



Short Summary

FOR:MAX  
group



## Summary

**Planet Make-Over®** is an interactive, entertainment driven, musician/celebrity-led, global movement to reverse the effects of global warming. The following is a summary of a master plan that details the milestones necessary to achieve success. They include executing and combining a series of production elements in 2009, including a free outdoor “live” event for 20,000+ people. The end result of all these efforts is the premiere of a free 60-minute Internet TV-Show in May of 2009 that informs, educates, entertains, and demonstrably reduces carbon emissions by influencing the individual behavior of a global audience. This is accomplished and made possible by properly aligning sponsors with the recently formed world wide **Climate Concerned Demographic** via the explosive growth of Internet Social Networks. This newly assembled populace is the first “true” global demographic group ever to assemble, and their influence and buying power is historically unequalled. Adoption rates of Social Networks have a current compound annual growth rate (CAGR) that exceeds 1900% over the last 36 months.

The issue of Global Warming has become a mainstream topic of discussion all around the world. A tipping point has been created, mainly because of viral awareness, world media coverage, and the attention created by undertakings such as the Nobel Prize and Academy Award winning documentary, “*An Inconvenient Truth*”, and globe spanning events like “*LiveEarth*”. However, sponsoring brands are experiencing difficulty aligning with this new demographic and recent research<sup>1</sup> proves it. This problem is impeding progress towards resolving Global Warming, and puts brand leaders at risk of losing considerable market share if their competitors are first to gain the trust of this rapidly expanding group. The Earth’s population is in need of trustworthy business leadership quickly in order to avoid the pending climate change crisis.

### **Problem**

Recent research reveals that globally 72%<sup>1</sup> of people are ready to take action against Global Warming, but they do not know what to do or who to trust in asking for guidance. Traditional agents of change: governments, activists, and corporations, have failed to provide cohesive and sustained leadership. More often than not their actions have created skepticism from the very people they aimed to motivate. This has left 72% of the population with an increasing desire to “do something”, while struggling with a feeling of increasing frustration because the problem seems overwhelming and it’s hard to envision any one individual making a difference.

### **Solution**

Planet Make-Over creates this vision, and the following plan reveals the strategy to accomplish these goals. Through unique live events, music, entertainment, social networking, and a free 60 minute Internet TV-show, millions of people will be inspired to adopt simple, pain-free ways to take meaningful, measurable steps to repair and restore the planet by becoming Planet Make-Over Members – From here, they will be able to actually view the results of their efforts, all while having fun!

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<sup>1</sup> Climate Group Research “Consumers, Brands, and Climate Change”



Critical objectives have been identified as follows and our strategy addresses each of them:

**Planet Make-Over Objectives:**

- Demonstrably reverse the effects of Global Warming
- Create measurable momentum in reaching the masses
- Create awareness and new revenue streams for the musician community
- Position the Planet Make-Over brand and **The List**
- Align sponsor's brand with the buying power of the new Climate Concerned Demographic
- Position Austin, Texas as the Planet Make-Over home base
- Use Planet Make-Over Internet TV-show as a "pilot" for network television and continued brand building
- Launch web 2.0 architected Planet Make-Over social network portal

## Planet Make-Over At-A-Glance

The Planet Make-Over format is a celebrity driven variety show filmed in multiple locations (soundstage, rehearsal, sponsor corporate campuses, and live before a 20k+ audience) and edited into a free 60-minute Internet TV-Show. The format also contains unique and informative celebrity dialogue that combines with sponsor driven challenges to significantly reverse the effects of Global Warming. The pinnacle of the first Planet Make-Over production is an edited compilation of these separate elements which when broadband delivered via the Internet, will inform, challenge, and entertain Planet Make-Over Members, and it is free! One step further, viewers can follow the developing results and participate in our efforts by becoming a member at the Planet Make-Over website, and invite others to join them through social media networks.

Scripted into the show are specific action items from **The List** that the viewers will witness others adopting into their daily lives. These action items and the resulting positive impact will also be available on the Planet Make-Over website in addition to the ever evolving and highly produced entertainment content.

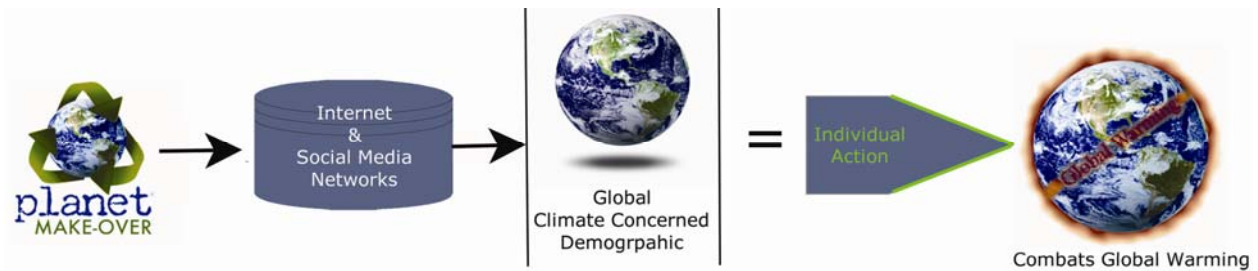


## How Planet Make-Over Works

People need guidance and straight information regarding the specific actions they can take to combat Global Warming. Planet Make-Over attracts the attention of individuals in the Climate Concerned Demographic with a Free 60-minute Celebrity driven, Internet TV-show and then informs those individuals what they can personally do to reduce carbon emissions. Market skepticism is alleviated because Corporate Brands no longer depend on their products and services to reach the Climate Concerned Demographic. They now reach this audience by sponsoring the Planet Make-Over initiative, and having their employees become members. This supports the message from our Celebrity driven entertainment content. This content is distributed across the phenomenally successful social media networks such as YouTube, MySpace, FaceBook, and a plethora of others to effect change in individual behavior regarding Global Warming.

Social Media Networks have permeated the daily lives of hundreds of millions of people all over the world within the last 3 years. Adoption rates year over year have grown well over 100% and in many instances have been over 1000%. The viral interaction between individuals all over the world is the fastest growing social phenomenon on the planet and it is growing at an unprecedented rate. By utilizing the pervasiveness of the Internet, Social Media Networks transcend the barrier of language and geography and have become part of the fabric of daily life for hundreds of millions of people.

**Planet Make-Over is designed to deliver compelling and dynamic information to millions of people via the Internet and virally spread it across social media networks through the impact of Celebrity driven entertainment content.**



**On April 11, 2009 (411)**, the Planet Make-Over Initiative reveals to the public with Planet Make-Over Live, an outdoor music festival in Austin, Texas. This ten and a half hour spectacle will feature an ECO-Village operating solely on sustainable energy sources as well as a world-class hybrid Main Stage featuring entertainment from celebrities, Grammy-winning musicians, and emerging musical artists. With an anticipated audience of 20,000 people this event is the final element needed to create the Planet Make-Over Internet TV-Show. The Show, which will have its world premiere 20 days later (**May 1, 2009**), is designed to rapidly achieve a global audience and enlist these individuals to achieve the Planet Make-Over objective of measurably reversing Global Warming.

During this live event, the musicians and Celebrities will introduce the heart of Planet Make-Over – **“The List”** – ten simple actions that every individual can adopt that will have an immediate, measurable impact on reducing personal carbon emissions. The “top-three” items from The List will be explored, featured, and their effectiveness demonstrated by the participating Celebrities, musicians, and the employees of the sponsoring companies. Planet Make-Over is about producing measurable results – one person at a time – in mass. We plan to communicate this virally via the Internet with star power, music, and positive messaging.

Promotion and adoption of The List will be tracked through the Planet Make-Over website. Any person or organization can join this online community for free and see how their adoption of The List is contributing to the Planet Make-Over carbon reduction results. Additional features, such as EarthVites®, allow people to spread the word to friends, families, and colleagues with the option of forming teams. This feature is designed to accelerate the adoption of The List which in turn reduces Global Warming. The viral marketing opportunities are limitless.

The entire production effort of Planet Make-Over, including assembling 20,000 people to attend the live event, will produce as close to a “Zero” carbon footprint as possible. This effort, combined with the show’s format, gives the audience many examples of how simple adjustments in daily individual behavior can produce a positive and measurable result in reducing the effects of Global Warming.

The marketing message threaded throughout the Planet Make-Over initiative delivers a “call-to-action” to visit the Planet Make-Over website, in order to view the Internet TV-Show, become a Member, and contribute to our carbon emissions reduction results.



***The Planet Make-Over vision*** is the result of three years of planning and production design combined with over two hundred years of collective experience from the production and creative team. The timing for this undertaking could not be more urgent and the cause could not be nobler. Global Warming is a crisis that requires immediate attention and the Planet Make-Over initiative delivers. There is only one solution to this global problem and that is the modification of individual human behavior. Waiting for Activist Groups, Corporate Leadership, or Governments to solve this problem is not only futile but down right dangerous. Change at the human level is the only viable answer and the process should be fun, exciting, and entertaining. Planet Make-Over®, The List, and EarthVites® deliver all the criteria needed to significantly and demonstrably begin reversing the effects of Global Warming – How cool is that?

**For a Copy of the full Planet Make-Over Master Plan contact one of the people on the following page.**

**Planet Make-Over is a pending 501 (c) (3) non-profit organization**



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