Thought of the Day: Make It A Title Match

This is one of those things I put in a Smackdown review recently and it bares repeating. A few weeks ago, Big Show fought William Regal on Smackdown. It lasted like two minutes and was a Big Show squash, making it pretty uninteresting. My idea: make it a title match. Regal never stood a chance, but if you make it a title match there's a tiny chance that we could see a title change, and that makes the match more interesting. It doesn't hurt Show and it makes Regal look like a bigger deal, so why not do it?