

# THE OSBOURNES - OZZY, SHARON, JACK, KELLY

The Osbourne's TV show premiered on MTV in 2001 as a vehicle to spotlight the family's (Ozzy, Sharon, Jack & Kelly) unique lifestyle and as a re-branding opportunity for Ozzy. The groundbreaking show was an instant hit around the world and was a groundbreaking television experience



With the show's success came unique challenges of how best to harness their newfound stardom into long term careers. In regards to Ozzy, the challenge was to maintain his image as Black Sabbath's 'Prince of Darkness' while also being a lovable, caring family man. This project had many components in varying areas including music, television, books, and product placement.

Based on the Ozzy's iconic status in music and the show's massive popularity, we decided to focus on high visibility media and branding targets only. The results far surpassed expectations and fed into the desired end result of establishing the Osbourne's - Ozzy, Sharon, Jack and Kelly into international superstars and pop icons.

## RESULTS :

### For Ozzy:

- Spearheaded the campaign to get Ozzy a Star on the Hollywood Walk of Fame.
- His first ever Rolling Stone Magazine cover
- Media exposure in non-music publications to millions of new fans increasing record sales, concert and OZZFest ticket demands (sold-out tours), new branding opportunities – all adding to a resurgence of Black Sabbath and his solo music career.

### For the Osbourne Family:

- 2 Covers of People Magazine
- 2 Barbara Walters Prime Time Specials
- The Osbourne's hosted the American Music Awards telecast
- Multiple primetime TV interviews with Larry King, Katie Couric, Maria Shriver
- The Tonight Show, The Late Show with David Letterman, Conan O' Brien, Good Morning America and The Today Show performances and appearances.
- Appearance at the White House Correspondence Dinner
- Magazine Covers – Rolling Stone, 2 Covers of Entertainment Weekly, Revolver Magazine, Blender Magazine, US Weekly, TV Guide, Interview Magazine, and so many more.
- Branding opportunities with MAC Cosmetics, Pepsi Cola, The Emmy's, to name a few.
- Launched Sharon Osbourne's talk show on for Telepictures TV where I served as Consulting Producer.
- Handled PR for OZZfest 2001/2002/2003
- Album launch for Kelly Osbourne's self-titled album
- Launched Sharon Osbourne's Cancer Foundation