

[adult swim]

Building a cross-generational
fandom that extends far beyond
'Rick and Morty'

The Challenge

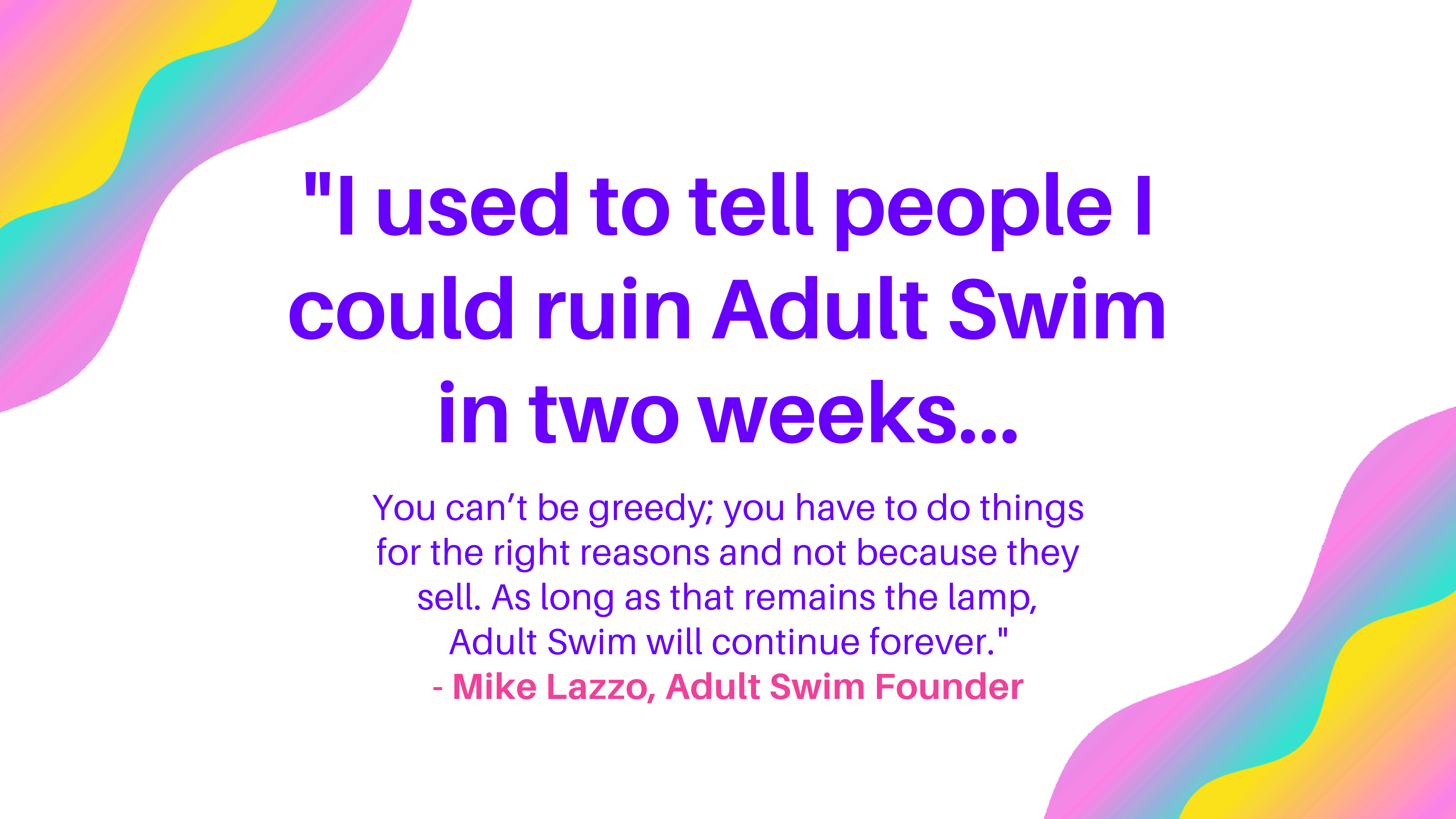
Generational Gaps + Programming Pitfalls

Adult Swim viewership fell over 25% in 2021, and one show holds a disproportionate amount of mindshare .

Audience Insight

The 14 year old who came of age with [as] in the background is now in his mid-thirties.

& the young adults (historically Adult Swim's bread and butter) of today's generation **just don't watch TV like they used to.**



**"I used to tell people I
could ruin Adult Swim
in two weeks..."**

You can't be greedy; you have to do things
for the right reasons and not because they
sell. As long as that remains the lamp,
Adult Swim will continue forever."

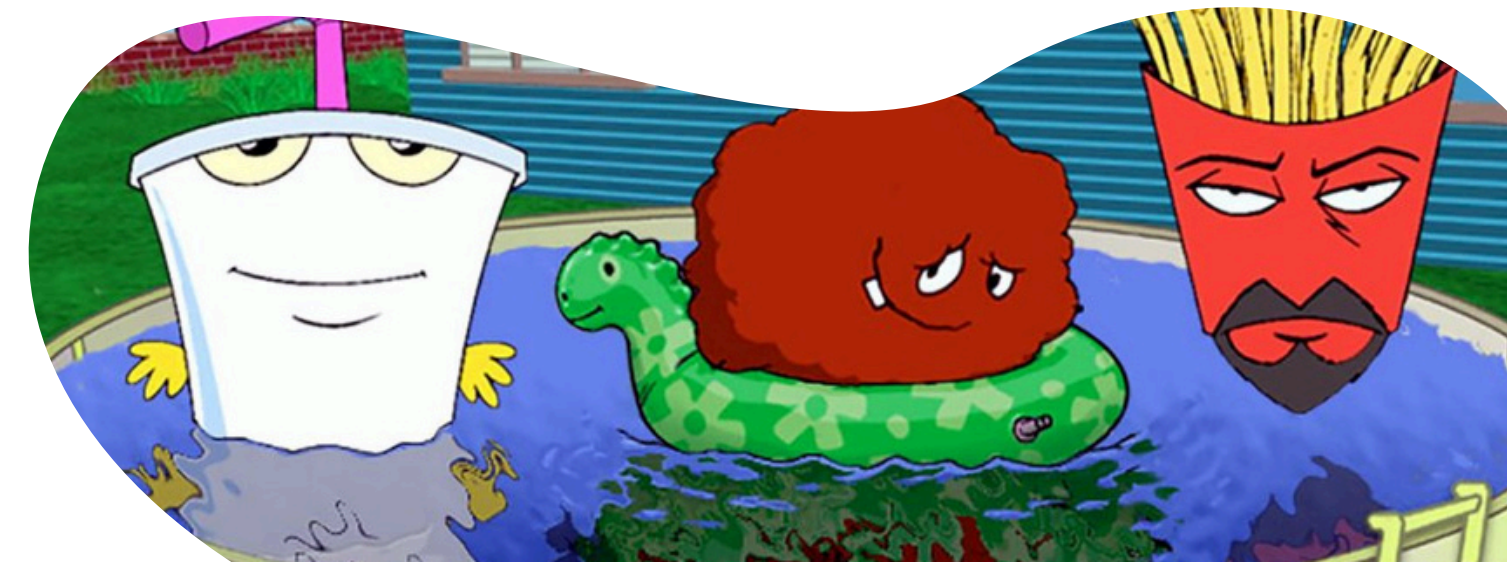
- Mike Lazzo, Adult Swim Founder

The Opportunity

The good news? [adult swim] has spent 21 years building a truly authentic brand - one with a diverse catalog of compelling content to back it up.

And everyone, from aging Millennials who have been fans since 'Aqua Teen Hunger Force' to Gen Z posting their own "bumps" to TikTok, can appreciate that.

So let's embrace the channel's BS-free attitude and unique origin story by simultaneously celebrating the loyal fans who have been there from the beginning, tapping into Gen Z's Y2K revival craze, and embracing the open-source ethos of the new generation.



Phase 1: Kick It Old School

Get back to [Adult Swim]'s early 2000's roots and promote acclaimed-but-forgotten shows with an interview series that explores the creators who made the channel what it is today.

This will not only serve as an opportunity for OG fans to reminisce but a way to remind Gen Z - who have lived in a world where Adult Swim has always been an "established" TV presence - of it's truly counter-cultural beginnings and the depth & breadth of it's programming.



Kick It Old School

[adult swim] History Class

Adult Swim helped launch the careers of many esteemed comedians, musicians and animators, from H. John Benjamin to Eric Andre to Flying Lotus. Let's give these creators a place share those memories.



What better time to tell a coming-of-age story than on the channel's 21st birthday?

A multi-media approach (articles, oral histories, AMAs, video interviews, podcasts, etc.) means we can leverage the right mediums to reach the right audiences.



Phase 2: Rep The New School

Few brands are as genuine, scrappy and unapologetically odd as [as]. Take, for example, that the channel eschewed a fancy LA production house in favor of an editor's Atlanta apartment closet.

In many ways, their low-budget, high-creativity ethos - in particular, "bumps," a mishmash of lo-fi editing, trippy audio and digestible content - were a predecessor to popular social media platforms like TikTok.



Rep The New School

[adult swim] Bumpathon

Embrace and extend the experimental current that runs through Adult Swim's history with a social media campaign that taps into an existing TikTok trend and gives young storytellers a way to bring their ideas to the big(er) screen.

The contest, deployed on TikTok, Instagram, and Soundcloud, would reward innovative young musicians and content creators with airplay, add a dose of populism to the channel's "bumps", and encourage an avalanche of free social media promotion to our target demographic.



Bridging The Gap



By creating a campaign that stays true to Adult Swim's DNA while embracing what the future holds, Adult Swim can both invigorate their loyal fanbase and build up a new one.



Sources

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