



“LOS CANARIOS” US 360°

Mayo 13-2011



EDGAR SANCHEZ
Creative Director - Producer

SINOPSIS



What happens after the message from the taxi operator Q.A.P and the blessing with which the 5 taxi drivers begin their day in a crazy city? With emotions to the limit, between fear and courage, between joy and sadness, between the streets and their passengers, they will not pass a single race without a new experience. The colombian humor is used as comic relief in the most unexpected situations. Taxi drivers and their passengers, their passions, their employers and their beliefs. From heroes to victims in an instant.



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CONCEPT

Human flesh and blood heroes, spontaneous
and funny "Street warriors"

INSIGHT

Many of the things that happen to theses
"street warriors" has happened to you and/or most
of the inhabitants of a big city that runs at a crazy rate.



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Creative Director Producer

MULTICULTURAL IDEA ADAPTABLE TO SEVERAL LOCAL U.S. Markets

LOS ANGELES / NEW YORK / CHICAGO

The ethnic diversity in the United States allows us to find the same situations of any taxi driver. In each city, we will have taxi drivers of various nationalities, like Mexicans, Haitians, Iranians, Salvadorans, whom we would like to captivate.



TRAILER



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OBJETIVE:

Make mothers, housewives, their families, and executives interested in:

- The daily adventures of each of our taxi drivers.
- Let viewers identify with the protagonists, both the taxi drivers and their passengers.
- Make the risks felt in each race felt.
- Creating sympathy for the taxi drivers and passengers



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RACIONAL:



We will take 3 factors in common that mark our Target:

1. The daily craving of a crazy city.
2. insecurity.
3. In spite of the adversities, we always find the bright side.

For the launch we will give away many things that represent the taxi drivers and their passengers, like scapulars, Virgin Mary charms, caps, CDs and DVD players, vouchers, etc.



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Creative Director - Producer

STAGE 2



- Taxi companies will give away thousands of yellow caps and towels, both with the "two wheels" logo.
- We will raffle DVD players with recorded chapters of the show to regular taxi drivers, so they begin to show it to their passengers and create loyalty with them.
- This "Canarios" Club will come together to help noble causes.



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Creative Director Producer

HOW?

Expectation in Media and Launch – 3 stages



STAGE 1. (MEDIA):

Campaign for agencies and media planners.

STAGE 2.

Campaigns for companies of taxis, mechanics and taxi drivers in general

STAGE 3.

Launch to the public with TV, Radio, billboards, and collaterals with

a yellow background similar to this one.



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STAGE 1 (2 weeks)

Campaign for agencies and media that arouses interest with direct mail containing separately
foreign elements with phrases of expectation and intrigue.

FOCUS: MEDIA PLANNERS, SPONSORS AND ANNOUNCERS



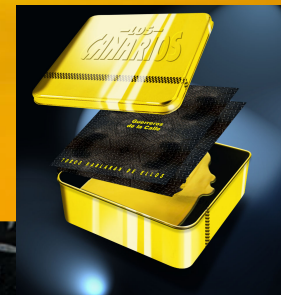
EDGAR SANCHEZ
Creative Director Producer

STAGE 2



Campaigns for companies of taxis, mechanics and taxi drivers in general

1. Gift boxes with a Scapular (you will need it)
2. A Virgin Mary charm (will accompany you).
3. Exclusive yellow caps with "taxi wheels" (people are already wearing them)



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CREATIVE DIRECTOR - PRODUCER

STAGE 3

(360° Campaign)

- Mass market launch on TV. Fun and worrying situations.
- Radio. Our protagonists narrate incredible situations that they have lived as if they were telling their friends.
- Ads, billboards, and collaterals with yellow background similar to this one
- Online Marketing all Digital Platforms (Social Media – Instagram, facebook, twitter, YouTube)



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Creative Director Producer

STAGE 3

TV SAMPLE 1.



GRAPHIC: We open with keyables of black copy on the taxi, like this background.

CHILDBIRTHS

VIDEO: Enters a very fast video clip with distressing shots of a woman giving birth inside a taxi.

VO: The "street warriors" are on the streets. The new "TELENOVELA" will take you to the limit in each episode. Starting Today at 8:00 p.m. on Caracol.

LOGO: "LOS CANARIOS" (*Jingle off*)
The joyous side of life.



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Creative Director Producer

STAGE 3

TV SAMPLE 2.

GRAPHIC: We open with keyables of black copy on the taxi, like this background.



SUICIDES

VIDEO: Enters a video clip of a man who is about to jump off the Tequendama Falls and Rocky trying to stop him.

VO: The "street warriors" are on the streets. The new soap opera will take you to the limit in each episode. Starting Today at 8:00 p.m. on Caracol.

LOGO: "LOS CANARIOS" (*Jingle off*)
The joyous side of life.



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STAGE 3

CROSS-PROMOTION /ANNOUNCEMENT SAMPLE 1 RADIO (60 secs):

In all talk shows, the guests, the public, and real taxi drivers will share their own experience when riding in a taxi.

HOST: Ana, tells about the time when she had to help a woman deliver a baby in your taxi:

ANA: Imagine... all of a sudden, this woman starts to scream, and I don't know what to do. I told to her to wait and try to breath, but she was worried. She was taking deep breaths and screaming. Then, we reached a red light and we had to stop. I turned around and thought, "I have to do this, I have to do this." I went down to receive the baby and it just popped out.

VO: The "street warriors" are on the streets. The new soap opera will take you to the limit in each episode. Starting Today at 8:00 p.m. on Caracol.

LOGO: "LOS CANARIOS" (Jingle off)

The joyous side of life.



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STAGE 3

PRINTED MEDIA:

- Shocking news featuring multiple scenes from the show that demarcate distressing situations, where our heroes suffer. Headlines:

SUICIDES

DIVORCES

CHILDBIRTHS

An image of each taxi driver wearing a superhero costume appears beside the Canarios logo and network logo.

HIGHLIGHT SUBTITLED "TODAY AT 8:00 p.m."



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STAGE 3

OUT-DOOR (Billboards, ads, posters, flyers) • Over a metallic yellow background (like this background) with these headlines:

SUICIDICES

TODAY AT 8:00 PM ON CARACOL



WITCHCARFTS

TODAY AT 8:00 PM ON CARACOL



CHILDBIRTHS

TODAY AT 8:00 PM ON CARACOL



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STAGE 3

SOCIAL MEDIA:

ALL DIGITAL PLATFORMS • FACE BOOK – INSTAGRAM – YOUTUBE – TWITTER – BLOGS

We will create a contest where the taxi drivers will be honored with an an I.D. that identifies them as authentic “Nice Guys”. The character of the drivers will be judged by their customers. The best taxi driver of the season will be awarded with a new taxi.



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THANK YOU

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