



Camelot

Communications Group

communications group

Who is Camelot ?

Camelot's Philosophy is knowing and respecting our client's needs. It drives everything we are and everything we create and Produce. Camelot is a unique transmedia production company and creative consultancy that can take an "out of the box" piece of creative, or a clever storyboard and makes it come alive. We believe the emotional connection between people and brands begins with forward thinking, a respectful synergy with our clients and the strategic and artistic translation of the creative idea into the ultimate sales tool.

If the strategic objectives of our clients are at the heart of this work, Imagery and the written word are it's soul, eliciting a powerful and lasting impression on the mind and senses, one that's so strong and unmistakable, that a single image or phrase is enough to make a client instantly recognizable.

Camelot has been uniquely successful in interpreting the practicalities of this philosophy for our clients by knowing how to make the right choices: the right Director, Cinematographer, Talent, location or even the right piece of music for the specific project at hand. Whether the goal of the message is traditional advertising, Digital Content, Network Promos, Short Films, Documentaries or Broadcast Programming, the end result is the successful, strategic transformation of an "idea" into an unmistakable visual presentation.

Camelot Capabilities

Camelot is a New York based transmedia production company and creative consultancy that designs and executes strategic production solutions for brands, agencies, networks and corporations. Whether we function as your primary solution or an extension of your in-house team, Camelot's experienced team can effectively execute or simply advise on any production, project or brand initiative. Executive Producers, Louis A La Rose Jr. and Lou La Rose head Camelot Communications. Both are seasoned professionals in content development, brand strategy and production, important factors in today's diverse digital world.

Camelot continues to evolve with the changing advertising, television and digital landscape in mind. We've developed a production model that offers creative solutions at the highest level, simply & seamlessly.

Our focus is on Effective & Creative Communication for networks, corporations, agencies and their brand partners. The team at Camelot is more diverse and nimble than ever. Our team comes from different parts of the production community and has experience producing Commercials, Digital Content, Integrated Media, Network Promos, Feature Films, Short Films, Documentaries, Music Videos and Broadcast Programming.

At Camelot, we also believe in creating strong strategic partnerships and always using the best talent for the project at hand, no matter where they may be, what their discipline is or what the scope of the project entails.

In addition to a wide range of production and creative services and directorial talent, our team is extremely experienced in Post Production, offering creative collaboration and strategic partnerships with a select group of Editorial, Visual FX, Animation and Motion Graphics partners.

Camelot focuses its efforts on these key areas:

Creative & Production Services:

Broadcast, Web and Digital Commercial concepting, production and post production

Content Development:

Broadcast, Integrated Media, Web-based media, New Media, Viral

Live:

Live Event Experiences, Creation, Media Development and Production

Post:

Broadcast, Digital and Integrated commercial Editorial, Visual FX, Animation & Graphics
Post Production

During the past year Camelot has completed production on a highly successful Integrated campaign of Digital and Broadcast commercials for Chantix, through Digitas New York, as well as, production and post production on a five part Integrated brand campaign for the [Center for Connected Medicine](#). Rounding out 2012, we've completed production and post production on two Broadcast spots for UPMC Sports Medicine featuring the world famous Pittsburgh Steelers and Pittsburgh Penguins and two Broadcast spots for UPMC Health Plan, for their highly successful *Here's the Plan* Campaign, through Chemistry in Pittsburgh. You can see more of Camelot's work at www.camelot.tv

In the Original Programming and Television arena, some of our recently completed projects include a trailer for the Web series, "Palm Beach Motors" and an animated feature entitled, "Ferretina the Promise". Some of our Projects in development include: "Hit One for the Morning Papers", The Legend of Moe Berg and "Fighting For Fairness, The Sam Lacy Story,". Finally, in partnership with "Dancing With the Stars", Tony Dovolani, Camelot is developing a new Reality Series entitled, " College Dance Off".

Louis A. La Rose

President/Executive Producer

As President and Executive Producer, Louis A. La Rose Jr. brings more than 25 years of strategic, production and management expertise to Camelot Communications Group. He has extensive experience in Long format and Commercial Production, Advertising, Brand Strategy and Content development. Early in his career, Louis was trained across the entire marketing spectrum, giving him an acute and distinct understanding of multiple industry disciplines. This is what allows him to look at challenges from different perspectives and discover the most effective, integrated solutions for his clients needs. For Louis, failure is not an option when it comes to meeting and surpassing client expectations. Under his strategic direction and hands-on leadership, Camelot consistently delivers strategically sound, on-target creative and production solutions for all of it's clients, receiving numerous awards in the process.

Louis has produced some of the industries most talked about commercial and branded campaigns; working in a respectful synergy with some of the industries top creative and marketing directors and in collaboration with some of today's most relevant advertising agencies and global corporations. Some of these companies include BBDO, Digitas, Draft FCB, Grey, Hakuhodo, Ronin, McCann World Group and mcgarrybowen, as well as, Coca-Cola, Glaxo-SmithKline, Heinz, Hitachi, Johnson & Johnson, Pfizer and UPMC.

His experience doesn't end with the: 30-second format. Louis is well versed in the development and production of Long-Format Broadcast, Digital, Integrated and Web based projects, as well. His credits include a long list of series, documentary films, live and taped multi-camera event broadcasts and Branded Entertainment specials for such Networks as ABC,CBS, ESPN, IFC & Bravo, as well as, web based content for Sony Entertainment and Fox Television. He is a master at putting together the right team of people to get the best quality of work—whether the budget is twenty thousand or twenty million!

Louis brings his vast knowledge and creative thinking to whichever Agency, Creative Boutique or corporate client he is working with, forming an alliance that raises the bar by delivering the highest level of production and creative expertise. This type of collaborative partnership allows for a real production edge, by offering clients a unique range of services that are “out of the traditional production company box”.

Louis studied Television & Film and Management at Boston University's College of Communications, where he graduated Summa Cum Laude and received a BS in Communications .

Lou La Rose

Creative Director

Lou La Rose is an Emmy and Clio award winning Director, Writer and Producer and the creative compass behind all of Camelot's work.

As a member of the Directors Guild, Writers Guild and a Director of Photography in the International Cinematographers Guild, Lou is able to apply his insight and creativity into a wide variety of Broadcast and Advertising projects.

Lou has directed award winning campaigns for such global advertising clients as Proctor and Gamble, Coca-Cola, Ford, B.F. Goodrich, GlaxoSmithKline, Kraft Foods and Johnson & Johnson. In the Promo arena, Lou has created and directed network promotional campaigns for networks such as ABC, CBS, NBC, Fox and IFC.

He has written, directed and photographed Movies and Specials for all the major Broadcast and Cable Networks in New York and Hollywood. In addition, he is responsible for creating ABC's iconic Wide World of Sports and Monday Night Football openings and their promotional campaigns, as well as, one of the most imitated campaigns on Network Television, "Up Close and Personal" for the ABC Television Network coverage of the Olympic games.

Lou has filmed extensively throughout Europe, the Middle East and the Far East including Vietnam and Cambodia, during the Vietnam War. He wrote, directed and produced the acclaimed "World News Tonight" campaign for ABC TV for which he received numerous industry awards, including a Clio and the prestigious "Atlanta Film Festival" award.

Maria McGlone

Marketing Director/New Business Development

Maria started her career in marketing and advertising in 1988 at Young & Rubicam, NY in the media planning department. For the next 10 years, Maria focused on strategic planning of all types of media, rising to the position of Associate Media Director at Hill, Holliday in Boston. Clients included Reebok, Hyatt Hotels, Rolling Rock, Spaulding and United States Postal Service.

In 1998, Maria took on the position of Advertising Manager at BankBoston, making her move from the agency side to the client side. Since then, she has developed and managed the marketing efforts for several New York and Boston based companies including Fitness Together, Aquarius Health Care Media, and most recently at New England Cryogenic Center in Boston.

As Camelot's Marketing and New Business Development leader, Maria is Camelot's exclusive sales and marketing arm; providing the experience, expertise and the sales and marketing guidance needed to navigate today's diverse and ever changing Industry.

We believe our best work is created by working with hands-on, passionate clients who value a respectful, free-flowing exchange of ideas. We view our clients as our partners, and this collaboration is where we find the greatest success.

The needs of our clients today are more fluid and dynamic and that includes the content they produce as well as the form it takes. Camelot has the proven ability to integrate branding and messaging seamlessly, effectively and aesthetically with the media it creates and produces, which is a powerful tool in any marketer's toolbox.

Camelot has worked for years with, corporations, agencies and their brand partners, assisting in the process of emboldening their brand, strengthening their message and telling their story visually with a sense of priority, clarity and purpose. This is done with one goal in mind and that is to create and produce smart, dynamic and relevant content that impacts viewers while also communicating the client's message and ultimately, defining who they are as a company and a brand. The following slide is a sampling of some of the clients we've been privileged to work with and brands we've been fortunate enough to work on:



VERSUS



B
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CHANTIX™
(varenicline) TABLETS
It's all about getting there.



DIGITAS

dentsu



GREY



HITACHI

Johnson & Johnson

J W T



Kodak



McCANN Worldgroup

UPMC LIFE CHANGING MEDICINE

UPMC HEALTH PLAN

Camelot creates and produces branded entertainment, series and Integrated digital content for a connected, digital world. We understand the evolving landscape of media consumption and distribution patterns and leverage this understanding to deliver compelling stories and programming across a range of traditional network television, web, new media and social applications to maximize audience engagement and boost positive brand sentiment.

Camelot Branded Media Projects : Network/Web based/Integrated/Documentary

| | | |
|---------------------------|---|-------------------------------|
| ABC World News Tonight | Branded Series Promo Campaign/Opening | ABC ** |
| Arena Football | Live Series/Branded Series Promo Campaign | ESPN |
| Basia On Broadway | Live/Web based Concert Event | A&E /Sony |
| Cat's (Broadway Play) | Integrated National Promo Campaign | Nederlander Television/NHSC |
| Chantix | Integrated Digital National Campaign | PFIZER/Digitas |
| Hoop du Jour | Network Series | CBS |
| NBA Basketball | Branded Series Promo Campaign/Opening | CBS |
| Nicole's Story Video | Integrated Digital Branded Campaign | Center for Connected Medicine |
| Monday Night Football | Branded Series Promo Campaign/Opening | ABC ** |
| US Olympic Games | Branded Series Promo Campaigns/Opening | ABC ** |
| Talking During the Movies | Integrated Cable/Web Series | IFC |
| Story Of Stone | Integrated Cable/Web Series | A&E/Nederlander Television |
| Sports Reporters | Integrated Cable/Web Series | ESPN |
| SmartRoom Video | Web Based/Digital Branded Media | SmartRoom/UPMC |
| UPMC Minute | Integrated Web/Broadcast Series | UPMC |
| Wide World of Sports | Branded Series Promo Campaign/Opening | ABC ** |
| Up Close and Personal | Branded Network Campaign | ABC ** |

** Winner of a Gold Clio for Best Television Promotional Campaign

We believe a production company is only as good as the partnership it has with its client. **We believe** that together, we can take a strategic and creative solution and transform it into a moving story. **We believe** execution is never secondary. We believe the choice of music, the tenor of a voice, the dynamics of an image and the power of the written word all work in concert to breath life into brands. **We believe** that ultimately, by expressing your brand, we can create a powerful and emotional connection with your consumers, giving them a potent, unforgettable and unmistakable visual story that they will never forget.

If you have any Questions about Camelot or our work, please feel free to contact:

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Sincerely,

Louis A. La Rose

Lou LaRose

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