



Objective: In fulfillment of an upfront buy on NBC, create an on-air, event or digital concept that thematically taps into the 'eternal youth' message behind NBC's live musical telecast, 'Peter Pan.'

1. How To Never Grow Up

NBC's Peter Pan and Walmart will teach viewers "How To Never Grow Up" during the peacock's 3 hour live musical telecast on December 4th. In a series of five spots, viewers will receive a "how to" guide or, rather, simple sage advice from various kids on the topic of never growing up. Each spot will feature Walmart products organically woven into the scene alongside iconic tie's to this classic tale.

These spots are the prime setup to lead into Walmart's Holiday Hub which can provide viewers a deeper dive into those particular products showcased in the How To Never Grow Up spots.

Every spot will include iconic Peter Pan tie-ins such as: Tinker Bell light, a consistent How To Neve Grow Up graphic, settings and music that are implicative of the teleplay.

For Example:

Spot 1:

We see a window like that of the Darling kid's bedroom. It's closed, but we can hear that there is a rip-roaring time happening behind it. Above the sounds wafting through the window, we hear a single kid's voice say, "*How To Never Grow Up.*" Just then, a breeze blows open the windows revealing a modern day kid's bedroom - decked out in all the latest Walmart products - where a trio of kids are having a heck of a time playing their own version of "I'm Flying."

They're zooming around the room wearing a pillow case as a cape, jumping up & down on the bed and "flying" down to the floor. These kids are feeling the thrill of imagining the ability to fly. Mom enters to survey the scene. Just then, Tinker Bell light zooms into frame sprinkling pixie dust around Mom before zipping out of the room. Mom then decides to join in the fun and jumps up & down on the bed, too. We then hear the same child's voice say, "*Do Things for the Zeal of It*"



How To Never Grow Up - Cont'd-

Spots could end: *Find everything you need to never grow up at Walmart - your Holiday Hub.* Then transition into Walmart's commercial messaging which could feature any number of products we've just seen in the kids bedroom.

Spot 2:

We see a Dad laying in bed next to a sleeping Mom. Walmart products fill the shot here: bedding, alarm clock, nightstand, lamp, etc. He wakes up and sits up so we can see that he is wearing the same type of pajama's the Darling children are wearing in the live Peter Pan production. (Perhaps an adult size onesie.) We hear a kid's voice say, "*How To Never Grow Up.*" Like Pavlov's dog, Dad starts to rise to change out of his PJ's until Tinker Bell light zooms into the room and lands on the light on the bed stand. It turns on. Dad is now obviously inspired by a new thought. Next we see him at a desk on the phone at work (Walmart office products throughout) still wearing his onesie pajamas! Next up, we see Mom at a PTA meeting wearing a nightgown, like Wendy Darling's, gabbing with other mothers (who are decked out in Walmart trendy fashions), like everything's normal. Maybe we see members of various families happy-as-a-clam while doing everyday chores still wearing their PJ's: racking leaves, shoveling snow, getting the mail, buying groceries, getting gas, etc. We hear the same kid's voice say, "*Wear PJ's All. Day. Long.*"

Spot 3:

It's snowing hard outside of this traditional home in America. Inside the house we see a family room adorning the finest Walmart products and holiday trimmings. A kid's voice says, "*How To Never Grow Up.* In the middle of the room we see an entire family is just about finished making a homemade bunker like the Home Underground. Sheets and blankets are fastened around the fireplace mantel and couch. This family is really into this alternate world they've created. Each person very animated, laughing and happy interacting in this no holds bar version of a home in Neverland. Just then, Tinker Bell zooms into screen landing in the fireplace and POOF! The fire illuminates. The entire family giggles. We hear the same kid's voice say, "*Create Imaginary Worlds!*"

Spot 4:

We see a a young boy dressed in Walmart's finest winter clothing with a shovel in hand standing outside a house set on a woodsy lot reminiscent of a forest you might find in



How To Never Grow Up - Cont'd-

Peter Pan. A kid's voice says, "*How To Never Grow Up*. This boy stares into the surrounding forest, then back to the snow just dreading the chore before him. Just then, Tinker Bell light flies overhead and lands on the tip of his shovel. He acknowledges in some way (grins or smiles) then gets to the task of shoveling snow. To viewers, we think he is just doing his duty, but as we move in closer on him we hear that he is talking very animated to himself. His dialogue grows in intensity and spirit, and we now gather that he is actually having quite an imaginary adventure right now. It may look like he is shoveling the sidewalk, but actually he is "digging" around a pirate ship to rescue Tiger Lily! We hear the same kid's voice say, "*Live For Adventure!*"

Spot 5:

This spot would focus on how time is of little value to the carefree nature of a kid. Remember when you played Barbies for eight hours straight? Or had a marathon day of constructing Legos? This spot would show kids and adults in various situations clearly marked by this notion of forgetting about "grown up" stuff and getting lost in the now. (i.e., building a Pirate Ship tree house, decorating a room to look like Neverland, etc.)
Advice: Relish In Every Moment!

2. Underground Kids Club Talk Show

Welcome to the Underground Kids Club! In the spirit of Saturday morning kids clubs, lets create a club house in the vein of a modern day version of the Home Underground. This could serve as the consistent setting for our own version of a "talk show" for kids that would thematically tie to Peter Pan and organically fit with Walmart's Holiday Hub commercials.

Kids love to see other kids on TV and adults especially appreciate hearing nuggets of wisdom from these little sages! Even though these spots would be scripted, it would be so great to actually interview kids to get their real life answers to some of the questions that we could pepper into the scripts. For example, while interviewing kids you ask, "What do you think would make a great holiday gift for an adult?" He or she might go on an on about the importance of coffee maker, wine opener or chocolate ice cream in their house! Could be a very funny - and truthful - bit!



Underground Kids Club Talk Show - Cont'd -

Each spot will feature the same group of kids and one kid host. TinkerBell will be the Fred Armisen/Giullermo sidekick of the show. She adds her “two-cents” here and there which are then translated by our kid host since Tink is a light, for goodness sakes. Although the entire “home” would be modernized and decorated with Walmart products, this home still very much translates the feel of the Underground home we’ve just seen on-air in the live telecast. All the kids club members and our host would also be dressed in Walmart fashions.

For Example:

Spot 1: On the couch/bench area our host marvels in how Peter Pan teaches the Darling kids how to fly, then asks the kids club kids what magic power they wish they could have or what happy thoughts would they think to make themselves fly. Lets say a kid answers that they would think about playing Xbox, then the following Walmart Holiday Hub could focus on electronic gifts.

Spot 2: By the fireplace our kid host talks to the kids club kids about the gift exchange between Wendy and Peter (thimble, button) and then asks them for holiday gift ideas for their parents or siblings. Walmart’s Holiday Hub would then feature whatever gift ideas arise in this spot.

Spot 3: Kids club members are asked “If you could save one thing just by BELIEVING, what would it be?” i.e., several kid members answer their pet, then the Walmart Holiday Hub would focus on the breadth of items available for the family pet.

Spot 4: In the bedroom area of the club house. We hear a clock ticking and our host asks one of the kids, “Hurry, in 10 seconds tell me why you never want to grow up.”

Spot 5: They are baking holiday bread in the “kitchen” area while drinking cocoa and dressed in green, like Peter Pan, discussing what makes Peter so special. Walmart’s Holiday Hub could center around food and produce available at Walmart to prepare for your holiday get togethers.



3. Stories

Stories are a strong continuous thread throughout the tale of Peter Pan. The love of a good story had a powerful effect on many of the it's characters. Mrs. Darling relied upon telling stories to the Darling kids in order to get them to fall asleep every night. Desperate to hear these wonderful bedtime stories is what motivated Peter to hang around the Darling's bedroom window in the first place. And, moreover, the Lost Boys were always hungry to hear Wendy's stories because it brought them comfort.

In this scripted series of spots Walmart would like to know: *What's in Your Story?*

These touching spots celebrate the stories in all our lives by highlighting themes, situations, events that we can all relate to -- much like many of the pillars of the Peter Pan story (adventure, a mother, family, no rules, never growing up).

Consistent in each spot will be the use of a faux Peter Pan storybook graphic or a graphic that appears to be the title page of the Peter Pan script. From such, we enter each of the below settings. An announcer will set things up saying something to the effect of there being *a number of things that go into making a story classic, but the most important narrative of all is the story of our lives - those simple, carefree moments that make life legendary. This holiday season, Walmart would like to know - what's in your story?*

Possible Executions:

Spot 1:

Peter Pan storybook graphic opens to a Dad and son who are in their woodsy forest-like backyard raking leaves wearing their finest Walmart winter attire and using tools available at Walmart. Unfortunately though, they are looking a bit lackluster as they perform this much needed task. Tinker Bell appears, touches down on a trash bag of leaves and wha-lah - a full camping set-up appears in the backyard. Then, in answer to the announcers question that we just heard, *"Walmart would like to know, what's in your story,"* we hear the boy's voiceover: *"Adventures with my Dad."* Then we see the boy exuberantly hug his Dad and they climb into the tent to take part in this new adventure in their backyard.



Stories - Cont'd -

Spot 2:

Peter Pan storybook graphic opens to a kitchen where a mother and daughter are cooking a routine meal. Tinker Bell turns it into a crazy display of decorated holiday cookies with every imaginable needed utensil and frosting accessories galore! Both Mom and daughter light up. Mom dabs her daughter's nose with frosting. Then in answer to the announcers question, *"Walmart would like to know, what's in your story,"* we hear the daughter's voiceover: *"Baking with Mom."*

Spot 3:

Peter Pan storybook graphic opens to reveal two young siblings looking bored as they hang out in the very outdated bedroom that they share. Their beds, in particular, are in noticeable need. In fact, they are the old fashioned beds of the Darling kids that we've just seen in the on-air telecast of Peter Pan. Tinker Bell flashes in with Pixie Dust all over the room and we see it transform the entire area into a uber kid-friendly boys bedroom complete with bunk beds and toys (all Walmart products). The two brothers, now astonished and psyched up, immediately pick up fake swords and lovingly square off with one another like Hook and Peter Pan might do. Then in answer to the announcers question, *"Walmart would like to know, what's in your story,"* we hear one of the brother's voiceover: *"My little brother."*

Spot 4:

Peter Pan storybook graphic opens to a Dad in the midst of decorating the outside of his house with holiday lights. Of course, like probably every home in America, the holiday lights are tangled up in a giant mess inside a plastic bin. The sight of this makes Dad visually uncomfortable. Tinker Bell swoops in shedding pixie dust on the situation and we see him smile in realization of what to do (or maybe Tink has laid before him the decorations he wishes he had). Dad then gets to work. Next, after a time lapse, we focus on his proud face as he steps back to get a full view of the house. He plugs in the lights and ta-da: the entire house is lit up like a giant pirate ship! Who says you have to follow precedent when decorating for the holidays?! Mom and kids race out the front door to shout, hoot and holler in shock and amazement of Dad's impressive feat. Then in answer to the announcers question, *"Walmart would like to know, what's in your story,"* we hear Dad's voiceover: *"Breaking the Rules."*



Stories - Cont'd -

Spot 5:

This spot would focus on the notion of never growing up. Maybe a mother working from home who decides to scrap her work because she realizes (via Tinker Bell) that living in the now means more so she joins in an imaginary game with her kids. "*Never Growing Up*" would be in her story.

4. Neverland Viewing Party

During the live telecast we will feature live cut-ins from "Walmart's Neverland Viewing Lounge." Courtesy of Walmart products, we will transform the location of this viewing party into a present-day Neverland lounge. These lively cut-ins feature a host who is keeping things entertaining and fun by interviewing guests who share personal anecdotes relating to Peter Pan while they partake in the exciting experiences offered at this one-of-a-kind viewing party. Additionally our host will invite viewers at home to tweet and post personal stories or reactions to various themes throughout the night.

Themed Experiences

Each live segment could be fine-tuned to discuss something that just happened in the scene prior to the break and would take place in a dedicated area of the site that focuses on a particular product category available at Walmart. For example:

- In the commercial break after Act 1, Scene 1 which showcases "I'm Flying" we'll cut-in from "Pan's Flight School," an area of the party where a giant trampoline has been set up so people can learn to "fly" like Peter Pan from a trained trampoline professional. Before having a whirl himself/herself, our host will talk to attendees about where they'd go if they could learn to fly.
- "*The Underground Kitchen*," a Neveland-esque kitchen where our party servers are dressed like Peter Pan and making holiday baked goods. This could be a terrific backdrop for our host to discuss the notion of having "lovely thoughts" of cookies with fellow party goers who also agree in it's power to make them fly!
- "*The Lost Boy's Gaming Area*," complete with 50" plasma, X-box 360 Console and gaming chairs with built-in speakers. Our host could take a quick poll about who would



Neverland Viewing Party - Cont'd -

triumph in an X-box game between Hook and The Lost Boys or how this set-up definitely makes it easy to never grow up!

Additionally, throughout the night our host could read viewer tweets and tease the topic of the next cut-in to keep viewers engaged. Maybe this could be the night that Walmart releases a new product. All the while, our host shares the fact that Walmart has made it possible to bring Neverland to life for America tonight.

Publicity

This publicity stunt would also include a co-branded step-and-repeat to give our viewing party attendees the A-list treatment. Lets invite NBC celebrity talent and their families, as well as members of the press, especially local press from Walmart's priority markets to efficiently extend their local publicity legs.

Shopping Extravaganza

Then, after the telecast, all invited guests will take a special delivery bus to a local Walmart for an exclusive *Pan's Holiday Extravaganza* - a private shopping experience where they can feel like a kid again!

Digital Sweepstakes

Prior to the night NBC.com could host a sweepstakes for a chance to win a trip to attend the viewing party and Pan's Holiday Extravaganza at Walmart.

Pre-promotion Spot

Prior to the telecast, an on-air spot will drive people to harness their eternal youth by taking a selfie and uploading it to Instagram along with the hashtag #iampeterpan. Additionally, viewers can upload their selfies on a co-branded microsite within NBC.com.

This microsite will then swap in new randomly selected selfies directly from Instagram and those culled within the site every few minutes. Each selfie that is selected for use



Neverland Viewing Party - Cont'd -

on the site appears alongside one of three randomly selected Peter Pan phrases promoting to the live telecast:

- I. Am. Youth.
- I. Am. Joy.
- I. Am. Freedom.

Then during the live telecast, one of our hosted cut-ins could be with the sweepstakes winner who will share their selfie on live TV along with their personal affinity for the tale of Peter Pan.