

Nutcracker Ltd. Project

The *Nutcracker* has been re-imagined and re-situated to be an advertising powerhouse expected to earn profits exceeding \$150 million over ten years.

Interested?

Marie's Nutcracker is a young-adult novel written to capitalize on a truly new and unique advertising strategy. The novel provides the structure for two movies, a museum tour, plus three different live productions and ancillary products released over ten years. Now advertisers receive minutes of on-screen or on-stage exposure; not the usual 5-10 second product placement. Advertising is an integral part of all these products and should cover all production costs besides provide a hefty profit. Sales of products and ticket sales for the movies and live productions generate additional profits. One advertising agency (who is still considering participating but does not have the capacity to handle such a large project) estimated that profits over \$150 million could be earned over the 10-years of the project.

I can now discuss the underlying concept of this project once a NDA is signed. The project opens the door to unparalleled advertising opportunities that will span decades.

Products include:

- *Marie's Nutcracker*® (novel)
- *Nutcracker the Musical*® (movie musical)
- *Nutcracker Fantasy*® (movie ballet) (note: the two movies are filmed at the same time spreading costs between them.)
- *75th Anniversary of Tchaikovsky's Nutcracker Ballet in America*® (museum tour)
- *Nutcracker the Musical on Tour*® (live production based on the general release movie)
- *The New Nutcracker Ballet*® (live production based on the ballet movie)
- *Nutcracker Suite*® (mini-live productions)

Let's make this happen. It will be lucrative, fun, and interesting for those involved. Don't miss this opportunity to provide your clients with minutes of on-screen or on-stage brand exposure.

I would like to make a presentation to you. It will take about 30 minutes. Contact me to schedule a presentation.

Thank you for your time. To learn more about me, just visit my website at ChuckStewartPhD.net

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NOTES:

All rights reserved. The novel, screenplay, ballet, and marketing brochures have been registered with the U.S. Copyright office. Attorneys at SAG created the NDA (non-disclosure agreement).

Business Structure: The business structure for this project has not been finalized. Currently Chuck Stewart has a DBA using the name *Nutcracker Ltd* for all the intellectual properties. I imagine the overall production company will be a collaboration between the marketing departments of, say, The Grove, Disney, ICM, or similar companies, and large advertising agencies. Sub-production companies will be responsible for direct creation and marketing of the specific products. Here are some suggested business forms:

1. An existing advertising agency or department takes on the project and licenses the intellectual materials.
2. A new advertising company is formed specifically to tackle the project.
3. Collaboration formed between a number of advertising agencies and clients.
4. Or?

Personnel: I believe this project will appeal to:

1. Advertising agencies that will utilize their client base in a concerted and profitable effort and allow outreach to new clients.
2. Advertising executives looking for that new idea to bring to their agency. Such a coup should enhance his/her status in the company.
3. Advertising executives looking to form their own company and needing a unique approach.