TCM
"Let's Movie"
Brand Development
10/15/15
### “LET’S MOVIE” BRAND MATRIX

<table>
<thead>
<tr>
<th>Let's Be Balanced</th>
<th>Brand Strategy</th>
<th>Break Structure</th>
<th>Visual Branding</th>
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<tbody>
<tr>
<td>Empower viewers to experience the brand on their terms with balanced attention to: - Core fans &amp; potential fans</td>
<td>Strive to balance opposing types of elements (brand vs promo), messages (commerce vs. content) and audience (core &amp; potential fans) to create texture within breaks.</td>
<td>Balance customized element design with a branded look that instantly and clearly guides viewers.</td>
<td>Strike the right balance of “Let’s Movie” elements across the brand in order to permeate, not irritate.</td>
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<td>Make every brand touch-point equally important and available: TV, mobile, web &amp; social.</td>
<td>Balance short, medium and long durations within a break to keep viewers engaged.</td>
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<td>Invite viewers to participate in the brand promise: “Let’s Movie.”</td>
<td>Connect good content on the network to deeper engagement on other platforms.</td>
<td>Connect the tagline or “Let’s…” language to all promo, brand and content elements.</td>
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<tr>
<td>Connect movies to each other. Connect platforms to each other.</td>
<td>Connect what’s on next to what’s on later or elsewhere.</td>
<td>Create elements connecting one platform to another.</td>
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<td>Connect TCM with fans and fans with TCM.</td>
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<td>Give classic movies new ‘TCM relevance’ by using them to champion the network and guide viewers.</td>
<td>Inspire commerce &amp; tune-in with relevant content. Inspire fan dialogue with relevant content. Inspire content with relevant fan dialogue.</td>
<td>Give classic movie moments new context and relevance using ownable “Let’s” language graphically and/or verbally.</td>
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OVERVIEW

NEW ‘BRAND BOX’ DEVICE

The “Brand Box” is a device derived from the “Tagline Lock-up” referenced in the TCM style guide. It is a simple, elegant and functional element that works well with your current graphic ‘look’ as well as with more custom elements.

It uses the box shape around the TCM logo to house the “Let’s Movie” tagline, brand-related “Let’s” copy, as well as certain navigational information.

BRAND BOX FLEXIBILITY & ANIMATION

The Box will have simple animation options that allow it to rotate to deliver a series of “Let’s” lines or just one.

The Box can transition to represent a variety of mediums and platforms such as TV, tablet and phone, as well as, the TCM Watch app and social networks.

LOGO LOCK UP

To create consistency, always put “Turner Classic Movies” under the TCM logo.

The logo can transition to the tagline within the “Brand Box” as we do in the image spot or the “Brand Box” with tagline can transition to the TCM logo.
NEW RULES

BOX RULES

WHAT GOES IN THE BOX
- TCM Logo
- “Let’s Movie” tagline
- “Let’s” phrases
- Navigational words: “Next”, “Later”, “Share”, “Watch”, “Tweet”

WHAT DOESN’T GO IN THE BOX
- Movie/show names
- Dates and times
- Long phrases (with or w/out Let’s language)

WHEN DO WE SEE AND SAY “LET’S MOVIE”
- Promos (Let’s sing, let’s dance, let’s movie) (“Let’s Hitchcock”)
- Image spots (that use VO)
- Cross-Platform (that use VO)

WHEN DO WE SEE AND NOT SAY “LET’S MOVIE”
- Navigation (menus, next/later, movie intros)
- IDs
- Image spots (that DON’T use VO)
- Cross-Platform (that DON’T use VO)

WHEN DO WE USE “LET’S” LANGUAGE BUT NO “LET’S MOVIE”
- Live Experience (“Let’s Cruise!”)
- Commerce (“Let’s shop!” or “Let’s O’Hara!”)

“LET’S” LANGUAGE

It’s an invitation and a call to action. Have fun with it to bring new relevance and context to classic moments.

Ex: Own nouns by turning them into verbs:
- Let’s Movie
- Let’s Hitchcock
- Let’s Lebowski
- Let’s Stella!
- Let’s Monday

Own lines from movies:
- Let’s Rosebud.
- Let’s roll, dude!
- Let’s shake, not stir

Share the joy of movies:
- Let’s sing. Let’s dance. Let’s movie.

Move viewers to action:
- Let’s shop
- Let’s cruise
- Let’s celebrate
- Let’s sing-a-long
The rectangular box comes up at the end of a spot and is designed to work in multiple ways. Either:

- Over brand colors
- Over footage
- Or with a new cinematic element we call “Premium”. This was used for the image spot.

“Let’s Movie” messaging can be delivered with voice and graphic or graphic only.

“Let’s” phrases can include anything that speaks to the content: “Let’s sing”... “Let’s swashbuckler”... “Let’s Groucho”... “ etc.

› Click here to see motion test.
TUNE-IN END PAGE  (OR OTHER CTA MESSAGING)

Similar to the “Generic Brand Sell”, but here tune-in information appears in the Brand Box, then transitions to the “Let’s Movie” messaging or a series of “Let’s” messages before resolving to the TCM logo.

“Let’s Movie” messaging can be delivered with voice and graphic or graphic only.

GRAPHIC

MONDAYS IN JULY

FOOTAGE

PREMIUM
TUNE-IN END PAGE WITH SECONDARY PLATFORM PUSH

The Brand Box morphs to the App chicklet, then back to the Brand Box “Let’s Movie” messaging and the log.

The Tune-in End Page with secondary platform push can also work over footage and the “Premium” look.

“Let’s Movie” messaging can be delivered with voice and graphic or graphic only.
WATCH TCM APP ONLY END PAGE PUSH

The App chicklet morphs into the “Brand Box” to deliver “Let’s Movie” and the logo.

“Let’s Movie” messaging can be delivered with voice and graphic or graphic only.
CUSTOM PROMO & INTERSTITIONAL END PAGE

Create customized end pages for custom-made promos and interstitials, but use the “Brand Box” to give your breaks brand consistency.

“Let’s Movie” messaging can be delivered with voice and graphic or graphic only.
CUSTOM FRANCHISE & STUNT END PAGE

Create customized end pages for custom-made TCM franchises and stunts, but use the “Brand Box” to give your work brand consistency.

“Let’s Movie” messaging can be delivered with voice and graphic or graphic only.

Wednesday Sept 7
8:00 Spirit of the Beehive
10:30 The Strange Love of Martha Ivers
12:30 California Split
2:30 Barbara Stanwyck: Fire and Desire
NAVIGATION – MENU

Open an on-air break with a menu of what’s coming up.

The TCM logo transitions to the “Brand Box” with tagline, and then to the line up.

“Let’s Movie” messaging is graphics only.
NAVIGATION – NEXT ON/ NOW ON – NEW ELEMENT

Short navigational element to inform viewers what’s coming next and alerting them that the same programming is also available through the Watch TCM app.

The “Brand Box” conveys all essential information. “Let’s Movie” messaging is graphics only.
NAVIGATION – NEXT ON/ LATER ON – NEW ELEMENT

Short navigation element that functions in the same way as the “Next on/ Now on”.

The “Brand Box” houses key information. You can also be more playful.

**EX:** Next... Let’s Hitchcock... Dial M for Murder. Later... More Hitchcock... Rear Window 8p... Let’s Movie... TCM.

“Let’s Movie” messaging is graphics only.
CROSS PLATFORM APP PROMOTION

Propel viewers to download the Watch TCM app with dedicated app promotion. Open with a call to action like “Let’s Watch” or “Let’s Go” in the “Brand Box”, transition to the body of the spot, then go to an end page telling viewers where they can download the app.

Background colors reflect current cross-platform promotion ‘look’.

Optional “Let’s Movie” messaging can be used before the “Watch TCM” app card comes up. If so, it should be voiced along with the Call to Action a la: “Let’s Movie and download the Watch TCM app today.”
CROSS PLATFORM SOCIAL PUSH A

Let's encourage viewers to join the conversation on TCM's social platforms. End interstitial content that merits further conversation by using the “Brand Box” to guide viewers to Facebook and Twitter.

“Let’s Movie” messaging can be delivered with voice and graphic or graphic only.

A more specific example – say, coming out of interstitial content about The Wizard of Oz – might be:

“Let’s Movie... #LetsTalkFlyingMonkeys”
CROSS PLATFORM SOCIAL PUSH B

This functions in the same way as our previous page, but uses iconography instead of copy for rapid digestion.

“Let’s Movie” messaging can be delivered with voice and graphic or graphic only.

Note: Cross-platform structures developed here will also work for TCM SVOD/OTT down the road.
LIVE EXPERIENCE DIRECT RESPONSE

For Live Experience advertising, open with a “Let’s” message inside the “Brand Box” that speaks to the nature of the event. (“Let’s cruise… Let’s celebrate… Let’s sing-along… etc.) Then deliver the Experience name followed by the body of the spot.

Close with an optional “Let’s Movie” message within the “Brand Box” that takes us to our final and most important message – and the one we want to leave viewers with – the Call to Action.

“Let’s” language should be voice and graphic at the top. And voice and graphic at the end, if used.
SHOP TCM DIRECT RESPONSE

The same rules and structure apply to “Shop TCM” commercials as they do with “Live Experience” commercials.

Once again, we want to leave viewers with the critical Call to Action information.
**ADDITIONAL IDS & PROMOS – NEW ELEMENT**

IDs – Create short, medium and long IDs that let a classic movie moment play, then button it with a “Let’s” line that captures the spirit of great movies.

**EX:** Play the Jesus bowling scene from “The Big Lebowski” and button it with “Let’s roll, dude!” followed by “Let’s Movie” and the TCM logo.

PROMOs – Let a classic movie moment play, then button it with a call-to-action “Let’s” line followed by tune-in information.

**EX:** Play the Jesus bowling scene from “The Big Lebowski” and button it with “Let’s Lebowski!” followed by tune-in and the TCM logo.
WATCH TCM APP

Here we've taken a recent Watch TCM ID and applied the new look.

▶ Click here to see example.
TRAILER LOWER-THIRD WITH CROSS-PLATFORM PUSH

This element allows you to rotate in a push to the Watch TCM App or any of your other relevant cross-platform initiatives.
BREAK STRUCTURE

For the initial roll-out we recommend using the "Let's" brand language in the majority of your break elements to introduce and reinforce the new tagline.

- Click here to see examples.

LONG BREAK

| PROMO | IMAGE | PROMO/ID | NAV | LIVE EXPERIENCE | PROMO |

SHORT BREAK

| NAV | COMMERCE | PROMO | IMAGE |
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