

V I K A

Coraline:
through the mirror
P R O P O S A L

INSIGHT

L A I K A

EPK/DVD ADDED VALUE

www.insightepk.com



*Electronic Press Kits
DVD Added Value
Making-of Documentaries
Featurettes
Targeted Marketing
Trailers
Profiles
HD Deliverable
Creative and Contextual*

To:

From: Chris Cummings, Howard Givens

Date: 06.20.06

Re: Laika Proposal

Thank you in advance for reviewing the enclosed ***THROUGH THE MIRROR: A Behind-the-Scenes Look at Laika-Coraline and Beyond*** proposal and introduction to our company, INSIGHT EPK.

As a DVD added features/behind-the-scenes/EPK company that is local to Portland and Los Angeles, and is specifically interested in visionary projects, we would like to collaborate with your company to document this very exciting time for LAIKA, and to creatively tell the behind-the-scenes story of the **CORALINE** Feature Production in a unique and compelling way.

We would like to meet with you at your earliest convenience to further review our proposal, answer any additional questions regarding INSIGHT EPK, and discuss how we could best be of assistance to LAIKA.

Again, thank you for your time and consideration. We look forward to hearing from you soon and the possibility of working together.

Kind regards,

A handwritten signature in black ink, appearing to read "Chris Cummings".

Chris Cummings
Principal and Creative Director
INSIGHT EPK



.01

PROPOSAL::THROUGH THE MIRROR:A Behind-the-Scenes Look at Laika–Coraline and Beyond

Expose the unique sides of Laika Entertainment and its development slate in a creative, engaging way.

.02

VENUES

Repurposed for various possible marketing and promotional venues depending on your needs, including:

- + Electronic Press Kit
- + DVD Added Value
- + Web
- + Viral marketing
- + Regal Theaters 2wenty
- + Employee recruitment

.03

CONCEPT

Traditional approaches have been well covered in the market, such as the supplemental DVD features for **Corpse Bride**, or **Wallace & Gromit: Curse of the Were-Rabbit**, which included:

- A tour of the Aardman Animation studio
- The history of the company and how it developed
- A look into the animation process
- A making-of documentary

We envision blending the material, such as the aforementioned, but with a more original, edgier delivery...

- Coraline (in a mix of animation and live action elements) serves as our guide as we enter the doors of Laika into a mysterious, engaging world.
- Document the history of Laika from the Will Vinton beginnings to current form and what lies ahead. Through the use of any existing footage, photos, animation, and whatever exists, we will fashion a mythology and ethos...*"What/Who is Laika?"*—A place where imagination rules; where visionaries and creatives flourish.
- Bring on a creative writer, to help develop the concept. We'll do an initial scout and set-up a point person at Laika to help get us familiar with the layout and key personnel. As Laika is full of creative artists, once the overarching concept is determined, perhaps those involved will want to create their own character/persona for the piece? In regard to the upcoming expansion, we could use/create/re-work various plans and models to create all kinds of wild rooms and areas (dream analysis centers, vitamin B-12 injection rooms, etc.).
- Paint an intriguing portrait of the company as it becomes poised to make an impact in the entertainment world.



.04
DEVELOPMENT

- Chris Cummings and Howard Givens, along with writer meet with Laika
- Discuss concept ideas with Laika to determine creative direction and animated sequences
- Chris and Mark collaborate on script
- Submit script to Laika, review and refine
- Storyboard/prepare any animation sequences with Laika
- Prepare pre-production/production timeline

Timeline TBD depending upon schedules and scope of project(s)

