

PROJECT GREENBUILD

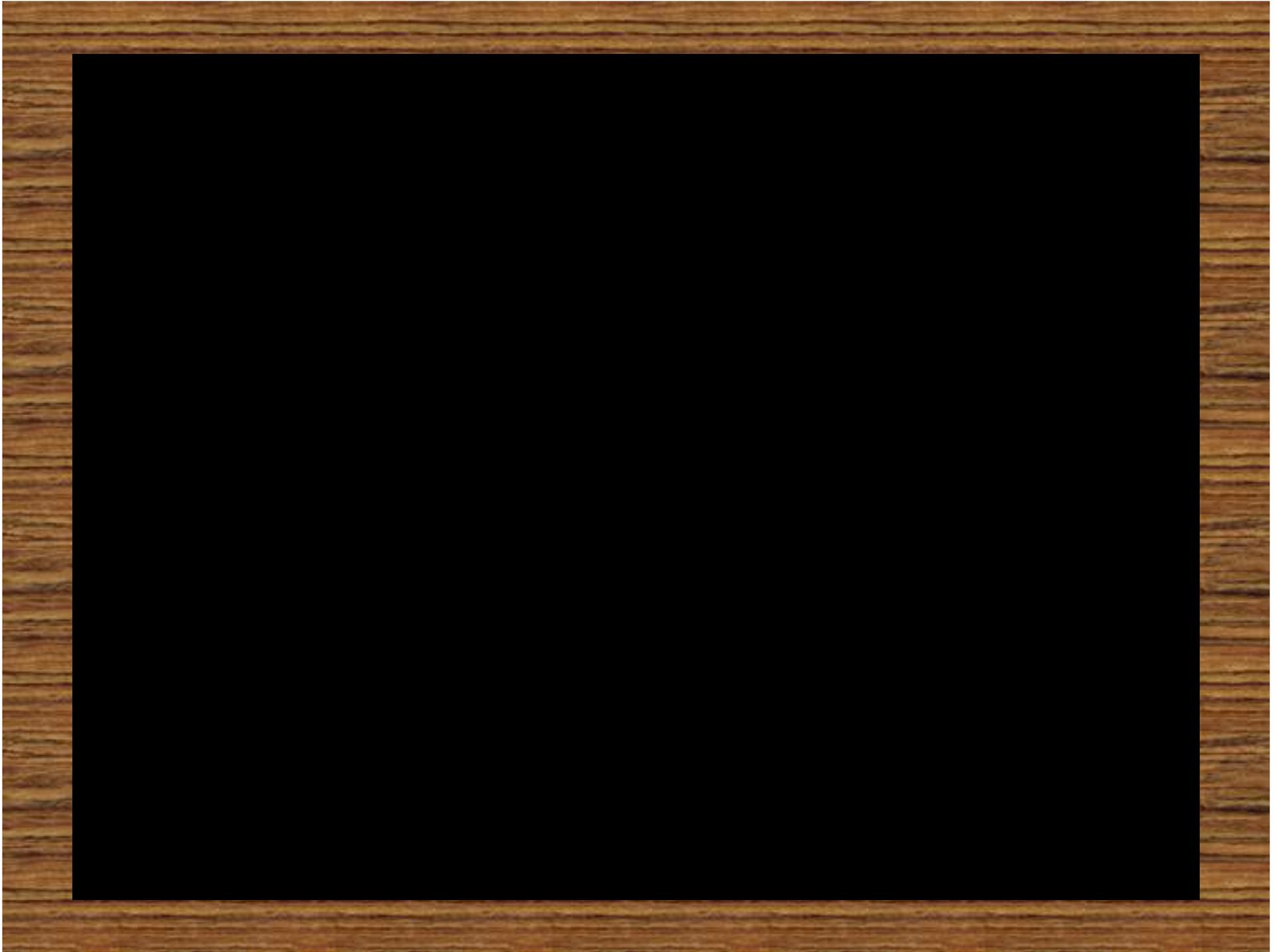
Who knew going green could be funny?

Show Pitch

Living green is hard.

But that doesn't mean it has to be so boring.

Project Greenbuild brings you the funny side of living green....



- *Project Greenbuild* will document the building of a sustainable home in New Orleans. We will have a group of hip stars and comedians who care about the community learning the techniques of green-living and doing the work.



At the end of the show, we will give the home to a Hurricane Katrina survivor family.



Our celebrity cast will commit to living entirely green while on camera for a period of six weeks, in a sustainable house we design.



The celebrities will receive an environmental boot-camp challenge every episode to see how well they can adapt to green living.

EXAMPLES INCLUDE:

- Giving up their designer beauty products, clothes, and shoes for green substitutes.
- Taking away the refrigerator and having them garden to eat
 - Taking away their car and making them walk to work
- Reduced water forcing them to conserve on long showers

We want to take our viewers along for the ride and dare to find out what happens when Americans really go green.



That's where Toshiba comes in:

TOSHIBA

Leading Innovation >>>

Being Green is easy with Toshiba.



**caring about
the earth
has never been
so easy.**

 **FREE recycling for your
old electronics (any brand)**

recycle now >>



Project Greenbuild Audience Profile

- 18-49 years old
- Same percentages for male and female.
- Spends a large amount of recreational time online
- Influencers in culture among peer group
- Diverse mix of African-American, Asian, Caucasian and Hispanic.

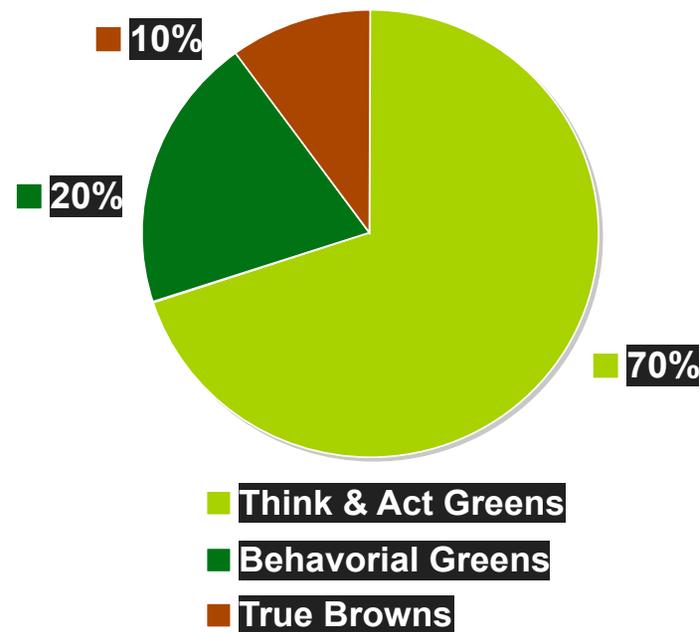


- Four out of five targeted Project Greenbuild viewers say they are still buying green products and services today, which sometimes cost more, even in a recession.

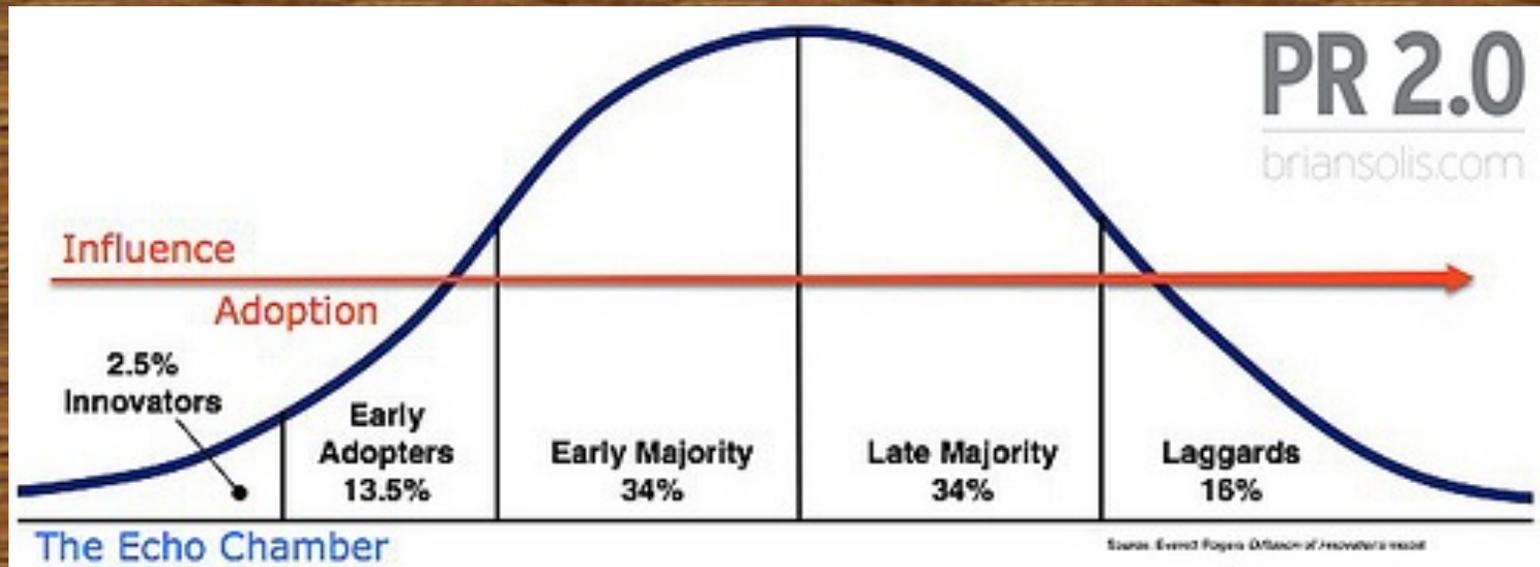
- More than half (53 %) say they would be willing to pay some type of premium for televisions with green attributes
- 89 % said that energy efficiency would be a factor in choosing their next television

The New Green Consumer Buys Toshiba

Green Attitudes in Adults 18-49 in America



- Dedicated Green Consumers are growing steadily.



- Green Innovators and Early Adopters spread a word-of-mouth buzz to their friends and online community.
- Getting these consumers to buy and support Toshiba products is key to increased sales.

That's where Project Greenbuild comes in:

TOSHIBA
Leading Innovation >>>

- Storyline Integrations
- Product Placement
- 360° Branded Original Content

- For an estimated 1,125,000 million television viewers a week for a 1 share

- With 360° Toshiba Branded Original Content playing 24/7
at our show website

www.CafeInnovate.com

Toshiba Product Integration

PRODUCT INTEGRATION SCENE BREAKDOWN - EPISODE ONE

SCENE #	PRODUCT NAME & MODEL:	DESCRIPTION of ACTION:	# of appearances:
Ep.1 Sc. 1	Toshiba E Studio 203L Copier	Celebrity A & B walk into office, discussing building the house while making copies of the plan for the rest of the Team.	4: Close-up, wide angle, LS
Ep.1 Sc.4	Toshiba Cell Powered TV's	Open on Café Innovation, we see Team 1 having coffee while watching the weather forecast on the TV screens	6: Cut back and forth, various angles...
Ep.1 Sc.7	Toshiba PortegeR600 Laptop	Team leader distributes Portege laptops to the team, we then see celebrities use their laptops to email and do research for their projects.	10: close-up, numerous beauty shots
Ep.1 Sc. 10	Mobile Toshiba TG01 Cellphone	As a reward to trading-in their old cellphones, each Team member gets a new Touch cellphone, most of them call home and show-off to friends- it's the NEW Iphone!	15: numerous close-ups on different features and beauty shots
Ep.1 Sc 13	Toshiba E-Lumber	We see the Teams building a Green Roof for a family using E-lumber with the help of Close the Loop.	8: many shots & angles, also show to to drill the e-lumber

Multiple Product Integration

MULTIPLE PRODUCT INTEGRATION SCENE BREAKDOWN - EPISODE ONE

SCENE #	PRODUCT NAME & MODEL:	DESCRIPTION of ACTION:	# of appearances:
Ep.1 Sc. 1	Toshiba E Studio 203L Copier, Verizon Wireless phone & plan, Mini-E BMW	Celebrity A & B pull-up in a Mini-E and walk into office, discussing building the house on verizon cellphones while making copies on the Toshiba copier of the plan for the rest of the Team.	4: Close-up, wide angle, Long Shot of Mini-E, Toshiba Copier and Verizon cellphones
Ep.1 Sc.4	Toshiba Cell Powered TV's, Mini-E BMW	Open on Café Innovation, we see a Mini E parked outside, and Team 1 having coffee while watching the weather forecast on the TV screens	6: Cut back and forth, various angles...
Ep.1 Sc.7	Toshiba PortegeR600 Laptop, Verizon Wireless phone & plan	Team leader distributes Portege laptops and well as Verizon cellphones to the team, we then see celebrities use their laptops to email and do research for their projects.	10: close-up, numerous beauty shots
Ep.1 Sc. 10	Mini-E BMW, Toshiba's E-lumber, Verizon Wireless Phone	We open on the drive inside a Mini E, celebrities on Verizon cells looking for the construction site of the house to be built, we arrive and the engineers show the Teams the E-lumber and how it works.	15: numerous close-ups on different features and beauty shots
Ep.1 Sc 13	Toshiba E-Lumber, Wireless Phones	Verizon We see the Teams building a Green Roof for a family using E-lumber with the help of Close the Loop. The Team then calls the family on the Verizon cellphone to announce to the family they now have a garden on their roof!	8: many shots & angles, also show to drill the e-lumber, beauty shots of Verizon cellphone

Café Innovate:
Toshiba 360°
Branded
Content
www.cafeinnovate.com

Cafe Innovate

A SUSTAINABLE
NEIGHBORHOOD
CYBER CAFE
& WEBSITE

Sponsored by:

TOSHIBA
Leading Innovation >>>



Featuring the Toshiba Portégé R600-S5007V
Awarded Gold EPEAT status, the highest
rating for a laptop in environmental criteria.

www.cafeinnovate.com

Being Green is Easy with Toshiba
and Project Greenbuild:

TOSHIBA
Leading Innovation >>>

PROJECT GREENBUILD

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Valiant Films, Inc was founded in 2005. The name Valiant, comes from the Spanish word “valiente” which means, to be brave and have courage. Valiant Films’ mission is to produce content that is socially responsible and commercial. We are committed to producing memorable work that ultimately changes the way people think. Contact Info: www.nadiav.com 310-625-1116/213-278-4571

ABOUT THE CREATORS-PRODUCERS...

Nadia Voukitchevitch, Co-Creator and Executive Producer

Ms. Voukitchevitch has been an Agency Commercial Producer for over 10 years in New York, Miami and Los Angeles, her clients include Time Warner Cable, Comcast, Cox, HBO, Adelphia, Anheuser-Busch, Bacardi, Kohl’s GMC-Pontiac, Toyota, and McDonald’s. She started on independent films and worked with celebrities that include: Celine Dion, Denzel Washington, George Sluizer, Cristina Saralegui, Steve Buscemi, and Salma Hayek. In 2005 she founded Valiant Films LA.

Laura Harper, Co-Creator and Executive Producer

Ms. Harper has been an art director for film and television for over nine years. Her past client list includes Madonna, Christina Aguilera, and Gordon Ramsay. She has supervised design projects for such companies as A. Smith & Co, Rocket Science Laboratories, Granada, Entertainment, MTV and VH1.