

The Grand Plan



Genre: Factual Entertainment

Episodes: 30-60 mins

Broadcasters: Channel 10, Israel; Globo, Brazil; MTV3, Finland; Rai1, Italy; Russia1, Russia;
TeleZüri/TV24, Switzerland; LNK TV, Lithuania; PRVA, Serbia

Producer: Artza Productions

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**Relationship issues? Struggling at work? Looking for love?
We have just the ladies to help!
The 3 hottest grandmas in town are here to solve your problems...
whatever they may be!**

The Gran Plan is a comic factual entertainment format where the “new generation” of life-coachers solve the life problems of younger participants with both hilarious and poignant results! They may not have a Facebook account, but with a combined 230 years of life experience, they know what really counts!

- ★ Won the slot in Brazil!
- ★ Increased the channel's share by 50% in Finland!
- ★ Raised the channel's ratings in the time slot by 86% in Switzerland!
- ★ Strong female appeal
- ★ Perfect prime time show for family viewing

HOW IT WORKS:

- In each episode, the 3 strong-will grannies will meet a new protégé and will help tackle the issue at hand, from breakups to love triangles, from hating work to family struggles.
- In 3 stages, they help their young friends with their problems and force them to move on with their lives... with more than a few laughs along the way!
 - 1. Examining the issue:** The grannies step into their protégé's life, meeting their friends and family and examining their daily routines.
 - 2. Finding the solution:** They consult together to decide on the best possible courses of action that will enable the young candidate to confront their issue.
 - 3. Applying the solution:** The protagonist will meet their challenge head-on with a set of tasks set by the grannies, designed to push them out of their comfort zone.

Will they succeed? With these 3 grannies by their side, anything is possible!

In order to experience life, you need life experience!