CREATIVE & TECHNICAL GUIDEBOOK

SYMBOLE KEY

🌿 Best practice
Preferred

🚫 Not recommended
Contact w/ questions

⚠️ Important
Stop/Read

🚫 Warning
Use caution
SECTION 1: GENERAL

Please review this entire document, including the Appendix. The intent of this guidebook is to familiarize you with all aspects of the Disney Store Times Square Spectacular. It will answer the most common questions related to general details, statistics, technical specifications, creative development and content delivery. If you have additional questions, please contact Disney Store for support.

LOCATION

Disney Store Times Square
1540 Broadway, New York, NY 10036
(7th Ave, between 45th St. & 46th St.)

Hours of Operation
10:00AM – 1:00AM Daily

SPECTACULAR OVERVIEW

- Advertising area dimensions:
  - 6 stories high
  - **2,083 SF:** Total usable space for Disney branded content
    - Upper (Main) Screen: 1,708 Square Feet (34’, 1/8” High x 48’, 8 ½” Wide)
    - Lower Screens: 355 Square Feet (32 lower tiled screens: 40” x 40” each)
  - **1,344 SF:** Usable space for non-Disney branded content (28’ High x 48’, 8 ½” Wide)
- Advanced interactive capabilities:
  - Social Media
  - Live Hi-Res Video
  - Mobile Interaction
  - Social Polling / Voting
  - Augmented Reality
  - 3D Mapping
- Uptime per Day: 21hrs (5am – 2am), 365 days/year
  - 24hr flight capable

TIMES SQUARE STATISTICS

- On average, 350,000 pedestrians enter the Times Square Bowtie*, while another 115,000 drivers/passengers pass through by car and bus each day
- In total, Times Square signage advertising can expect nearly 1.5 million impressions each day
- On the busiest days, Times Square sees pedestrian counts of over 460,000 people
- Times Square stays busy late – over 100,000 pedestrians enter the Bowtie from 7pm-1am
- There are 170,000 employees in Times Square – one in four Midtown employees work in this district
- 66,000 locals call the greater Times Square area home **
- And of course, some portion of festivities in Times Square on New Year’s Eve are witnessed by a global television audience estimated at over one billion people

*The “bowtie” refers to the area in Times Square where 7th Avenue intersects with Broadway between 42nd to 47th Streets
**The greater Times Square area encompasses 6th Ave to the River, from 38th to 59th Sts

Source: Times Square Alliance
SECTION 2: CONTRACTS

LEGAL REQUIREMENTS
External advertisers may provide media agency contracts through ABC RSES.

TWDC ("The Walt Disney Company") internal advertisers will receive our Standard Advertising Agreement or Intercompany Insertion Order, based upon your business unit’s contract requirements.

Advertising Agreement – This document covers all advertising for each business unit, typically on an annual basis. It is provided to divisions of TWDC that do not usually execute intercompany legal documents. This agreement serves as the master approval on file for all future flights during the contract period. Details for every flight are provided via Insertion Orders, with no signature required.

Intercompany Insertion Order ("IO") – This is our standard document, generated for individual flights, per division. This document must be signed and returned before launch of new creative. If the Advertising Agreement has been signed, an IO should be filled-out and submitted, but will not require signature.

Contracts cover primary details of each flight, including:

- Flight Date Range
- Days in Campaign
- Rate Per Minute
- Total Flight Cost
- Terms & Conditions

Please print, fill out and have the appropriate party execute. We require a signed original of each contract. Scanned digital copies are encouraged and do meet all legal requirements.

Contracts must be received by Disney Store prior to flight start date.

Return to:
Michael Gardea  
Disney Store USA  
443 S. Raymond Ave., Pasadena, CA 91105  
T: (626) 773-5507  
F: (626) 773-5270  
C: (818) 653-6254  
mike.j.gardea@disney.com
SECTION 3: ASSET DEVELOPMENT

MEDIA DISPLAY SECTIONS

The Disney Spectacular is divided into four sections, each of which may be utilized based upon the advertiser’s affiliation with The Walt Disney Company.

- Full Billboard – reserved for TWDC only. Separate sections are:
  1. Upper Storefront Top – primary video playback section
     - 3rd party and non-Disney branded spots are limited to this section of the sign
  2. Upper Storefront Bottom – ideal for call to action messaging in right-hand corner
  3. Disney Letters – this section is independent and may run as solid, multi-color or blended
  4. Lower Storefront – ideal for supporting video, still images and messaging

IMPORTANT! FULL Billboard pixel dimensions are **2454px by 2926px**, displayed as one media graphic. Do not use the “Disney” logo layer in final creative rendering. The Disney Letters box, located on the lower right corner of the template, denotes color(s) of lettering.

IMPORTANT! For Advertisers utilizing the Upper Storefront Top Section only: pixel dimensions are **2454px by 1280px**. Note: this area has an aspect ratio of 1.92:1. It will require reformatting if standard video content is repurposed for use.

<table>
<thead>
<tr>
<th>SECTION</th>
<th>PIXEL HEIGHT</th>
<th>PIXEL WIDTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Billboard (TWDC Only)</td>
<td>2926px</td>
<td>2454px</td>
</tr>
<tr>
<td>Upper Storefront – Top &amp; Bottom (TWDC Only)</td>
<td>1708px</td>
<td>2454px</td>
</tr>
<tr>
<td>Upper Storefront – Top</td>
<td>1280px</td>
<td>2454px</td>
</tr>
<tr>
<td>Upper Storefront - Bottom</td>
<td>428px</td>
<td>2454px</td>
</tr>
<tr>
<td>Lower Storefront – Total Area</td>
<td>1180px</td>
<td>1860px</td>
</tr>
<tr>
<td>Lower Storefront – Individual 4’ x 4’ Monitors</td>
<td>162px</td>
<td>162px</td>
</tr>
</tbody>
</table>
CREATIVE ASSET SPECIFICATIONS

Format: Files will be utilized by Windows PC. Save in cross-platform format in following specifications:

- QuickTime MOV
- Animation Codec
- Millions of Colors
- Best Quality
- RGB color space
- 30 fps (must not be less [e.g. 29.97fps] and must be the exact length based upon spot)
  - Example: a 30 second spot should be exactly 900 frames in duration
- File Length/Size – must be delivered in fifteen second increments (e.g. 15sec, 30sec, 1min)
  - Top-Only / Lower-Only Creative: Not to exceed 6 minutes/150 GB of data
  - Full Billboard Creative: Not to exceed 3 minutes/300 GB of data
  - Contact Disney Store to discuss creative delivery options if in excess of above limits

Disney Store will provide Adobe® templates, available in Illustrator and/or After Effects.

CREATIVE EXECUTION EXAMPLES

Examples of Disney branded entities:
- Walt Disney World (shown above)
- Walt Disney Studios Motion Pictures
- Disney Theatrical Group

Examples of Non-Disney branded entities:
- Samsung (shown above)
- Coke
- Honda

CREATIVE POSITIONING NOTICE

A Mickey Mouse blade sign is positioned at the lower storefront near the store entrance. Please consider this when developing any call to action or awareness messaging above the doorframe.
SECTION 4: ASSET DELIVERY

DELIBERABLE DEADLINES

REMINDER: All files must be saved in cross-platform format, as all files will be utilized by Windows PC.

SAMPLE Creative – Due two (2) weeks prior to scheduled flight
Please submit High Definition (HD) Portable Network Graphics (PNG) still frames representing final creative to ensure proper placement. Low resolution images will require scaling, which will blur and/or move pixels, producing improper results. SAMPLE CREATIVE SHOULD BE SENT AS A ZIPPED PNG FILE.

FINAL Creative – Due one (1) week prior to scheduled flight
Final assets must be delivered in high resolution / high definition format. They may be compressed and sent as a Quicktime (.mov) file. All MOV files will be converted to AVI files upon delivery to ensure compatibility with our billboard player software. Please note that this will expand file size considerably. Once again, our player software runs on Windows OS. Please deliver cross-platform.

DIGITAL DELIVERY

PREFERRED DELIVERY METHOD – DISNEY FTP
We prefer that all files are sent over our secure File Transfer Protocol (FTP) Server. If you do not have an FTP client, we recommend Filezilla. See following page for FTP delivery instructions.

SECONDARY Delivery Options:

<table>
<thead>
<tr>
<th>SIZE OF FILE(S)</th>
<th>RECOMMENDED DELIVERY METHOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 1GB</td>
<td><a href="https://www.relayit.net/">https://www.relayit.net/</a> or equivalent.</td>
</tr>
<tr>
<td>1GB – 2GB</td>
<td><a href="https://www.yousendit.com/">https://www.yousendit.com/</a> or equivalent. USE OF DROPBOX IS PROHIBITED.</td>
</tr>
<tr>
<td>2GB – 4GB</td>
<td>DVD ROM</td>
</tr>
<tr>
<td>4GB – 32GB+</td>
<td>SD Cards / Thumb Drive* (e.g. SanDisk Cruzer 32GB USB 2.0 Flash Drive) PREFERRED HARDWARE, if FTP delivery is not possible.</td>
</tr>
<tr>
<td>Over 32GB+</td>
<td>Firewire / USB* (e.g. LaCie Rugged All-Terrain 500GB FireWire 800/USB 2.0) Please include all power and communication cables in every delivery. ONLY ship in reinforced corrugated boxes with adequate padding!</td>
</tr>
</tbody>
</table>

*See Traditional Asset Delivery page for instructions on standard delivery.

All hardware sent to D3 LED MUST BE CLEARLY LABELED with return address information. Please expect that SD cards may not be returned.

Content must be delivered within the above mentioned timeline. D3 LED will verify that assets meet required specifications and run properly after testing.

Use of Dropbox is prohibited. If you are not able use the Disney FTP delivery service, please contact Disney Store to discuss alternative delivery options.

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Updated: Tuesday, September 03, 2013
FTP DIGITAL ASSET DELIVERY

The following instructions are specifically designed for use with the FileZilla FTP Client. FileZilla is an Open Source FTP Client that works on Windows, OSX, Linux operating systems. You may use this service to connect to the Disney Store Times Square Content Delivery FTP.

To download FileZilla, please visit https://filezilla-project.org/download.php?show_all=1. Run application upon completion of install.

Step 1: Enter FTP Information

Upload files to the following FTP Server Address: unifiportal.net

The preferred “Host” is FTPS, a secure method of Encrypted FTP transfer.

Step 2: Confirm/Update FTP Server Details

Please ensure that all FTP details are as follows:

- **FTPS Port**: 990*
  *Because we specified ftps:// in the Host address, FileZilla will automatically use default port of 990 for FTPS.
- **FTP and FTPES Port**: 21
  (special projects only by request)
- **Allow Unencrypted FTP**: Disabled
- **Passive Mode**: Enabled
- **Passive Mode from Port**: 60000
- **Passive Mode to Port**: 60999

After you have confirmed the above information, hit Enter. The client will attempt to connect to the server and will display an encryption certificate.

Step 3: Certificate Notification [Updated 08/01/13]

Click “OK” when you reach this screen

- We are currently testing several firewall and certificate packages. Despite the following default notification, your file transfer will be secure. We are in the final stages of our digital file transfer system release and will have a formal certificate in place shortly. These instructions will be updated upon completion.

Step 4: File Naming Conventions

**IMPORTANT NOTES – PLEASE READ**

- **Content Upload** - **Content should not be Zipped** or put into any compression container
  - Please deliver in full HD resolution, per specifications
- **File Naming** – please name your files using Humpback (Every Word Starts With A Capital) as follows
  - Date(always 8-digits)_AdvertiserName_NameOfSpot
    - Example: 07092013_DisneyTheatrical_Newbies_Christmas_Special.mov
- **File Placement** – all files should be placed into /dsts/INCOMING/ folder or appropriate sub-folder

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If digital transfer is not an option and you must traditionally ship creative assets, it is crucial that you use the correct shipping parcel and include adequate padding to protect the device. External hard drives are particularly vulnerable to damage and file corruption during transit. Shipping in the original manufacturer’s packaging is ideal. Otherwise, Flash Drives are preferred.

If using UPS, please use a **Custom Box (no larger than 11.75” x 7.3” x 9.3”)**, wrap your hard drive in bubble wrap (or equivalent) and/or double box, ensuring the device is securely positioned in the center of the parcel.

If using FedEx, please use the **Small Electronics Box – 8 15/16” x 5 15/16” x 3 1/8”**, which includes foam packaging. These boxes are specifically designed to ship electronic media.

Please deliver final creative to:

**Scott Illjes**
Dynamic Digital Displays (D3)
3143 Waterbury Avenue
Bronx, NY 10465
silljes@d3led.com

*Do not request signature with delivery!* UPS/FedEx will deliver to a secure drop-box at the above address. Requesting signature will delay receipt in most cases. Parcels shipped should not exceed 11.75” x 7.3” x 9.3” in size.

The drop box looks like this:

*Again, do not ship parcels larger than 11.75” x 7.3” x 9.3” in size.* This will ensure that they fit into the secure drop-box.

*Please make sure that your deliveries are clearly marked with a return address to ensure prompt return of assets.*
SECTION 5: CONTACT

DISNEY SPECTACULAR SUPPORT

Please contact Disney Store directly with any questions regarding your flight. We are here to help!

Michael Gardea
Disney Store USA
443 S. Raymond Ave., Pasadena, CA 91105
T: (626) 773-5507
F: (626) 773-5270
C: (818) 653-6254
mike.j.gardea@disney.com

Please do not attempt to contact D3 LED without first contacting Disney Store. Following our communication protocol will ensure that you receive timely responses to all of your technical questions.

Thank you for advertising with the Disney Store Times Square Spectacular!
APPENDIX

CAMPAIGN CHECKLIST

Kick-off call between Disney Store, media AND creative agencies – Q&A session

Received Adobe® template(s)
  - Adobe® After Effects
  - Adobe® Illustrator
  - Adobe® PDF

Created sample content test sequence in zipped Portable Network Graphics (PNG) format
  - Delivered to Disney/D3 LED via File Transfer Protocol (FTP)
    - Confirmed sample creative
      - Modified and resubmitted for testing
      - Confirmed sample creative

Created final assets in full HD, cross-platform format
  - QuickTime MOV
  - Animation Codec
  - Millions of Colors
  - Best Quality
  - RGB color space
  - 30 fps (must not be less [e.g. 29.97fps] and must be the exact length based upon spot)
    - Example: a 30 second spot should be exactly 900 frames in duration
  - File Length/Size – must be delivered in fifteen second increments (e.g. 15sec, 30sec)
    - Top-Only / Lower-Only Creative: not to exceed 6 minutes/150 GB of data
    - Full Billboard Creative: not to exceed 3 minutes/300 GB of data
  - Contacted Disney Store if file length is longer than above

Checked file accuracy for delivery prior to FTP transfer
  - Content is NOT zipped
  - File Name: Date(always 8-digits)_AdvertiserName_NameOfSpot
    - Example: 07092013_DisneyTheatrical_Newsies_Christmas_Special.mov

Delivered final assets to Disney/D3 LED via FTP
  - Uploaded to FTP server address: unifiportal.net
  - Confirmed/Updated FTP server details
    - FTP Port: 990
    - FTP and FTPES Port: 21 (special projects only by request)
    - Allow Unencrypted FTP: Disabled
    - Passive Mode: Enabled
    - Passive Mode from Port: 60000
    - Passive Mode to Port: 60999
  - File placed in /dsts/INCOMING/ folder or appropriate sub-folder

Confirmed receipt of delivery from Disney/D3 LED
  - Reloaded again, if required

Disney/D3 LED tested assets
  - Re-submitted if required
    - Confirmed final creative

FLIGHT LIVE ON DISNEY SPECTACULAR
EVENT MANAGEMENT COSTS: EXTRAORDINARY CITIES / COAST TO COAST PERMITS (Example)

<table>
<thead>
<tr>
<th>2012</th>
<th>TIMES SQUARE</th>
<th>PRICING * / 25%</th>
<th>PRICING * / 15%</th>
<th>PRICING * / 15%</th>
<th>PRICING * / 15%</th>
<th>PRICING * / 15%</th>
<th>PRICING * / 15%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PEDESTRIAN PLAZAS AND MILITARY ISLAND &amp; FENCE ISLAND PERMITS</td>
<td>X-LARGE</td>
<td>MILITARY ISLAND</td>
<td>LARGE</td>
<td>MEDIUM</td>
<td>SMALL</td>
<td>RED CARPET ARRIVAL</td>
</tr>
<tr>
<td></td>
<td>Street Activity Permit</td>
<td>$146,000.00</td>
<td>$120,000.00</td>
<td>$100,000.00</td>
<td>$90,000.00</td>
<td>$90,000.00</td>
<td>$90,000.00</td>
</tr>
<tr>
<td></td>
<td>Times Square Alliance Fee</td>
<td>$28,000.00</td>
<td>$22,500.00</td>
<td>$20,000.00</td>
<td>$17,500.00</td>
<td>$17,500.00</td>
<td>$17,500.00</td>
</tr>
<tr>
<td></td>
<td>Sound</td>
<td>$45,000.00</td>
<td>$45,000.00</td>
<td>$45,000.00</td>
<td>$45,000.00</td>
<td>$45,000.00</td>
<td>$45,000.00</td>
</tr>
<tr>
<td></td>
<td>Parking Permits (2 cars)</td>
<td>$20,000.00</td>
<td>$20,000.00</td>
<td>$20,000.00</td>
<td>$20,000.00</td>
<td>$20,000.00</td>
<td>$20,000.00</td>
</tr>
<tr>
<td></td>
<td>Security</td>
<td>$8,000.00</td>
<td>$8,000.00</td>
<td>$8,000.00</td>
<td>$8,000.00</td>
<td>$8,000.00</td>
<td>$8,000.00</td>
</tr>
<tr>
<td></td>
<td>One Guard for 24 hrs / Per Load-In</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Event/Load-Out</td>
<td>$14,765.00</td>
<td>$13,490.00</td>
<td>$8,534.00</td>
<td>$7,376.50</td>
<td>$16,857.50</td>
<td>$4,665.00</td>
</tr>
</tbody>
</table>

* NOTE: Pricing Negotiable for ABC and VFO/EPIC when budgets are limited.
NOTE "A:" Sampling Permit is actually $50.
NOTE "B:" Each SAP Permit allows up to two production vehicles.
NOTE "C:" - Sound Permit is actually $50 for the first day, and $50 for the next consecutive day.
NOTE "D:" - Each SAPO Permit.
NOTE "E:" - All permit deadlines and fees are strictly enforced and based upon approval.
NOTE "F:" - Any fees and fines associated with the event, outside the SOV, is solely the responsibility of the client. TSE (as CIC/Permits) is not responsible for any limitations or termination of events that result in the clients' failure to comply.
NOTE "G:" - CICs to be provided by the client as required.
New Year's Eve
Broadway from 42nd to 59th Streets

New Year's Eve is synonymous with Times Square. Since the year 1904 was rung in at Times Square, New Year’s Eve has grown into an international party and destination event, eagerly anticipated by New Yorkers and visitors each year. More than one million revelers attend each New Year’s Eve celebration, with a billion more watching on TV or online—offering advertisers an unparalleled opportunity to be part of the festivities. Click here for details.

Macy's Thanksgiving Day Parade
7th Avenue & 49th Street, across 42nd Street to 6th Avenue

A beloved national tradition and one of the most memorable holiday events each year, this parade is attended by 2.5 million live spectators and reaches 44 million television viewers. The parade route will pass in front of the American Eagle Outfitters digital display directly through the heart of Times Square. Click here for details.

Broadway on Broadway
43rd Street and Broadway

This event brings Broadway's brightest stars out of the spotlight and into the daylight. Drawing more than 50,000 fans, the day features performances from Broadway's latest hit musicals and plays, as well as sneak peeks of upcoming shows. A unique opportunity to reach an entertainment audience keyed into the latest films, TV series, and music. Click here for details.

Times Square Kiss-In
Military Island, at the intersection of Broadway and 7th Avenue (between 42nd and 43rd Streets)

A celebration of an iconic image from an iconic era honors the U.S. Armed Forces. Couples dressed in costumes recreate the famous spontaneous kiss that was photographed by Alfred Eisenstaedt in Times Square on V-J Day, August 14, 1945. Click here for details.

Taste of Times Square
Restaurant Row (46th Street between 9th Avenue and Broadway)

One of New York City's favorite food festivals along Restaurant Row on 46th Street between Broadway and 9th Avenue is attended by 20,000 foodies next to the American Eagle Outfitters location. Click here for details.

Solstice in Times Square
At the intersection of Broadway and 7th Avenue (between 43rd and 44th Streets)

Tranquility is at the center of it all. Hundreds of yogis gather in Times Square for a celebration of summer, health, and individuality, an ideal audience for messages of rebirth, renewal, and creativity. Click here for details.

For a comprehensive list of up-to-date events in Times Square, please visit the Times Square Alliance.
INTERACTIVE EXPERIENCE MENU

The following prices are rough estimates based on partnership with 3rd party vendors. These costs are applied in addition to any advertising flight time purchased by Disney Store and are subject to change by selected vendor(s). Please use for budgeting purposes only. Contact Disney Store for references.

<table>
<thead>
<tr>
<th>EXPERIENCE</th>
<th>LOW-END</th>
<th>HIGH-END</th>
</tr>
</thead>
<tbody>
<tr>
<td>Augmented Reality</td>
<td>$200,000</td>
<td>$350,000+</td>
</tr>
<tr>
<td>3D Projection Mapping</td>
<td>$170,000</td>
<td>$210,000+</td>
</tr>
<tr>
<td>Real-Time Interactive</td>
<td>$100,000</td>
<td>$200,000+</td>
</tr>
<tr>
<td>Live Event Video Feed</td>
<td>$100,000</td>
<td>$150,000+</td>
</tr>
<tr>
<td>Photo/Video Submission</td>
<td>$70,000</td>
<td>$100,000</td>
</tr>
<tr>
<td>800 Audio Conf. Bridge</td>
<td>$4,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>Social Media Voting/Polling</td>
<td>TBC</td>
<td>TBC</td>
</tr>
<tr>
<td>Disney Store Advertising Flight</td>
<td>Market Rate CPM</td>
<td>$200/hr</td>
</tr>
<tr>
<td>D3 LED Technical Support</td>
<td>TBC</td>
<td>$200/hr</td>
</tr>
</tbody>
</table>

★ Cost of experience does not include media buy on Disney Spectacular

EVENT DISCLAIMERS

Augmented Reality
Cost varies significantly based on complexity of campaign. Considerations are: City Permits/Security, Disney Character Interaction, Creative Development (Pre-Awareness & Event) , Management and Public Relations, Rent of Neighboring Signs.

3D Mapping Projection
- **Low range** - Digital 3D Mapping creation and projection
  - Production including 2 x projectors, crew, insurance and permits - 60K
  - Creative production and digital 3D mapping Animation - 60K
  Example: [http://youtu.be/XSR0Xady02o](http://youtu.be/XSR0Xady02o)

- **High range** - Digital 3D Mapping Live Event creation and production
  - Event production including 2 x projectors, crew, insurance and permits - 60K
  - Live Disney Characters/Actors - performance on the hour for 3 days - 30K
  - Costumes - 10k; Creative production and digital 3D mapping Animation - 60K
  Example: [http://youtu.be/0h09G7DzWp4](http://youtu.be/0h09G7DzWp4)

Real-Time Interactive
Cost varies significantly based on overall scope of event.

Live Event Video Feed
Cost includes microwave feed install, but varies based on length of live event. Production costs not included.

Photo/Video Submission
Costs vary, based on level of mobile integration support, etc.

800 Audio Conf. Bridge
Cost varies depending on number of expected participants dialing in.

Social Media Voting/Polling
Cost varies based on scope of interactivity and moderation requirements.

HD Advertising
Cost varies based on length of flight and minutes per hour.
Live Video Feed

Client: Pepsico  
Campaign: New Year’s Eve 2012

Project Summary

Pepsi sponsored the 2nd annual simulcast of Dick Clark’s Rockin’ New Year’s Eve, with live performances in Times Square simulcast directly to the Disney Store Spectacular. Featured artists in 2012 included Neon Trees, Carley Rae Jepsen, Psy (w/MC Hammer) and Taylor Swift.

In addition to the reach and coverage of their sponsorship in the Square itself, Pepsi received an immeasurable amount of additional impressions and media exposure from live coverage of the festivities on ABC, CNN and other networks. Due to overwhelming success, Pepsi has already agreed to sponsor the DCRNYE live event in 2013.

Requirements: Media buy, microwave feed, HD camera crew, production panel, creative development.
Live Broadcast/Simulcast

Client: State Farm/ESPN

Campaign: NBA Draft

**Project Summary**

State Farm approached ABC RSES to propose a “takeover” execution in Times Square for live simulcast coverage of the 2013 NBA Draft on ESPN. Disney Store, American Eagle and the ABC Super Sign partnered on a synchronized campaign to provide Times Square fans with breaking news updates.

**Requirements:** Media ad buy, cable network feed, sponsorship creative, timed coordination w/ multiple billboards.
Augmented Reality

Client: Walt Disney World
Campaign: Let the Memories Begin

Project Summary
Walt Disney World conceived and produced an Augmented Reality stunt in Times Square, with the Disney Store Spectacular as the backdrop. The concept was to inspire Guests to create new memories at Disney Parks, delivering an emotional, interactive, and one-of-a-kind Disney Park experience in an everyday setting. They pushed the envelope on technology to drive engagement with real-time Disney character interactions in a virtual environment, right in the heart of Times Square.

Click here to see promotional videos of this execution on YouTube.

Requirements: contact Disney Store for project details, production components and agency referrals.
Photo/Video Submission

Client: Disney Store

Campaign: 25th Anniversary

Project Summary

To celebrate our 25th Anniversary, Disney Store launched a user-generated content (UGC) campaign, requesting that Disney fans send in pictures of their favorite Disney moments for a chance to have their “15 seconds of fame” in the largest venue on Earth – Times Square. We deployed a special landing page for photo submissions at DisneyStore.com and partnered with a 3rd party vendor for UGC moderation to ensure every submission met with TWDC guidelines before pushing to the Spectacular. The event was a huge success, with over 2,000 approved submissions. Every approved participant received a keepsake via email, which could be shared via social media channels.

Click here to see a sample video of this execution on YouTube.

Requirements: media ad buy, dedicated site landing pages, 3rd party application vendor, TWDC user generated content (UGC) moderation guideline requirements.
MODERATION GUIDELINES – THE WALT DISNEY COMPANY

Advertisers wishing to execute a traditional flight or interactive campaign, such as user-generated content (UGC) involving the Disney Store Times Square Spectacular, must refrain from use of any items listed in the following guidelines. As a rule of thumb, anything that might be frowned upon while at a Disney Theme Park would not be allowed.

**Food/Beverage**
- Junk food
- Alcohol
- Tobacco

**Foul Language/Gestures**
- Dirty words
- Violent/hate speech
- Rude hand gestures

**Sexual Content**
- Sexually explicit or suggestive speech
- Sexually explicit or suggestive hand gestures
- Sexually explicit clothing or inappropriate language on clothing
- Overtly sexual body movements
- Partial or complete nudity
- Age-inappropriate behavior or dress
- Asking for or offering sex
- Displaying pornographic content
- Displaying child exploitation content
- Simulated sexual acts
- Asking for or offering sex

**Abusive Activities**
- Harassing speech
- Flaming, flooding
- Spamming
- Trolling
- Grieving
- Any content which is bigoted, hateful, racially offensive or insulting
- Violent behavior or the display of weapons
- The display of taking, selling, consuming illegal drugs, alcohol, prescription drugs
- Terrorist threats, bomb threats, or the like
- Threats, stalking
- Discussions or depictions of hurting oneself or others
Personally Identifiable Information

- Full names
- Addresses
- Name tags
- Personalized clothing
- PII articles in the background
- Telephone numbers
- Email addresses
- Personal website addresses
- Webcam info
- Passwords
- Asking for any of the above from others

Other Activities

- Impersonating any other person’s name, likeness, voice, image or photography
- Deleting or modifying any information, symbols or logos which the user does not have permission to modify
- Posting, distributing, or otherwise making available any material that is defamatory or infringes and/or violates any right of a third party or any domestic or international law, rule, or regulation
- Photos or videos of anyone or anything famous or recognizable, for example:

**Acceptable:**
- ✔ Person wearing a t-shirt that contains the Nike swoosh
- ✔ People in Times Square with the Nike logo visible in the background
- ✔ People standing in front of McDonald’s with the McDonald’s name and/or logo (golden arches) visible in the background
- ✔ Generic graphics (e.g., exclamation point, stick figure)
- ✔ Animals

**Unacceptable:**
- ✗ McDonald’s logo alone
- ✗ Recognizable celebrities
- ✗ Stock photos (e.g., AP photos, Getty photos)

- Posting, distributing, or otherwise making available any statements or content that constitutes, encourages or advocates illegal activity or the discussion of illegal activities with the intent to commit them
- Any sign that the user is currently under the influence of any substance