

The Carmichael Show

TV Series / Current / NBC / 20th Century Fox Television / **Season 2 (2015-2016)**



LOGLINE

An irreverent comedy that centers on Carmichael's relationships with his girlfriend and his family.

PROJECT DETAILS

Genres	Comedy
Demographic	Male, Female, 18-34, 18-49, 25-54
Period	Present Day
Location	Charlotte

PRODUCTION DETAILS

PROJECT SUMMARY

NBC's multi-camera comedy starring Jerrod Carmichael (NEIGHBORS), who executive produces alongside Nicolas Stoller (SEX TAPE), Danielle Sanchez-Witzel ("New Girl"), and Ravi Nandan of A24 ("Playing House"). 20th Century Fox Television and Universal Television produce the series.

OPPORTUNITY SUMMARY

This multi-camera comedy inspired by the family life of Jerrod Carmichael offers brands in multiple categories impactful opportunities to reach a wide audience. Apparel + Accessories brands have highly visible opportunities to clothe Jerrod, his girlfriend, and his family in a variety of casual and trendy styles. Consumer Electronics brands have a bevy of opportunities as Jerrod and his family entertain themselves and stay in touch. Jerrod and his father love snacking and eating meats, and family meals are an important part of this series leading to memorable opportunities for Food and Beverage brands. Personal + Household brands have numerous opportunities to integrate products into Jerrod and Maxine's upscale apartment and his parents' traditional home. There are also notable opportunities for Sports + Recreation brands as the main characters stay entertained and try to stay in shape.

Apparel + Accessories

Brands have highly visible opportunities to provide the comfortable and casual styles worn by Jerrod, Joe, and Cynthia and the trendy styles worn by Maxine and Bobby.

Networks	NBC Entertainment
Studio	20th Century Fox Television, Universal Television
Production Companies	A24
Signal Project Status	Current
Current Season Status	Preproduction

TALENT

Actors	Jerrold Carmichael, Amber Stevens, Lil Rel Howery, Tiffany Haddish, Loretta Devine, David Alan Grier
Producers	Jerrold Carmichael, Nicholas Stoller, Ravi Nandan, Danielle Sanchez-Witzel
Writers	Jerrold Carmichael, Nicholas Stoller, Ari Katcher, Willie Hunter

6 Scripted References

Name	Sub Category	Notes
Men's Casual Apparel	Clothing	Men's casual apparel is most often worn by Joe and Jerrod.
Men's Trendy Apparel	Clothing	Men's trendy apparel is worn by Bobby and sometimes by Jerrod.
Purses	Accessories	Stylish purses are toted by Maxine.
Wearable Blanket	Clothing	Wearable blankets are sometimes worn by Jerrod and his family.
Women's Casual Apparel	Clothing	Women's casual apparel is most often worn by Cynthia.
Women's Trendy Apparel	Clothing	Women's trendy apparel is worn by Maxine.

Beverages

Coffee, water, soft drinks, and wine are all frequently sipped by the main characters.

4 Scripted References

Name	Sub Category	Notes
Bottled Water	Water	Bottled water is sometimes consumed by Jerrod.
Coffee	Coffee and	Coffee is enjoyed by all the main characters in

	Tea	the morning.
Soft Drinks	Soft Drinks	Soft drinks are sometimes sipped by Jerrod's family.
Wine	Beer and Wine	Wine is sometimes enjoyed by Maxine as she deals with Jerrod's family.

Consumer Electronics

Smartphones, TVs, and laptops are frequently used by Jerrod, Maxine, and Jerrod's family to stay in touch and stay entertained.

3 Scripted References

Name	Sub Category	Notes
Laptop	Computing	A laptop is sometimes used by Jerrod.
Smartphones	Mobile Devices	Smartphones are used by all the main characters to stay in touch.
TVs	Television	TVs are highly visible in Jerrod and Maxine's apartment and in Joe and Cynthia's house.

Food

Joe loves to eat meats and is constantly snacking. Jerrod also loves to eat and family meals are an important part of the series, leading to opportunities for packaged food products and take-out food.

3 Scripted References

Name	Sub Category	Notes
Meat Products	Packaged Food Products	Meat products are constantly consumed by Joe, despite the fact that he's recently had a heart attack.
Snack Foods	Packaged Food Products	Snack foods are frequently enjoyed by Joe and other members of Jerrod's family.
Take-Out Food	Restaurants and Bars	Take-out food is sometimes enjoyed by Jerrod and Maxine in their apartment.

Personal + Household

Brands specializing in furniture, furnishings, kitchen products, and appliances have plenty of opportunities to integrate products into Jerrod and Maxine's apartment and his parent's house.

4 Scripted References

Name	Sub Category	Notes
Appliances	Appliances	Appliances are highly visible in both Jerrod and Maxine's apartment and Joe and Cynthia's house.
Furnishings	Furnishings	A mix of masculine and feminine furnishings fill Jerrod and Maxine's apartment.
Furniture	Furniture	Stylish furniture fills Jerrod and Maxine's apartment while older and more traditional furniture is visible throughout Jerrod's parents' home.

Kitchen Products	Kitchen Products	Kitchen products are used by Maxine, Cynthia, and Jerrod to cook.
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Sports + Recreation

Fitness equipment, games, and musical instruments are all featured in this show as Jerrod and his family stay entertained.

3 Scripted References

Name	Sub Category	Notes
Fitness Equipment	Indoor	Fitness equipment is sometimes used by Jerrod and Jerrod sometimes tries to get his dad to workout and stay healthy.
Games	Games	Jerrod and his family sometimes play games together.
Piano	Musical Instruments	A piano is visible in Joe and Cynthia's living room.

5 Scripted Characters

Character

Description

Jerrod (Lead)

Occupation: *Stand-Up Comedian*
Demographics: *27, Male, Black;*

Charismatic; smart; man-child; afraid of commitment; doesn't like opening up; well-spoken; funny.;

Maxine (Supporting)

Occupation: *Therapist In Training*
Demographics: *Mid 20s, Female, Multi-Racial;*

Jerrod's girlfriend; smart; caring; passionate; loving; honest; sometimes wishes Jerrod would grow up; wants to fit in with Jerrod's family.;

Bobby (Supporting)

Occupation: *Salesman*
Demographics: *30s, Male, Black;*

Jerrod's older brother; not very intelligent; always making up outlandish stories; means well.;

Cynthia (Supporting)

Occupation: *N/A*
Demographics: *50s, Female, Black;*

Jerrod's mother; opinionated; set in her ways; caring; religious; staunch democrat.;

Joe (Supporting)

Occupation: *Truck Driver*
Demographics: *50s, Male, Black;*

Jerrod's dad; loves to eat; oblivious; always has unwanted advice; a wild-card.;

Synopsis



This irreverent sitcom is inspired by Jerrod Carmichael's relationships with his say-anything, contrarian father, his therapist-in-training girlfriend, his ever-hustling brother and his mother who is always, always, always right with Jesus.

Taking the next step and moving in together, Jerrod and his girlfriend, Maxine are your average young couple trying to make it in the city. They're smart, motivated and looking to build a fulfilling life together. The only thing standing in their way is family. Between Jerrod's larger-than-life brother, Bobby, and his smothering and passionate parents Joe and Cynthia, Jerrod and Maxine are put to the test navigating the boundaries of romance, family and sanity. But it's not always Jerrod's family that is holding him back. Sometimes it's his man-child ways, and Maxine is out to change him.



Settings

Name

Setting

Apartment

Apartment

Jerrod and Maxine's well-furnished apartment is a main setting in this series.

Joe and Cynthia's House

House

Much of the action takes place in Jerrod's parents' living room.