

CREW

thicker than water.



"Four Brothers" meets "Run All Night"



GENRE: Action / Thriller / Crime Drama

TAGLINES: *"Thicker than water."* and *"Who are the 5150?"*

THE STORY: As the nation stands divided by color, Solomon's crew blurs those lines while waging war with Los Angeles. Ten years ago Solomon's father died in a mysterious bombing in downtown LA. His homecoming ignites a powder keg, casting Solomon and his crew head first into a ten-year-old nightmare. Each the heir to one of the head LA organized crime factions: Black Mafia, Italian Mob, the Mexican Cartel, and the Irish Mob, *The 5150* barely dodge dirty cops and mob hitters while exposing long forgotten secrets in their search for answers. The more they uncover the truth, the darker and more twisted the nightmare becomes. Old habits die hard as they solve a mystery riddled with deceit and betrayal, all the while just trying to stay alive.

WRITER: Einstien

TARGET DEMOGRAPHIC

21 - 41 years of age

55% male (41% under 35)

45% female (45% under 35)

Brand Loyal Premium Liquor Buying Millennials

PERNOD BRANDS

Chivas

Avión

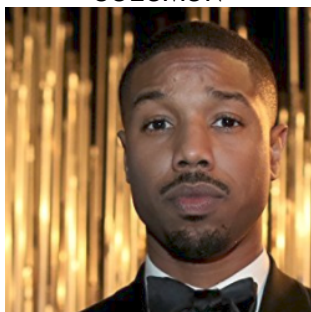
Martell

ABSOLUT





SOLOMON



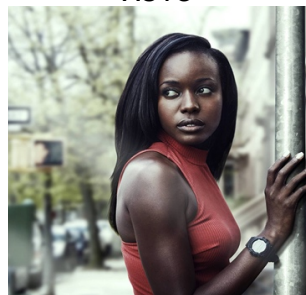
Michael B. Jordan

TY



Richard Cabral

AUTO



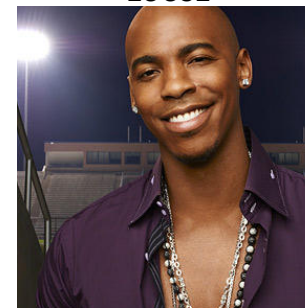
Anna Diop

SONNY



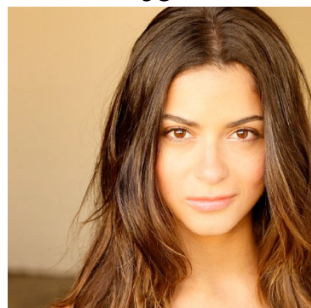
Chris Neville

LOOSE



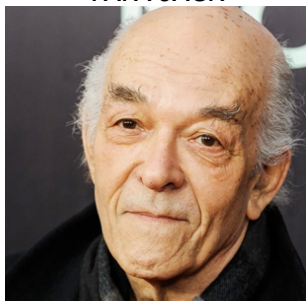
Mehcad Brooks

JO



Stephanie Fantauzzi

PAPA JACK



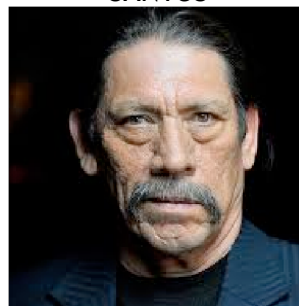
Mark Margolis

O'NIEL



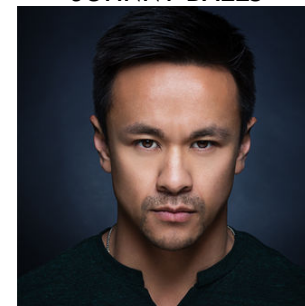
Denis Leary

SANTOS



Danny Trejo

JOHNNY BALLS



Alex Huynh

MARZ



Taboo

DET CRISANTI



Lenny Clarke

DOMINATRIX



Kelly Hu

OLD HEAD #1



James Earl Jones

OLD HEAD #2



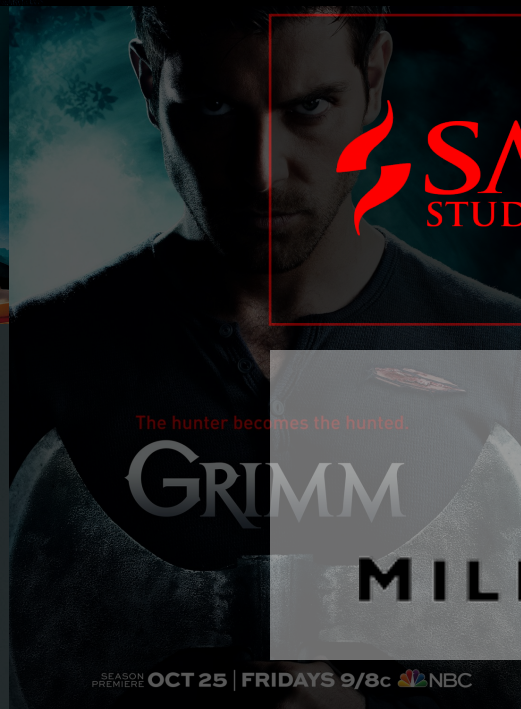
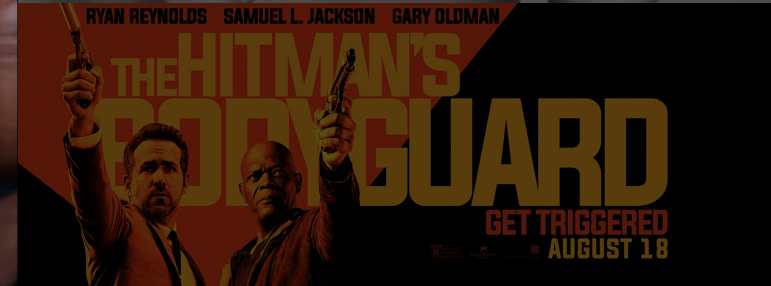
Carl Weathers

THE FILMMAKERS

EINSTIEN

Air Force Veteran Richard “einStien” Davis began his film career with Saban Entertainment, acting in such films as *Adams Family Reunion*, *The Cowboy and the Movie Star*, and *Casper Meets Wendy*. Before becoming a filmmaker, Stien cut his teeth writing and creating brand messaging for entities such as Sprite, Kobe Bryant, Smart Water, Coca-Cola, Beats By Dre and 2K Sports.

Combining forces with production partners Sandman Studios (*Race for Witch Mountain*, *Grimm*, *iZombie*, *Looper*) and Millennium Films (*Loving Pablo*, *Hellboy*, *The Hitman's Bodyguard*, *Criminal*, *London Has Fallen*) sets the stage for a fully immersive story telling opportunity to combine brand awareness and exposure into laser focused, direct-to-consumer messaging.



WHY PRUSA?

**“ We’re all enriched by the differences
we find in others. ”**

The story of *Crew* is based around a group of friends, whose parents rejected the very thing that bonds them in blood—their cultural differences. Together with PRUSA's family of brands, the film and marketing campaign will make this tagline a global, social trend, combining brand messaging with poignant scenes in the film.



Johnny B's

**The Crew has their first
Chivas of the film, honoring
their fallen brother.**

04

SCENE

Art Gala

**The 5150 Crew joke about
which PRUSA liquor to
order.**

09

SCENE

76

SCENE

Chinatown

**Johnny Balls and
Solomon share a toast
of Martell, like the ole
days.**

Santos' House

**Santos has what becomes
his final Avión shot with his
son Ty.**

26

SCENE

Peninsula Hotel

**Solomon and Jo have
their first Chivas together
in 10 years.**

19

SCENE



EXPOSURE OPPORTUNITY

- ▶ Weekly Social media mentions from cast and crew during production and leading up to Premier Tour (Mar/18 - Dec/18).
- ▶ Event appearances with cast members at 4 PRUSA events (Nov/18 -Jan/19)
- ▶ Prominent product placement in at least 6 scenes in the film (3 minutes)
- ▶ Brand placement on step-and-repeat at all media events
- ▶ 10 VIP tickets to all promotional events
- ▶ Exclusive liquor brand at all promotional/media events and launch parties
- ▶ Prominent product placement on all internet outlets: Microsite, Facebook, Twitter, Instagram, Youtube, Vimeo, Vevo, etc.
- ▶ Brand sponsored Smart TV app and VOD logo placement

MULTI-CITY PREMIER TOUR

LA
New York
Park City
Atlanta
San Diego
Chicago

Las Vegas
Miami
Phoenix
Dallas
San Francisco

Each city on the tour will be evaluated for both a PRUSA sponsored event and film premier, with live musical guests and entertainment as well as a red carpet premiere event. Most of them will feature both events, however some cities might best support the film hosting one or the other.

MUSIC VIDEOS

The score and soundtrack are integral both to the story as well as the marketing campaign. Three music videos will be produced featuring PRUSA brands with cast members from the film. These videos will serve as viral mass marketing, broadcast as a Vevo World Premier, on MTV and VH1, and everywhere on the internet. Among the collaborations will be one featuring Taboo, who is both a member of the cast and of the multi-platinum selling Black Eyed Peas.



DIGITAL: SOCIAL

Post -> Tag -> Repost: Simple and Effective Viral Marketing

The *Crew* cast are among the most powerful influencers on the internet, with a combined social footprint of over **6 million followers** and **over half a billion online views**. The culmination of each cast member's individual social media reach generates a powerful organic conversation which will be harnessed to push stories about on-set antics, romances, drama, etc., as well as teasers for the film, music videos, and sizzle reels. Each of these channels can promote the brand either subtly or overtly. The immense buzz will generate more opportunities to expose PRUSA brands to *Crew*'s massive, newly engaged fan base.

6 Million Combined Followers Over Half a Billion Views

MAR - MAY

Daily Posts to the 5150 Footprint during production

JUN - DEC

Weekly posts leading up to Movie Premier

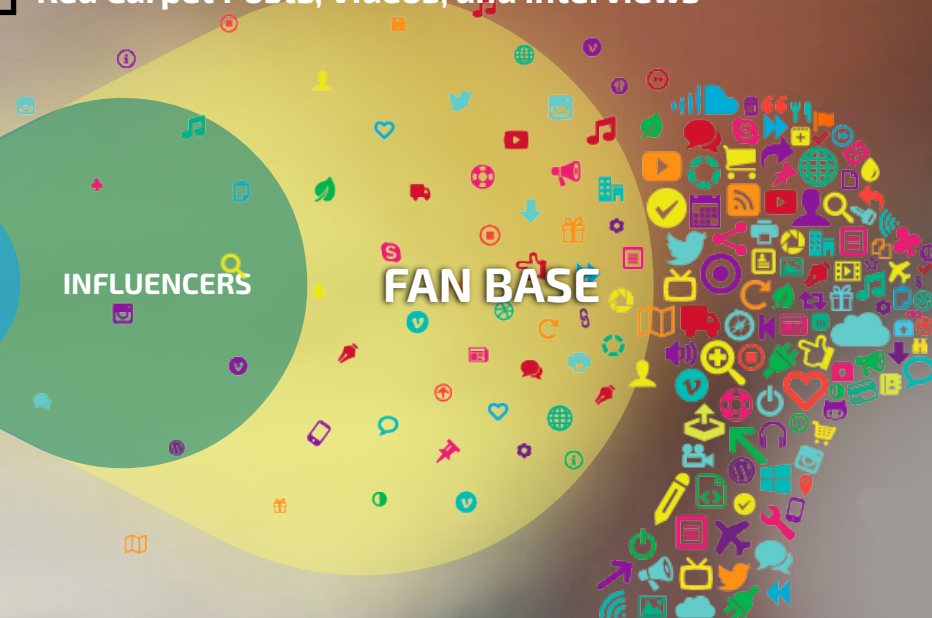
DEC - FEB

Red Carpet Posts, Videos, and Interviews

BRANDED CONTENT

INFLUENCERS

FAN BASE

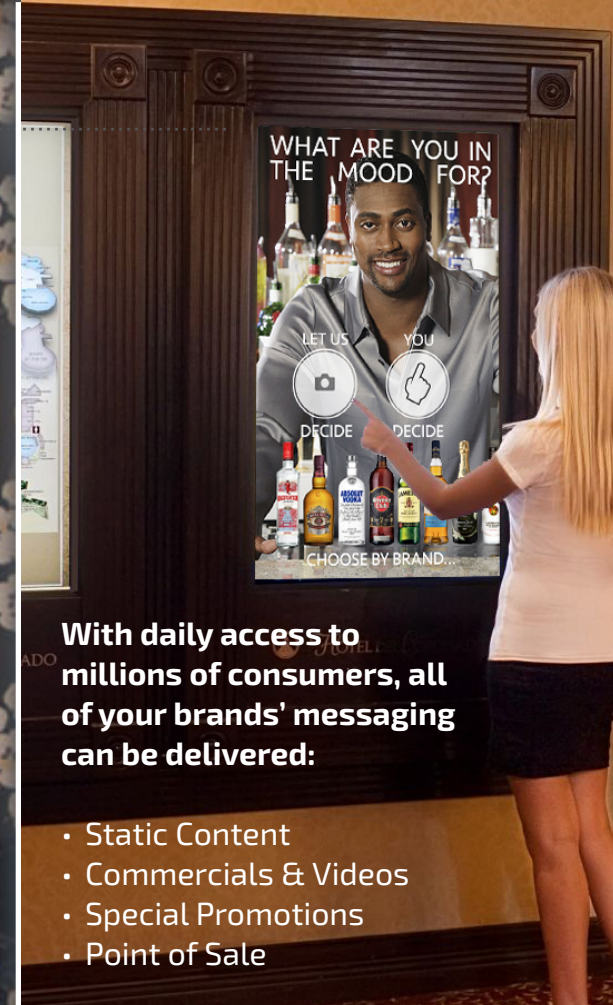


DIGITAL: INTERACTIVE

INTERACTIVE AD NETWORK

Creative Transit's DOOH Interactive Ad Network encapsulates everything from wall mounted digital touchscreens to standalone interactive displays. What's novel about our handpicked, 300 location DOOH network is that, unlike internet or mobile advertising, it allows your brand to reach target audiences in a direct, engaging, real-world context.

300 BARS & RESTAURANTS NATIONWIDE
50 US CITIES
54,000,000 ANNUAL VISITORS



With daily access to millions of consumers, all of your brands' messaging can be delivered:

- Static Content
- Commercials & Videos
- Special Promotions
- Point of Sale

DIRECT CONSUMER ENGAGEMENT

- Direct Messaging
- Interactive Apps
- Photos & Social Sharing

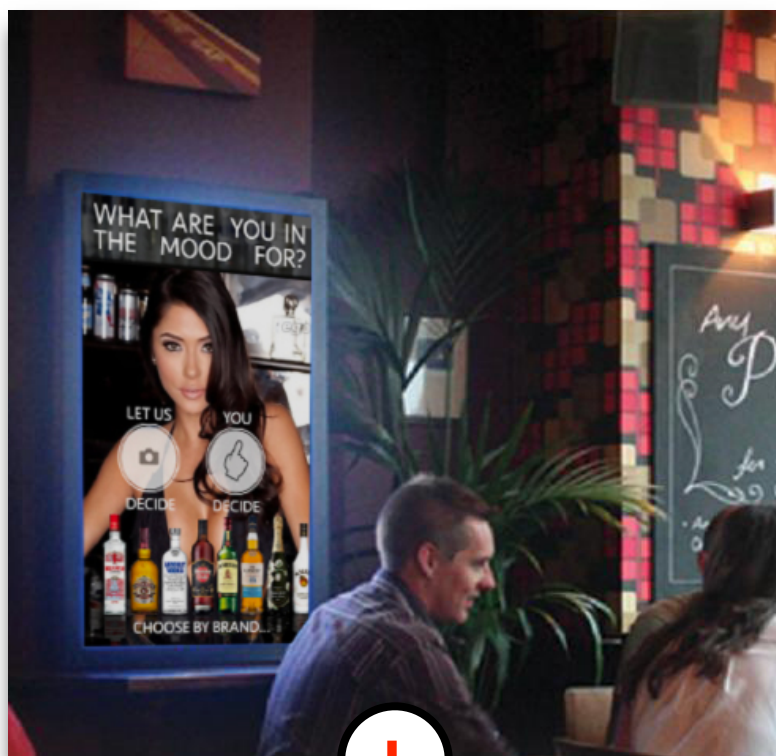




Proposed Execution:

"What Are You in the Mood For?"

The **What Are You in the Mood For?** Interactive Touchscreen App will provide your brand an effective means to reach customers **as they make buying choices**—in real time. This intuitive interface combines simple yet effective custom functionality to engage your base right in the middle of their story, become a part of their story, and provide a means to share this new chapter across the great social divide.



Choose your mood:

- Choose from list of moods
- Choose by brand, or
- Let the app choose by taking your photo



Choose from a dynamic list of drinks.



CONTINUED ENGAGEMENT: Push drinks to user's mobile to redeem for 2-for-1 payoffs, link to app store, Reserve Bar or VIP Club, etc.

Option to push photo to social media as a **"check-in."**

DIGITAL: VIDEO ON DEMAND

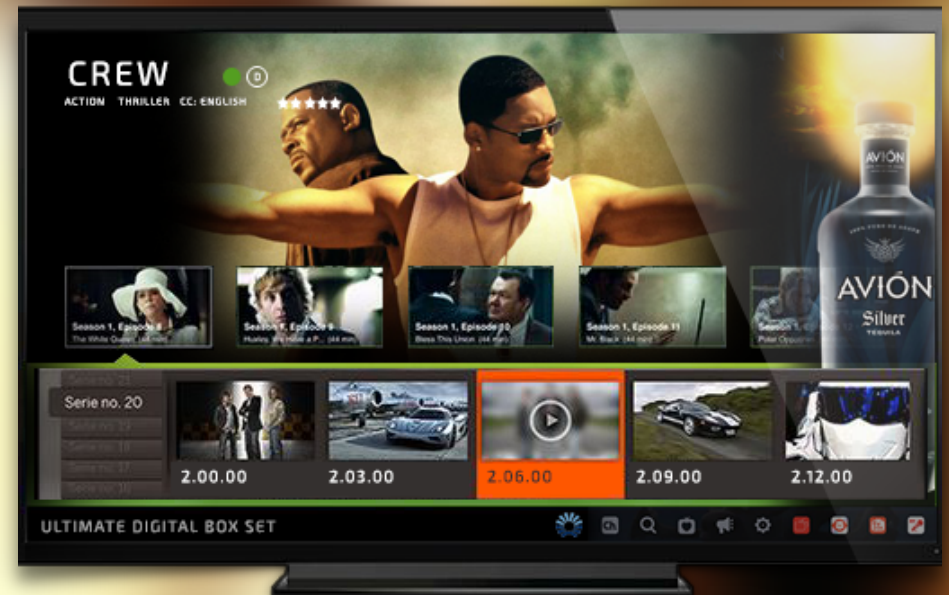
ULTIMATE DIGITAL BOX SET SPONSORED BY: PRUSA

PLATFORMS: APPLE TV, ROKU, AMAZON FIRE TV, IOS, ANDROID, ANDROID TV, CHROMECAST, SMART TV'S, FIRE STICK, INTERNET

More U.S. television households now have a streaming service than a digital video recorder. About 54% of US adults said they have Netflix in their household — while 53% have a DVR, according to Leichtman Research Group's annual on-demand study. [1](#)

Aside from *Crew's* VOD distribution, making the film available in households across the world in perpetuity, the **CREW Ultimate Digital Box Set** will also be available on any Smart VT, OTT or streaming service. This PRUSA branded app will come with hours of content extras:

- ❖ **Exclusive Director's Cut**
- ❖ **Outtakes**
- ❖ **Cast Interviews** (The Q: Talk-show format series with interviews from all of the main cast members, executive producers, musical talent, etc.)
- ❖ **Production photos**
- ❖ **Music Videos** (including exclusive director's cuts)
- ❖ **PRUSA News w/Events Calendar**
- ❖ **PRUSA Reserve Bar/VIP Club**



EVENTS: EXCLUSIVE PREMIER CONCERT EXPERIENCE

Red Carpet Live Soundtrack & The Roots

FEATURED COLLABORATIONS

"I'm Your Keeper" featuring Lenny Kravits

"Shame" featuring Demi Levato

"Reckless" featuring Taboo

"Don't Need No H2O" featuring Zack de la Rocha

"Sooner or Later" featuring The Roots

in 2015, Stien supported the Gorfaine/Schwartz Agency in the launch of *Film Concerts Live!*, a slate of major feature films for presentation with orchestras performing the scores live to films such as *Home Alone*, the most recent three *Star Trek* films, *Back to the Future*, *Jaws*, *Jurassic Park*, *Raiders of the Lost Ark* E.T. the Extra-Terrestrial, and many more.

Now, Einstien is pushing that envelope with *Crew*, with a red carpet premier concert experience presenting NBC Late Night's The Roots, scoring the film live as our star studded audiences watch. After the credits have faded, the Roots will continue with a mini concert, performing the film's soundtrack which will include collaborations from artists such as Lenny Kravits, Demi Lovato, Taboo of the Black Eye Peas, and Zack de la Rocha.

