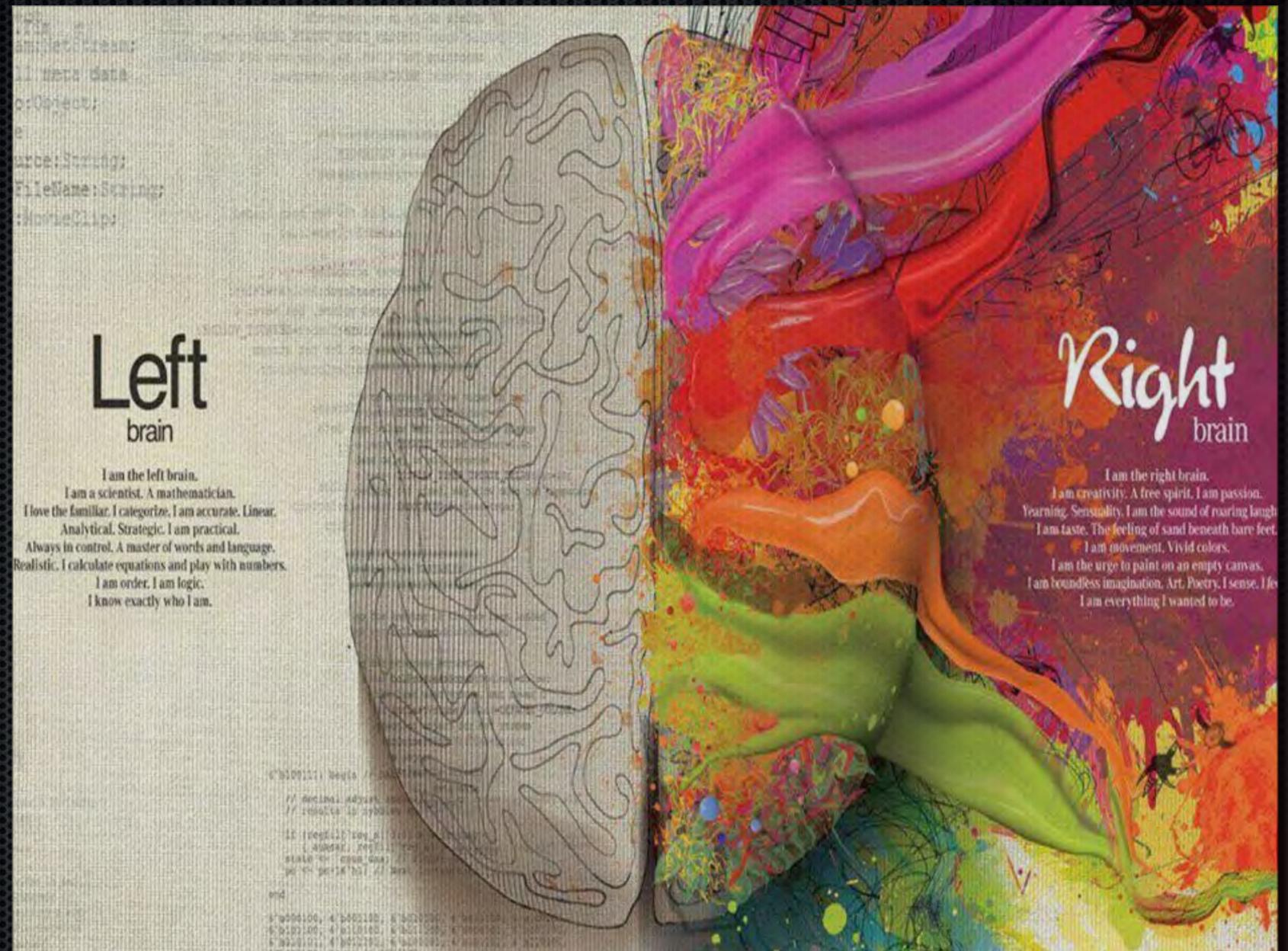


TINA SHAW

Senior Creative Director

PRESENTATION

MARKETING PARTNERSHIPS & PROMOTIONS | **MARVEL STUDIOS**



Disclaimer: some images are for reference only and are not my creative work, simply used for presentation purposes only.

PHASE 1: PROJECTABILITIES

TINA SHAW
Senior Creative Director

PRESENTATION: MARKETING PARTNERSHIPS & PROMOTIONS | 

Project **A:** WORLD OF DANCE

Creative Director - leading ideation, partnership pitches and on-set production capture collaborating with Brand, Sales, Social, Talent & Show



TikTok Partnership

Created a **Digital Competition Series** - 6 episodes *(focused on platform dance influencers)*

Built **#WODChallenge** with Jennifer Lopez, Derek Hough & NeYo

Pitched **TT Influencers** - Keoni & Mari *(dancers)*, Charli D'Amelio *(lifestyle)*, Jordan Matter *(photographer)*



Sway App Partnership

Created **AI Powered Technology** content - captured influencer dancer talent on set in their signature moves, then built video content to exist in the App where Users could capture themselves (front, side, back) that the App would composite onto the dance's moves, showing that - Anyone Can Dance *(similar in thought to deep fake)*



Project **B:** PARKS & RECREATION

Creative Director - worked with VP in ideation on Sales partnership, pitched story & flow to creator Mike Schur collaborating with Sales, Show & Talent (Chris Pratt, Aubrey Plaza, and Amy Poehler (vo))

Volkswagen of America, Inc. Partnership

Tied to an on-air episode of **PARKS & RECREATION**, Andy and April have the bright idea to head out West in April's father's new Volkswagen Passat. At this moment the web-series, titled "April & Andy's Road Trip", begins to rev it's engine.

Digital Series - watch [4 episodes](#) *(note: the video piracy of frame is shown flipped)*

Episode 1 : The Spider

Episode 2 : Four Corners

Episode 3 : Calling Leslie

Episode 4 : Building A home



OTHER PARTNERSHIPS

AMAZON ALEXA with Jimmy Fallon

24hr takeover - hourly jokes & original monologues

CHEVROLET with This Is Us

2 season sponsorship of weekly Aftershow *(totalled 44 episodes)*

MAYBELLINE

Snapchat Discover Show

Billboard Music Awards

POM : The Wonderful Company

American Ninja Warrior

Digital Run of the Week Series

ROKU sponsorship

NBC's legacy content - *Miami Vice, The Office, ER, etc*

Platform Commercial

Creativity is intelligence having fun.

ALBERT EINSTEIN

PHASE 2: **MARVEL STUDIOS** *ANT-MAN AND THE WASP* & **GEICO**

TINA SHAW
Senior Creative Director

PRESENTATION: MARKETING PARTNERSHIPS & PROMOTIONS | **MARVEL STUDIOS**

WHY

MARVEL'S Cinematic Universe doesn't appeal to any one specific demographic, but rather a larger all encompassing range from Baby Boomers to Gen Alphas.



GEICO recognizes those diverse generations & offers products that cover aspects of life that matter most to them; whether focused on vehicles, property, business, life, travel or even pets.



WHAT

A partnership between **GEICO** and **MARVEL STUDIOS' ANT-MAN AND THE WASP** is a natural fit that taps into the minds of the marketplace by offering three common perspectives.



HOW

Concept A: Family
Concept B: Humor
Concept C: Adventure



CONCEPT A: FAMILY HOMEOWNER'S INSURANCE

Our **GEICO Gecko** is in a playroom, walking past unpacked moving boxes, a kid's racecar track with scattered vehicles and an oversize dollhouse surrounded by action figures.

As he walks by the figures, he stops.

Turns and saunters back to stand before two... **MARVEL STUDIOS' ANT-MAN AND THE WASP**. He studies them, head tilts.

A couple walks through the door carrying laundry, engrossed in a discussion on homeowner's insurance. Behind them, out the second floor window, we see and hear sounds of a neighborhood. Cutting through those sounds is a heavy, low rhythmic thud, increasing in volume as it gets closer.

Camera POV pushes past the couple, closer to the window. A giant shadow looms across the street, like a cloud obscuring the sun.

It's then we see our Gecko, in his largest form walking by - dressed in the **ANT-MAN** suit. He is massive to the house, his body tall enough that his head fills the second floor window as he looks in on our couple folding laundry and talking, oblivious as their backs are to the window.

Suddenly, the door to the playroom flies open & two kids playfully rush in to their parents. Our Gecko is startled. Shrinks down out of frame, to his normal small size.

We then see he is actually standing outside the dollhouse we saw earlier. Still in front of **MARVEL STUDIOS' ANT-MAN AND THE WASP** figures. He had been daydreaming all along.

GEICO Gecko:
Geico's savings are... BIG!
Even though I may not be.



CONCEPT **B**: HUMOR THE GEICO UNIVERSE



The GEICO Universe as shown through the lens of the MARVEL Cinematic Universe.

(note: the activation speech should incorporate nostalgic GEICO taglines per each "mascot")

Industrial cylinders with dramatic lighting spotlighting seven figures *(think Dr. Pym's Hot Wheels case meets Iron Man's Hall of Armor)*, heroic in tone but humorous in shapes & sizes. The Gecko stands in the center, acknowledging each team member for their service in sharing the **GEICO** savings over the years, but that it's time to "activate" new messengers.

It's a nostalgic callback as each team member is revealed - **Rhetorical ?s Man | Maxwell The Pig | Cavewoman | Hump Day Camel | Kash** *(w/theme song)*. Turning to the last cylinder, it's empty... he looks down. The spotlight reveals the figures of **ANT-MAN AND THE WASP**, in the Gecko's own small size.

A bell pings & elevator doors open - we now see the **GEICO** "mascots" sitting in their office cubicles under fluorescent lighting looking at him as he stands on top of the copy machine.

GEICO Gecko:

(looks at camera)

For great savings... without all the drama.

(environment & lighting return to superhero industrial)

Activate, ANT-MAN AND THE WASP!

CONCEPT C: ADVENTURE FIND THE GEICO GECKO ...

*NOTE: The core relationship of MARVEL STUDIOS' **ANT-MAN AND THE WASP** is realizing the mother/wife (Janet Van Dyne) is alive in the quantum realm. This concept follows that theme by asking fans to help find the Gecko, using multiple platforms; linear, digital & social.*

With a CTA, it could be a contest to find the Gecko with a winner revealed and a movie premiere prize given.

ON-AIR

Using an early release scene from MARVEL STUDIOS' **ANT-MAN AND THE WASP** movie, where the quantum remote falls to the city street during a car chase. Our **GEICO** Gecko picks it up on his walk. Objects around & behind him shoot up large/shrink down small as he walks, emoting with his arms, remote in hand, unconsciously pressing the button with his gestures.

He talks about life's problems, that no matter how big or small they are, **GEICO** is there to protect all that matters to you.

Passing a shiny silver car (*like a mirror*), he accidentally crosses the remote beam with his own reflection and is shrunk to quantum realm size - vanishing from sight. The remote drops to the pavement, again.

Text on screen... HELP US FIND THE **GEICO** Gecko!
Social media icons are lined up underneath it.



A series of tweets relay a story that shares a riddle of clues



Create a world lens AR filter that lets consumers enter into the quantum realm and look around for messages or clues.

Inspired by: [Stranger Things Video](#)



Create a gamified AR filter that lets consumers use their person to control their players as they descend into the quantum realm to "capture" clues.

example: [Face Shooters](#)



Create a video filter so it appears you are FaceTiming Dr Hank Pym's lab, you hear his voice from a scene in the movie describing what you are seeing on the screen of the quantum realm as you seek out clues.

Inspired by: [LeBron James Filter](#)



Final reveal video locates the Gecko & possible winner who found him.



NOTE: Graphics can be high quality that both MARVEL STUDIOS & GEICO have come to be known.

SALON OF BRAINSTORMING THOUGHTS

- **The Picnic** - Gecko on a picnic, when Ants & a Wasp at small size start to come take his spread
- **Miniature Cars** - kid's race track (*trio partnership*: GEICO Gecko/hot wheels/MARVEL STUDIOS' ANT-MAN AND THE WASP)
- **Game of Horse** - between Gecko & "shrunkened" Ant-Man and the Wasp
- **Rapid Size Changes** - environmental situations with the quantum remote
- **Gecko Adventures** - Gecko in the city, house, lake or boat - protection coverage
- Gecko's eat ants & wasps (*ouch*)
- GEICO covers houses with ants & wasps infestations

Nailed it.

Scott Lang | Ant-Man

PHASE 3: THOUGHT LEADERSHIP

TINA SHAW
Senior Creative Director

PRESENTATION: MARKETING PARTNERSHIPS & PROMOTIONS | 

MANAGEMENT EXPERIENCE

- These two videos have challenged me to think differently & to seek experimentation, guiding my managing style while seeking to inspire.
 - 1: [Disrupt Manifesto](#)
 - 2: [What Is Branding?](#)
- Manage through three lenses: **Cultural, Curiosity & Creativity**. I embrace diversity, applaud imagination, encourage innovative thinking and strive to be the mentor I never had, building opportunities for individual development & professional growth.
- **Creative** - lead flexible teams from 3 to 10 - plus a mentor for NBC's Video Apprentice Program, 15 Adobe Design Students & 10 Outfest Filmmakers (*pm's, producers, writers, editors, designers, animators, etc*)
- **Production** - creatively lead crews of 5 (*events*) to 40+ (*shoots*)
- **Executives** - work closely with, sometimes managing up, a core group of 3 VPs, 2 SVPs, an EVP and a CMO.



If your actions inspire others to dream more, learn more, do more and become more, you are a leader.

JOHN QUINCY ADAMS

PHASE 4: PERSONAL BRAND

TINA SHAW
Senior Creative Director

PRESENTATION: MARKETING PARTNERSHIPS & PROMOTIONS | 

COLLABORATION:

Everyday I navigate creative conversations; team members, partnerships, schedules, disagreements, asset needs, project wants, rollout calendars & deadlines... across multiple teams of; personalities, genders, cultural dynamics, hierarchies and moods.

And although not perfect, I try my best to be consistent in listening, helping, humor, compromise, communication and most importantly understanding.

CONTENT:

After two seasons, the **Good Girls** fanbase had a vocal desire for the lead actor.

My team and I suggested a **thirst trap** video, executed in the style of a D'Angelo music video, with the story arc between the two romantic leads as VO, leading to the season finale cliffhanger gunshot.

We were told it was too different for the NBC Brand.

But I believed in & fought for the experimental nature of this content by understanding the show brand, knowing its audience & showing how to walk the line between both brands - which finally allowed its greenlight & ultimate success.

It became the most engaged with video of all **Good Girls** videos crossing four seasons.

[Rio: Want To Be King?](#)

4.7mil views *(in first 24-48hrs)*

1.2k comments

6.3k engagements



Actor: Manny Montana | Rio



Street Artist: Robert Vargas | Los Angeles



PRESS EVENT | Actor: YaYa DeCosta | Chicago Med



Consumer: 30Rock Plaza | New York



#PrideNBCU Selfies Posted | USA

PERSONAL INITIATIVE:

Each quarter, a press event is held to capture creative content with the talent across multiple IPs to be used throughout the year for on-air, social & digital. In April 2019, I came up with the idea to reimagine the NBC logo with a local street artist to use as a backdrop (*ala Angel Wings*) at the event to capture talent for Digital [Branding Interstitials](#).

As my team and I started to see it come together, we realized there may be multiple uses of the art & one was to integrate it into the Comcast/NBCUniversal Corporate Pride Month Campaign. So at that point, I began my journey to pitch and sell the idea up the chain of command:

Los Angeles | NBC Entertainment, NBC Legal, PR, Talent, NBC DEI (Diversity, Equality & Inclusion)

New York | OUT Employee Resource Group, Comcast DEI, Comcast Legal, 30 Rockefeller Plaza and finally the NBC Store

The campaign went active June 1st, crossed over NY Pride Weekend ending June 30th - resulting in over 75,000 #PrideNBCU selfie posts across social platforms, and an added unexpected boost of store merchandise sales.

Thank you for this opportunity to create differently & share.

TINA SHAW

