

Product Placement Opportunities: Working Title: “Missing Pieces”

Purpose: Inform businesses

Date: January 28, 2009

Kenton Bartlett
Filmmaker
2328 Country Ridge Dr.
Birmingham, AL 35243
Kenton@KentonBartlett.com
205-862-2559

Overview

An independent feature film is in production. The story is about a good-intentioned kidnapper who takes two unsuspecting victims and places them through a series of unique and unusual tasks. Companies can feature their logo and/or products in the movie in return for funding the picture (wholly, partially, or through production cost deferment via product loans/donations). The firm can also feature its name/logo in the credits. The massive potential exposure and limited cost make this a keen opportunity for simultaneously advertising and supporting the arts. The firm will not receive monetary compensation if the movie fails to secure theatrical distribution, and the company will not receive a portion of the film's profits.

Advantages

-Low cost:

The film's entire budget is approx. \$80,000. Therefore, the company could be the film's sole sponsor and gain maximum exposure within the film (and film's credits: i.e. 'special thanks to the support of _____').

The company could also be featured (on a proportionally smaller scale) within the movie for a negotiable sum of less than \$80,000.

-Maximum exposure:

This project revolves around appealing to a wide audience. Even though the budget is small, the movie will look professional and 'big.' The methods of achieving this are laid out in the film's business plan (www.kentonbartlett.com/businessplan.pdf).

-Planned distribution:

Concrete strategies have been planned for selling the movie and distributing it to movie theaters (see business plan).

-Flexibility:

The small management scale of the film allows for ease of control over how the firm is portrayed in the movie.

-Goodwill:

Supporting the arts gives the company a positive public image.

-Advertisement life:

Unlimited.

Disadvantages

-Uncertainty:

Because this is an independent film, theatrical distribution is not guaranteed.

-Delay:

Filming will take place in 2009, and the movie is not expected to be released until 2012.

Conclusion

The screenplay is available to read (by e-mail request) for all interested parties. While products and company images can be implemented in an infinite number of creative and un-obtrusive ways, the following is a summary of locations and possible product usage within each scene and a list of miscellaneous opportunities. A more detailed version of approximate screen duration for each location/item can be rendered upon request with a specific product in mind. Also, this is only a guideline, and scenes can be slightly modified to feature companies or products. Please contact the filmmaker to arrange details and to discuss financial aspects, and do not hesitate to contact with any questions.

Locations

Location	# of Scenes	Opportunities	Notes
Outdoor scenes	many	drink cooler food/drink megaphone apparel flashlights	(characters provided w/ food and drink) (characters wear same clothes throughout)
Theme park	many	theme park logo (Six Flags, etc.) toll booth window decals protagonist car brand food/drink	(main character works in a toll booth)
Grocery store	many	store logo (Wal-Mart, etc.) in-store displays/advertising office supplies boxes with logos	(manager's office) (warehouse)
Apartments	many	food/drink electronics shopping bags misc. apartment items misc. bedroom items misc. bathroom items	(3 different apartments)
Toy store	3	toy store logo (Toys R' Us, etc.) credit card stickers/door decals toy products in-store displays/advertising food/drink	
Flower shop	2	credit card stickers food/drink misc. items on counter door decals	
Coffee shop	2	coffee shop logo (Starbucks, etc.) credit card stickers Sweet'N Low/Equal	
Delivery headquarters	1	store logo (UPS/FED-EX/etc.) office supplies food/drink	

Diner	1	diner brand (Denny's/I-hop/etc.) vending machines credit car stickers	
School	1	supporting character's backpack school fundraising banner	(sponsored by _____ company)
High-rise office	1	office supplies food/drink	
Art museum	1	food/drink office supplies	

Other Opportunities

Product/company	Notes
UPS/FED-EX	plot revolves around a deliveryman manipulating his work situation to kidnap two victims – many scenes would feature company logo, uniform, and deliver truck
food/drink	can be incorporated into almost any scene
car company	3 featured cars, 1 featured delivery truck
colored pencils/markers	part of the plot, used in three scenes
cell phone	one long telephone conversation
utility belt	part of delivery man's uniform – predominately used
school backpack	two scenes – supporting character
bubble-blowing canister	one scene – one character blows bubbles into the face of another
propane lantern	one long scene – characters are lit by the lantern
makeup	protagonist uses makeup to conceal bags under eyes
hair dryer	protagonist buys brand-new hair dryer to fix water damage
shopping bags	characters come back from long days – they can carry shopping bags from store x
stopwatch company	climactic scene features two characters wearing stopwatches
to-go-box	one character gives another leftover food – company can be spoken aloud and labeled on box
guitars	brief scene involving a guitar duet
fireworks company	climactic scene involves publicly-bought explosives
lighter fluid	climactic scene involves publicly-bought lighter fluid