompson is a 35-year-old Social Media Director who resides in Los Angeles with her husband and two dogs. She spends most of her day online, pushing out products for her company through various social media platforms. After a long day at work, Emily and her husband John like to catch up on all things entertainment, including TV shows, sports and streaming.

The two put away their phones every evening to spend time with each other and watch their favorite shows. John likes to watch murder mysteries and thrillers, while Emily likes easy-to-follow and crowd pleasing entertainment.

Emily embodies the type of consumer of NXT wrestling. It's easy to follow and the characters are enjoyable. Her and her husband can also attend events like they would with other sporting events.



**LOGO
DESIGNS**



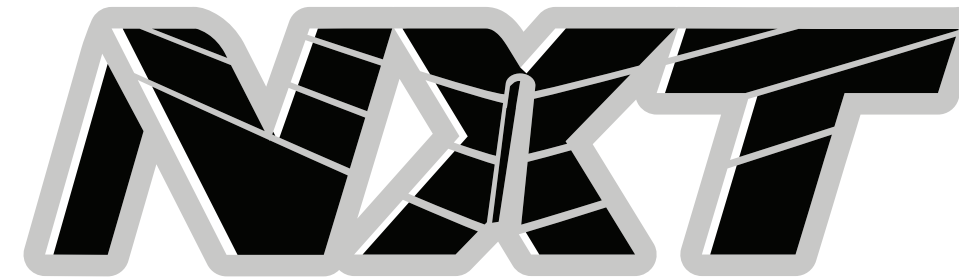
2021



CURRENT



ONE COLOR REBRAND



TWO COLOR REBRAND



**FINISHED
REBRANDED
LOGO**



MOOD BOARDS



NXT



FONT

DREAM MMA

COLORS



#F36E21



#000000



#A52922



#C9C9C9

DYNAMIC MOOD BOARD - <https://youtu.be/ipYVDysmTxU>

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CITATIONS





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