

Custom Ideas for “Get Shorty”

Overview

In enclaves from Hollywood to Washington D.C., an impenetrable wall of exclusivity once stood between insiders and interlopers. But that wall has clearly crumbled: Today, we have a president with no political experience and a Pope whose career path includes stints as a janitor and nightclub bouncer. The cultural environment is ripe for the dark humor and bad-ass opportunism of “Get Shorty.”

Through engaging custom content, WP BrandStudio will drive pre-premiere sampling and lift awareness of Epix as a leader in programming that reflects and shapes our modern zeitgeist. We’ll bring the edgy irreverence of “Get Shorty” to life for an appreciative audience of like-minded, independent-thinking *Washington Post* readers.

Program Details

- A rich-media experience interweaves colorful journalistic narrative with interactive graphic elements
- The series’ trailer and tune-in messaging are prominently featured
- Flight: Early/ mid-July through mid-August*

* Program requires 8–10 weeks production from signed IO; elements and production timelines are subject to change based on spend level and mutually agreed-upon objectives, target launch dates and KPIs determined during campaign kick-off.

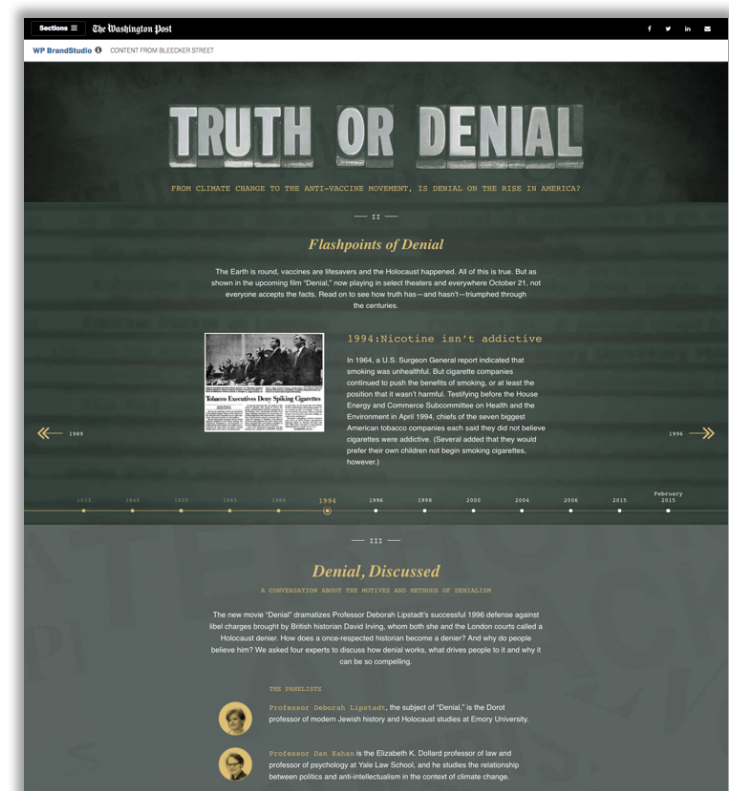
Program Option 1: “Hacking Hollywood”

Concept

Drawing readers into the series’ fictional world, this tongue-in-cheek guide presents subversive tactics, sly schemes and opportunistic strategies that can help outsiders break into Hollywood.

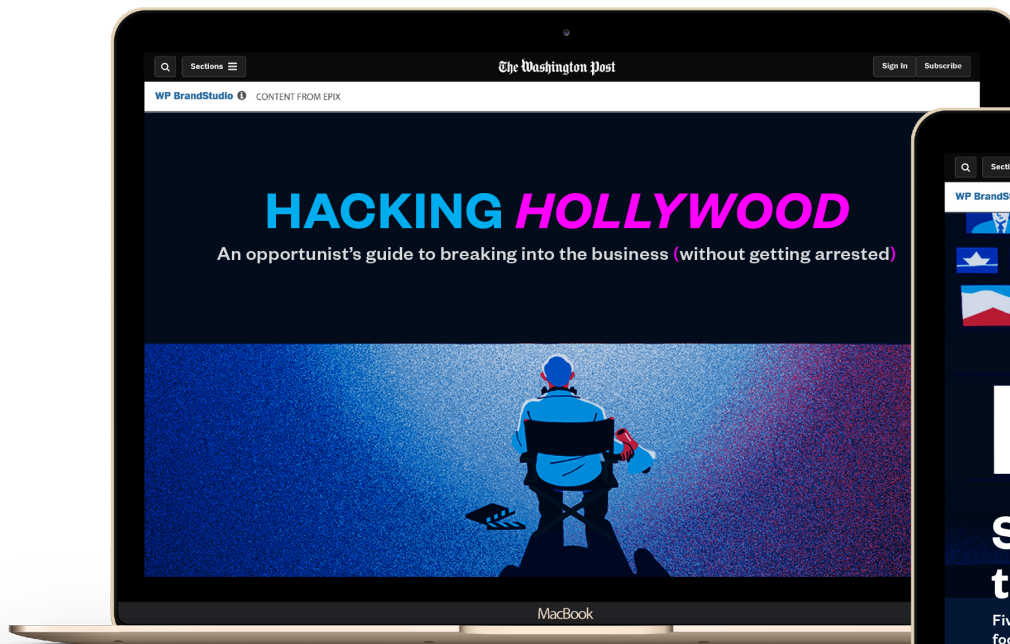
Execution

- An entertaining article integrates advice from real-life Hollywood insiders alongside quotes from “experts” such as Miles, Rick and April
- Plot and character teasers are woven into snackable tips on the “Get Shorty” way to hustle your way to Hollywood success without getting arrested
- As an additional interactive element, an annotated studio pitch shows the hilarious contrast between the words and thoughts of Hollywood wannabees and power-brokers

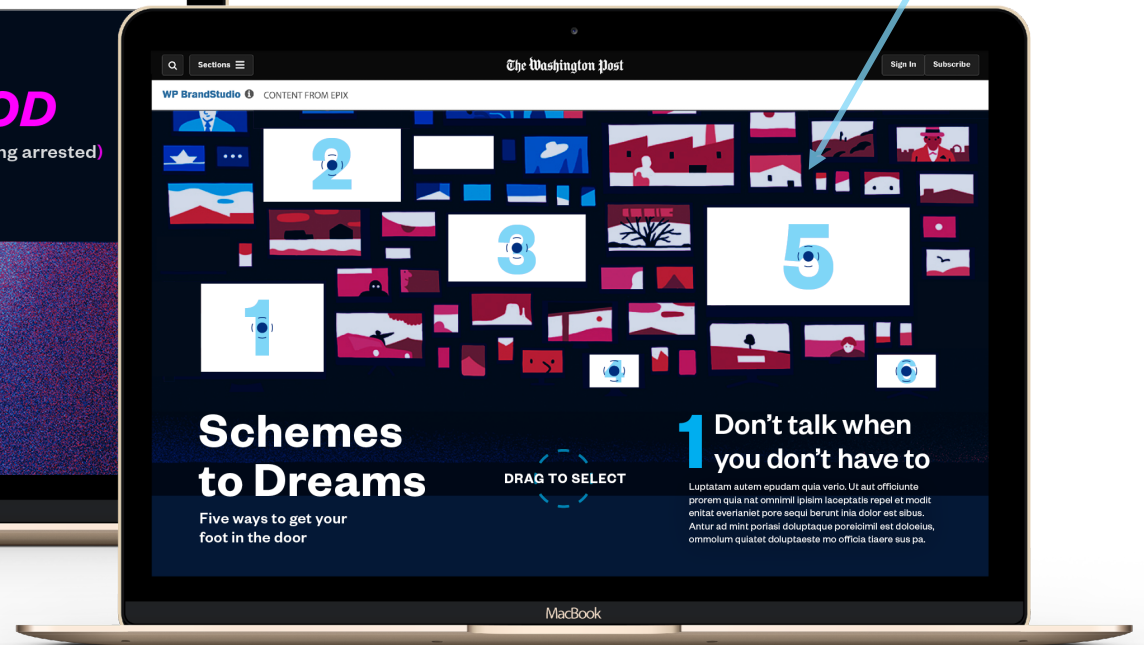


[Link](#) to WP BrandStudio rich-media experience

Option 1, cont'd



Illustrated frames from "Get Shorty" form an animated background



Readers select interactive, illustrated tips that incorporate subtle points from the show

Mocks are for proposal purposes only

Program Option 2: “The Mafia Goes to Hollywood”

Concept

Evoking the cinematic world of the series, an eye-opening narrative explores the strange synergy, curious connections and long-time mutual fascination between movie-makers and the mob.

Execution

- A colorful journalistic narrative is set against a background canvas of evocative images; readers interact with lightly animated graphic elements as they taken an innovative parallax journey through the narrative
- Elements could include:
 - Mini-dictionary of each group’s insider lingo
 - Comparative org charts showing parallels between Hollywood and organized crime, using *Get Shorty* characters to illustrate roles from Crime Boss/Studio Head to Soldiers/Actors

