

From: "Daniel M. Rosenberg \"(Piro)\" [REDACTED]"

To: "Jeffrey Epstein" <jeevacation@gmail.com>

Subject: RE: Intro to Piro

Date: Thu, 26 Aug 2010 13:45:36 +0000

Attachments: Intro_to_Piro.pdf

Thanks, Jeffrey.

Clients could be any retail/consumer brand with a sizable marketing budget (i.e. mass merchandisers, department stores, electronics, airlines, automotive, etc.)

In the attached document that I sent, there is an example that we use for Ikea (which could actually apply to any company with a catalog business – Victoria's Secret, Sears, etc.)

I've cut and pasted it below...

How Piro works

IKEA - A hypothetical example

Most people think of IKEA as the world's largest furniture retailer. Interestingly, they are also one of the world's largest publishers. More copies of the IKEA catalog are printed each year than the bible.

How would Piro help IKEA leverage this powerful and unique strength?

Let's say IKEA wants to underscore that they are the right place to shop at every point in the consumer's life - not just for young people's first apartment, but for all life's stages. They retain Piro and one of our suggestions is to develop a romantic comedy with a (top) screenwriter that effectively delivers this message.

The movie is about Max and his girlfriend, Lucy, both 22. While shopping at IKEA, they

discover a man who looks extraordinarily like Max, just 10 years older. They eventually approach him and realize that it actually is Max at 32. The problems begin when they learn that the 32-year-old version of Max is married. Just not to Lucy.

The movie would demonstrate the best of IKEA's in-store experience and organically demonstrate products in ways that move the story forward (a character falls asleep on a bed or won't get out of a chair because it's so comfortable or keeps going back for meatballs, etc.). Ultimately, we see a range of characters shopping at IKEA at various stages in life. Unlike a 30-second spot, which tries to tell people why they should buy products (while interrupting their favorite episode of "The Office"), this engaging film shows people the benefits of IKEA's products.

Piro makes the movie (shooting in-store) for under \$3 million (more if we attach stars). A DVD of the film is inserted into IKEA's catalog. The incremental cost to distribute those DVDs is insignificant (IKEA is already shipping the catalogs).

The difference between the media value and reach of this highly engaging promotion compared to a traditional campaign (production and media) could be millions of dollars. Plus, the catalog is only one mode of distribution. There is the potential for a theatrical release, a network time buy, Netflix, iTunes, in-store giveaways and IKEA.com among others distribution outlets.

And then there are the intangibles, like what if people started to look forward to receiving that catalog every few months?

Daniel M. Rosenberg

Piro

From: Jeffrey Epstein [mailto:jeevacation@gmail.com]
Sent: Thursday, August 26, 2010 9:38 AM
To: Daniel M. Rosenberg (Piro)
Subject: Re: Intro to Piro

of course,, but i need examples , as it is not my field

On Thu, Aug 26, 2010 at 6:46 AM, Daniel M. Rosenberg (Piro) <[REDACTED]> wrote:

Dear Jeffrey-

I hope you are well. It's been a while since we last spoke. I keep in touch with Joe Pagano regularly and have you to thank for the intro. I know I don't have to tell you what a great guy he is.

I thought you might be interested in a bit of an update on my end, and also wanted to seek some help.

I have recently formed Piro with my partner, Tim Piper, a creative director for a multi-national agency and one of the most awarded writer and directors for commercials in the world. (He was short-listed for Time's most influential people in '08.) He has directed some of the most viral videos of all time (i.e. Dove: Evolution). He's the Pi. I'm the Ro.

I've attached an introductory document to Piro which outlines what we are doing.

At Piro, advertising and entertainment are created under one roof. Tim and I share similar views on the future of entertainment and marketing and are putting our vision into practice. Our core belief is that every brand should be exploring entertainment as an advertising vehicle and that they should leverage their unique strengths in doing so. By leveraging these strengths, we will achieve cost savings versus traditional advertising and, just as importantly, forge an entirely new relationship with a brand's consumers – turning them into loyal audiences. It will no longer be about interrupting their leisure time (as traditional advertising does), but actually enhancing it.

Although we launched only recently, we've already met with a few major brands and the response has been overwhelmingly positive. In fact, Sears has already engaged us for a project for Holiday 2010.

So here's the ask....any referrals to CMOs, CEOs at companies that you believe would benefit from Piro's services would be very, very much appreciated. In this difficult economic climate, I must reach out to my wide net and ask for referrals and apologize if you find this a bit forward.

Thanks for your time, Jeffrey and I hope to hear from you soon.

Best,

Daniel

Daniel M. Rosenberg

Piro



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