



Objective: Create a thematic tie between Kohl's "Find Your Yes" brand messaging and the 72nd Annual Golden Globe Awards show on NBC. Campaign concepts should include fashion and/or home categories.

Concept 1: It's a Suite Life

Prior to the Golden Globes telecast, Kohl's will descend upon Four Seasons Los Angeles at Beverly Hills where we will set up Kohl's Suite of Style and invite guests to the Suite Life –that is, arrive at the suite and let Kohl's indulge them in the posh, comfortable, convenient, fashionable and trendy side of life that makes the preamble of the Golden Globes just a little less nerve-racking.

We'll invite Globes nominees (and their families), NBC talent (and their families), Miss Golden Globe, tastemakers, fashion bloggers, entertainment reporters, and personal celebrity stylists, to name a few. We'll also enlist the NBCU PR machine to feature the style lounge in all relevant PR!

The Suite will be redecorated utilizing home decor items available at Kohl's and will showcase various fashion styles worn by models and servers who will be circulating the room. If possible, this would be the perfect forum for Kohl's to feature an exclusive preview of a specific clothing line (i.e., J Lo who also has a series order on NBC, projected for 2015-2016 season).

Once there, event goers will have the chance to indulge in delectable edibles, or even receive a style-makeover session with a Kohl's stylist. They can also take a selfies with their friends and industry compadres, as well as visit Kohl's Social Kiosk - a branded area of the suite where attendees can easily share their "suite" life experience with their followers via social media.

In addition, we could dedicate one area of the suite to support the amazing non-profit organizations championed by Kohl's; Women's Health, and Kid's Health & Education.

We'll have a camera(s) roaming the room for video, b-roll and stills that speak to the fun, cool and hip vibe that is the Kohl's brand....maybe capture talent answering, "What was your favorite part of Kohl's Suite of Style?" And on their





(It's a Suite Life - Continued)

way out, they can grab a Yes-bag (gift bag) filled with Kohl's product and an invitation to tune-in to the Golden Globes on NBC.

Then...drum roll....flashing lights here...during the Golden Globes red carpet pre-show, a Red Carpet Correspondent will tee-up the pre-packaged piece tying Kohl's brand to one of entertainment's biggest nights...After the piece rolls, the Correspondent will prompt viewers to follow Kohl's Twitter feed/FB page, etc. to find more pieces of content from the Suite Life.

(This idea can also tie into the Cross-Property, Spread Your Style campaign. We could feature the 4 NBCU designer/stylists and the ultimate winner in the lounge for a short custom content piece to air during the Globes telecast.)

Concept 2: Your Red Carpet Moment

This concept will be written and shot with an overtone that delivers a little funny along the way by slightly riffing on Kohl's existing 'yes' campaign. These spots are designed to showcase the full breadth of Kohl's products while nodding to the fun and sometimes campiness that the red carpet commentary has to offer.

In each execution, we see everyday people in their everyday lives completing an undertaking, performing a task or having a moment of happiness that is made possible by Kohl's products.

For example, a young girl is feeling so happy and proud of herself. We catch up with her as she's finishing up reorganizing her closet, which has an impressive array of fashions she got at Kohl's. We see her putting a few of these last minute pieces in their preordained place in the closet (there is a dress section, a blouse and pant section, shoes on shelves, purses on hooks etc.) She might even be taking a new pair of shoes bought at Kohls out of the Kohls branded shopping bag. She places the last dress in her closet, closes the door and BAM! Out rolls a red carpet, and a glimmering red carpet correspondent provides fawning commentary on the greatness that just happened.

This concept could be stripped out to include a newlywed wife redecorating their family room, a mother cooking a big Sunday dinner for the entire family, or the father who finds himself in charge of getting the kids ready for school and is able





(Your Red Carpet Moment - Continued)

to easily dress them in very stylish clothes that actually match!

The campaign could run the week of the Globes leading up to the night, or as an in-show campaign.

Concept 3: Personal Assistant

In this spot we descend upon a personal assistant to a very famous (and unnamed) star. We watch her open the front door to a well appointed home/mansion. She is carrying Kohl's shopping bags brimming with product. In her VO we hear her explain how being a personal assistant to Hollywood's elite is so exciting, especially around award season and how she can always find what she needs for her busy clients at Kohl's.

As we hear this, we see her pulling out different Kohl's products from the kitchen, home decor for the living room, running attire in the star's closet, etc. We could even get a peek at the note she is reading left to her by the star which thanks her for getting all she needs before the Awards Show. (the note could be signed with a first name or whatever mysterious, celebrity inferring initials we can include!)