

Nick Landolo



September 14, 2017

Matt DuPlessie  
Founder, President & CEO  
5 Wits Productions  
375 Vanderbilt Avenue  
Norwood, MA 02062

Subject: Pitch — A New Kind of Media Strategy

Dear Matt:

As per your request, to keep hitting you up with ideas in the hopes that one of them will stick, I have put together for **5 Wits Productions** this brief pitch letter detailing: *A New Kind of Media Strategy*.

Imagine an innovative extended cross-media strategy that brings your entertainment division, **5 Wits Adventures**, into people's homes, on their mobile devices, and out at special events such as *San Diego Comic-Con* (in a big, big way)!

I'm talking about something bold, something new, and something totally up 5 Wits' alley—without compromising the original mission for live interactive adventures. These concepts are to compliment, enhance, and extend the *5 Wits Adventures* brand for years to come.

It starts with a book.

***The Lost Book of Shakespeare's Five Wits***

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*William Shakespeare* was more than just an esteemed and revered playwright. His command of the English language, use of imagery, poetry, subtext, alliteration, meter, sonority, plot, and storytelling went beyond any accomplished writer's ability of that era or any other time (past and present). In fact, it turns out that Mister Shakespeare was indeed something greater. He was an immortal mystic who used his Five Wits (common sense, imagination, estimation, fantasy, and memory) to great effect—and so much more!

What we know from Shakespeare's plays, sonnets, and poems merely scratches the surface of the vast mystical knowledge that this mage truly possessed.

And now thanks to a recent find owing to the renovations happening with Old Big Ben in London England, his greatest work has been discovered!

### ***The Lost Book of Shakespeare's Five Wits***

In this book are the keys to the world's most amazing adventures. Adventures that transcend time and space and consciousness.

If you have the fortitude, intuition, and wherewithal to brave such adventures, then you too may find the enlightenment that William Shakespeare was both endowed with and sought to bring to the world.

Here is a just a small sample from one of the enchanted book's ethereal passages:

“Oh how thou art like a muse, finding oneself bemused by their very presence;  
Yet, when it is time for thy verity to seek the knowledge of ancient reverie,  
Oh how one shrinks to the task. Brav'd men must not fail to op'the course,  
Set about on a sea: rich with diamond thoughts that only the truest can see.”

What does it mean?

There is only one place to find out: **5 Wits Adventures!**

Purchase the book online in either print or as an eBook, and begin your own odyssey as you endeavor to unlock Shakespeare's transcendent and timeless secrets!

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And this is only the beginning!

How about a *5 Wits Channel*?

I have done this before with my own productions (see my IMDb profile in the attached portfolio) and I can do it for you.

Instead of just quick social media promo-vids, let's do a whole show from the 5 Wits' characters point of view: a spy, a deep-sea adventurer, the Pharaoh, an astronaut, or a knight. It can be an anthology series like the old *Banana Splits*, *The Wonderful World of Disney*, and *ABC Weekend Specials* to name a few.

These shows could be filmed on the actual 5 Wits sets during off hours, and other locations—I even have access to the largest publicly held studio in New England with a 12,000 square foot wrap-around green screen! These episodes could be easily and economically produced, shot, and edited all locally—with that distinct Hollywood look. The amount of filmmaking talent that I personally know in this area who could pull this off for us is huge.

We could stream these shows on *YouTube Red*, *Vimeo Pro*, *Netflix*, *HULU*, *Machinima*, or *Comic-Con HQ* (where Alan Tudyk's *Con Man* is broadcast).

And speaking of Comic-Cons, instead of just a 5 Wits kiosk that I've seen at both Rhode Island and Boston Comic Cons, why not an actual mobile adventure that incorporates both traditional 5 Wits sets and puzzles with 3D VR and AR (Augmented Reality) technology such as Oculus Rift, Samsung Gear, using devices like the Samsung Galaxy S8/Google Pixel/iPhone X VR?

These would be a huge hit, and I should know because similar setups at San Diego Comic-Con (SDCC) had lines that went on and on for eager fans desperate to check them out: e.g. *The Godzilla Encounter*, *Legendary's Pacific Rim Experience*, and *Game of Thrones Survive the Realm*.

I know people who work for a great award-winning California 3D effects company who are pioneering 3D VR tech for Google, IBM, and Perdue that we could work with.

And 5 Wits should be at San Diego Comic-Con—just like in my faux ComicBook.com article (included in the attached portfolio). I can bring us there as well! I have Creative Professional status with *Comic-Con International* that allows me access to SDCC anytime I want it.

And speaking of California, 5 Wits needs a location out there!

In fact, I would say that it is essential that 5 Wits Adventures have an LA/California presence because that is the epicenter of all the cutting-edge entertainment, technology, and pop-culture trends.

Let me help spearhead that effort with a crack team. I wouldn't rest until LA's **5 Wits Adventureland** was a bigger hit than *Universal Studios' Harry Potter* attractions!

I know a lot of people out there who could help me pull that off.

*Chris Evans* and *Marvel's Escape Room* has nothing on us.

5 Wits Productions could own the west coast!

I can write that mystical Shakespeare book (I am a sci-fi/fantasy/supernatural author), produce those shows (as I have done for Dedham Television), and bring 5 Wits to the City of Angels—and I'm just getting warmed up!

Finally, I know coders and developers who could help us create a **5 Wits App**. In this mobile day and age, everything (and every business) has an app (or soon will have). The 5 Wits app could be a perfect compliment to the actual adventures linking in with the mysteries on the sets as well as **The Lost Book of Shakespeare's Five Wits**, adventures at the various comic cons throughout the country, VR and AR games when used with Oculus Rift/Gear (and Samsung's S8, Google's Pixel, and Apple's iPhone X), and much more (discounts, points, rewards, incentives, group rates for social sharing, etc.). There's no limit to what a 5 Wits app can do for our company!

Let me throw myself into taking 5 Wits into the 2020s and beyond—starting in 2017!

Plus, I can create great content for your website, social media channels, and even a brand new 5 Wits blog called **5Witticisms**.

I've been a fan of 5 Wits since TOMB was near Fenway Park in Boston, which is why I believe that I would be a great addition to your team.

I look forward to hearing your thoughts on these ideas soon!

Sincerely,

Nick Iandolo  
Senior Marketing Communications Manager