



IDR Productions
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production proposal

October 7, 2011

Good Feet Long Form (28:30) Commercial

Dear Misti,

It was a pleasure speaking with you the other day! I am extremely confident that we will create a very successful campaign for you and your client! Our clients continue to come back to us over and over again because our commercials work! Please let this letter serve as a proposal for our long form production services.

Innovative Direct Response has a long and established track record in producing commercials that generate results! You can view some of our current work on our website at www.InnovativeDR.com. Our expertise comes from over 16 years in the DRTV business. And with millions of dollars in sales generated for our clients, you are in good hands with the team at Innovative Direct Response!

We look forward to working with you!

A handwritten signature in black ink, appearing to read 'Kelly Burke', with a long, sweeping underline.

Kelly Burke
CEO/Executive Producer
Innovative Direct Response idrProductions
w3.idrProductions.com



“ **Kelly and her team created one heck of a commercial for our Colorblanks brand! The products flew off the shelves at Target and other retailers so fast that we could hardly keep up with re-stocking!** ”
Shantelle Taylor,
Brand Manager, Rose Art/Colorblanks

about idr productions

First things first... IDR Productions is more than a company. We are a recognized leader in the art of direct response TV production. Our mission is to stretch the boundaries of innovative thinking in brand response, direct response and new media video production. IDR pulses with enough creative energy to light up the world's ten largest cities. The source of this creative thrust is a choice team of production and direct response specialists with a built-in radar to target your customers hot buttons. This rare instinct gives us an uncanny knack for launching companies into the DRTV marketplace with resounding success. Call it a sixth sense, experience, expertise, or all three. But Team IDR proves time and time again that we really know what makes the market tick.

The IDR marketing magic often sparks hefty financial windfalls for our clients. More than a few businesses have seen their revenues soar after forging a partnership with IDR.

Acclaimed Creative and Production Services

IDR draws on the extraordinary skills and vision of specially selected writers, directors, and editors to create powerful marketing messages that make lasting impressions and generate results.

Scriptwriting: Words to Market By...How it all begins!

At IDR, we've brought together a team of writers who combine insight, talent, and inspiration to create compelling scripts sharply focused on your specific market. All scripts are the outgrowth of an in-depth analysis of both your audience and your

“ **I've never seen anyone more dedicated to her job than Kelly Burke. And she's a super savvy marketer. It's an unbeatable one-two punch.** ”
Hugh Penton, President, Your Baby Can Read!

about idr productions – cont.

Scriptwriting: Words to Market By... How it all begins!

At IDR, we've brought together a team of writers who combine insight, talent, and inspiration to create compelling scripts sharply focused on your specific market. All scripts are the outgrowth of an in-depth analysis of both your audience and your marketing objectives. This meticulous process consistently generates content-rich commercials that clearly communicate the benefits of your product or service to your target market. Whether long or short form, our finely tuned commercial messages provide an irresistible impetus for your viewers to CALL or CLICK.



The results were immediate and amazing! We couldn't be happier. Kelly and her staff are true marketing partners!

John Myers, President, Financial Heritage



Pre-Production: Propelling Your Message with the Right Direction

With a well-focused script serving as a blueprint for great things to come, IDR Directors set the stage for success by bringing together the key elements necessary for making a strong visual impact. Settings, locations, camera angles, and lighting are all carefully chosen to supercharge the power of your message, product or service.

Post-Production: Crafting the Perfect Shape...Where the magic happens and it all comes together!

It's been said that it's in the editing bay where a commercial becomes a winner or a loser. Oh, how true it is! Our exceptionally talented editors provide the finishing touches that drive your message home with full force. The IDR editorial team masterly interweaves live video, sparkling custom graphics, crisp animation, evocative music, and vibrant sound effects to capture the attention of your audience and create a magnetic attraction to your product or service.

Completing the Creative Puzzle to Form the Perfect Picture

Each component of the IDR process is an important piece of a creative puzzle that forms a picture of success. No matter what your budget, we'll craft an innovative DRTV campaign that lights up the marketplace and sends your revenues



I've never seen anyone more dedicated to her job than Kelly Burke. And she's a super savvy marketer. It's an unbeatable one, two punch.



David Gitter, Director of Marketing, World Poker Tour



creative direction – general overview

We feel that the marketing message is suited for the proven DRTV strategy of presenting the problem, showing the frustration and cost associated with the problem, solving the problem with your product and then offering a great value or call to action for the product (special introductory offer for limited time, drive to store, drive to web for discount coupon, etc).

The show will have a high-end look and feel conveying substance, credibility and value to the product line and brand.

A more thorough creative study will be provided once we begin the creative process and learn more specifics about the brand, product and possible offers

“
We're proud to say we've had an incredibly productive relationship with Kelly and her extraordinary company for a long time. We're definitely looking forward to joining forces with her on many more successful DRTV campaigns.
”
**Bruce Berman, President,
Aggressive Wealth, Bank Freedom,
Berman Investment Group!**



“
Innovative Direct Response didn't take the usual 'do it by the numbers' route. The first thing they did was get to know our business inside and out. So the infomercial they created hit the bulls eye. And to top it off, they got us the best testimonials ever.
”
Dr. PeiPei Wishnow, President, Interceuticals!



“ **Innovative Direct Response did an amazing job on all of our TV spots! They gave us way more than we ever expected on our limited budget. Ask me if I'd ever use Innovative Direct Response again, and the answer would be a big YES! I'm recommending IDR to everyone I know!** ”
Marty Stouffer, President, Wild America

budget

We are confident that we can deliver a highly responsive DRTV long form show for a budget of \$xx. The following will be included:

- ✳ 28:30 (approx 8 minutes looped) Long Form Production to include three :60 inserts.
- ✳ Pre-Production
- ✳ Script consultation
- ✳ Talent/Host scouting
- ✳ Talent and all Talent Fees (not including celebrity/doctor fees)
- ✳ Testimonial scouting and coordination
- ✳ Talent/Host/Demo shoot in studio/or location
- ✳ Testimonial shoot on location or to include flip cam home-style testimonials
- ✳ Product Shots (both video and still)
- ✳ High tech 3D animation as needed
- ✳ Voice over talent fees and session in studio
- ✳ Online and Offline Editing of infomercial
- ✳ Custom Graphics and Special Effects
- ✳ Varied music for all segments
- ✳ Stock Photography and/or stock footage as needed
- ✳ Catering for all shoot days
- ✳ Make-up, Hair Stylist for all shoot days
- ✳ Crew including Director, Producer, & Production Assistant
- ✳ Audio Sweetening & Sound Effects
- ✳ HD Camera Master Tape Stock
- ✳ Final Mastering & Tape Stock

“ **IDR is incredible! We have quadrupled our sales as a result of their unique and innovative approach in direct response advertasing. I have the highest regard for them.** ”
Duvall Hecht, President, Books on Tape

“
On a scale of 1-10, our show was a 10. I loved it and the spot generated great numbers!
”
Peter Lamas, Lamas Beauty

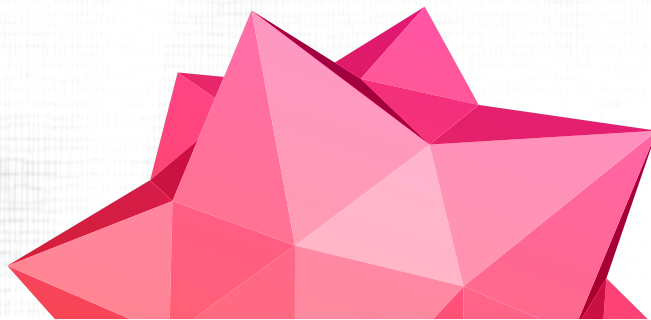
scheduling

Typical long form commercials of this kind can take 60-90 days to complete depending upon the number of elements involved.

- ✿ **Step 1** – Creative and “data download” meeting. This is where we spend time with you to review everything about your company (customers, mission, goals, long term objectives, etc). This is also a good time to review and receive files of your artwork, logos, images, styles, themes, branding image, creative wish list, offers, etc.
- ✿ **Step 2** – Creative Treatment – Based on our creative discussion, we will prepare several creative concepts of the spots for your review and approval.
- ✿ **Step 3** – Script writing – Once you have approved a creative direction we will write the scripts with both audio and visual elements for your review and approval.
- ✿ **Step 4** – Pre-Production and Production – With the approved the scripts, we spring into action. Audition talent as necessary, scout locations, etc. You are part of the approval process every step of the way.
- ✿ **Step 5** – Editing and Post Production – Once the show has been taped, we start the editing process. We can send files via email and the web for your review. The final touches of music, sound effects and graphics are added to complete the spots.
- ✿ **Step 6** – Final Approval and Mastering – After you have approved the commercials, we will master and ship to the “dub house” for versioning. The media company will then coordinate with telemarketing and the dub house to traffic your spots to the TV stations.



“
They created one of our most successful DR campaigns ever... A true marketing partner.
”
Gateway





During the whole process, we are happy to help you with the back-end process and details of all third party vendors such as telemarketing, media, tape duplication, fulfillment, etc if needed.

The production payment schedule will be as follows:

50% at contract signing
25% before first shoot day
25% upon mastering

I look forward to getting the ball rolling!

Sincerely,

Kelly Burke
CEO/Executive Producer
Innovative Direct Response



