

**Subject : Introduction technical market, English version.**

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## **Concerns : 'Rubbernecking Immaterial Commercials'**

**LS, Amsterdam,**

**June 2000**

By this letter '**Casting International**' presents you the project

### **'Rubbernecking Immaterial Commercials (IC's)'**

In general the company is developing **innovative** (new and original) media projects. These projects are Audio-Visual of structure, and have the character of a combination of **idealism** by drama (with as purpose: awareness transformation) and **commerce** (by means of advertising placements).

The target of all projects is to attract worldwide awareness focus, and create with this a change in attitude in the area of *compassion* and *non-violence*.

Undersigned initiator of the company is; as formal professional officer in the Dutch army, experienced interests in **peace-operations**, in which the last 21 years were in the field of conflict-visualizations working with film.

Object of this letter is the introduction of the project '**Rubbernecking IC's**', consisting of 1600 very recognizable short feature film scripts, standard to be filmed in **4 languages** (Dutch, English, German, and Spanish). The content of these short films concerns **human nature interests**.

Examples of human nature interest are:

*how the Human mind works, peace and inner values like: freedom, love, tolerance, compassion equanimity, non-violence, respect for nature, participated responsibility.*

Production and coordination for distribution will be done by Casting International and/or partners.

Examples of distribution-forms are : internet narrow-castings *by Search&Find-engines* and/or open- and closed TV- channels, and/or feature-films theatres.

The IC-projects contains 7 sub-projects and a television-program named '**Rubberneckers**'.

The drama-ingrediënts are: action / adventures, humor, spirituality, romance, actuality, and samsara (heaven and hell are here on earth).

For example : *about refugees, surplus population, human rights, and/or slavery, child-labor, kids in war zones, citizens of the world, military Nuclear-, Biological-, Chemical problems, genocide's, **peace** building, -making, -keeping, and -enforcement operations, humanitarian actions, protection of threatened species of animals, etc..*

The stories are told from the point of view of **famous thinkers** who are observing, and experience western society on such a way, that it reflects '*problem shootings with a blink*'.

(root of the Rubbernecking)

For example point of views of:

*Martin Luther King, Queen Beatrix, Plato, Confucius, Mohammed, Abraham Lincoln, Gandhi, Dalai Lama, .*

Within the **IC's**, these *human nature interest messages* are related with non-commercial and commercial requirements of organizations with **PR-interests**, like advertisers and sponsors of:

1. small and bigger purchase organizations, and/or
2. organizations who represent idealistic quantity.

For examples:     *Non-Governmental Organisations, Foundations, stichtingen, unions,*

In their presentation the **IC's** are *inclusive commercials*, having lower production- and distribution costs than exclusive commercials in relation **with much higher viewer-quotes**.

Advertisement-placements have different prices depending on what way, how long, and how intensive a name, a product or a service manifests itself during the story-telling performances. The prices range from E. 227,00 (US \$ 215,00) per TV-recording crew; or sponsoring to E. 90.757,00 (US \$ 85.107,00) for a continues name title.

Examples of content and presentation are in 2 scripts (appendix 3 and 4).

If you are interested we can provide you other scripts.

Our introduction philosophy is to start small in the development of our relation: just try one story first with the goal to attract higher viewing-quotes and because of that: **higher sales for your product**.

We are looking forward to hear from you soon.

Yours sincerely,

**CASTING INTERNATIONAL**

Eric Gigengack

*(Audio-Visual + ICT project development / film-director).*