



OFF NETWORK MARKETING CONCEPTS

ILLUMIN**8**
CREATIVE

INTERACTIVE ADVERTISING

LOOK WHOSE WALKING/WHERE IN THE WORLD ARE YOU GOING?

Male and Female models (ex: Elite Modeling agency) dressed as Pan AM stewardesses and pilots will exit limousines and “walk” around various public locations such as indoor or outdoor malls, populated streets like 5th Avenue in New York, Water Tower place in Chicago, Venice Boardwalk in Venice CA - or also European cities featured in the show such as London, Paris and Rome.

They will carry PAM AM FLIGHTS BAGS that have show information on them, and can hand out “tickets” with show info and/or other merchandise like wings, stickers etc.

Think flash mobs – but in this case the video of the models can be captured on smartphones and cameras as part of a contest featured around the slogan **“Where in the world are you going?”**

People can upload their videos of the walking models to a created web site or to the PAN AM Facebook page for a chance to win – such as a role as an extra on an upcoming episode.

The models can also pose for photos.

We’ll video/record the entire campaign – starting with the model casting sessions, wardrobe fittings etc. - the limo rides and sleek/sexy exiting limos, walking to the various locations.

LOOK WHOSE WALKING/WHERE
IN THE WORLD ARE YOU GOING?
(cont.)



INTERACTIVE POSTERS

For bus stations, billboards, inside buses, cabs, utilize QR code technology for mobile devices.

Example: The tail of the plane will have the QR code.



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WHISK YOU AWAY

The Prize: An extra role on an upcoming episode.

We'll video the day – and edit to make it feel like a seem-less flow.

A limo arrives at the winner's home and drives them to a helipad – where a waiting helicopter takes them to an airport. Another limo takes them to the set.

They are whisked into wardrobe then escorted onto set - meet the crew and shoot their scene as an extra.

WHERE IN THE WORLD ARE YOU GOING?

GPS TECHNOLOGY

There will be billboards that advertise the series (They could also have QR codes with character information on them as well).

On the billboards it will instruct those with smartphones to download a Pan Am application (The QR code could also link directly to the app download).

This app would use GPS technology to tell you about the history of specific Pan Am flights throughout history. I.e. "2 miles SW from this location, the first S-40 crew took flight." There would be advertisements for the show within the app as well.

MOBILE APPS

SITE-SEEING APP

Overlapping reality with the fictional world of Pan Am – our mobile app will take site seeing to a whole new level, marrying 1960s aesthetics with sleek virtual travel.

Our app will feature the real hotels, restaurants, bars and shopping during the time-period of character's travels to various cities featured in episodes such as London or Paris.

Viewers will continue to enjoy the show's exotic locales, restaurants, bars and hotels by engaging with the show's destinations on mobile devices, pin-pointing the scenes on real maps, enjoying the show off the small screen and into real streets.

**See Parsing Place mobile apps as example <http://www.parsingplace.com>*





Impressionist Paris: Walking Tour 1: Musée d'Orsay to the Louvre Museum -along the Seine-

Impressionist Paris: Walking Tour 1 takes you on a walking tour from the Musée d'Orsay to the Louvre Museum. Compare Impressionist paintings to photos of what the scene looks like today, while learning about art history and Parisian history. Monet, Renoir and Pissarro are just a few of the painters on this Impressionist Walk.

* Additional list of local Favorites gives you an insider advantage. Wine shop, cheese shop, cafés, restaurants, tea salons, bakeries, chocolate shops and other points of interest are noted throughout the Walking Tour so you can either take a break or stock up for a picnic along the river.

* Fully downloaded, with optional offline map; you can roam the streets of the City of Lights without roaming fees.

* New feature: toggle to satellite view in the map.

* "Your Paris" photo album that lets you replace contemporary city pictures with your own pics and save them.

The iPhone Apps "Impressionist Paris" are based on the acclaimed book, "Guide to Impressionist Paris," by Patty Lurie. Bon Voyage!

Artists include: [Monet](#), [Renoir](#), [Pissarro](#), [Hassam](#), [Signac](#), [Lebourg](#)

Reviews:

Amazing and Romantic ★★★★★

I love this app! I can't wait to use it the next time I go to Paris... It's easy to navigate through and very informative. Thank you!



iTunes Preview

What's New What is iTunes What's on iTunes iTunes Charts How To

Paris Impressionist Walking Tour #1 By Parsing Place

Open iTunes to buy and download apps.

[View More By This Developer](#)



Description
"Recommended by France Magazine"
SALE EXTENDED!
[Parsing Place Web Site](#) • [Paris Impressionist Walking Tour #1 Support](#) • [More](#)

What's New in Version 1.4
Updated offline map to reflect added favorites - Enjoy!

[View in iTunes](#)

\$0.99
Category: Travel
Updated: Aug 11, 2011
Current Version: 1.4
Size: 17.8 MB
Language: English
Seller: Parsing Place Productions, LLC
©2011 Parsing Place Productions, LLC
[Rated 4+](#)


Requirements: Compatible with iPhone, iPod touch, and iPad.
Requires iOS 3.0 or later

Customer Ratings
We have not received enough ratings to display an average for the current version of this application.
All Versions:
★★★★ 15 Ratings

More iPhone Apps by Parsing Place

[Paris Impressionist Walking T...](#)
[View in iTunes](#)

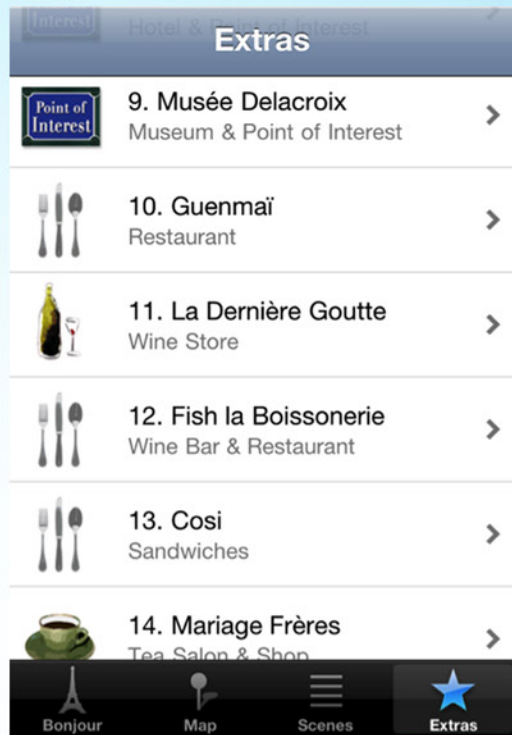
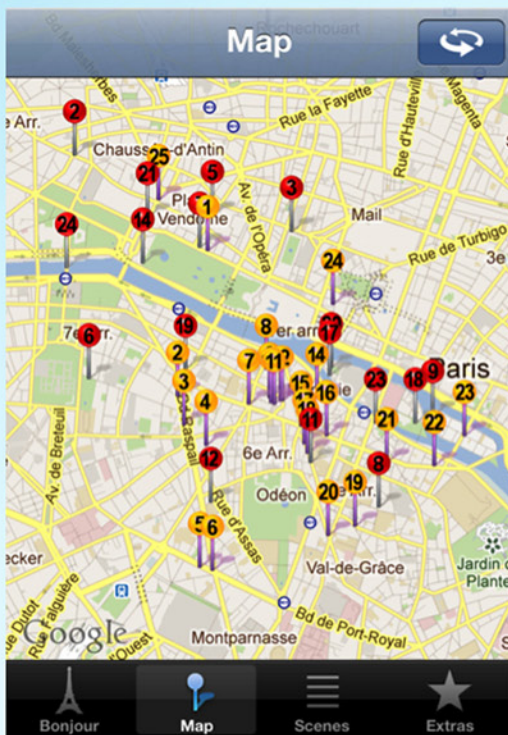
iPhone Screenshots




Start here
Musée d'Orsay

1. Quai Malaquais: Morning Sun
Camille Pissarro, 1903
2. The Louvre and the Pont Royal
Childe Hassam, 1897
3. Pont des Arts
Paul Signac, 1928
4. Pont des Arts
Pierre Auguste Renoir, 1868

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ORIGINAL WEB VIDEOS

HOWCAST “STYLE” VIDEOS

In the style of “HowCast ‘How To’” videos we’ll create a series of PAN AM instructional videos @ :90-2:00 each - with TALENT interacting with sophisticated/retro graphics shot in HD on green screen stage, intercut with appropriate show footage and VO/gfx call to action.

The videos will exist on YouTube, Vimeo, Hulu and other on-line channels.

See the following as graphic examples:

<http://www.howcast.com/videos/421385-How-to-Dress-in-Business-Casual-for-Women>

This is with Serena Williams

<http://www.youtube.com/watch?v=JnpPOJA8FsU>

This is with Fergie

<http://www.spike.com/video-clips/kayih3/fergie-hp-hot-new-commercial>

“HOW TO BECOME A PAN AM STEWARDESS”

Examples:

- Swish of the hips
- Hair and makeup tips
- Hand gesturing
- Proper girdle wearing
- Wardrobe on and off flight
- General etiquette
- Magazine photo shoots
- Attending to passengers
- Clandestine activity if you happen to be a spy
- Learn a foreign language, such as French
- Prepare for adventure
- Photography tips (for taking passenger photos)
- In-flight bartending
- Walking through airports
- Making in-flight announcements
- What to do in between flights etc.

HOWCAST “STYLE” VIDEOS cont.

“HOW TO BECOME A PAN AM PILOT”

Examples:

Qualifications
Personal grooming
Proper handshake techniques
Saluting
Smiling
Acting as role model for boys
Walking through airports
Making in-flight announcements
Dealing with passengers
Wardrobe on and off flight
Proper behavior with other flight crew
What to do in between flights etc.

“HOW TO BEHAVE ON A PAN AM FLIGHT” – INSTRUCTIONAL VIDEO FOR CHILDREN

Examples:

What to wear when traveling
How to greet pilots and crew
In flight etiquette
Seatbelts
How to order food
In flight entertainment
How to see the cockpit
Things to do on the plane

FAMILY TV

INT. HOUSE - CU - FACES of a contemporary caucasian American family (Mom, Dad, son and daughter) walking, entering their TV room/den.

CAMERA PULLS OUT TO REVEAL Dad's dressed as a Pan Am pilot, Mom's dressed as a Pan Am stewardess, 10-year old son is dressed in a suit and 2-year old daughter is wearing a dress.

They sit down on a retro couch – but the TV is a large Sony HD flat screen.

DAD turns on the TV remote.

We HEAR - AIRLINE PILOT VO:

LADIES AND GENTLEMEN

PLEASE FASTEN YOUR SEATBELTS

In unison the family (sitting on the couch) STRAPS SEATBELTS on.

PAN AM show title plays on the screen.

CU happy family faces.

AIRLINE PILOT VO:

ADVENTURE IS ABOUT TO BEGIN

On TV - montage – show footage/clips intercut with family faces/smiles

VO:

PAN AM

DEPARTING SUNDAYS

AT 10PM/9C

FROM ABC

IT'S GOING TO BE A WILD RIDE
(RELIVE THE DAWN OF THE JET AGE)



LOOKING UP

Green screen stage shoot

EXT. NY CITY STREET - VARIOUS PEOPLE look up to the sky, heads move from left to right. SOUND FX – Airplane Flying

EXT. MIAMI STREET - VARIOUS PEOPLE look up to the sky, heads move from right to left. SOUND FX – Airplane Flying

EXT. LONDON STREET - VARIOUS PEOPLE look up to the sky, heads move from left to right. SOUND FX – Airplane Flying

EXT. PARIS STREET - VARIOUS PEOPLE look up to the sky, heads move from right to left. SOUND FX – Airplane Flying

PAN AM plane flies in the sky.

INT. CHIROPRACTIC OFFICE WAITING ROOM

VARIOUS PATIENTS STAND WEARING NECK BRACES – NECKS EXTENDED

PATIENT 1
Pan Am?

PATIENT 2
Yeah.

PATIENT 3
Me too.

VO:

THINGS ARE LOOKING UP

PAN AM IS HERE

SUNDAYS
10PM/9PM CENTRAL
ON ABC



TESTIMONIALS

Montage/Video blog of previous Pan Am employees (NOT JUST PILOTS AND STEWARDESS) talking about their experiences with the airline, travel, experiences with other crew etc – intercut with appropriate show footage.

We'll do a locked off camera shoot in a few selected cities (ABC.com/Sony website participation for how to and where).

*Participants will have to present proof of employment.

Pilot (Dean): "Share a bit of history with us"

VO:

REMEMBER WHAT IT WAS LIKE

EVEN IF YOU WEREN'T THERE

PAN AM

SUNDAYS
10PM/9PM CENTRAL
ON ABC

ADDED VALUE/BTS FEATURES:

We'll create three BEHIND THE SCENES FEATURETTES featuring **Costume Designers**, **Set Designers**, and **Technical Advisors** with on-set **Cast Interviews** (intercut with show footage) to give the audience an in-depth behind the scenes tour how the show is produced with attention to detail/accuracy of how things really were for Pan Am travel – during the dawn of the jet age.

TRAVEL AGENT

INT. TRAVEL AGENCY (PRESENT DAY)

A GOOD LOOKING COUPLE (late 20's) sit across the desk from a FEMALE TRAVEL AGENT (early 40's). The couple is very excited.

TRAVEL AGENT

So, what type of vacation are you looking for?

HUSBAND

Well, we want adventure. Excitement. The Un-expected.

WIFE

And exotic destinations. Don't forget exotic destinations.

HUSBAND

Right, and first class service all the way.

WIFE

And romantic.

The travel agent pulls up the ABC PAN AM home page on her computer and tilts her screen to the couple.

TRAVEL AGENT

I've got just the thing for you. It's Pan Am.
(gesturing, painting the picture)

Welcome to 1963. You'll experience luxurious global adventure with a front-row seat to history. And you'll travel to intoxicating cities like Paris, Berlin, Monte Carlo and Rome.

WIFE

Sounds perfect.

TRAVEL AGENT (cont.)

The travel agent turns on the flat screen TV on the wall.

TRAVEL AGENT
Take a look.

CUT TO TV – short show footage/soundbyte montage.

HUSBAND
Just what we've been looking for.

The travel agent hands them PAN AM tickets – blue folders.

TRAVEL AGENT
Pan Am. It takes off Sundays at 10 pm,
9 central, on ABC.

HISTORY LESSON

In the style of a 1960's elementary school film strip

We'll create a 3:00-:5:00 history of Pan Am aviation intercutting treated show footage with archival media.

A BAG'S STORY

POV and VO of life from a PAN AM bag's perspective "the luckiest travel bag in the world" – telling the story of her awesome travels and adventures from around the world – *intercut with show footage*.

It SEES the world and exotic places – ex: POV of the bag in a NY cab, watching NYC. POV of the bag traveling through Paris. The bag's almost late for it's flight and hurries through the airport.

The PAN AM bag is placed next to another PAN AM BAG (male) - there's a possible romantic connection between the two bags.

COMMANDO “STYLE” VIDEO

Green screen shoot – various close-ups/inserts of a PAN AM STEWARDESS getting dressed – slowly, CAMERA PULLS BACK TO REVEAL – a sexy PAN AM STEWARDESS. Intercut with show footage.

See COMMANDO TRAILER as example / MARINE commercials

<http://www.youtube.com/watch?v=mh-QUh69MCg>

VO:

THEY ARE THE ELITE OF THE ELITE

A SELECT CREW CHOSEN FOR THEIR REMARKABLE TALENTS

PREPARED FOR A MISSION AT A MOMENTS NOTICE (clip of Ricci helicoptering to Airport)

ARMED WITH AN ARSENAL...

OF MULTIPLE LANGUAGES

STYLE

AND GRACE

THEY ARE...PAN AM STEWARDESSES.

PAN AM

THE ADVENTURE IS ABOUT TO BEGIN

On TV - montage – show footage/clips intercut with Family faces/smiles

TAKING OFF SUNDAYS
AT 10PM/9C
FROM ABC

IT'S GOING TO BE A WILD RIDE

8

IN-FLIGHT SAFETY VIDEO

Green Screen shoot with PAN AM STEWARDESS safety announcement supported by show footage.

Spoofing the traditional in-flight video's the STEWARDESS' will speak on point about show elements.

EX:

IN CASE OF ESPIONAGE...

DINNER WILL BE SERVED AT...

FEEL FREE TO WALK AROUND OUR SPACIOUS CABIN...

INTRODUCTION OF FLIGHT CREW



WEB

REAL STORIES WEBSITE

Create a website for viewers to share text stories, video, still photography and memorabilia of real Pan Am experiences - targeting both past employees, travelers and the families of those associated with the airline's past.

The site will be a multigenerational online community that will also link to ABC and Sony sites and PAN AM Facebook pages as well as feature media and ads for upcoming episodes.

We'll design and maintain the site creating

- microblogging page for visitors to share text stories
- picture/pdf upload gallery for visitors to share photos, and documents
- video upload gallery for visitors to share videos
- links to ABC, Sony sites
- updated show media



WEB ITINERARY

An email blast electronic travel reminder – in the form of a 3D MODELED PAN AM TICKET – that opens up to reveal show info and media.

Skinned like an Orbitz email that reads, "Departing Flight Info. Airline: Pan Am, Departing: Sunday September 25th 10pm/9C from ABC"

Other itinerary information to attract viewers to other programs.

"Show up to your media center three hours prior to PAN AM departure early to catch Extreme Makeover: Home Edition and Desperate Housewives."

MERCHANDIZING

REUSABLE BAGS

The Pan Am bag is clearly an iconic image. Reusable shopping bags are becoming increasingly popular.

We'll combine the two – one side will be the traditional blue and white logo, the other side will be a large QR Code with web, ABC, Sony, broadcast info.

They'll be giveaways – distributed wherever plastic bags are used. Stores, farmers markets, airport stores etc.



AIRPORT SECURITY BINS

A picture of nice neat folded clothes and PAN AM TICKET with show info clearly visible.

<http://www.creativeguerrillamarketing.com/guerrilla-marketing/4-great-public-service-ambient-advertisements-zappos/>



Zappos is running a Safe driving campaign that is appearing throughout the United States at airport security checkpoints. In the past, Zappos used the security checkpoint trays to place advertisements for their online store. It was a wonderful bit of ambient advertising as TSA requires passengers to take off their shoes and place them in a tray. It's a perfect example of targeted advertising.

This time they are changing it up by using the security checkpoint trays to help with a public service announcement. Is it as effective when targeting cellphone users?

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VO/COPY IDEAS

VO/COPY IDEAS

THE GLAMOUR

THE EXCITEMENT

THE TURBULANCE

LADIES AND GENTLEMEN

PLEASE FASTEN YOUR SEATBELTS

IT'S GOING TO BE A WILD RIDE
(THE ADVENTURE IS ABOUT TO BEGIN)
(THE JOURNEY IS ABOUT TO BEGIN)

BUCKLE UP, ADVENTURE CALLS

WHERE IN THE WORLD ARE YOU GOING?

SEE THE WORLD, WITHOUT LEAVING YOUR LIVING ROOM

FLY A PIECE OF HISTORY

REMEMBER WHAT IT WAS LIKE
EVEN IF YOU WEREN'T THERE

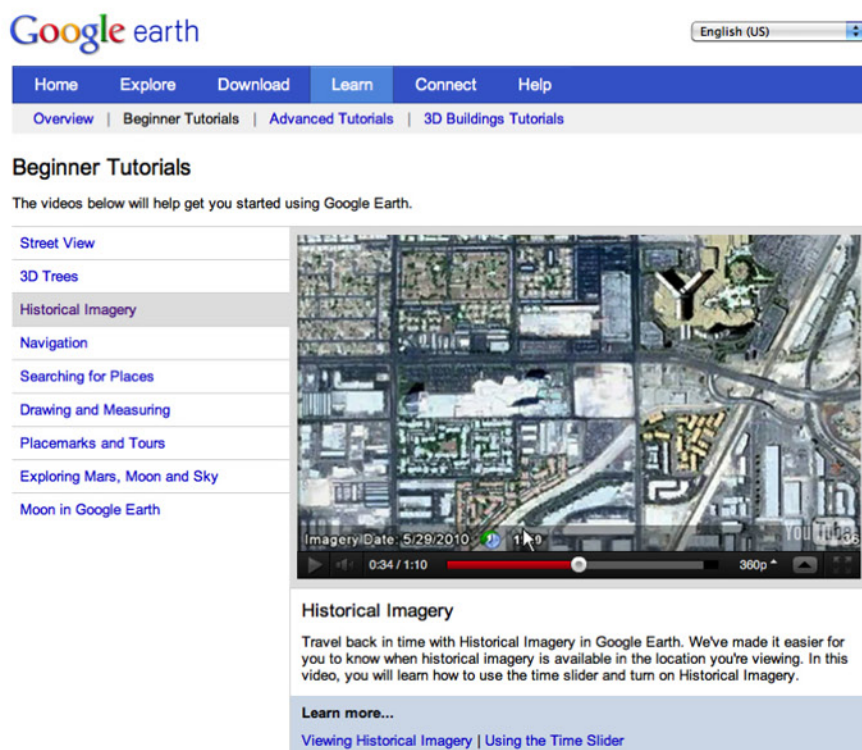
FACEBOOK GAMES

VIRTUAL PASSPORT

Fly around the world with Pan Am in the 1960's and collect all the stamps you can on your virtual passport using Google Earth 6 historical imagery technology to win unique PAN AM Prizes.

Some tasks could include tweeting about the show with a hashtag, answering a trivia question, entering a code given during the show, or inviting a certain number of friends from Facebook to play along and get to places faster.

Every time you get to a destination you get a stamp on your passport and a montage of postcard images and pictures from that location.



Google earth English (US)

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Beginner Tutorials

The videos below will help get you started using Google Earth.

- Street View
- 3D Trees
- Historical Imagery**
- Navigation
- Searching for Places
- Drawing and Measuring
- Placemarks and Tours
- Exploring Mars, Moon and Sky
- Moon in Google Earth

Imagery Date: 5/29/2010 1:10 360p

Historical Imagery

Travel back in time with Historical Imagery in Google Earth. We've made it easier for you to know when historical imagery is available in the location you're viewing. In this video, you will learn how to use the time slider and turn on Historical Imagery.

Learn more...

[Viewing Historical Imagery | Using the Time Slider](#)