

DBG +

BRANDED
ENTERTAINMENT
CONCEPTS

04.20.12





DBG seamlessly integrates award-winning video production and highly-targeted, multi-channel distribution with holistic, 360-degree marketing solutions to offer DR PEPPER a turnkey video programming solution.



PROPOSAL OUTLINE

OBJECTIVE

STRATEGY

DR PEPPER CONCEPTS

DR PEPPER TEN CONCEPTS

DIET DR PEPPER CONCEPTS

CAMPAIGN ECOSYSTEM

PAID

OWNED

EARNED

HOW WE'D WORK WITH YOU

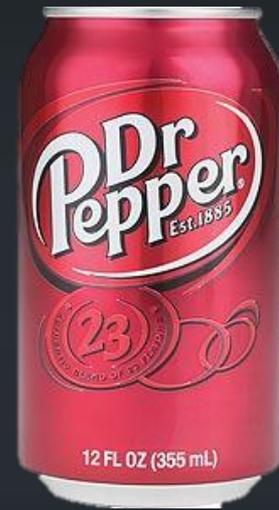
OBJECTIVE

Drive conversations about the DR PEPPER, DR PEPPER TEN, and DIET DR PEPPER brands.

STRATEGY

Create content that inspires, humors, and entertains.

DR PEPPER CONCEPTS



ORINATION

CONCEPT OVERVIEW

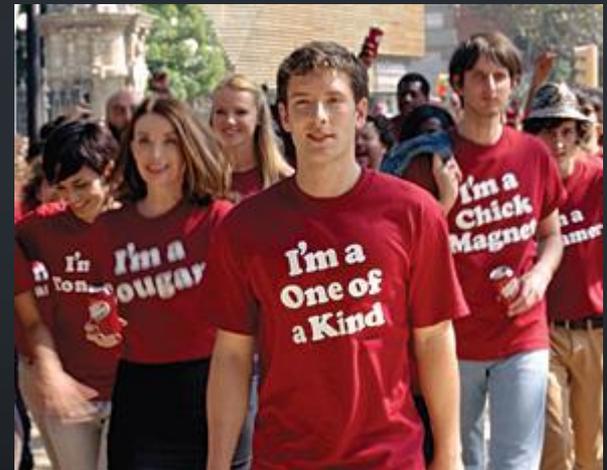
It takes guts to be different and it takes being different to be cool. **ORINATION** travels across the USA to tell the stories of the people that were brave enough to be different and inspired a cultural revolution.

Using relevant found footage, colorful commentary by an ensemble of comedic voices, and one-on-one interviews with the subjects, this insightful series inspires DR PEPPER fans to march to their own beat.

Number of Episodes -- **SIX**

Tonal Inspiration -- “Birth of Hip Hop”

(Click [HERE](#) to watch “Birth of Hip Hop” sample)



DR
PEPPER
TEN
CONCEPTS



ROLL WITH IT

CONCEPT OVERVIEW

Real men like winning a real challenge. Whether it's facing off against grizzly bears on an extreme camping adventure or bringing home the gold in an arm wrestling competition, a real man knows no fear.

ROLL WITH IT takes the testosterone rush to another level in an outrageously funny competition pitting man against man in an obstacle course of 23 challenges for the chance to be named King Of The Ten.

Number of Episodes -- **TEN**

Tonal Inspiration -- *"American Ninja Warrior"*

(Click [HERE](#) for "American Ninja Warrior" sample)



TAKE IT TO THE MAT

CONCEPT OVERVIEW

In this animated bracket-style competition DR PEPPER TEN fans get in on the action as 23 DR PEPPER-inspired characters battle it out. These characters are not only distinctly masculine, they're as diverse as DR PEPPER's flavors.

Eleven initial matches will be announced on DR PEPPER's Facebook page. Fans will weigh in on who they think will win with polling influencing match outcomes.

At the end there will be a championship match between whoever remains and a new combatant named [The Mysterious 23](#) -- an amalgamation of all the defeated wrestlers!



D10-tion

CONCEPT OVERVIEW

A lot can happen in detention, desks get drawn on, chairs get gummed, cult clubs can be formed, but **D10-tion** is the stuff of men! In this challenge competition series, ten manly guys are forced by their friends via Facebook submission to enter **D10-tion**.

They compete in mental and physical challenges and whether it's arm wrestling while chugging a DR PEPPER TEN or guessing the ten 'Manments', one competitor will be sent home at the end of each episode.

Number of Episodes -- **NINE**

Tonal Inspiration -- **Batsu** (Japanese Game Show)

(Click [HERE](#) to watch Batsu sample)



DIET DR
PEPPER
CONCEPTS



TAKE A LOAD OFF

CONCEPT OVERVIEW

Today's working woman is always on. The little moments of respite from her hectic day are few and she ends up sacrificing her "me time" to life's demands. This web series speaks to the woman who is constantly on the go.

Chosen from the DIET DR PEPPER Facebook Fan Page, a few lucky women win the opportunity to take a load off when they are provided the DIET DR PEPPER Satisfaction Team to serve at their beck and call for a day.



TAKE A LOAD OFF

CONCEPT OVERVIEW (CONT'D)

A surprise knock at the door reveals the handsome team leader, who will ensure that the house chores are done, the work emails are returned, and that she can enjoy some much needed relaxation with a can of DIET DR PEPPER in hand.

If those chores end up being done shirtless so much the better! Our viewers will see that -- thanks to DIET DR PEPPER -- it's okay to take a moment to reward yourself!

Number of Episodes: SIX

Tonal Inspiration -- [Andrew Christian's Laundry Party](#)

(Click [HERE](#) to watch sample)



LET'S TALK ABOUT YOU

CONCEPT OVERVIEW

A lot of women know the secret to balancing work and family life is taking me time. In **LET'S TALK ABOUT YOU**, our host meets women and learns how they manage their time -- while also rewarding themselves. Whether it's yoga or an at-home facial, our audience is inspired to find time to treat themselves. Our host continues the conversation with fans via social media platforms.

Number of Episodes: **SIX**

Tonal Inspiration -- **Sally Horchow's Pretty Good**

(Click [HERE](#) to watch a sample)



CAMPAIGN ECO- SYSTEM

PAID
OWNED
EARNED

DBG drives distribution of video content through our broad, multi-channel syndication platform.

We architect integrated marketing campaigns, ensuring satisfaction of key objectives.



TUNE-IN BANNERS

Expandable and standard video banners housing show content with interactive capabilities



EPISODE VIEWS

Long form episode plays in site's native viewing environment



HUB

CAMPAIGN ECO- SYSTEM

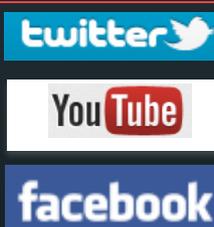


Video series launch on Dr Pepper's Facebook and YouTube pages to engage the existing community and drive social conversation



SOCIAL

Encourage conversation and sharing among Fans and their friends via social show extensions, talent promotion, and other sharing options



PUBLICITY

Secure press via women's lifestyle, celeb, and health consumer outlets and trade publications



PAID MEDIA

CAMPAIGN ECOSYSTEM

DBG will utilize our comScore Top-5 content distribution portfolio to drive tune-in and video views.

For **DR PEPPER** we'll target entertainment, youth culture and comedy sites



PANDORA

facebook

PEREZHILTON

CollegeHumor

funny OR DIE

For **DR PEPPER 10** we'll target sports, gaming, and comedic sites



marie claire

SHAPE

Women's Health

Us

People

For **DIET DR PEPPER** we'll target celebrity, gaming, and women's lifestyle sites



MAXIM

Esquire

Sports Illustrated

b/r bleacher report

digg

PAID MEDIA

CAMPAIGN ECOSYSTEM

DBG will distribute video spots via a custom 300x250 in-page **VIDEO TUNE-IN BANNER** unit.

The player houses the multiple webisodes and encourages consumers to 'Like' and share via social networks.

DBG can also utilize a YouTube player for this ad unit to increase a video's view count on Dr Pepper's owned YouTube channel.



Trial-driving call-out and social sharing functionality



Social integration: "Nominate A Friend" on Facebook

PAID MEDIA

CAMPAIGN ECOSYSTEM

DBG's expandable **SOCIAL REACH VIDEO** unit transforms a 300x250 banner into a 975x550 takeover.

Users can access feeds from Twitter, YouTube, and click-through to Facebook encouraging shares, likes, and comments in real-time.

The Social Reach Player has a typical interaction rate of 6% compared to the industry benchmark of 2.6%.



PAID MEDIA

CAMPAIGN ECOSYSTEM

DBG develops NCAA sports programming, providing full pre- and post-game highlight packages, from officially licensed NCAA game footage.

DR PEPPER TEN's custom content could be integrated into premium NCAA basketball video via Pre-Roll, sponsor voiceovers, and presented by branding.

[Demo](#)



PAID MEDIA

CAMPAIGN ECOSYSTEM

DR PEPPER brand programming runs in-stream as editorial LONG FORM content within a site's native video environment.

The screenshot shows a webpage from Redbook. At the top, the Redbook logo is in red. Below it is a navigation menu with categories: SEX & LOVE, BEAUTY & FASHION, FOOD & HOME, MOM & KIDS, MIND & BODY, MONEY & CAREER, and FUN & GAMES. A search bar is on the right. The main content area features a video titled "Summery Drink Ideas Video" by REDBOOK Editor Melanie Mannarino. The video shows a woman in a blue top in a kitchen with various drinks and ingredients. To the right of the video is a social media sharing section with icons for Facebook, Twitter, and Email, and a "Follow us on Pinterest" link. Below the video is a "DON'T MISS" section with a link to "Redbookmag.com" and a sub-link "50 Weird Things He Loves About You".

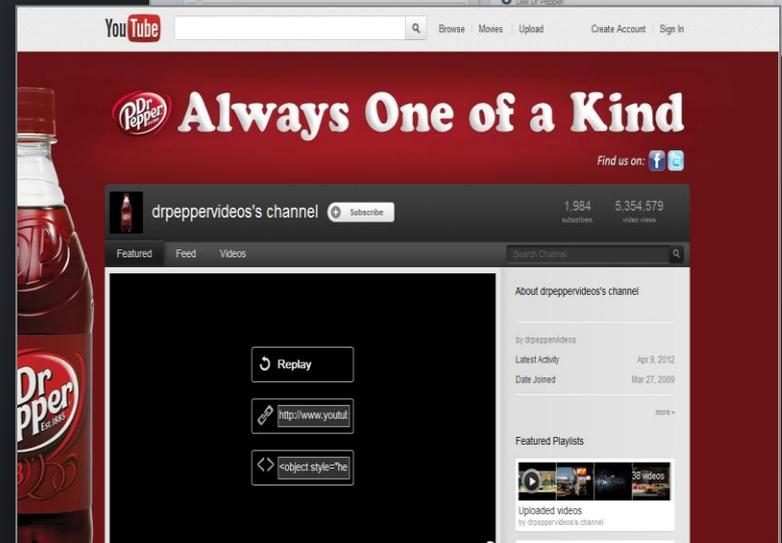
OWNED MEDIA

CAMPAIGN ECOSYSTEM

DBG's original programming can live on the DR PEPPER'S Facebook or YouTube page.

For the various show concepts the DPSG Owned Channels will be utilize to promote the video to the fan base and source contestants and winners.

Talent will promote the series through their social networks, encouraging additional viewership.



EARNED MEDIA

CAMPAIGN ECOSYSTEM

DBG will secure press opportunities through entertainment, celeb, gadget and consumer print, online and broadcast outlets such as:



TRADE

Complex
Maxim
Rolling Stone
ESPN
IGN
Bleacher Report

GQ
Men's Health
AskMen
URB
Esquire
Details

Gawker
Jezebel
Nylon
She Knows
Yahoo
USA Today

Ad Age
Media Post
Ad Week
Hollywood Reporter
LA Times



HOW WE'D
WORK WITH
YOU

BRANDED ENTERTAINMENT PROCESS



Step 1 Receive brand brief (or RFP) and assess objectives.

Step 2 Ideate show concepts to satisfy the objectives.

Step 3 Casting, Scripting and Rights & Clearances

Step 4 Production and Editing

Step 5 Launch and Distribute

TIMING: 8 to 12 weeks.

DR PEPPER wants to drive awareness and purchase intent around one or several brands

How about a webisode series with associated paid and earned media support?

Awesome idea. Let's do **D10-tion**. Can't wait to see casting selects.

Let the shooting begin!

Final Product: A Web Series is Born!

Series premieres on a DR PEPPER owned site. DBG uses media to generate awareness and drive tune-in.

PRODUCTION SCHEDULE

Weeks 1 - 2	Scripting Begins
Weeks 3 – 4	Scripting completed. Casting begins
Weeks 5 – 6	Casting complete. Locations locked
Week 7	**PRINCIPLE PHOTOGRAPHY**
Weeks 8 – 9	Rough cuts of episodes circulated for notes
Weeks 10 - 11	Episode fine cut circulated (including GFX)
Week 12	Final Delivery of Episodes



THANK YOU!
