



Objective: In fulfillment of Domino's upfront buy on NBC, create a concept that captures a thematic tie between NBC's primetime programming and Domino's Pizza's new online ordering system for a custom on-air spot.

NBC's *About a Boy* Tie-in Concepts:

Generic Version

Who appreciates the deliciousness of pizza more than kids? Stay at home Dads, that's who! In this custom content piece, we'll catch up with Andy (Al Madrigal), Will's best friend, and get a comedic glimpse of this stay-at-home Dad using his ultimate domestic skills. He'll create a personal pizza profile based upon pleasing the finickiest of eaters - three kids under the age of five. Imagine creating one giant pizza for meat and non-meat eaters who like a slathering of cheese and no-cheese -- all at the same time, all with only a few clicks. Thanks to Domino's online pizza ordering system, even the hard to please taste buds of three kids can't stop this fun-loving Dad from delivering a meal the whole family will enjoy!

Andy Version A (Actor Al Madrigal in character as Andy)

"Hey, Domino's, I bet you'd agree with me here... When you're a single, handsome ladies man who's super wealthy, dinnertime is easy-peasy. Obviously I'm not that guy. Try being a stay-at-home dad with three small kids at suppertime. But thanks to Domino's, I can order dinner for five people in a flash. Large double sausage with a side order of breadsticks – BAM! Dinner is on its way and there's still time to play dress-up... not unlike a single, handsome ladies man."

Andy Version B

"Important to note, folks – it would be fun to live the life of my best friend, Will, you know – a tall, handsome, super wealthy ladies man, but check this out. Us married Dad's have an advantage...that's right! Thanks to Domino's, I can order dinner for my family of five in a flash...large double sausage with a side order of breadsticks – BAM! Dinner is done. Will may have the freedom of bachelorhood, but, hey, I got the flexibility of online ordering at Domino's. And that makes me a real man, in my book!"





NBC's *Community* Tie-in Concepts:

Utilizing actor Danny Pudi in character as Abed Nadir

Abed Nadir Version

"Listen, Domino's, I'd like to thank you. You see, lots of girls like me cuz, let's face it, I'm adorable...but now they REALLY like me cuz' I give good pizza -- like, I can order in a flash, without actually being Flash Gordon - I wish - but I can order from the privacy of my home with one click - not to be confused by the famous movie of the same name. I'm just one click away from a large pepperoni pizza with extra cheese...oh, and Italian sausage as an homage to all the great TV shows that come out of New Jersey."

Generic Version

Who loves pizza more than community college students?! That's rhetorical, people. In this custom content piece, we'll catch up with Abed Nadir (Danny Pudi) and get a comedic glimpse of him using his social awkwardness to do something really cool -- create a personal pizza profile -- which would be based upon pop-culturally relevant information and be insanely statistical, such as the fact that he bends towards America's apparent appreciation for pepperoni as they eat 225 million pounds of it every year just from pizza! (yes, that's a legit statistic!)