



## **CONCEPT 1: SPRINT FAMILY FROBINSON ON NBC**

Wouldn't it be great if you could choose your family and pick your friends? Well, thank goodness for Sprint's new pricing program that lets consumers decide who they consider family, or more appropriately, "FRAMILY."

We all have a family – we're talking more than just our relatives, but also our friends, our neighbors, and all the people we love. And NBC wants to evangelize this New American quirky, anti-nuclear family by bringing the Frobinsons to NBC viewers. After all, the Frobinsons are relatable in as much as we all have interesting families with unique personalities. This sprawling ensemble of characters exemplifies that today's families are multi-generational, multi-ethnic, extended, geographically dispersed -- and thanks to wireless technology -- more connected than ever.

Sprint's Frobinson Family delivers America a humorous, yet optimistic view that the connections we make are as much emotional as they are meaningful. In the same spirit, NBC brings families and friends together inspiring meaningful "family" connections over shared appreciation of a favorite NBC show.

Let's face it – in some instances it's advantageous to have a family! And here are three concepts that further illustrate and educate consumers about the advantages of being a part of the Sprint Family Plan in a fun and engaging way.

### **Version A: Frobinson Family Viewing Hour**

People are happiest when they are connected to the people and things they care about most -- like their love of NBCU programming, as well as getting great value and flexible service from Sprint.

In this series of on-air spots, we'll descend upon the Frobinson Family to get a glimpse of a day-in-the-life moment, in particular a family viewing hour. We'll see the Frobinson's watching their favorite NBCU show and hear comments from each family member providing viewers highly engaging content. At the same time, interwoven in the spot is contextually appropriate Sprint messaging reinforcing its value, service and, most importantly, it's Family Plan.

#### *On-Air Spot Examples:*

##### **NBC**

The Frobinson's are gathered around their flatscreen in the family room of their home. They have come together to watch NBC's The Voice. We hear the show's theme music blaring in the background. Chuck could be holding a cell with thumbs-a-flyin' surfing the net for facts about the contestants. He receives a text and says something like, "Dad, your 'fross' is coming to our family viewing hour." Just then, Heidi dances into the room humming a tune (in French of course) and boasts, "Vont l'équipe Gwen!" (gfx: Go Team Gwen!) At the same time, the Frobinson family patriarch rolls into the room saying,





*(Frobinson Family Viewing Hour - Continued)*

“Good, glad to hear he’s gotten off his wheel to do something productive -- like saving money with Sprint’s Family Plan.” Zack, “Hey, Mom, can Team Blake add to our Sprint Family plan? Mom, “Sure, the more people we add, the more we save, honey.” Gordon, “How about that girl in the second row of the audience?” Spot wraps up with Announcer, “Join a Sprint Family for as low as \$25 dollars a month.”

And in true Sprint branding, the spot ends on a beginning, “Happy Connecting.”

This concept could encompass various shows across the NBCU portfolio where the various Frobinsons will wax poetic about their favorite programs.

### **Version B: Frobinsons Pitch Meeting**

While the Frobinsons Family characters may behave like viewers in the way they watch TV, they are unlike the typical viewer in one important way -- the Frobinson characters are stars in their own right! This can open doors for them in the world of NBCU. They can “get a meeting.”

In fact, as you may know, Chuck Frobinson is a big NASCAR fan and an even bigger fan of The Voice. He wants to pitch, “The Voice of NASCAR” show to NBC Universal. “It’s a singing/racing show that will put butts on couches,” as he’s rumored to have said!

So lets give Chuck a chance to pitch his show. That’s right. Lets see Chuck and all the Frobinson characters in the offices of development execs at NBCU, pitching his show idea to be on the network.

### **Cross-Property**

This idea could also work cross-property with a different Frobinson family member at the forefront. For example, Bravo development execs could hear from Heidi who could pitch a culinary competition “Cuisine Française Est Pour Les Oiseaux” (Translation: French Food Is For The Birds) or Grandpa could present “The Real Grandpa’s of the Family.” Imagine the looks on the E! development execs who could hear Gor-don’s colorful pitch of, “Goth Fix Yourself,” his Goth-centric fashion show...cuz, Goth never dies.

### **Version C: The Faux Show**

The Frobinson Family has gone Hollywood, folks. In fact, Deadline Hollywood reports that the Frobinsons have landed a put pilot deal on NBC!

Grounded in innovation, this idea will make the Frobinson Family stars of a pod-based sitcom on NBC. Shot in the traditional format well-known by viewers to accompany a stereotypical situation comedy, we’ll feature a :60 mini version of the type of sitcom that you might see on NBC. Think multi-camera, laugh track audience, and one giant set sectioned off to make various rooms of the Frobinson home.





*(The Faux Show - Continued)*

This mini-episode would be produced in the distinct look, style and feel of a sitcom on NBC polished with network graphics, announcer and branding, as well as Sprint's Family Plan messaging. The mini-episode could also include a throw to online where viewers can find a longer version of the episode or discover an entire Frobinson's sitcom web-series.

Organically woven into this faux-show would be the "family" experience and usage of Sprint's flexible plan as a part of the storyline within the show.

**NBCU Cross-Property**

This faux-show idea adapts easily to each of the channels of NBC Universal by producing the mini-episode inherent to the style of the network on which it appears.

**Bravo**

We could create a mini-show produced in the vein of Bravo's highly-recognizable sleek style whereby the Frobinsons are interacting in a Real Housewives-esque type of home. Much like a reality show on Bravo, their interactions could be intercut with the "testimonial" type of footage featuring them commenting on each other or a situation. The Frobinsons could even be perfectly coifed and all wearing a uniform sleek style of clothing. Everything about this mini-episode looks and feels like a show you would find on Bravo.

**SyFy**

Contact between humans and spirits from the afterlife is not as far-fetched as it seems – especially for a wireless carrier known for its superior "connected" service!

This mini-episode could feature the Frobinsons inside a deserted home where they are gathering "family" members of all kinds...maybe they have even made contact with willing "family" members from beyond.

This could be produced in the *spirit* of Ghost Hunters featuring the Frobinsons family coming together as one collective voice inside a desolate house. Footage would be intercut with flash backs that feature the quintessential infrared night vision shots that capture questionable movements of the spirit realm. Perhaps these revealing shots showing a cell phone dialing these invisible family members or perhaps it's footage of a Frobinson hearing a voice (unheard to the viewing audience) from a non-mortal being.

**E!**

This mini-episode is all about the fashion and produced within the monochromatic palette of a fashion talk show you might see on E! In this world, The Frobinsons are submerged in all things bright, trendy and/or high fashion...even Dad (hamster) is wearing a top hat inside his clear run-about-ball!





*(Faux Show on E! - Continued)*

Through punchy Frobinson discussion we could tie the superior capabilities of the Sprint's technology (it's fast LTE network, fewer dropped calls, better call quality, etc) in line with the cutting edge fashion featured on the show. OR perhaps the Frobinsons are commenting on various fashions each of them are wearing pointing to the fact that Sprint's service is unlike fashion trends that change every season sort of thing...enter Gor-don whose Goth style is everlasting!

## **CONCEPT 2: NBC FRAMILIES**

Just like Sprint, NBC brings Framilies together. No matter what side of the camera you're on, a life in television means long hours and crazy schedules, and when you're spending most of your waking hours with the people you work with, it's only a matter of time before your new friends become your family.

From comedy writers to hard-working Pages with promising futures, every Family on our network is different, as are the individuals who comprise each group. While they may share the same profession and passion, each talent has his or her own unique identity that gives their Family unlimited potential and makes connecting *that* much more fun.

This fall, Sprint in partnership with NBC will show America the Joy of Connecting by introducing them to the various Framilies on our network. Using the brand's current campaign as a blueprint, we will create a series of 30-second spots in which we ask our behind-the-scenes and on-air reality talent, "Who's in *your* Family?" These pieces will give fans a fun and entertaining look at the unique personalities, opinions, and group dynamics at play in any given NBC series (or department, as the case may be).

### **On-Air Custom Content:**

These playful spots would be designed to run all season long on NBC, each one capturing the tone of the show in which it runs. To mirror the existing Sprint commercials, we will film these pieces on a grey seamless or white cyc. Additionally, in each vignette we may open on one/select Family members and then build to include the entire group, each individual "popping" onto the screen to sound off on how they're connected to the 'Fram.

For example, in a hilarious vignette that would run during *Late Night with Seth Meyers*, fans would get to know Seth's roster of quick-witted writers. Sure, they





*(NBC's Framilies -Continued)*

all boast killer comedy chops, but not every wordsmith in the room has the same writing style or comedic spin on a joke (fun fact: writer Brian Donaldson was just an IT specialist with a hilarious Twitter Feed and a dream when producers discovered him and added him to the 'Fram). This piece may start off innocently enough, with each member of the Late Night Framily sharing how their comic genius contributes to or elevates the show but would escalate into them each trying to one up and call each other out, giving our writers the chance to flex their individual funny muscles and show how they're funnier together than they are separately.

In another spot, we may get up close and personal with current members of NBC's prestigious Page Program, which gives up-and-comers in the industry a chance to make important contacts and connections. While each of these go-getters was handpicked by NBC for demonstrating excellent leadership skills, no two Pages are exactly alike: they have diverse backgrounds, skillsets, and – perhaps most importantly – personalities. In this piece, it may be that the East Coast Pages and West Coast Pages unite! They share who they are, what they LOVE to do, and exchange tips of the trade (all whilst wearing identical suits).

To further connect these playful pieces to Sprint, each spot would end with brand messaging, a drive for viewers to log online to [nbc.com](http://nbc.com) where they can enjoy more Framily moments with their favorite NBC stars, and a "Happy Connecting" sign-off.

