



# RFP RESPONSE / TH PRODUCTIONS

JUNE 8, 2012



TH PRODUCTIONS



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## I. APPROACH TO SCOPE OF WORK

## STRATEGY ►

To capitalize on the hype surrounding the launch of the Wii U, TH proposes a layered campaign that reaches consumers, press and retailers under an umbrella theme that's grounded in the tone of the product; playful, fun, fantastical, exciting.

Much like the Wii-U, each experience around the launch will feel organic yet new and exciting. Weaving a social element into each experience will build buzz around the launch utilizing Nintendo's new social platform, providing media, consumers and retailers with remarkable environments to play together.

Tailored activations will target specific features of the gaming unit, showcasing the differentiation between the Wii U and the other tablets and gaming consoles. Exhibiting the product within different environments will naturally highlight the revolutionizing ways the Wii U can be used within the new Nintendo Social Network, and within the real life community.

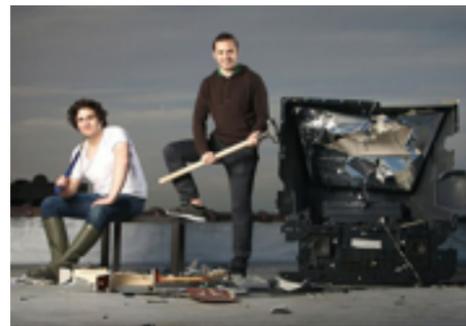
The concepts presented in this proposal draw connections between cultural norms, allowing the Wii U to create a fresh experience that excites and educates core gamers, early adopters, family timers and young players. The launch will create access points into a shared experience that will unify anticipation while showing the power of Wii U.

## APPROACH ►

A combination of inspired design and solid execution, the launch events will inspire communities on-line, in-person, and across markets to smile and experience better play, together.

A strategic and artful mix of tactics will organically highlight the functions of the Wii-U within a light hearted, comfortable atmosphere that speaks to the driving force of the product's creation - better play, together.

Recognizing the success of launch event norms, TH proposes a twist to the time of the launch to midnight "Tokyo Time" - 11:00 AM EST. This daytime launch event will provide a broader reach within target consumer segments, without giving up the excitement of a midnight event.



### DIGITAL PRESENCE ►

A splash page will provide an access point for up-to-the minute information on the launch events around the nation. Consumer contests, live streaming videos, instagram photo-feed and a large countdown clock are the backbone of this landing page, which can be hosted on a unique URL or on Nintendo's website.

### COUNTDOWN PROJECTIONS ►

Wild projections count down the last 12 hours until the launch using our turn-key projection media package. (TH examples [here](#) )

### WILD POSTINGS ►

3 Days before the launch, NYC will be taken over with wild postings and projections that build buzz around the launch. ( TH examples [here](#) )

### Wii BEATBOX ►

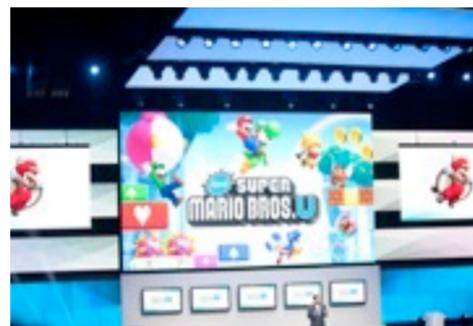
Visitors to the larger stunts will be able to create their own tunes by remixing sounds that were recorded from various Nintendo games by a gaming music producer. ( TH inspired via [link](#) )

### SMALL PLANET MiiVERSE ►

Miiverse avatars pop-up around the city, making even jaded New Yorkers stop and say "aww". ( TH inspired via [link](#) )

### CONTROL & DESTROY ►

Drawing inspiration from The Destruction Company, an exclusive club based in a secret New Jersey warehouse that allows its members to seek revenge on objects, we will allow consumers to smash old game controllers. An artist, such as Rick Kohler, will be commissioned to create a unique art installation on the streets of NYC. on the line peak.



**REINVENT THE QUEUE ►**

The Miiverse Living Room adds a new dynamic to the traditional line, literally elevating the queue experience. Complete with a Wii U console, the elevated living room invites all consumers to interact with the product and get a taste of the line experience, thus opening up the activation to all consumers and inviting conversation between different consumer segments.

Specifically, we'll fabricate a frame that flanks the line. On one side sofas on a platform face plasmas that are mounted high above the other side of the line. Screens placed in an elevated position will reflect the users input, whether they are playing a game, or chatting face to face with others at different launch events.

We will create this set up at key retailers in top markets across the country, utilizing popular location based sites such as foursquare. Retailers will be able to run their own local sweepstakes, adding value to key retailers in top markets while showcasing the variety of non-gaming features of the Wii U.

**Wii-U CONNECT ►**

Showcasing the Wii U's new capabilities and the Miiverse, consumers can communicate and share their experience with people online in other cities. The screens around the activation will be used to display social media messages from people in the Miiverse Living Room across all markets.

Using their personalized Mii character, players enter the Miiverse and see games, applications or entertainment content that either they have interacted with recently, expressed interest in learning more about, or that their friends are using or discussing.

In NYC, there are multiple vignettes, each connected to another participating city across the country, furthering the connection between consumers and creating dynamic gaming situations. In secondary markets, local furniture rentals and decor will be utilized to create this living room on an appropriate scale.



**What you can't see**

- Includes motion control (powered by an accelerometer, gyro sensor and magnetic sensor).
- Rumble features
- Included stylus
- Rechargeable



## REINVENT THE QUEUE ►

Game Pad Park will pop-up near a big name retailer in NYC, allowing consumers to experience the features of the product in a completely immersive environment.

## LOCATION ►

The Game Pad Park will pop-up in NYC on military island in Times Square, a permitted location by Toys R Us & the Nintendo World Store.

## DESIGN ►

Specifically, an oversized replica of the controller will expand over a 40' x 20' raised platform.

The Wii U console will float above the Game Pad installation, acting as a ceiling that is mirrored and rigged on a slant, creating a larger impact of the oversized Game Pad.  
( Jump to Rendering )

## LAYOUT ►

Consumers will experience the complete functionality of the Wii U within the different areas and buttons of the Game Pad, re-imagined into an urban expanse of fun space, intriguing for all types of consumers - even the most jaded gamers and New Yorkers.

The park is laid out so that each area is named after the part of the controller. The buttons and knobs are raised from the ground, creating interactive kiosks, gaming pods and custom Wii U lounge furniture. Park Maps are located around the space call out the features of the Game Pad, along with games that demonstrate them.



**GAMEPLAY ►**

Product display, interactive demonstrations and multi-player games showcase each function of the Game Pad. But that's not all.

Deep, immersive gaming experiences will be scheduled in the Park for the 24 hours leading up to the launch. Launch titles are demonstrated at target times throughout the day allow consumers to use the console, game pad and plasmas throughout the park.

Real life props and atmosphere décor inspired by each game showcased keeps the Park interesting throughout the day. Kid-friendly games like Pikmin 3 will have game sessions, as well as more adult games, with a large top score leader-board and a trophy live streamed at midnight that night, presented by Reggie himself! The winner will not only be between players, but between the accumulative points from participating cities.

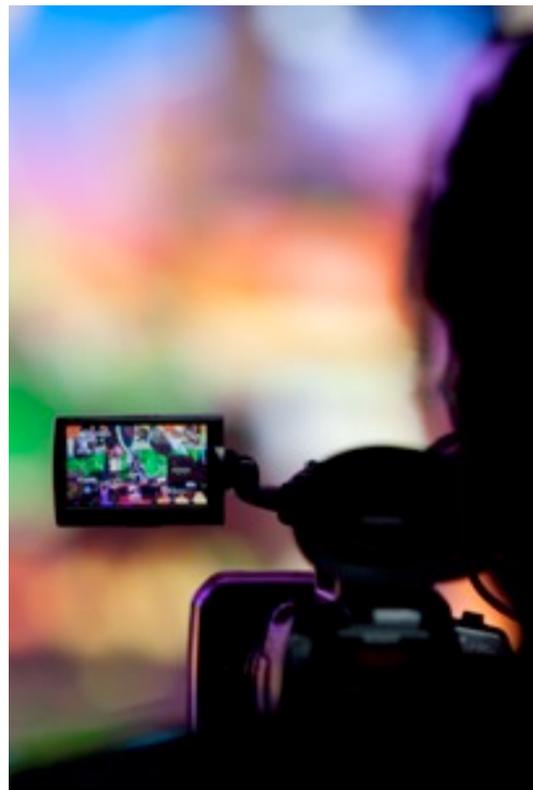
Consumers can sign up to experience asymmetric gameplay, the second screen controller and the joystick and all of the Wii U accessories.

**PREMIUMS & PHOTO OPS ►**

Using the Game Pad, consumers can make their Mii and hang out in the Miiverse, at the line or in the park. Guests in the park will be able to see and interact with users (or the Miiverse) from the Wii U lines across the nation, playing video games, video chatting or sharing tips with people in other cities.

Mascots of classic Nintendo characters will hand out campus maps around the park, providing the perfect photo-op and drive traffic to the park. Brand ambassadors will encourage guests to take and share a photo with their social network – by mentioning Nintendo, they enter for the chance to win gift cards from participating retailers, a VIP pass to the midnight press event or even a free Wii U!





**MIDNIGHT - PRESS/VIP EVENT ►**  
**JAPANESE RETAIL STORE (10PM - 3AM)**

While activity is building on line, the top tech and gaming influencers, press, celebrities and a few lucky game enthusiasts will get to purchase the unit at midnight before the event - at the Uniqlo in Soho.

With Tokyo as the frame of reference, we will sprinkle Japanese culture throughout the event - from Shinjuku coffee shop catering staff to Japanese hospitality (no shoes!). The midnight "Tokyo Time" launch happening at 11AM the next morning will be reinforced in the press and social media hours before it takes place.

**MIDNIGHT - JAPANESE TAKEOVER ►**  
**NYC RETAILER (MIDNIGHT - 1AM)**

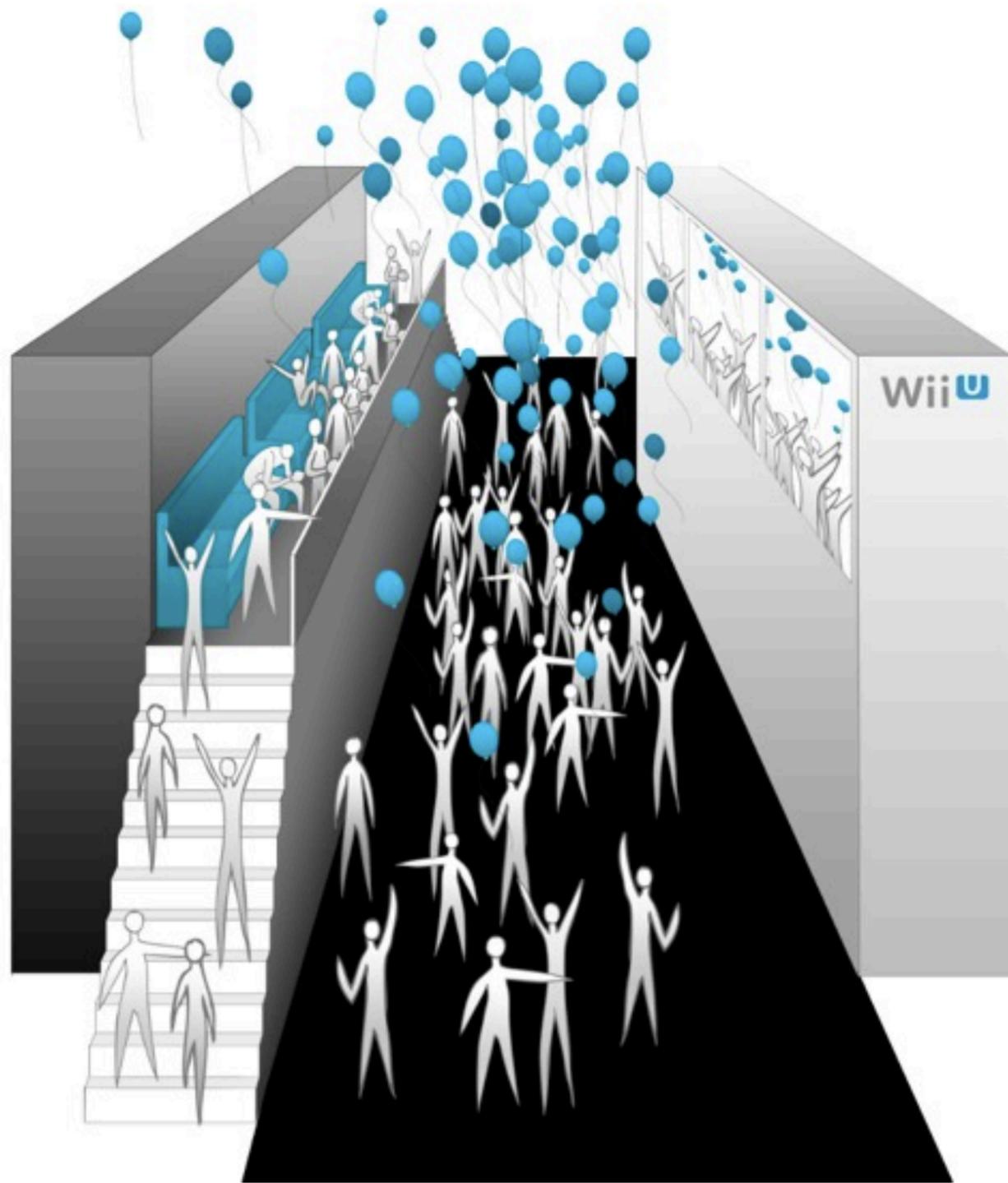
To bring a Japanese authenticity to the line, we will produce food trucks, incorporate food vending machines (like the automat), have Yakitori bar stations (Yatai) and beverage kiosks throughout the line.

Reggie and select gamers and celebrities will make an appearance on the line and award the first Wii U high score trophy to the top scorer in each market. Once the awards are given out, warm towels and Muji sleeping blankets are distributed, furthering the concept of Japanese hospitality.

**11AM - RETAIL LAUNCH ►**  
**LARGE RETAILER (11AM)**

The excitement builds in the last few hours before the launch. Elements from the launch party make their way uptown, adding excitement to the build up of midnight in Tokyo, create an environmental flash mob.

Right before the doors open, Harajuku girls mob the streets with bundles of balloons that are handed out in the secondary markets as well. A countdown let's consumers know when to let go, releasing blue Wii U balloons in the sky across the country, signifying that no matter where you are, you can play together.





## II. COST & PAYMENT SCHEDULE

ON THE STREET	\$	264,000.00
POP UP PARK	\$	1,116,000.00
LINE EXPERIENCE - NYC	\$	546,000.00
LINE EXPERIENCE - IN MARKET	\$	687,600.00
MIDNIGHT AT UNIQLO	\$	103,800.00
<b>TOTAL</b>	<b>\$</b>	<b>2,717,400.00</b>

**Notes:**

*Costs are based on initial creative concept and may change given final direction, build-out and programming.*

*Permits are not guaranteed and subject to final availability and approval by the City of New York and MPIA.*

*Assumes Client Provides all gaming units. Lead time: 8-10 weeks.*

*Creative & Strategic Services are billed as a percentage of this estimate based on scope of work. If we produce the element, creative & strategic fees are included.*

*Costs are estimated based on initial concept. As we move forward & get feedback, we will work with you to get the maximum impact within allotted budget.*

**Payment Schedule:**

*50% Upon Contract Signing*

*25% 2 Weeks Out From Event*

*Balance Net 30 Days After First Activation Day*



### III. PROPOSED ACTIVATION SCHEDULE

**Proposed Execution Schedule**

(Subject to change depending on date of launch)

6/27/12

Agency Selection Awarded

6/28/12 – 7/27/12

Design, engineering and permit acquisition

7/27/12

TH to supply Nintendo with complete shop drawings detailing all materials, specs, and décor items

7/27/12 – 8/3/12

Fabrication approvals

8/3/12

Acquire materials for the build

8/17/12, 8/24/12, 9/7/12

Video conference with fabrication team and Lead Producer

9/19/12

On-site walkthrough with Nintendo team

**Proposed Activation Schedule**

3 DAYS BEFORE LAUNCH

Micro-Site Launch - Digital

Wild Postings - NYC

Projections - NYC

24 HOURS BEFORE LAUNCH

Elevated Living Room Line

NYC Wii U Playground Installation - NYC

Controller Destroyer Live Artist, NYC

12 HOURS BEFORE LAUNCH

Midnight Launch Event - NYC

30 MINS BEFORE LAUNCH

Tokyo takeover, NYC

Balloons distributed to Living Room Line

LAUNCH - 11AM EST / MIDNIGHT, TOYKO

Balloons released, Multi-Market



## IV. QUALIFICATIONS

**COMPANY HEADQUARTERS**

599 Broadway, 10th Floor  
New York, NY 10012

**YEARS IN BUSINESS**

2005 – Present

**AREAS OF FOCUS + EXCELLENCE**

control of costs, quality of work, and ability to meet schedules.

Event Production  
Mobile Tours  
Installations  
Experiential Campaigns  
Projection Media  
Staffing

**NUMBER OF EMPLOYEES**

25

**CORPORATE FINANCIALS**

TH is a Private Company, run under a LLC.

Controller Contact Info:  
Sarah McAdam, 917.546.3907  
[Sarah@THproductions.com](mailto:Sarah@THproductions.com)

D-U-N-S number can be obtained by contacting the Controller.  
No planned IPOs, mergers or acquisitions.

## HISTORY + FUTURE PLANS

TH Productions was launched in 2005 by current CEO and President, Tristan Brennan. The companyd has since experienced rapid growth, doubling in size each year to house 25 employees with the company headquarters in New York and satellite offices in Chicago and San Diego. TH currently works with over 160 clients, has received such accolades as the Clio Award for Excellence, and is recognized throughout the industry as a leader in innovation, creativity and consistently moving the needle one step further with each and every campaign

## PHILOSOPHY + MISSION STATEMENT

TH is a full service marketing and event production firm based in New York City. We specialize in developing non-traditional, custom-designed campaigns based on the unique objectives of our clients and their brands. By taking time to understand the intricate needs of the companies we represent, we are able to bring concepts and ideas from paper to reality. Our in-house creative team is at the client's disposal, able to assist with research, development and formulation of unique branding initiatives that are then fully executed by TH's production team. Once the campaign concept has been fully realized, TH oversees all logistical elements to ensure a smooth, flawless program. From design to staffing to permitting and production, TH is the resource for a truly engaging and memorable marketing campaign from start-to-finish. It's simply what we do.

## COMPANY OBJECTIVES

The goal at TH is to be the ultimate resource for our clients, providing insight, ideation and superior execution in creating never-been-done-before experiences that position our clients as the ultimate leaders in their respective fields though advocate-building campaign concepts, clean, on-brand fabrication techniques, cutting edge technology and a holistic, 360 degree approach to everything we do.

## CASE STUDIES

Here are links to case studies which highlight some of our previous work, from installations to mobile tours to full-scale event production... the TH way.

[MASTER CARD, INSTALLATIONS](#)

[ADIDAS, FLASH MOBS](#)

[IKEA, POP-UP STUDIO APARTMENT](#)

[POLYVORE LIVE. FASHION SHOW](#)

[MADEWELL DENIM ROADTRIP, RECAP](#)

You can find more work on our website, [www.THProductions.com](http://www.THProductions.com)

**Tristan Brennan – Founder + President**

Tristan started TH over five years ago after working for ten years in the non-traditional and events space. He spent several years at the start of his career working in the experiential and event production space and quickly came to believe that he could provide the two elements that he noticed were largely absent in his previous experience: service and the creative process. In 2005, he started TH with a single client, Ralph Lauren, and a national rollout of the brand's new concept stores. From that successful campaign to the present, Tristan has grown TH into a company with 25 full-time employees and over 160 clients, who continue to come back to work with TH production after production.

**Sarah Homeijer – Director, Creative Development + Design**

Sarah came to TH in 2009 with an extensive twelve-year background in public relations, consumer marketing and event production, both in publishing and consumer product goods. Before taking the reigns as the Director of Creative Development + Design at TH, Sarah held the position of Merchandising Director at Every Day with Rachael Ray and spent six years prior to that at method in San Francisco as one of the founding members of the company, conceptualizing and building the company's brand advocacy program, implementing and managing its internal CRM system and championing its green marketing platform. Since then, she has worked with a handful of start-ups and Fortune 500 companies helping them build and execute overall marketing strategies and brand advocacy programs. She received her Bachelor of Arts degree from Rhodes College and studied political philosophy at Oxford.

**Patrick Bolchoz – Director, Sales**

Patrick came to TH in April of 2011 with an extensive background in sales, finance, and trading. After completing graduating from college, Patrick was one of nine people selected out of 16,000 applicants for the Leadership Program in Finance at Franklin Templeton Investments in the Tampa, FL area. He was then recruited into a role as an Equities Trader within the same company in Ft. Lauderdale, FL. After working in that role for nearly three years, Patrick moved to New York City into the role as a Sales Trader, with the title of Vice President of Electronic Trading, at Knight Equity Markets.

Patrick received his Bachelors degree in Business Administration with a minor in Mass Communications from the University of Florida.

**Kyra Taurman – Senior Producer, Creative Services**

[Link to Resume](#)

**Krisztina Somogyi - Producer**

[Link to Resume](#)

**Taiki Maykurara - Art Director**

[Link to Resume](#)

**DECISION MAKING PROCESS + PROBLEM RESOLUTION**

At TH, we pride ourselves on being quick and nimble. Due to the company's boutique style and core team of producers, decision-making and problem resolution rest on the shoulders of the lead producer assigned to the project. The lead producer will be the day-to-day contact with the client, utilizing their team of producers to manage various aspects of the program. When issues arise or decisions need to be made, the lead producer has full reign to manage actions and responses, as they are the sole keeper of the budget and fully understand the program and needs of the client.

If an issue arises and the client does not feel satisfied with the lead producer's response, or the lead producer does not feel qualified to give a response, the client will be put in direct contact with the President of TH. Throughout the duration of the program, Nintendo will have full, direct access to the lead producer and President, 24 hours a day, 7 days a week. And we mean it.

Low: Client  Lead Producer

Medium: Client  Lead Producer  President

High: Client  President

**CLIENT REFERENCES**

*J.Crew (Madewell)*

Kate Lauterbach

(212) 209-2500

[kate.lauterbach@madewell.com](mailto:kate.lauterbach@madewell.com)

Nationwide Airstream Mobile Tour

*Marina Maher Communications*

Kelly Allman

(212) 485-6805

[kallman@mahercmm.com](mailto:kallman@mahercmm.com)

NYC Fashion Week Consumer-Focused Stunt, Press Events, Trade Shows

*Creature*

Kaylin Fitzpatrick

(206) 625-6994

[kaylinf@creature-us.com](mailto:kaylinf@creature-us.com)

Red Carpet Event, 3D Projection Mapping Campaign



## V. & VI. INSURANCE & NON-COMPETE

### **PROOF OF INSURANCE**

*[Click Here To Download](#)*

**TH Productions Acknowledges and Agreemes to Accept Nintendo's Required Non-Compete Language in the Master Services Agreement.**

