

FOREVER 21[®]
FALL CAMPAIGN
TH PROPOSAL | VERSION ONE

F21 FASHION TRUCK

TH will work with the F21 team to design a unique retail experience that merges window shopping and online shopping into a fast fashion boutique experience ... Introducing the F21 Fashion Truck, an interactive window shopping and online ordering hub that will drive-thru ten college campuses across the country, popping up for a fashion cram session this back-to-school season.



ACTIVATION ELEMENTS

On-Campus Footprint

Popping up on a 35" x 35" footprint, the pop-up will feature a curated collection of Forever 21 fall collection for on-site try-on and purchase via Square and Paypal.

Merchandising / Inventory

12' Glass Truck will be carefully merchandised, while a branded inventory trailer will tow extra inventory and the exterior activation elements from market to market.

Retail (On-Site / On-Line)

Two pop-up fitting room cabana tents allow guests to try on their looks, while six iPad stations will allow customers to "try before they buy" and shop the Forever 21 website.

Social Media Component

Sweepstakes and social content capture apps will encourage consumers to share with Forever 21. Content shared with a dedicated hashtag will be aggregated to to a micro-site showcasing highlights from the tour.

Words of Wisdom SnapChat

A large chalkboard will be allow students to leave behind quotes and sayings. Snapchat your quote to Forever 21 for a chance to win a Snapchat back from the brand featuring an discount code for Forever21.com e-commerce site.

On-Campus Outreach

To spread the word about the F21 Fashion Truck, TH will work with partner sororities to flyer the campus' before the event day.

Staffing

TH will hire (6) in-market and on-brand ambassadors to work the event, as well as share the experience on their social networks. Ideally, (2) F21 Store Associates will be on-hand to assist with inventory and online ordering processes. A tour manager, activation manager will be on-the road, while in-market assistants will assist the day of.

Extensions:

#F21 Hashtag PhotoBooth

Consumers will be encouraged to take photos of their back to school F21 fashion and share with the hashtag #F21FashionTruck. The photos will be printed as a tile grid, showing their look from head-to-toe.

Golden Ticket Photo Print

Pick up your photo to see if your photo was tagged with the golden star for a chance to win online shopping codes and branded giveaways throughout the tour.

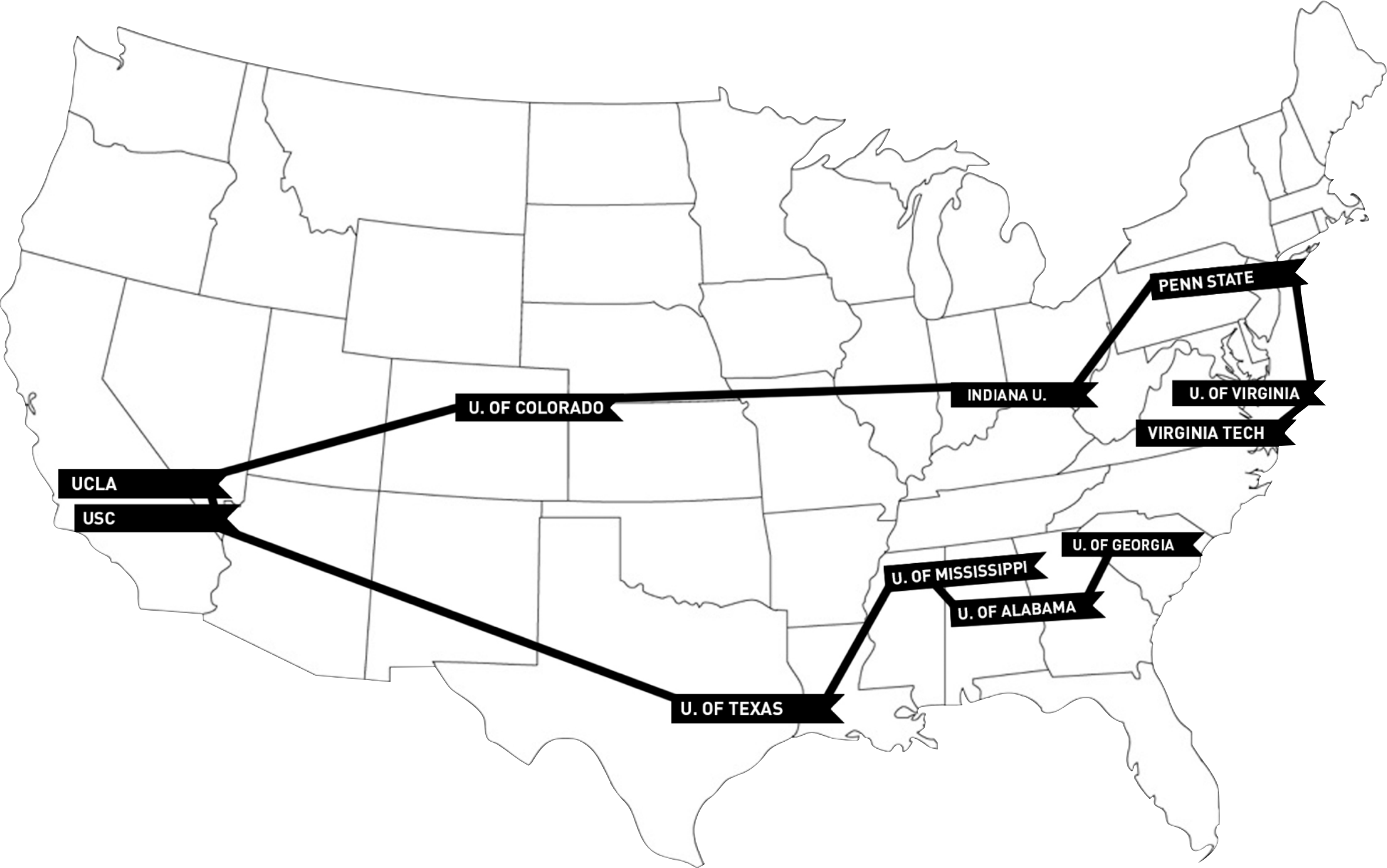
Pencils of Promise Partnership

Partner with Pencils of Promise as a charity component to add legs to the activation.



PROPOSED TOUR SCHEDULE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
4	5	6	7	8	9	10
AUGUST 2013						
18	19	20	21	22	23	24
	University of Georgia Athens, GA		University of Alabama Tuscaloosa, AL		University of Mississippi Oxford, MS	
25	26	27	28	29	30	31
		University of Texas Austin, TX		USC Los Angeles, CA	UCLA Westwood, CA	
SEPTEMBER 2013						
1	2	3	4	5	6	7
	Labor Day		University of Colorado Boulder, CO		Indiana University Bloomington IN	
8	9	10	11	12	13	14
	University of Virginia Charlottesville, VA		Penn State University University Park, PA		TRUCK UNWRAPPED & RETURNED	



CAMPUS SPOTLIGHTS



UNIVERSITY OF MISSISSIPPI, UNIVERSITY CIRCLE

University Circle is home to 8 building, several monuments anchored by the Lyceum. Not to mentions the surrounding greenery is the perfect meeting ground for student in-between classes.



UNIVERSITY OF ALABAMA, THE QUAD

It is the epicenter of University campus life and student socializing. It is the perfect playground for interactive events and promotions, so this would be a prime spot for our pop-up.



INDIANA UNIVERSITY, INDIANA MEMORIAL UNION

At the heart of the university, it serves as a gathering place for the IU community. An open lawn next to the Indiana Memorial Union, Dunn Meadow has been the scene of many popular student activities.



UNIVERSITY OF COLORADO, WARDENBURG BLVD

Surrounded by four residence halls and the school's Farrand Field, it is a populated part of campus. Student gather at this field for school activities, tanning and relaxing during the summer. Students are in and out of the Residence Halls going to and from class.



PENN STATE, UNIVERSITY PARK

University Park- This focal area of Penn state is the perfect leisure break for students between classes and activities. Plush grass serves as a blanket to pupils and an open platform to student socializing. Setting up a promotional activation here would capitalize consumer flow.

The below universities do not have Barnes & Noble branches on campus, but we have supplied close alternative choices below.

If initial university choices are still preferred, TH will move forward with striking partnerships directly with university organizations, especially sororities and fraternities, for example the Rho Lambda organization of UCLA.

University of Virginia, Virginia Tech: *Alternatives: Virginia Commonwealth U, George Mason U, West Virginia U, UMD*

University of Georgia: *Alternatives: Georgia Tech, Emory U*

University of Texas: *Alternatives: Texas A&M, Texas Tech*

UCLA, University of Southern California: *Alternatives: Cal State LA*

**The above universities have been confirmed as having a Barnes & Noble on campus branch to potentially partner with.*

TIMELINE & BUDGET

TIMELINE	
February CONTRACT	June - July PRODUCTION
March DEVELOPMENT	Approved elements produced, printed, fabricated
Key concepts finalized. partners and desired markets final.	STAFFING Casting sessions held in-market for brand ambassadors
RESEARCH Research of tour schedule and staffing plan in each market	PERMITTING Locations finalized & locked in on a rolling basis
CREATIVE ASSETS Forever 21 to communicate creative assets and digital strategies to TH.	August - September MANAGEMENT
April - May SCOUTING	Tour manual and staff training developed and implemented
In-market scouts report on top permitted locations	TOUR KICK OFF Tour begins
SOURCING Specialists for activation, premiums for giveaway	REPORTING Daily recaps and metric reports
DESIGNING Elevations, perspective renderings, shop drawings	RECAP Detailed recap with metrics

Estimate Based on 10 Stops in 25 Days, Six Hour Activation Days

CATEGORY	ITEM	DESCRIPTION	ESTIMATE
ACTIVATION	12' Glass Truck	Rental of 12' glass truck for 30 consecutive days, includes days for pre and post production	\$ 30,000.00
	5' x 10' Cargo Trailer	Includes budget for a storage trailer for 30 consecutive days to house exterior activation elements and loose fixtures	\$ 3,000.00
	Vehicle Wrap(s)	Includes print, install and dismantle of full wrap for Glass Truck and Cargo Trailer	\$ 8,500.00
	Custom Elements	Interior racks, fixtures, shelving and signage; Exterior rolling racks, (2) 4' x 4' dressing room pop-up cabana tents, A-frame signage	\$ 8,500.00
	iPads, iPad Stands, Wifi	(6) iPads with 3G and white adjustable locking iPad stands for e-commerce and photo activation	\$ 3,000.00
	Collateral / Giveaways	Print Collateral, Posters, Custom Pencils, Drive to Retail etc	Client to Provide
	Product & Décor	Clothing, Accessories and supplies; (6) Mannequins to exhibit the new featured line, staff uniforms	Client to Provide
ACTIVATION STAFF	F21Retail Consultants	(2) Retail Consultants from closely Forever 21 Retail Stores, on-site to train staff and manage in-market inventory	Client to Provide
	Brand Ambassadors	(6) Brand Ambassadors for 8 hours each day (includes time for changing, training and post event wrap up)	\$ 24,000.00
	In-Market Assistants	(2) Production Assistants for install and dismantle set-up x 10 stops	\$ 5,000.00
	Security	Includes (1) security guard for 10 hours each day per market	\$ 4,000.00
PRODUCTION	Pre-Post Production	Includes fabrication labor, pre-production assistants, event kit supplies, production expenables and warehousing	\$ 6,000.00
	Gas / Parking / Tolls	Includes budget for gas over an 8 week period (includes travel back to NYC), parking, tolls, etc.	\$ 8,000.00
	Shipping / Freight	Ship product and collateral in-market 2 days before event	Client to Provide
	Contingency	Includes all contingency elements such as production expendables, cleaning supplies, truck washes, etc.	\$ 5,000.00
PRODUCTION STAFF	Tour Manager - Production	Includes tour manager to drive the truck and manage set-up on the road with the truck for 30 days	\$ 10,500.00
	Tour Manager - Activation	Assistant Manager to handle the training and inventory shipping and handling	\$ 9,000.00
	Manager Travel	Includes costs for tour manager and assistant tour manager to stay in hotel for 30 days (assumes 300 / day)	\$ 9,000.00
	Per Diem	Per Diem Costs for tour manager and assistant tour manager for 25 days (assumes 180 / day)	\$ 5,400.00
PERMITTING	Barnes & Nobel Schools	Includes (7) permits on high trafficked University locations through Barnes and Nobles Partnership	\$ 42,000.00
	Unaffiliated Schools	Includes (3) permits through the school directly, or in partnership with School Organizations/Greek Life, assumes \$1,500 for permission	\$ 4,500.00
AGENCY FEE	TH Fee	20% of Line Item Totals	\$ 37,080.00
TOTAL ESTIMATED BUDGET			\$ 222,480.00
ADD-ONS	Promotional Tools	Includes pre promotional marketing to drive consumers to the event through bounce back cards distributed at bookstore, email blasts, etc.	\$ 12,000.00
	Hashtag Photobooth	(1) Printer with Computer & Wifi. Tour manager will set-up and operate.	\$ 8,000.00

PLEASE NOTE:

Costs are based on initial creative concept and may change given final direction, build-out, programming and location costs. Permits are not guaranteed and subject to final availability and approval by the respective cities. Assumes Client will provide creative files, printed collateral, brand ambassador attire, retail support staff, product and product shipping costs. Warehousing fees may raise if product is over (2) pallets. Creative & Strategic Services are billed as a 5% 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.

RECENT MOBILE RETAIL CASE STUDIES

MADEWELL DENIM ROAD TRIP



Madewell reached out to TH to concept a mobile tour to promote their denim. TH's creative development team dove deep into the in's and out's of the brand and developed a program that would reach their goals within budget and timeframe.

The result was the Madewell Denim Roadtrip - a 13 city tour in a vintage Airstream trailer, outfitted with styling stations, a hair-braiding bar and, of course, lots and lots of jeans (plus a secret denim deal and other surprises). At each location women were invited inside the tour bus for professional consultations and fittings.

TH worked side by side with Madewell to reach the goals of the tour and make it a huge success. The tour gained national attention and hundreds of thousands of impressions.



THURSDAY, APRIL 12, 2012
NEW YORK, NY – ASTOR PLACE

SATURDAY + SUNDAY, APRIL 14 - 15, 2012
BOSTON, MA – HARVARD SQUARE

TUESDAY, APRIL 17, 2012
WASHINGTON, D.C. – GEORGE WASHINGTON UNIVERSITY

THURSDAY, APRIL 19, 2012
CHARLOTTESVILLE, VA – THE WATER STREET LOT

THURSDAY, APRIL 26, 2012
COLUMBUS, OH – OHIO STATE UNIVERSITY

SATURDAY, APRIL 28, 2012
CHICAGO, IL – TRIBUNE BUILDING

TUESDAY, MAY 1, 2012
MADISON, WI – LANGDON STREET

THURSDAY, MAY 3, 2012
LAWRENCE, KS – UNIVERSITY OF KANSAS

WEDNESDAY, MAY 9, 2012
BOULDER, CO – UNIVERSITY OF BOULDER

FRIDAY, MAY 12, 2012
SAN DIEGO, CA – FASHION VALLEY MALL

SUNDAY, MAY 13, 2012
SANTA MONICA, CA – THIRD STREET PROMENADE

WEDNESDAY, MAY 16, 2012
SAN FRANCISCO, CA – STREET LOCATION

SATURDAY, MAY 19, 2012
SEATTLE, WA – WESTLAKE PARK

--- Madewell ---
DENIM
ROADTRIP

WARBY PARKER “CLASS TRIP”



Warby Parker teamed up with TH for a cross country tour in a retro-outfitted 31’ long school bus, a 10’ x 10’ pop up tent that is set up behind it.

At each stop, the brand set up camp, opening the pop-up shop’s doors to participants to come in, check out eyeglasses and sunglasses which they are able to purchase on site via Square, and then take photos at the photobooth. There is also usually an optician on site with the bus.

TH is currently handing all research, outreach, scouting, negotiations and permitting with key venues in each market, with a dedicated in-house team handling all all backend research and key scouting managers to travel to each chosen market to secure space for the vehicle.

The tour has been a huge success thus far!

Route			
NEW YORK CITY	OCT 10	ATLANTA	DEC 12
BOSTON	OCT 16	DALLAS	JAN 11
PHILADELPHIA	OCT 24	SAN DIEGO	JAN 31
WASHINGTON D.C.	NOV 6	LOS ANGELES	FEB 13
NASHVILLE	NOV 28		

THURSDAY–SUNDAY
OCTOBER 10 TO 14
NEW YORK

TUESDAY–SUNDAY
OCTOBER 16 TO 21
BOSTON

WEDNESDAY–SUNDAY
OCTOBER 24 TO NOV 4
PHILADELPHIA

TUESDAY–SUNDAY
NOV 6 TO 25
WASHINGTON DC

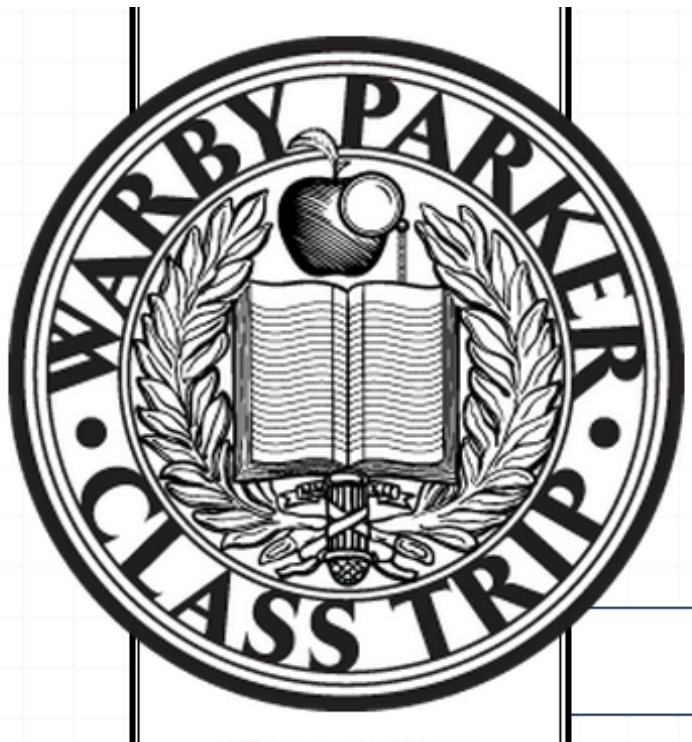
WEDNESDAY–SUNDAY
NOV 28 TO DECEMBER 9
NASHVILLE

WEDNESDAY–SUNDAY
DEC 12 TO DEC 23
ATLANTA

FRIDAY–SUNDAY
JAN 11 TO JAN 27
DALLAS

THURSDAY–SUNDAY
JAN 31 TO FEB 10
SAN DIEGO

WEDNESDAY–SUNDAY
FEB 13 TO MARCH 10
LOS ANGELES





TH PRODUCTIONS | 599 BROADWAY, 10TH FLOOR | NEW YORK, NY 10012 | P 646.649.4515 | F 212.695.6301 | WWW.THPRODUCTIONS.COM