

CASE STUDY



CHALLENGE

Finding a national TV network to run an iconic TV series that lost its namesake!

BACKGROUND

The popular Sunday TV talk show aired nationally for decades. The series halted production in 2016 when the host, John McLaughlin, passed away. In 2019, the series was being relaunched featuring four of the original group.... Pat Buchanan, Eleanor Clift, Clarence Page and host Tom Rogan. We were given the task of finding a way to get the iconic series back in front of a national audience.



SOLUTION

We secured the services of our sister company Illuminate IC to serve as the Agency of Record for The McLaughlin Group. Branding was refreshed and the digital platform was completely rebuilt. The series now had a contemporary look without losing its iconic status.

RESULTS

In January of 2020, The McLaughlin Group relaunched to a national audience on Public Broadcasting.

CONTACT US

We solve problems. Some people call them issues, obstacles or dilemmas. We see problems for what they are and find solutions!

