Project: Scrubs Syndication

- Create a campaign to inform and intrigue both existing and potential viewers that Scrubs will air five nights a week starting with the beginning of the series.

Primary Target:

- Younger adults ages 16-25
- Enjoys sarcastic and random humor.
- Began viewing simply as a result of its spot in the Thursday night line-up but over the seasons has come to look forward to each week’s episode.

About Scrubs:

- One of NBC’s most successful comedies, in its fifth season.
- Unique in its dry, sarcastic and random humor, it has been the first NBC show in years to remain a success in the Thursday 8:30pm time slot.
- Follows the teaching of four medical students and despite the hospital and personal drama which they all encounter, the show remains light-hearted and funny.

Promotional Strategy:

- Attract present viewers to watch the series they love all over again from the beginning
- Attract potential viewers who may have heard about Scrubs but never got hooked; this is their second chance to watch from the beginning.
- Stress the comedic factor of the show, as those who are unfamiliar with it may view it as another ER
Make Scrubs part of your day
Monday-Friday at 7pm only on TBS
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1. Dr. Cox (walking into his house): Finally, a break from those half-wits...

2. Dr. Cox (walking into the living room): I honestly think if I had to spend another moment with them I would personally revoke my medical license.

3. Dr. Cox (After turning on the TV and seeing that Scrubs is on): Well, that’s just perfect.

4. Make Scrubs a part of your day everyday! Monday thru Friday at 7pm, only on TBS.
1. Dr. Cox (walking into electronics store): They honestly surprise me, with each new day they just get dumber and dumber.

2. Dr. Cox (walking through store): They feed off each other too; it’s almost as if they’re stupidity is contagious.

3. Dr. Cox (Scrubs is on all televisions in store): And there they all are, together, I can actually feel my brain cells dying.

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1. Dr. Cox (just arrived at bar): These kids are going to drive me crazy. I wonder how long it would take to transfer to Miami.

2. Dr. Cox (walking toward part of bar with tvs): Well, at least now I can be in the presence of normal, functional people...

3. Dr. Cox (Sees Scrubs is on the televisions): and I spoke too soon.

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Scrubs Promotional Item