



World Wrestling Entertainment | Project Health IMC Plan

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Table of Contents

Background	2
Situation Analysis	4
SWOT Analysis	5
Media Audit	6
Goal/Objective	7
Target Audiences	8
Strategies/Messages	9
Strategic Social Media Plan	10
Money in the Bank Press Conference Outline	12
Monday Night Raw Triple H Opening Speech	13
Project Health Panel Media Alert	14
Media List	15
Timeline	16
Budget Estimate	17
Evaluation	18

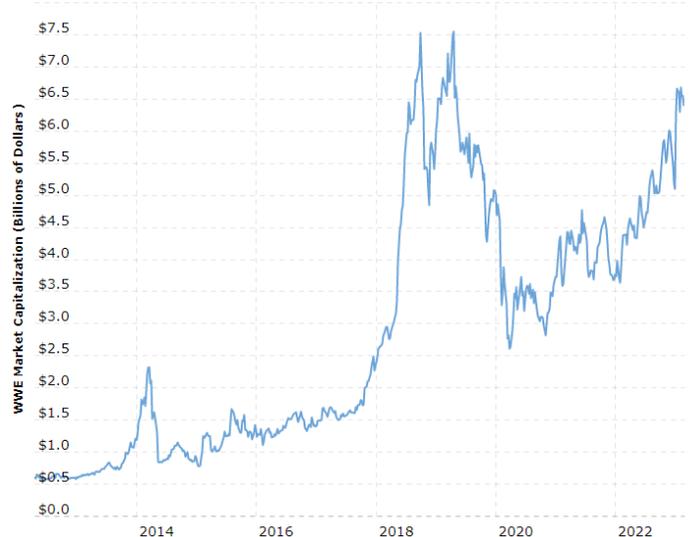
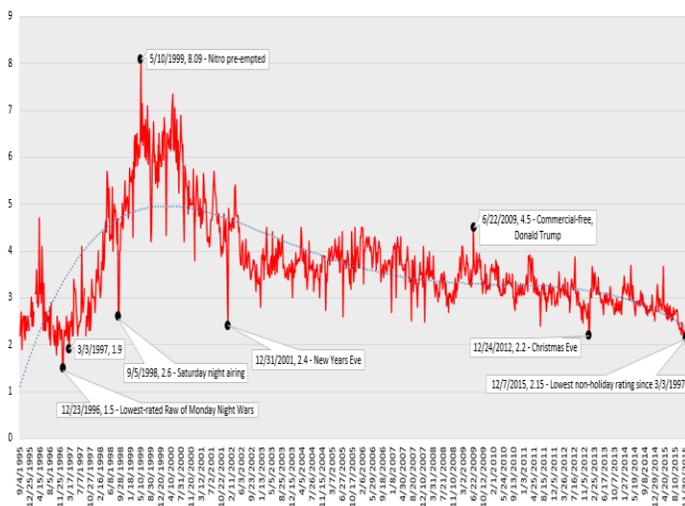
Background

World Wrestling Entertainment (WWE) is the world's largest and most profitable pro-wrestling company. Formally known as the World Wrestling Federation (WWF), WWE was founded in 1980 by Vince McMahon. Pro-wrestling is best described as scripted wrestling matches for the viewers entertainment. The characters, fights, and arguments are for a lack of better term fake. You could draw a comparison to any scripted show, play, or movie. Although the action is scripted, pro-wrestlers can and do get injured, at times can be life threatening. WWE is safer with its talents now but has experienced lots of negative PR due to talent health involving healthcare, concussions, and steroid use.

WWE has three weekly televised events: Monday Night Raw, NXT, and Friday Night Smackdown. Beyond that they have monthly Premium Live Events and have non televised tour shows. Most of this content can be viewed on the WWE Network which is currently partnered with NBCUniversal's Peacock. The network includes an extensive library of former episodes, behind the scenes clips, original programming, documentaries, and Premium Live Events. The WWE Network launched in 2014 for \$9.99 a month offering an alternative to Pay Per View. Beyond that WWE offers fans a large plethora of merchandise including clothing, toys, replica belts, and much more.

Despite pro-wrestling not officially being a sport, WWE is often associated with them in metrics. Monday Night Raw is the longest weekly episodic show in television history and is often referred to as the flagship show. Its viewership peaked at 8 million and averaged 3-4 million viewership for years. Over the years that slowly decreased, in 2022 the show averaged [1.6 million viewers weekly](#). Despite the decrease in viewership WWE is steadily increasing profitability with a net worth of \$6.3 Billion as of February 24th, 2023. 2022 was also the company's most profitable year earning [1.3 billion in revenue](#). Similarly, to sport products WWE experienced viewership lows and a temporary decrease financially in 2020-2021 during the pandemic. WWE maintains its popularity through its extensive social media presence and partnerships. WWE is currently sitting at 93.6 million subscribers, making it one of the 10 channels to ever pass 90 million followers on YouTube. The YouTube channel uploads segments from the show, meaning if you missed the episode you can catch up on the storylines and segments you want to see.

WWE Raw TV Ratings, Sept. 4, 1995 - Dec. 28, 2015



The Internal Environment of WWE is very complicated to say the least. Despite being the biggest pro-wrestling companies, they are the most limited on what they can say or do on television. It is the company's biggest strength and weakness rolled into one. They have multiple billion dollar deals but with those deals come these limitations. Having a PG rating on a show about people fighting sits strange with a lot of people. A lot of backstage drama has been going on recently due to the CEO Vince McMahon who recently reprised his role as he aims to sell the company for [9 billion dollars](#). Reports indicate many talents view Vince McMahon as out of touch and are concerned he will take creative control away from Triple H, a former pro-wrestler that is very well respected in the industry. WWE talents are often vocal on social media when they are upset with management.

Although other pro-wrestling promotions do not threaten WWE financially they have huge impacts on how the fans see WWE. WWE's biggest competition in terms of pro-wrestling companies are All Elite Wrestling (AEW) and New Japan Pro Wrestling (NJPW). Both feature former WWE talents. AEW talents often throw insults towards WWE and claim they try to steal talents. Thanks to their PG-13 rating their show is more violent which fans love. Some talents that were not utilized in WWE get to showcase their abilities in AEW. For the first time in a long time WWE has direct competition which allows fans to see the cracks in the show and gives pro-wrestlers another place to work. Beyond that every now and then WWE is criticized for its treatment of talents by the fans. Talk show host John Oliver had a segment about it in 2019 criticizing how they are contractors rather than employees. [John Oliver](#) also discussed the older generation of pro-wrestlers that gave their body to the industry and are in rough shape at their old age. The company is driven by the fans, so perception is everything.

In terms of stakeholders the largest would-be TV networks and streaming services. Peacock and Fox have multiyear deals with WWE and to get the most out of those deals they require WWE to be profitable on their end. The pro-wrestling fandom is extensive on social media with countless websites and YouTube channels people run for a living. Other pro-wrestling companies need WWE around also as it brings in the most mainstream attention leading to more people seeing the other promotions. WWE events often make partnerships with music producers allowing them to make a profit on wrestlers' theme songs. The Superstars themselves get their own gear made, creating jobs in the process.

WWE strides to get involved in the mainstream media. To do this they have celebrity guests such as music artist Bad Bunny and YouTube celebrity Logan Paul who both had matches and went viral in the process. Bringing these celebrities in draws their fans to the product. A lot of former WWE talents are actors for major movies such as the Rock, John Cena, and Dave Bautista, they often discuss their WWE background. WWE also releases video games drawing in a gamer audience. Twitter users may also find WWE popping up in their feed a lot as it usually hits the trending page every Monday and Friday. If people are exclusively fans of another wrestling promotion, they will still often hear about WWE and vice versa. The same could be said for combat sports fans as some former boxers and UFC fighters make appearances such as Brock Lesner.

Situation Analysis

Despite WWE's decline in viewership, it is more profitable than ever thanks to sponsorships, partnerships, and celebrity involvement. Things look good for WWE as they were recently acquired by Endeavor Group for 9.3 billion dollars while maintaining the majority of WWE's upper management. For now, the company is set financially but faces a future threat of renewing its deals and maintaining celebrity involvement. Going forward the company will need to do its best to ensure a good public image. Especially with AEW, WWE's first major competition in years. WWE is often criticized for its treatment of talents, especially the older crop of Superstars that were around when drug use was more common, and concussions were not considered a threat. WWE has put a lot in place to ensure that talents are healthier however they work rigorous schedules and put tremendous strain on their bodies. As this current generation of performers begin to retire and age WWE may experience extreme backlash since they cannot claim they were a product of their time. This very topic was discussed by John Oliver and some of the talents themselves. Depending on the severity of this it can negatively impact deals going forward.

It is also important to consider that WWE is synonymous with all pro-wrestling, meaning if another company faces a similar issue WWE will likely experience backlash as well. On a similar note, many talents continue to voice their frustrations with management. A lot of talents frequently feel they have been mistreated or underutilized. In some cases, WWE holds Superstars under contract, so they cannot compete elsewhere, and WWE can choose whether or not to feature them on television. As mentioned in the background talents are also upset that Vince McMahon may regain creative control. A substantial portion of the fanbase and wrestlers see him as out of touch. Making a campaign focused on the health of the talents might help increase the morale and make them more favorable towards WWE.

Core Problem / Opportunity: Because WWE is financially reliant on partnerships it is essential that the company maintains a good public image by ensuring that they are doing everything they can to keep current and former talent healthy.

SWOT Analysis

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> • Sponsorships/partnerships • Secure financially • Storied history • Streaming service • Large social media platform (YouTube) 	<ul style="list-style-type: none"> • Limited product (PG rating) • Internal leadership issues • Treatment of talent • Rigorous Schedule
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> • Former employees turned celebrity • Working with other promotions • Videogames and merch • International markets 	<ul style="list-style-type: none"> • Rising professional wrestling companies • Sports that are televised at the same time • Covid-19 • Talent Relations • Shoulders blame of other promotions • Former talents health

SIMPLE SWOT MATRIX

Media Audit

Jeff Hardy

Jeff Hardy is a former WWE talent known for his high-risk style in the ring. He has a long history of injuries and working while under the influence. He has been charged multiple times for drunk driving, which led to WWE releasing him. He currently works in AEW and received a suspension. When he was pulled over his breathalyzer was 0.294 (legal limit .08). If something serious were to happen to him his risky career in WWE is sure to come up.

<https://cultaholic.com/posts/jeff-hardy-s-dui-case-closed-license-suspended-for-ten-years>

CM Punk

This article discusses a former talent's rocky relationship and his grievances with WWE's wellness policy. He was fired on his wedding day and did not like his place on the card. CM Punk openly discusses how they do not care about protecting wrestlers only themselves in a pr aspect. It also dives into how he believes several talents still take steroids.

[CM Punk raises old concerns about WWE's Wellness Policy - Cageside Seats](#)

Article discussing John Oliver talking about the treatment of talent and the monopoly it held over pro-wrestling. This segment led to plenty of mainstream attention in the media but eventually passed. It shows how one person speaking out about this causes a stir.

[John Oliver Slams WWE Over Not Caring About Its Wrestlers' Health \(screenrant.com\)](#)

Chris Benoit

The biggest stain on the WWE's legacy is Chris Benoit. Chris Benoit was a main event talent who killed his family and took his own life in 2007. It is believed that he became mentally impaired from severe concussions in the ring leading to his actions. WWE has erased him from the company's history, it is exceedingly difficult to find a trace of him anywhere. Talents and fans debate if he is to blame for his actions.

[Chris Benoit...Essentially Erased from Wrestling History, Even the Commercials | News, Scores, Highlights, Stats, and Rumors | Bleacher Report](#)

<https://twitter.com/buffalocharging/status/1630653350663401473>

Violations

[Top 20 Wrestlers Who Have Been Found to Use PEDs \(thesportster.com\)](#)

[List Of WWE Wellness Violations | Fightful News](#)

Goal/Objective

Goal: Prepare for potential negative PR regarding former talents while looking into the long-term health of current and future talents.

Objectives

- Decrease the amount of time talents work by 15% in the next 12 months.
- Increase conversation and awareness about WWE's effort to make sure talents are healthy by 40% in the next 6 months.
- Differentiate WWE's wellness policy from other pro-wrestling promotions by 70%.
- Increase morale of talents regarding WWE's medical team within the next 12 months.

Target Audiences

The General WWE Audience

Finding information on age demographics can be tricky, they play a major role in the target audiences and what those fans want. In their most recent earnings call they discussed their 18 to 34 demographic is 34% of their television audience despite a decrease in people that age watching television. They are especially proud of this because they are aiming to make the product more edgy and less childish. [Older reports indicate](#) that approximately 30% of the fanbase is 35 to 49. A good portion of them were diehard fans when WWE was at its heights of popularity in the late 1990s and early 2000s. The fanbase is extremely loyal to the product. The owner of WWE has often stressed that everything on television is their competition not just other pro wrestling promotions but all forms of entertainment. WWE airs on Friday night on Fox and Monday nights on the USA Network. Both have a great deal of traffic at these times which is what would classify as the surface level fan. WWE loves catering to this audience with celebrity involvement trying to make WWE feel as mainstream as possible, star power over talent.

Kids

Although 2008-2013 was labeled the PG era of WWE, they still have a PG rating. The shows have become more brutal stretching what they can do with the PG rating but ultimately, they want to make sure kids can watch the program and it really shows in some segments. This audience plays a huge role in merch sales for the company, the record shows usually the main good guy moves the most merch.

Pro-Wrestling Fans

Pro-Wrestling fans are extremely diehard and go beyond what is seen on television. They follow reports of backstage drama and prefer storylines and good matches over celebrity spectacle. Pro-wrestling is huge on YouTube, especially for this side of the fandom. For example, if they see a talent with a lot of potential being utilized, they will voice this strongly on social media platforms. Besides wrestling companies, the largest wrestling channel is WhatCulture with over one million followers. They are open to criticism of WWE and other promotions. Logan Paul has recently been doing numerous podcasts with WWE Superstars where they talk out of character. Half of the enjoyment of following the show is following all of that drama, pro-wrestling can get very political when it comes to people placed on a card. This is a double-edged sword for WWE as it gives them attention and criticism.

This portion of the fanbase would be the target audience of this campaign. They are the most vocal about the product on social media which often leads to a snowball effect spreading to the rest of the audience. For example, a superstar might make a negative tweet, the hardcore fans will make videos and spread this information to the more mainstream audience. They are extremely analytical meaning we must approach this campaign carefully.

Strategies/Messages

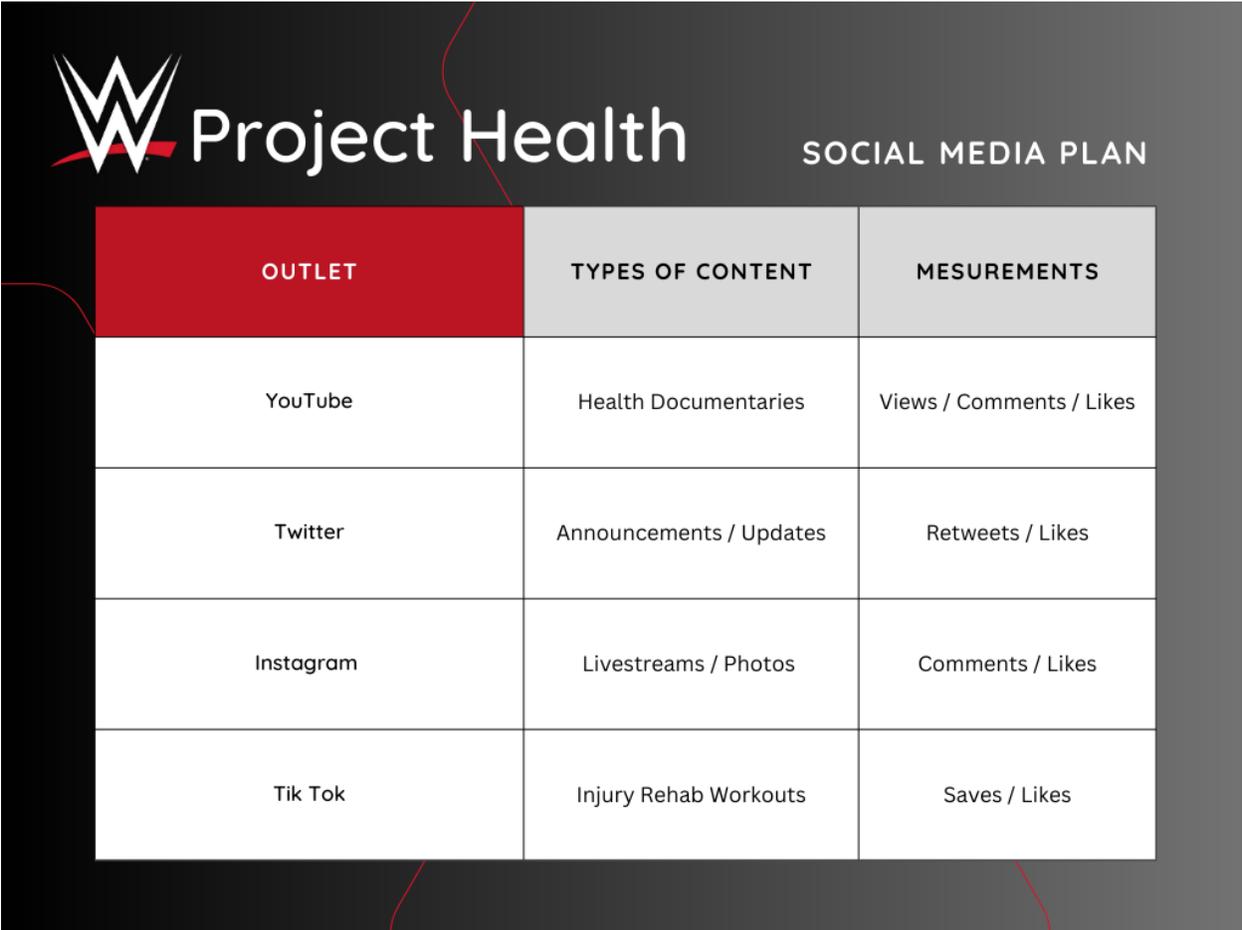
Strategies

- Announce reduced talent schedule and reasoning through multiple media outlets.
 - Social media platforms (YouTube and Twitter)
 - Host a panel with Triple H and top talents that experienced injuries discussing the importance of time off and what it means to them.
 - Press release elaborating how the new schedule will work.
- Better documentation of talents health
 - Create mini documentaries on talents recovery process and how the medical team helped them.
 - Evaluate the medical team to make sure they are properly taking care of talents.
- Use new company owner Endeavor to help legitimize WWE from other wrestling promotions.
 - Controlling a bigger part of the Margaret on major channels
 - Being involved with UFC and other major networks

Messages

- World Wrestling Entertainment is the safest pro-wrestling company in the world.
 - WWE will work closely with talents to ensure better health and increase morale.
- World Wrestling Entertainment gives their talents reasonable time off.
 - Talents will have more time with their family, increasing morale.
 - Better reception in online communities
- World Wrestling Entertainment cares about its talents.
 - Series of mini documentaries on health
 - Giving time off when necessary

Strategic Social Media Plan

The graphic features the Project Health logo (a stylized 'W' with a red underline) and the text 'Project Health' in a large, white, sans-serif font. To the right, 'SOCIAL MEDIA PLAN' is written in a smaller, white, all-caps font. Below this header is a table with three columns: 'OUTLET' (highlighted in red), 'TYPES OF CONTENT', and 'MESUREMENTS'. The table lists four social media outlets: YouTube, Twitter, Instagram, and Tik Tok, each with corresponding content types and measurement metrics.

OUTLET	TYPES OF CONTENT	MESUREMENTS
YouTube	Health Documentaries	Views / Comments / Likes
Twitter	Announcements / Updates	Retweets / Likes
Instagram	Livestreams / Photos	Comments / Likes
Tik Tok	Injury Rehab Workouts	Saves / Likes

WWE is one of the most followed accounts on YouTube making it a valuable platform to reach target audiences regarding Project Health. YouTube will function as the home for all full-length documentaries following talent's road to recovery, as this is where it will get the most exposure. Along with YouTube, WWE has a large following on Twitter, especially while scheduled WWE programs are on. This makes it a great platform to make announcements regarding press conferences and updates to Project Health. Instagram will have scheduled live streams featuring account takeovers from talents discussing their road to recovery and photos posted on the feed to advertise the YouTube documentaries. Tik Tok will be used similarly showing short clips of injured talents getting back in the gym.

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World Wrestling Entertainment Launches Project Health

New Campaign will reduce talents schedules and emphasize their wellbeing

STAMFORD, Conn., Apr 27, 2023: As the industry of pro-wrestling has evolved, so has our understanding of what is safe for all staff and Superstars alike. To reflect this WWE is proud to announce Project Health, a campaign designed to prioritize the wellbeing of all current and future talents.

One of the most noticeable changes for our audiences will be a reduced work schedule for all talents in the coming months. WWE Hall of Famer Stone Cold commented “A reduced schedule will likely add years to the current rosters careers”. Our weekly programming will continue as scheduled as we have a plethora of talents and will rotate which Superstars are scheduled. This will be applicable to future events. If you bought a ticket to a show that advertised your favorite Superstars, they are still slated for it.

Project Health will officially kick off with a panel prior to WWE’s Money in the Bank on July 1 in London. The press conference will be hosted by Chief Content Officer Paul Levesque and feature WWE Superstars Randy Orton, AJ Styles, Big E, Bianca Belair, Becky Lynch, and WWE Hall of Famer Stone Cold Steve Austin. Following the panel, the floor will be open for questions. For more information on how to attend Money in the Bank and the Project Health panel go [here](#).

About World Wrestling Entertainment: WWE, a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The Company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family-friendly entertainment on its television programming, premium live events, digital media, and publishing platforms. WWE’s TV PG programming can be seen in more than 1 billion homes worldwide in 30 languages through world-class distribution partners including NBCUniversal, FOX, BT Sport, Sony India and Rogers. The award-winning WWE Network includes all premium live events, scheduled programming, and a massive video-on-demand library and is currently available in more than 180 countries. In the United States Peacock is the exclusive home to the WWE Network.

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Money in the Bank Press Conference Outline
Saturday, July 1, 2023

The Money in the Bank Project Health panel will take place in the O2 arena in London. We will use a repurposed catering room for the panel. Following the panel, the Money in the Bank preshow will begin which takes place inside the O2 arena. Food and drinks will be provided for those in attendance. Once the scheduled part of the panel concludes we will open the floor for questions.

4:30 PM	Paul Levesque makes his entrance.
	Paul Levesque discusses the importance of WWE talents and how hard they work.
	Discusses the concept of Project Health and what it aims to achieve.
	Elaboration on reduced schedules for talents and how it will affect programming.
4:50 PM	Paul Levesque invites panelists Randy Orton, Stone Cold, Bianca Belair, AJ Styles, and Becky Lynch.
	After a pause Paul Levesque invites a returning Big E to the stage.
5:00 PM	Talents discuss the importance of Project Health and their past injury experiences, as well as the recovery process.
5:25 PM	Announce the planned Project Health documentary series and start date (July 3, 2023).
	Big E announces the first documentary will follow his recovery process from when he broke his neck.
	Play clip from the documentary.
5:35 PM	Open the floor for questions.
5:56 PM	Wrap up the panel and thank the attending audience and talents.
6:00 PM	Mention Money in the Bank preshow is starting now and the panel ends.

Monday Night Raw Triple H Opening Speech

Monday, June 26, 2023

Hello, and welcome to Monday Night Raw! Thank you for joining us. Tonight, in the main event we will see Seth “Freakin” Rollins go one on one with the American Nightmare Cody Rhodes to determine who will be the sixth man in the Money in the Bank ladder match in London. Money in the Bank, an opportunity, and a huge risk, these Superstars will put their bodies on the line. They do it for the love of the game and to entertain all of us, but it comes at a cost, their physical well-being.

As WWE has grown and changed over the years so has our understanding of what is safe for our Superstars and what is best for them, even if that means no longer competing. As you know I have had my fair share of injuries throughout my career, and I know what it can do to you physically and mentally. Safety is our number one priority and with that in mind, I am proud to announce the launch of Project Health, a campaign designed to ensure we are doing everything in our power to keep all current and future Superstars healthy. This includes a reduced work schedule and a more transparent approach with our medical team including documentaries and frequent social media announcements.

This is just the beginning of a bigger tomorrow for WWE, and I look forward to you, the WWE Universe taking this journey with us. Enjoy the show.

[Play Triple H’s theme song and cut to commercial break]



Project Health Panel Media Alert
Monday June 26,2023

Who: Triple H, Randy Orton, AJ Styles, Big E, Bianca Belair, Becky Lynch, and Stone Cold Steve Austin.

What: WWE is hosting a hour and a half panel for the newly announced Project Health Campaign featuring WWE's Chief Content officer talents who have faced injuries before.

Where: The Panel will take place in the O2 Arena in London England in a repurposed catering room. The O2 Arena will also be home to Money in the Bank the same night following the panel.

When: Saturday, July 1st at 4:30 pm. Food and drinks will be provided for those in attendance opening at 4:00 pm and will be available to the end of the panel at 6:00pm. Immediately following the panel the preshow for Money in the Bank will begin. The panel will be available live on YouTube and Peacock.

Why: As WWE launches Project Health a panel has been set up to answer and explain what exactly project health entails. The panel will be led by Triple H, the Chief Content Officer and feature a variety of talents who have experienced injuries while working for WWE. Some special announcements will be made regarding future programming. There will be time for questions from the audience.

Contact:

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Media List

Name	Website	Email	Social Media	Notes
WhatCulture	https://whatculture.com/wwe	peter@whatculture.com	https://www.youtube.com/c/WhatCultureWWE/videos	Largest pro-wrestling news channel on Youtube.
Logan Paul		Logan@loganpaul.com	https://twitter.com/LoganPaul	Huge celebrity influencer employed by WWE, has WWE talents on podcasts.
Dave Meltzer	https://www.f4wonline.com/	Meltzer@Observer.com	https://twitter.com/davemeltzerWON/	Critically acclaimed pro-wrestling journalist. Well respected and critical of WWE.
Jeff Hardy			https://twitter.com/jeffhardybrand	Former WWE talent who might speak negatively regarding Project Health.
Tony Khan			https://twitter.com/tonykhan	Owner of AEW, often very vocal about WWE on Twitter.
WrestleLamia	https://wrestlelamia.co.uk/	Wrestlelamia@hotmail.com		Large YouTube channel based in the UK
Bryan Alvarez		Alvarez@Observer.com	https://www.f4wonline.com/	Journalist
CM Punk			https://twitter.com/cmpunk	Former talent with negative health experience in WWE

Timeline

Pre-Planning	Duration	Start date
Research companies' image regarding talent health.	ongoing	4/2/23
Research health of former talents and relationship with WWE.	ongoing	4/2/23
Begin Filming for Project Health documentaries (Big E).	2 months	4/5/23
Find other talents to star in future documentaries.	2 weeks	4/12/23
Reach out to talents about attending Project Health Panel.	2 days	4/15/23
Begin incorporating reduced schedules for talents when planning shows.	1 week	4/26/23
Create a press release for Project Health.	2 weeks	5/2/23
Create a press conference outline.	2 weeks	5/15/23
Create a list of reporters/journalists to invite to the conference.	1 week	5/20/23
Create a speech for Triple H.	3 days	6/12/23
Execution		
Announced on Twitter Triple H has a big announcement on Raw tonight.	1 day	6/26/23
On Raw Triple H announced Project Health with a speech.	1 day	6/26/23
Post to multiple social media platforms about the announcement.	1 week	6/27/23
Send out panel invites.	1 day	6/27/23
Release Press Release.	1 day	6/27/23
Project Health press conference.	1 day	7/1/23
Release trailer for documentary and highlights from panel on YouTube	1 day	7/2/23

Release Project Health Big E documentary	1 day	7/3/23
Talent schedule reduction begins	1 day	9/1/23
Unannounced Project Health documentary release	1 day	9/8/23

Budget Estimate

Description	Amount
Project Health Documentary	\$30,000 (x5)
YouTube content	\$4,000
Press Release	\$100
Media Alert	\$100
Speech	\$100
Project Health research team	\$40,000
Reduced talent schedule impact (estimate)	\$100,000
Increase medical team staff	\$30,000
Press Conference	
Food and beverages	\$800
Event staff	\$500
Security	\$1000
A/V equipment	\$1,500
Rental tables and chairs	\$2,500
Total	\$330,600

Evaluation

Project Health's success will be measured by the public's interpretation of the campaign, it is important for it to seem genuine. In the past WWE has received criticism for doing things just to make the company look good rather than morals. This campaign was designed with this in mind and aims to do the right thing without drawing too much attention. Of course, a panel and announcements are needed but beyond that this will be a long-term campaign that can span for years. Project Health is more about watching the company make changes rather than saying they will change. Announcing a reduced schedule for talents represents this initiative WWE is taking. The ideal reception would be the fans/talents approval with no backlash but that is unrealistic. However, a campaign like this is needed to prevent a negative image in the future so the symbolic band aid needs to be ripped off.

A realistic outcome would be a lot of skepticism and criticism from YouTube and Twitter. This will lead to former health related issues being brought up. Project Health is presented in such a way that it acknowledges past mistakes and that will go a long way with the fan's reaction. It is something they will watch closely and call out. Talents will have a similar experience to fans but once they see the increased medical team budget and a reduced schedule, they will be supportive of the campaign which makes fans happy. All these goals will be achieved if Project Health is continually supported for years to come.

