Thought of the Day: Setting Up Title Matches

I think I might have said this before but it came to me again watching Raw.

Is there NO other way to set up a title feud than having the challenger pin the champion? Just say they're having a title match at the PPV. Seriously just do it that way. Stop having to walk us through everything and just do the match. Let them TALK to each other and have some interaction and then do the freaking match. I assure you it's not that hard.

Big Show Won The Intercontinental Title

No shocks so far.

Wrestlemania #28: Intercontinental Title — Cody Rhodes (C) vs. Big Show

Remember last year when Cody was Dr. Doom? Neither do I. This has been a pretty well built up match. There's a story behind it and Cody has done a great job of setting up the idea that

Show can't win the big one on the big stage. As for a winner, the signs would point to Big Show, but at the end of the day I'm not sure if I can picture Big Show as the Intercontinental Champion. Cody needs to get away from the title so he can move onto the world title scene. There's also a chance though that Cody loses on purpose but keeps the title, which I think is what is going to happen. Since I like to play things safe though, I'll go with Show winning the title.

Thoughts/Predictions?