



## **Tie-in Concepts for NBC's A TO Z**

### **Concept 1: Fashion Through the Years:**

In this custom spot we'll catch up with NBC's *A TO Z* star Cristin Milioti backstage or in her trailer as she takes a break from her hectic acting schedule to talk about fashion style with us. Being a busy working actress, Cristin has surely worn a slew of designs, trends and fads throughout the course of her active career. And now she's sharing with us her personal take on the impact that fashion has had on her professional and social schedule. Just imagine all the fashion needs of a popular actress – between various auditions, casual table reads, hanging at a cast dinner, or glammin' it up for a step-and-repeat.

As Cristin speaks, we see b-roll footage of her backstage in a wardrobe department excitedly looking through clothes on a rack, trying on a few of the fashions or receiving a fitting from a stylist. TJ Maxx bags and clothing could integrate organically into any of these scenes.

Spot ends with TJ Maxx branding and maybe even a quip from Cristin that could speak to how important fashion is to an actress.

### **Concept 2: What's Your Fashion Personality:**

We catch up with an *A to Z* stylist who expertly enlightens us on the tenants of expressing a character's personality through fashion. After all, fashion informs the audience about a character's inner-self, their on-screen personality.

For example, she may discuss *Zelda*'s character who is an attorney and the choices she made based upon these fashion personality principals. The character of *Zelda* is dressed in a suit to portray her power in the courtroom. Power, as we may learn, is illustrated in fashion through two basic things: color (Blue is the ultimate power color, by the way), and cut (fitted with straight, clean lines to exude a no non-sense approach).

During the spot our stylist could be surrounded by wardrobe elements (TJ Maxx fashions) along with a few TJ Maxx bags and branded hangers of clothes peppered in the background. Spot would end with branding and messaging to find your fashion personality at TJ Maxx.

