

PROJECT TREATMENT

CLIENT: THE ACME ENGINEERING COMPANY

TITLE: *"Team Lubricants"*

AUDIENCE: Owners and Operators of Lubricant Manufacturing Plants worldwide, who are potential Acme clients. Their level of understanding is quite technical, but since their specific applications are variable, the program covers general areas that are common to all.

**VIEWING
CIRCUMSTANCE:**

Presented as a marketing tool, either in conjunction with an in-person presentation or as a stand-alone inquiry response.

OBJECTIVE:

To remind and advise the viewer of the imminent changes in their marketplace, to illustrate how the viewer is affected, and to position The Acme Engineering Company as the distinctive solution in re-engineering their facilities.

SYNOPSIS:

The program will open with the look and feel of an objective documentary about the lubricants industry and the challenges it faces. The stage will be set to position The Acme Engineering Company as the ideal solution-provider by means of re-engineering the viewers' facilities to meet current and future demands.

- A.) Begin with a nostalgic look at lubricant usage in the past, contrasting with today's needs.
- B.) Build a compelling observation of how market and regulatory circumstances are forcing the lubricants industry to incorporate substantial changes in manufacturing methods and technology.
- C.) Exemplify how *"Team Lubricants"* offers the knowledge, technologies and experienced personnel from a variety of manufacturing and processing disciplines to best serve lubricant companies in adapting their businesses to current and upcoming challenges.
- D.) Portray Acme's thorough knowledge of the industry; from base oils to final products, and from customer service relationships to the driving market conditions.

E.) Assert that only Acme's *Team Lubricants* offers the client total service from concept to completion and beyond. That *Team Lubricants* is able to work in partnership with a client to conceive, construct or revamp, and maintain a lubricant facility as well as train personnel in proper operations and procedures.

F.) Most importantly, it is imperative that we depict Acme as a major international company with a people focus that not only responds to their customer's needs, but forms a relationship that is creative in concept and continues long after project completion. Acme is the full-service team—consultants with clout.

TARGET PROGRAM LENGTH:

Approximately 12 minutes

PRODUCTION PLAN SUMMARY:

A three-day on-location shoot will be scheduled for all principal photography, including one day with our on-camera narrator. Locations and permissions will be provided by Acme Engineering. Detailed scheduling and production needs will be included in the scene-by-scene Shooting Script.

- Day One, morning: railroad yard and loading facility at Acme's Pasadena facility
- Day One, afternoon: Acme Corporate Headquarters downtown, with all key personnel available

- Day Two, morning: on-camera narrator pieces at Corporate Headquarters
- Day Two, afternoon: on-camera narrator pieces at Training Facility and Automotive Shop

- Day Three, morning through 3 PM: Lubricant Blending and Packaging Plant
- Day Three, 3 – 6 PM: various exterior shots

On completion of the shooting, approximately one week will be required to log footage and select scenes, transfer graphics, and pre-produce the music track.

Two days will be required to perform the Final Edit