

CASE STUDY

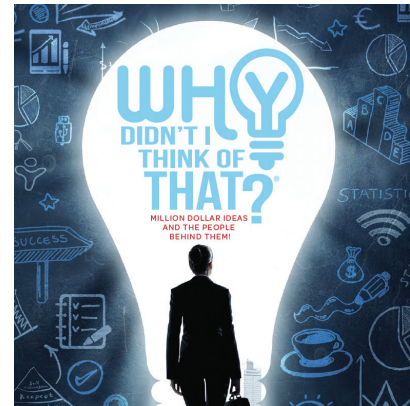


CHALLENGE

Reimagine and refresh a media franchise that had been dormant for several years.

BACKGROUND

Why Didn't I Think of That?® was a nationally syndicated radio feature, website, podcast and blog created in 2008 by marketing executive Robert A. Smith. The project offered a history of innovation by telling the stories of how famous inventions came to pass. After a successful run, the project went off the air and was shelved. Smith wanted to revive the franchise and bring it to television.



SOLUTION

We re-envisioned Why Didn't I Think of That?® as a multichannel international media property that features stories about "million dollar ideas and the people behind them." We expanded the mission to include both entertainment and educational. We sharpen the messaging to focus on the science of an idea: The 'eureka' moment that inspired inventions which have changed the world we live in.

Utilizing the talents of Illuminate IC and Heintz Media Productions, we re-branded the franchise with a modern sleek look. We produced a series treatment, designed and developed a website for presentation purposes and produced a "pitch reel" for the TV series.

RESULTS

The concept is being brought to an international audience in a TV series developed and co-produced by Heintz Media Productions and Two Wise Monkeys Entertainment. A "virtual textbook" is also in development.

CONTACT US

Our clients are brands, associations and individuals. Our speciality is getting you on to the media highway and the navigating your course.

