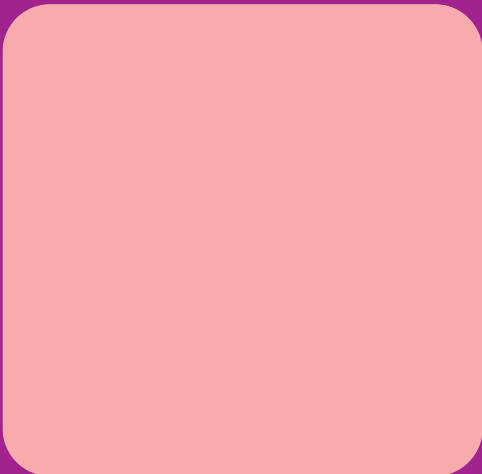


Iris
expanding





What is..

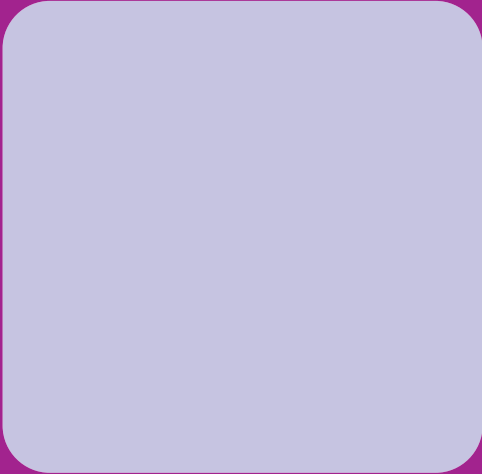
Iris[♥]
expanding?

Iris Expanding is an interactive television series that utilizes New Media platforms to firmly entrench its main character in the culture of her audience.

By integrating Iris into the fabric of the internet, she is able to interact with viewers (via social networks, blogging and vlogging). This expands her story, creating a whole new, total immersion entertainment experience.

The result is an audience that doesn't just watch her adventures, but one who *lives* them, becoming a part of her story as it evolves.





What is it about?

Iris Expanding chronicles the misadventures of Iris, a Carrie Bradshaw/Bridget Jones for the MySpace generation.

A 24 year old Manhattanite who is hip, smart, socially conscious and a little bit glamorous (it's New York after all), Iris is just starting out professionally and she's got big dreams. However, at this point, she's stuck answering her boss's phone, fetching venti soy lattes from Starbucks and daydreaming about guys.

The series (in all of its incarnations) follows her transformation from insecure girl waiting to be rescued by Prince Charming to a self-confident woman who creates her own fairytale. This very fertile ground of her 20s is rife with mistakes, triumphs and wild experiences she'll never forget -- at work, at play and in love.



brand

Iris as a brand

Iris represents youthful glamour, hope, excitement and fun with a social conscience. She is hip and forward thinking, sophisticated but still playful. She is the spirit of chasing your dreams despite what anyone else says, even when it means you fall flat on your face and have to start over again... which she does on more than one occasion.

In order to give the audience (and brands/sponsors) a fully realized experience/ platform, Iris exists almost as if she is real. Like most people her age, she is actively online. In addition to her blog, she's got an Amazon wish list, a YouTube account, a MySpace page. She socializes online, shares her opinions, takes advice and even starts posting videos.

To Iris's social network, she *feels* real, authentic -- like one of them. While they're aware that she is a character, they have a stake in her story and input into her decisions. In short, she is not just a character they love to watch, but she is their friend, someone they admire and aspire to be like. They follow her adventures in all of their incarnations -- online, on tv and on-the-go.

As a result, the Iris Expanding overall brand supercedes any one of its many components.

goal

The Goal

The goal of Iris Expanding is to hook a modern, mobile, net savvy audience by combining classic television entertainment with a complete online and on-the-go experience.

Each of the nine components that work in concert to create Iris Expanding considers the following key elements:

- Instant Hook with Emotional Connection
- Interactivity (Audience Participation)
- Community Building (think MySpace)
- The Cool/Hip Quotient
- Endless Cross Promotion/Product Placement Possibilities (keeping overhead low and production value high)

components_1

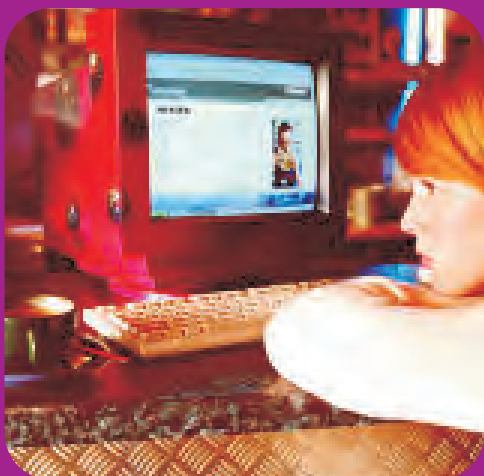


Television

Iris Expanding is a half hour dramedy following Iris, an every day girl turned internet celebrity as she gets expert (and audience) help in rebuilding her life in the wake of a humiliating personal tragedy.

Characters modeled on our modern self help gurus advise her on everything from *Decorating on a Budget* to *Throwing a Cocktail Party* to *Dating Conversation 101*. Her friends and family also weigh in, and at some point in each episode Iris herself asks for audience input on things ranging from which dress she should wear to where she should go on a date. Viewers can vote online or by phone (for a charge), creating a sort of *Choose Your Own Adventure TV*.

The TV series combines the glamour of *Sex & The City* with the faux-documentary construct of *The Office* and the audience participation of *American Idol*.



Website

IrisExpanding.com is the hub for all things Iris. With the feel of a personal website, it offers not only access to online components (like the blog and vlog), but also Iris's workout routine, diet, favorites songs, her Amazon Wish List, her wardrobe, etc. She can also post links to anything and everything else of interest to her (and in turn, her community).

In addition, the site has enhanced TV capability, which means that visitors can not only buy anything on the page/in her apartment, but they can click into streaming video and get more information on the things they see there as well. The site is equipped to track the behavior/purchases of its visitors, allowing brands to monitor the results of their involvement.



irisexpanding.blogspot.com



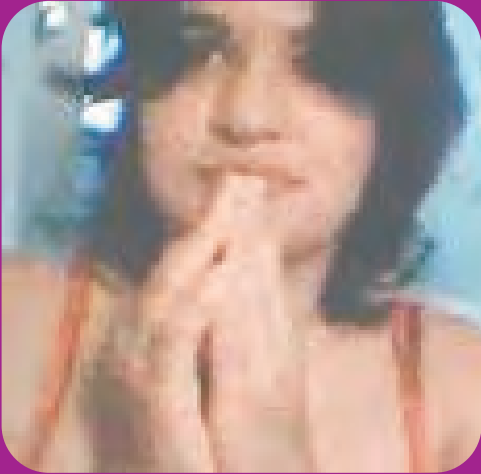
components_3

Blog

Iris's Blog offers readers personalized insight into Iris's backstory, her life, her motivations, her hopes, dreams and secret emotions. Readers can see the responses posted by Iris's friends -- the other characters in her series -- as well as posting comments themselves (to which Iris may respond).

The blog gives fans/viewers/Iris's online community an experience similar to reading a first person novel (think: *Bridget Jones's Diary*), but with the added elements of interactivity and multiple points of view via the comments section.

components_4



Vlog

Iris's Vlog allows her to communicate with the audience directly, breaking the fourth wall of TV. Covering the minutiae of her day to day life as well as bigger events, excitement and problems (in a way not done during episodes of the series) this is a one on one way for Iris to engage her audience.

The vlogs open a direct, personal dialogue with the audience and give them a chance to become part of the story. Viewers will post response videos to Iris's vlogs, giving her something concrete to respond to and further personalizing the experience. They can garner information that's not part of the series and get otherwise unavailable, off the cuff reactions to things that have happened. Imagine being able to get Carrie Bradshaw's reaction to getting caught with a married Mr. Big in a confessional -- where you can ask questions or offer opinions.

Welcome to the vlogosphere.

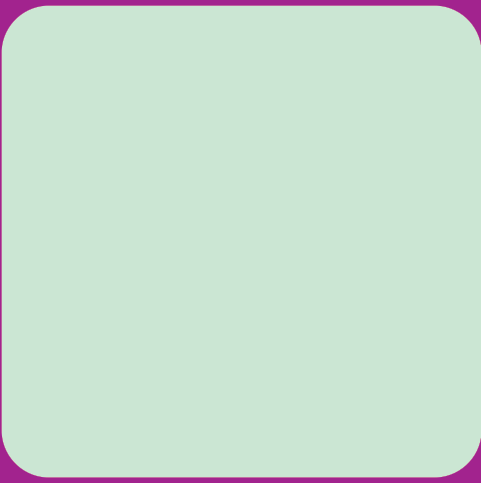
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Virals

Viral Videos provide access to additional characters and aspects of Iris's world and build buzz. For instance, when Iris's fiancée's bachelor party is caught on video and it hits the net, spreading like wildfire, another dimension is added to her story and her online presence, drawing attention and deepening the integrated narrative experience.

In turn, Iris's response to the bachelor party video is what makes her a full fledged internet celebrity. Virals such as this (which go beyond the standard vlog) can be used repeatedly during the series run to hype events, generate buzz and advance the story in a unique way that further heightens the series' realistic feel.



Social Network

Iris's Social Network is her audience base.

Viewers/Readers/Friends who join have access to additional information, gossip and tidbits. This is where the buzz starts and the place from which viewership/participation expands. On MySpace and beyond, these are the people who are involved in her genesis as a character as well as the progression of her story.

Plus, Iris's social network is one with major purchasing power and can be directly targeted based on their behavior.

components_7



Mobile

Tips: As part of the structure of the show, Iris is getting help rebuilding her life in the wake of a breakup. Some of that help comes from experts in their respective fields (from dating and relationships to spirituality). Why not give the viewers access to these too?!

From *Dating Tips on the Go* to *How to Find the Perfect Pair of Jeans* to *Mixing a Mojito in Under One Minute*, the possibilities for content downloadable to hand held devices are endless.

Other potential mobile components include games, rss news feeds, movie reviews and *Books in a Nutshell* (like *Cliff's Notes* delivered by one of the characters who works at the publishing firm with Iris). Plus, characters can give tours of their favorite hotspots, their apartments, their life stories, whatever.

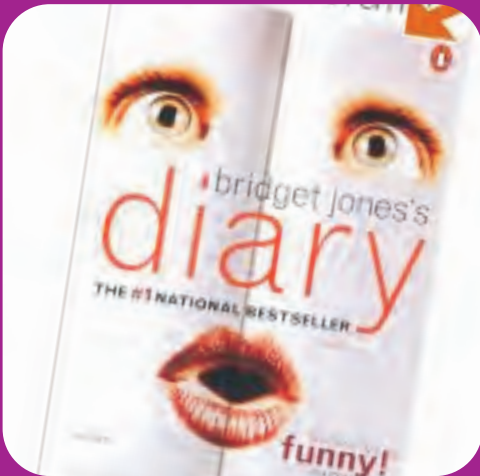
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Merchandising

The possibilities for merchandising are endless. The following examples are just the tip of the iceberg:

- DVDs
- Games (Traditional and New Media)
- Clothing/Shoes/Accessories
- Furniture/Décor
- Makeup/Perfume
- i-tunes Playlists/CDs/MP3s
- Books (Fiction and advice)
- Other Websites/Online Brands



The H&M logo is rendered in a bold, red, stylized script font. The letters 'H' and 'M' are large and connected, with a smaller '&' symbol in between. The background is a light teal color.The BCBGMAXAZRIA logo consists of the brand name in a white, uppercase, sans-serif font, centered within a dark grey horizontal bar. The background is a solid lime green color.The text 'components_9' is written in a white, lowercase, sans-serif font. The background is a solid orange color.The word 'GLAMOUR' is written in a bold, pink, uppercase, sans-serif font. The background is a light pink color.The word 'CLINIQUE' is written in a black, uppercase, serif font, centered below the Clinique logo symbol. The background is a light purple color.The word 'Neutrogena' is written in a blue, serif font, with a registered trademark symbol (®) to the right. The background is a light orange color.

Branding

Iris Expanding offers brands a multi-venue direct delivery vehicle by cross-penetrating the various media used daily by its target demographic (Females, 18-34). Plus, purchases made directly through the website are trackable.

There are several potential levels of brand involvement.

- Branded Content Sponsorship
- Product Placement/Brand Integration Sponsorship
- Recommendation Sponsorship
- Classic Advertising

marketing



How it all comes together

By fully integrating multiple platforms and inviting the input of the people who use them, Iris Expanding takes a new approach to storytelling tailored specifically to the generation it targets.

The following steps are outlined with special consideration paid to building a grassroots movement around Iris prior to the airing of her TV pilot. This initial period is crucial in establishing the credibility of the brand, creating a community and generating buzz.

The goal of the outlined strategy is two fold. First, to create pre-awareness for the television series and begin building an invested audience. Second, to establish a reciprocal relationship between the TV series and its New Media components, so that they all drive traffic to each other.

marketing



Organic Progression

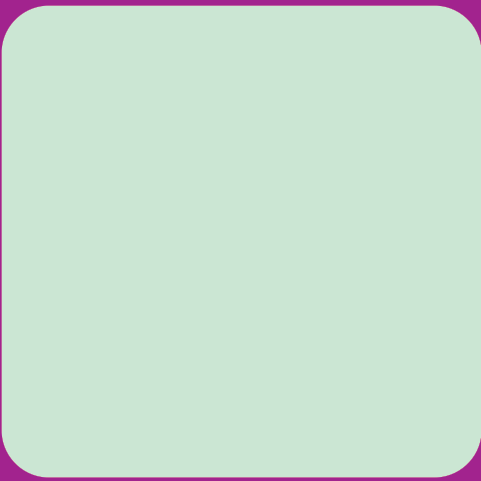
It all begins with Iris, a “real” girl, entrenched in the internet. From there, each new component that is integrated is implemented organically via the story.

First, Iris’s website establishes her existence, her presence online and her personality. Traffic is driven by an aggregator (think Cosmopolitan’s Bedroom Blogger). On the site, Iris’s blog reveals her back story (and begins her ongoing saga in *Bridget Jones’s Diary* style). “Friend” comments and favorites’ lists are among the elements that add flavor and authenticity. Readers join Iris’s social network and the interaction begins.

Iris then begins to vlog. This puts a real, living personality to the girl who’s been writing, heightens interactivity and also expands her audience thanks to cross-promotion on multiple sites (YouTube, Revver, etc.).

Following that, a series of viral videos solidify Iris’s internet celebrity. As a result of the content of these videos, Iris’s “life” is changed, prompting even further audience involvement (at her request) and organically spring-boarding her episodic series.

Once the series airs, mobile components are added, offering the audience more complete access to Iris’s world (and providing brands with complete integration into viewers’ daily lives).



a new artform



Entertainment 3.0

Following in the footsteps of popular female characters from *That Girl* to *Felicity* to the ladies of *Sex & The City*, *Iris Expanding* aims to inspire a new generation of young women -- one whose time is largely spent online or on their cell phones, and whose heroine has yet to emerge.

Fusing entertainment with reality by integrating new media and traditional platforms, the series takes storytelling to a new level. It offers the audience more than just entertainment -- it inserts them into the character's world and gives them a stake in her story, creating a total immersion experience.

As a result, *Iris Expanding* provides sponsors with the most valuable endorsement for its powerful demographic: that of one of their friends, which is what *Iris* will become.

DEALING WITH THE DVL
Posted: March 21, 2007

This is how it all began.

It was exactly 2.5 hours into our first date (the third time we'd been in each other's company), in a taxi headed from 42nd Street to Union Square, when DBL rightly suggested we clear the air.

"Maybe we should just kiss now and get it out of the way," he offered with a smile.

At this point (approximately 10:15 p.m.), the sparks of sexual attraction were generating a force field between us. I had all I could do not to throw myself into his lap and give it a go right there in the taxi—which is saying something, because I'm hardly an exhibitionist—and I think I already mentioned two key words: First Date.

(Though I won't lie to you, I had worn my favorite underwear, just in case)

Now before I go any further, let me tell you something about DBL (who, will heretofore be called DVL since he's got a very naughty quality, which, unfortunately—or fortunately depending on your perspective—I happen to really dig).

He's ten years older than me, incredibly smooth (yet somehow boyish) and unlike any other man I've come across in my 25 years.

Now is that because he's particularly gorgeous or well dressed or witty? (NO, but he is all of the above...) The actual reasoning is simple.

I feel like a princess when I'm around him—either that or Sophia Loren circa 1960. And I dare anyone to find a woman more alluring or more glamorous... That hair, those curves... those giant sunglasses. None of which do I actually possess.

When I'm with DVL, I feel like all my flaws go out the window and I am suddenly the hottest girl on the planet, at least in his eyes... And as any girl I know would be happy to tell you, that feeling is the best one in the world (or at least pretty close), for a twenty something romantic who's been (somewhat secretly) hoping to find Prince Charming.

But enough about me, let's get back to the story...

...Clearing the air. Kissing. At the mere suggestion, I looked away, timid as a seventh grade wallflower.

"That might cut the tension," I offered, clearly missing my usually-present clever gene while avoiding eye contact at all costs.

As I watched Seventh Avenue speed by beyond my window, the Fashion District gave way to Chelsea and I could feel that DVL's eyes were fixed on me... I fiddled with my dress. Shifted my legs. His eyes didn't budge.

This is a sophisticated man, Iris, not a frat boy. Stop acting like Mother Teresa!

I took a breath and turned back to look at DVL, maybe offer a smile or come up with something at least a little witty to say. But as soon as I met his gaze, he wasted no time. His hand reached for my neck and as we rounded the corner onto 16^h Street, he kissed me... and this is no exaggeration:

If I weren't sitting, I would have fallen down, because I literally went weak in the knees. I KID YOU NOT.

But here's where things got complicated. I bit gently on his lower lip and my (admittedly overactive) mind started racing... this can't be good.

I mean, what about my editorial career (which will ultimately lead to my own book deal of course)? My town house in the West Village? The closet full of shoes I can't even consider buying on my current salary? My best girlfriends who are all still single? Grad school? My life... as I know it and have planned it for as long as I can remember?

Welcome, my friends, into the mind of a woman: Within seconds, I'd already flashed forward years... Vera Wang dress, honeymoon in Fiji, house in Connecticut complete with 3 bedrooms for our 2.5 (?) future kids. And my increasingly Stepford soul.

In other words, instantly, I knew I was fucked. The thing is, that taxi ride was the most magical moment of my life thus far. Only I can't help but feeling like that things are only that magical when you're dealing with the DVL...

Otherwise, how would he get you to risk damnation/destruction in the first place?