KEEPING UP WITH THE
KARDASHIANS
Making its debut in October 2007 on the E! network, Keeping up with the Kardashians follows the privileged lives of the Los Angeles native Kardashian-Jenner family. The Kardashian family inherited their wealth and fame from deceased father and ex-husband Robert Kardashian who is most famously known as friend and attorney of O.J Simpson. Bruce Jenner is an Olympic gold medalist, Wheaties star and motivational speaker who attempts to be the voice of reason in the whirlwind of this families’ celebrity life. Kim Kardashian keeps the camera’s rolling following her hectic work schedule and long distance relationship with NFL star Reggie Bush, while sisters Khloe and Kourtney steal the spotlight with their rapidly maturing personal lives, family boutiques ‘DASH’ and ‘Smooch’ with controversial, borderline inappropriate, hilarious commentary along the way.
E! is a fun, fabulous, celebration of pop culture. This cable network brings viewers ‘everything entertainment’ covering the latest Hollywood gossip, fashion trends, contemporary film and television, as well as a line up of exclusive E! shows and live event coverage. E! is the world’s largest producer and distributor of entertainment news and lifestyle related programming. Entertainment Television is the only tv network 100% dedicated to the world of entertainment and reaches an audience of 88 million viewers in the U.S. and 600 million homes internationally.
THEY’RE DIFFERENT

“It’s Ridiculous.”

At a glance ‘Keeping Up’ may seem like ‘just another reality show’ but how could ‘just another reality show’ pull in over 4.81 million viewers, shatter network record history and take the media by storm? The Kardashian’s are different than other E! and Reality programming because they don’t quite fit into the reality series stereotype. Most reality tv today exists to focus on drama, conflict and competition, while ‘Keeping Up’ focuses on family, humor, and their business. This family works hard for their extravagant pay checks and close fit family dynamic is one to relate to or be desired. Although the Kardashian’s live far from average life, at the end of the day they are a fun loving, hardworking family that has experienced tragedy as well as great success and ties it all together with a touch humor.
RATINGS

“The Season finale brought in 4.8 million viewers last night which brought the series average to 3.7 million viewers! That makes the show E!’s most-watched series in the network’s history

- Perez Hilton.com

“Keeping Up With the Kardashians season finale scored 4.81 million viewers. It was a whopping 2.7 adults 18-49 rating with 3.502 million adults 18-49 tuning in. That was second on cable to only the USA vs. Canada Olympic hockey game coverage that averaged 4.53 million viewers…”

- TV by the numbers
Keeping Up with the Kardashians represents everything fun, irreverent and fabulous—just like E! network. In the audience survey “entertaining” was the most frequently used adjective used to describe Keeping Up. E! covers everything and everyone on the contemporary entertainment ‘hot list’ and the Kardashians are a prominent family in the Hollywood social scene and fashion industry.
PASSION FOR THE KARDASHIANS

RIDICULOUS
Although born and raised in the infamous “stuck up” greater LA area, this family breaks the stereotype and are not afraid to make mistakes, embarrass themselves or each other. They take risks, say things outlandish, sexual, inappropriate and unimaginable. Khloe and Kourtney especially keep us on our toes and press the family’s buttons. Kardashians are consistently entertaining– humor and laughter is one of the easiest ways to connect with others. Regardless of whether your laughing with them or at them, fans feel instantly connected to this family. Humor is a key element to Keeping up with the Kardashians success as well as their relationship with one another and their fans.

THEY REMIND US OF OUR OWN FAMILIES
Regardless of your existing family dynamic, the Kardashian-Jenner’s make it easy to relate to them. Sibling rivalry, divorce, re-marriage, marriage, dating, parenting, pregnancy, death are all things regardless of celeb status or finical rank we all deal with. Kardashian are you?

GUILTY PLEASURE
The best way to take the stress of your own life is by watching other peoples! At the end of the day the Kardashian-Jenners are an average family that is able to shed light and humor on any situation. The majority of fans love this show for pure entertainment value.

FABULOUS!
The Kardashians emanate everything fabulous, while “keeping it real.” Although spectacularly gorgeous and have over the top bank accounts, this family works for what they have- and whether you admit it or not they have a life style we all aspire for.

BFF
E! puts fans on a personal level with the Kardashians and even furthers the experience with interactive sites on E! online, twitter and fan blogs.
AUDIENCE
208 POLLED, 6 QUESTIONS, KRAZY RESULTS

TUNE IN HABITS
- 37% Tune in weekly at scheduled premier time.
- 26% Catch the show at random.
- 4% Watch episodes online.

FAVORITE KARDASHIAN
- 31% Kim Kardashian
- 24% Khloe Kardashian
- 17% Kourtney Kardashian
- 18% Bruce Jenner

GUT FEELING
- 24% Positive
- 37% Neutral
- 7% Love it– but don’t admit it in public

WHY ARE THEY FAMOUS?
56 people surveyed knew the Kardashain’s fame stemmed from Father Robert Kardashian– who was a successful music producer and lawyer on the OJ Simpson defense team. The family’s new father figure Bruce Jenner was titled “the world’s greatest athlete” and is an Olympic Decathlon gold medalist. Kim Kardashian initially made a name for herself from a leaked sex tape filmed with her ex-boyfriend R&B singer Ray-J. The remaining 152 guessed, “Because they have a lot of money,” “parents are former actors or something,” “they work out to they look hot and train other people to look hot like them,” and “they have nice asses.”
LOVE IT!
“its pretty ridiculous.”
“its funny and proves that the Kardashians are a famous family that kind find humor in everyday life.”
“Kim is one hot mama”
“OMG.”
“LOVE IT, they’re not particularly smart nor are they rational, but it’s very entertaining.”
“LOVE IT. It presents a lot of silly drama, which is entertaining to watch and serves as a nice escape from the stresses of school/life. Plus, I love seeing Rob Kardashian, Jr. as often as possible.”
“I absolutely love this show! I adore the Kardashians. I think Kim is really someone to admire for her work ethic, and Kourtney and Khloe are hilarious.”
“I like it. It's funny and entertaining.”

LOVE TO HATE...
“its ridiculous.”
“It is the one trashy show I can stand.”
“I think it’s great only because it is so mindlessly entertaining.”
“It’s alright. I watch it more as a guilty pleasure.”
“LOVE IT- pure trash - how could you go wrong?”
“Sure, it's entertaining to see sisters fight and get along.”
“I think that the Kardashians are a little much sometimes, just really dramatic. However, I like to watch it because the family really cares for one another, no matter what is going on.”
“horribly addicting- but still can’t help but love it.”
The majority of commercial content is aiming for women ages 16-45. The majority of actresses in the spots were women that appeared to be 26-45 and a mother. The ads are mostly family oriented, “Buy for the family,” “Girl’s dresses on sale,” “health food for the whole family,” “Polo’s every one in the family will love.” Other ads consisted of skin care, birth control, as well as weight loss and work out programs that promised rapid results, all targeted directly to woman of any age over 15. The two longest spots were call to action, donation ads for the Humane Society and St. Jude’s Childrens research hospital– these PSA’s are rarely placed on programming content with a dominate male audience because they know they need a female demographic to feel empathetic enough to donate to their cause. The remaining ads seemed to apply to a general adult audience showing ads for a local chiropractor, Motorola, auto insurance and a vacation cruise line. Through assessing the ad space the Kardashian’s dominate audience is undeniably female and likely between the ages of 18 and 45.
The show includes some subtle integrated product placement, but does not have an official show sponsor. Some logos are blurred out but select brands will be in focus and even get their own stills. The product placement in the show seems natural and unintentional most of the time because the family is working with the product or brand (GNC, Quick Trim, Playboy), casually shopping (Dior, Henry’s) or has the product integrated into their every day life. (Skittles, Range Rover, Mercedes, BlackBerry, Apple.)
KOVERING THE MEDIA

KEEPING UP WITH THE KARDASHIANS
SHOW OPEN
BUMP IN
LOWER THIRDS
STORY TELLING TYPE

Kris

On the phone: Keith Frankel
Kris' business partner
The current show package for Keeping up with the Kardashians is not a successful design and is not visually cohesive with the E!’s network esthetic and the success of the show itself. The design has not changed since the show premiered in October 2007. The current look and feel of the show package is flat, monotone, quirky and cheap. The most effective part of the shows broadcast branding is its whistling “earcon” that plays during bumpers. The title “Keeping up with the Kardashians” is displayed in two or three different formats and fonts in any given broadcast and does not coordinate with E!’s online’s Kardashian page. The E!’ ‘Keeping up’ promo elements are sleek, give a nighttime vibe, and emanate a sense of luxury and glamour by using diamond embedded Gotham medium, black and red color pallet with smooth transitions – which do not coordinate with the actual show package. The network promo’s and aesthetic for the show are more successful then the shows actual design package.

The current show open only plays when new episodes premier or re-runs from the 1st-3rd season are on air. The network relies on lower thirds to identify the show title to tell viewers what they’re watching. From my conducted survey 26% of people who watch ‘Keeping Up’ only catch it randomly, at their convenience, making the show title lower third a practical graphic element. The current bump-in and bump-out are virtually identical to one another and include an animated type sequence. The Type bounces and rotates in to the whistling ‘earcon’ and conveys a sense of playful, silly chaos. The shows end credit squeeze is successful, and changes depending on what programming follows the show. E! has a smooth transition between episodes so when a marathon of the Kardashians is on it is difficult to identify the start and end of an episode which gets viewers to watch more programming and eliminates the need for a long introductory title sequence like they had in earlier seasons.

One of the most successful elements of the show is its online community and connection with fans. E! online hosts a page of cast bio’s, games, an episode guide, and photo’s along with video highlights, exclusive cast video blogs and deleted scenes. All of the Kardashians are also religious Twitter users and have their own web sites in edition to E!’s web space. To date the show does some promotion for the online community, but the promotional graphics that stream across the bottom of the screen mid-episode are virtually invisible to the regular audience and could be executed in a more eye catching or interactive way to promote the shows online fan following.

In conclusion– The current show package is disorganized and need to be visually unified with the network promo elements. Currently the ‘Keeping up’ graphics do not properly reflect the shows best assets or positively convey their brand. The network is missing out several opportunities to strengthen the Kardashians show package, which would translate to their online community, spin off shows, and advertising.