



Kelley Blue Book
KBB.COM
The Trusted Resource

"The Future of Car Buying" :60

"The Future of Car Buying" :30 (cutdown)

Job #12-0242

Directors: Matt Daly & Sam Gierasimczuk

Producer: Greg Bartlett

Pre Pro Mtg: June 22, 2012

Rig / Prelight: June 23, 24 & 25, 2012

Shoot: June 26, 27 & 29, 2012

Location:

Los Angeles, CA

PERSONNEL

CALENDAR

SHOOTING BOARDS

TALENT

LOCATION / STAGE

ART / WARDROBE REFERENCES

CREW

VENDORS

CLIENT



AutoTrader.com / Kelley Blue Book

195 Technology Dr.
Irvine, CA 92618

President, Kelley Blue Book
Senior Director, Marketing

Jared Rowe
Dan Cullen

Chief Marketing Officer
VP, Consumer Marketing
Director, Consumer Marketing
Manager, Consumer Marketing

Clark Wood
John Kovac
Debbie Hoffman
Chris Evans

AGENCY



Doner

P: 248.354.9700

25900 Northwestern Highway
Southfield, MI 48075

CCO, Co-President
Executive Creative Director
Creative Director
Creative Director
Writer
Art Director
EVP Brand Leadership
Brand Leader
Brand Leader
Senior Business Manager
Senior Talent Manager
Senior Producer
Senior Producer (Making of)

Rob Strasberg
Justin M. Smith
Jason Jakubiak
Michael Leslie
Michael Haftel
Eduardo Inderbitzin
Lisa Nardone
Beth Ellis
Samantha Goff
Laura Patnales
Kendra Goolsby
Jack Nelson
George Keri

PRODUCTION COMPANY

L E V I A T H A N

Leviathan

P: 312.473.1500

327 N. Aberdeen Street
Suite 201
Chicago, IL 60607

Director
Director
Executive Producer
VFX Producer
Editor
Producer

Matt Daly
Sam Gierasinczuk
Chad Hutson
Lauren Shawe
Andrew Maggio
Greg Bartlett

June 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28 Memorial Day	29 Prep Casting LA	30 Prep Casting LA	31 Cast Presenters	1 Cast Other OCPs WIP Animatic	2
		Design LOCKED		Casting		
Animation Timings						
3	4 AgencyLVTHN Review Casting Agency Review :60	5 Agency Tvl-Chicago Prep Casting LA	6 Conf Call 3PM EST / 2PM Chi Client Review :60	7 Conf Call 4PM EST / 3PM Chi Agency LVTHN selects Review :60 & :30	8 TIMING of :60 & :30 LOCKED Agency Tvl-Detroit	9
	Animation Timings		Casting	Review :60 & :30		
Animation						
10	11 Prep Casting LA - if nec	12	13 Agency CD, Prod Tvl - LA	14	15 Agency CD, Prod Tvl to Det Client CAST Review Lock Pre-Vis	16 RENDER
				Callbacks		
Animation: add detail in transitions, architecture, surfaces						
17	18 Prep Casting LA - if nec Casting-if nec.	19 Wardrobe Purch/ Rental	20 Approve Remaining CAST Wardrobe Purch/ Rental	21 Agency Tvl to LA Wardrobe Fitting	22 Client Conf. Call TENT: 11am PST / 2pm EST	23
	RENDER					
Render & Comp Final						
Composite Animation						
24 Rig Projectors	25 Final Prep / Tech Set Dress	26 Exec Interviews	27 Exec Interviews	28 Edit Selects	29 Exec Interviews - TBD Presenter / Mechanics / elements	30 Tvl fr. LA
Music Development						
Render & Comp Final	Projection Alignment	Shoot Location-NIGHTS		Prep Green Screen	Shoot Green Screen	

July 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4 Holiday	5 Agency Tvl-Chicago Internal Approvals	6 Client Rev.:60 & :30	7
	Music Development Offline Edit			Offline Edit		1 Rnd: Client Revs
8	9 ** LOCK EDIT or PUSH Delivery **	10	11 Color Transfer Agency Tvl-Det	12 JJ, GK: DTW-ATL ATL: Isabelle H. Noon- 1PM ATL 3PM: CW, JR Exec Interviews, ATL	13 WIP Cut for Network Clearance	14
1 Rnd: Client Revs	LOCK :60	LOCK :30		Animation & Renders		
15	16 Agency Tvl-Chicago	17 Rough Mix	18 :60 Approval	19 Final Mix	20 Deliver :60	21 Adjust :30 Audio / Logo Timings
	Edit & Approve Making Of Video					
Animation & Renders				Supers/Legals/L...	Master HD, SD	Conform :30
22	23 :30 Approval	24 Deliver :30	25 Agency Tvl-Detroit	26 Close Caption (DG) Integration (DG)	27	28
Conform :30		Master HD, SD				
29 1st Air	30	31	1	2	3	4

Leviathan - Kelly Blue Book - SHOOTING BOARDS



Scene 10



Scene 20



Scene 30



Scene 35



Scene 40



Scene 50



Scene 60



Scene 70



Scene 80

Leviathan - Kelly Blue Book - SHOOTING BOARDS



Scene 90 [alt projection for :30]



Scene 90-Tilt Continued [alt proj. for :30]



Scene 100



Scene 110



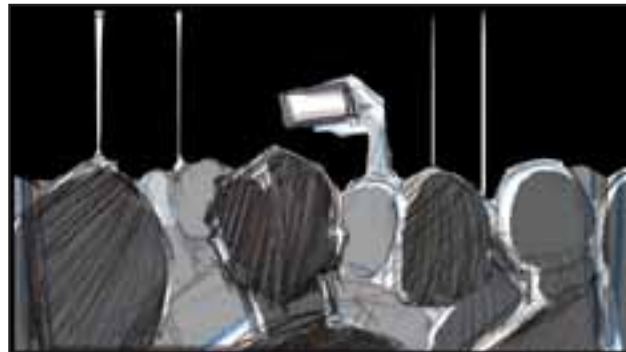
Scene 120 [alt projection for :30]



Scene 120 Cont'd [alt projection for :30]



Scene 130



Scene 140



Scene 150

Leviathan - Kelly Blue Book - SHOOTING BOARDS



Scene 160



Scene 170

Leviathan - Kelly Blue Book - SHOOTING BOARDS - ALT FRAMES



Scene 10 ALT - A



Scene 10 ALT - B



Scene 10 ALT - C



Scene 20 ALT



Scene 60 ALT - A



Scene 60 ALT - B



Scene 140 ALT - A



Scene 140 ALT - B

Leviathan - Kelly Blue Book - SHOOTING BOARDS - Green Screen Stage Shots



Scene G40



Scene G50



Scene G60



Scene G60 ALT - A



Scene G60 ALT - B



Scene G100



Scene G90 [alt projection for :30]



Scene G100



Scene G110W

Leviathan - Kelly Blue Book - SHOOTING BOARDS - Green Screen Stage Shots



Scene G110M



Scene G150



Role Host

Name Dan Gordon
Cell 323.333.1263
Email danieljacobgordon@gmail.com
Agent Janeth Tscha
Agent Phone 818.760.6688



Role Swipe Woman

Name Melissa Elias
Cell 310.463.5632
Email melissa.elias@gmail.com
Agent CESD
Agent Phone 310.475.2111



Role Mechanic

Name Peter Murnik
Cell 323.251.7290
Email murnix@sbcglobal.net
Agent LW1
Agent Phone 310.601.2532



Role Expert Reviewer

Name Joe Canale
Cell 773.354.9020
Email joecanale13@gmail.com
Agent Reign Agency
Agent Phone 310.396.6462



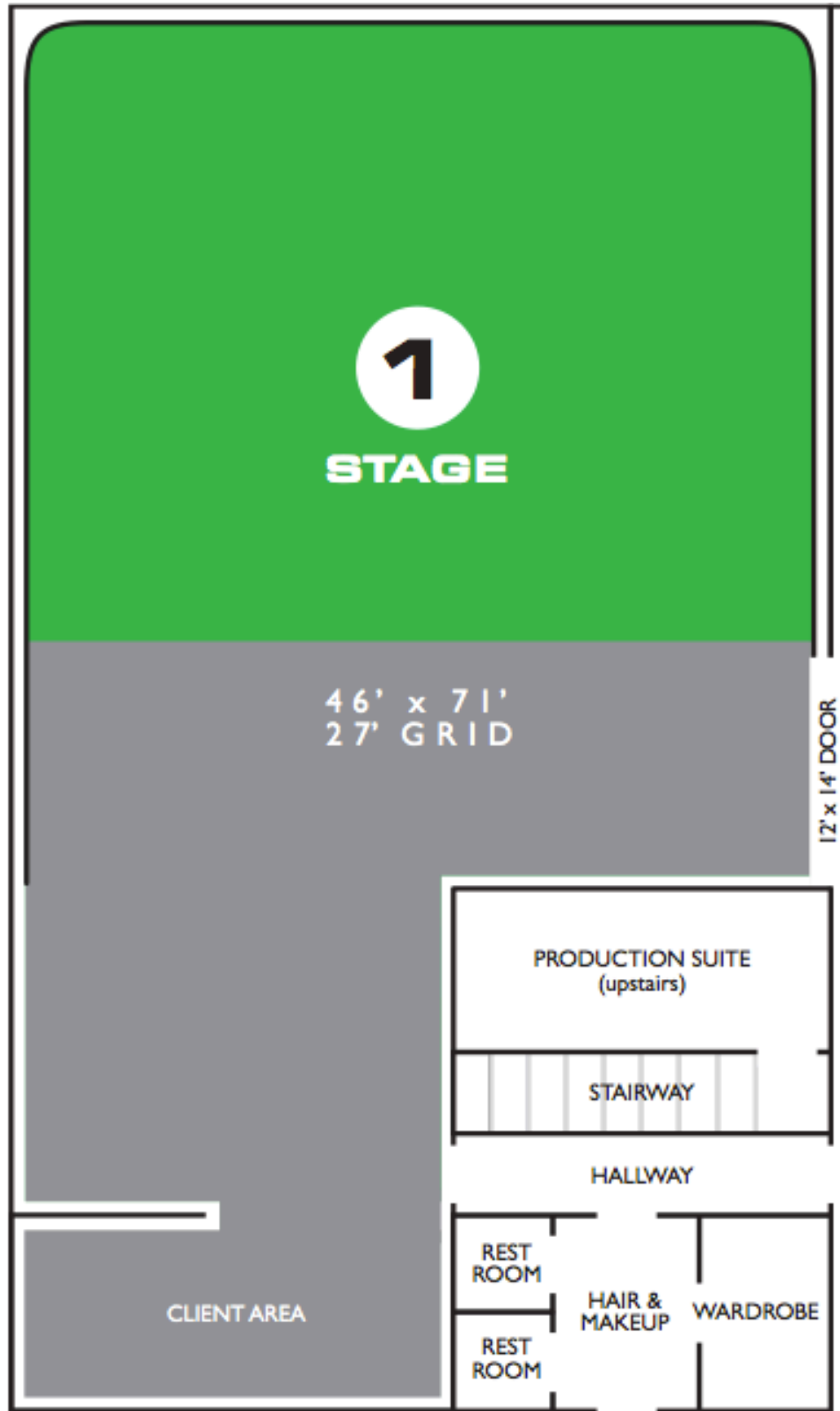
Role Consumer Reviewer

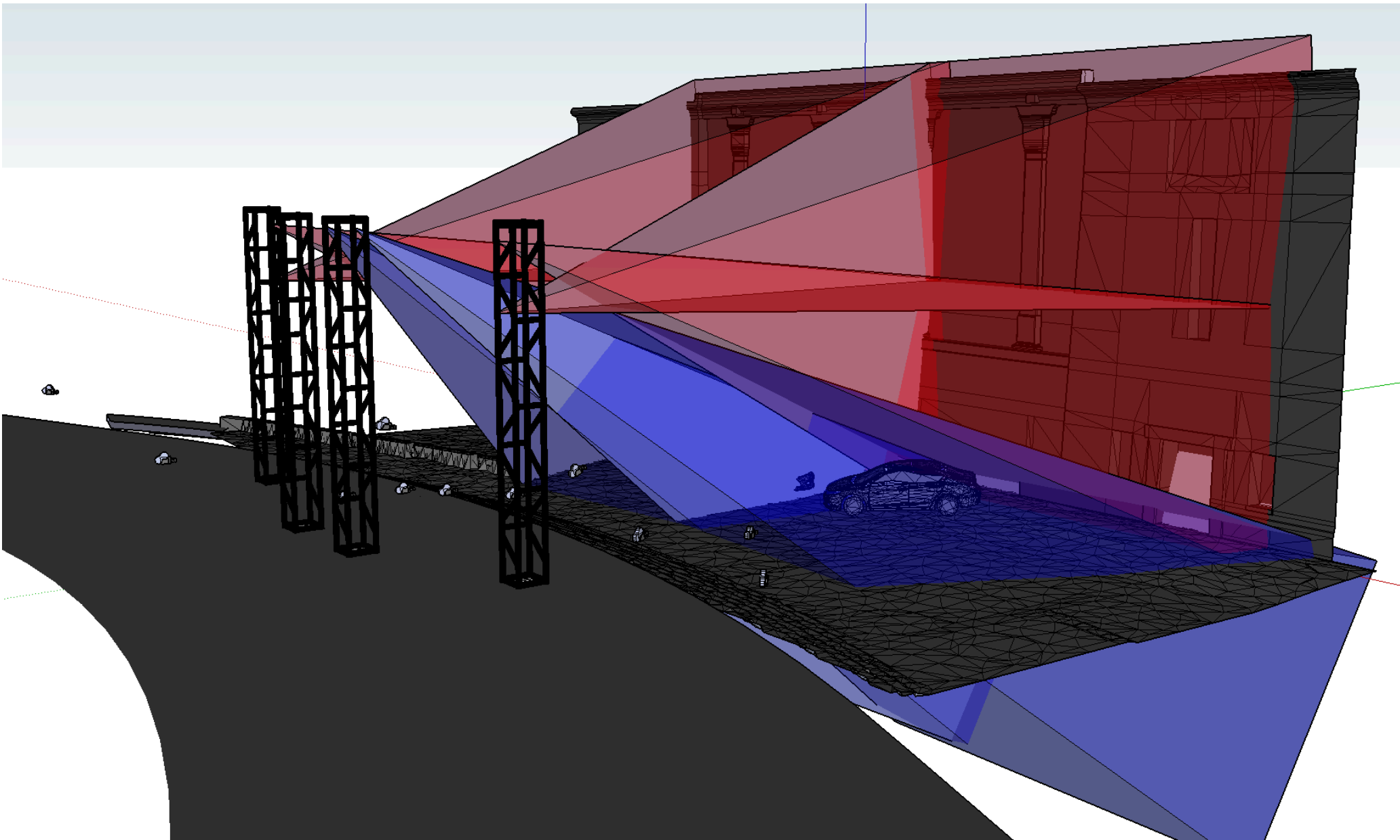
Name Regina Redwing
Cell 213.369.9711
Email regfx@aol.com
Agent DDO
Agent Phone 323.462.8000

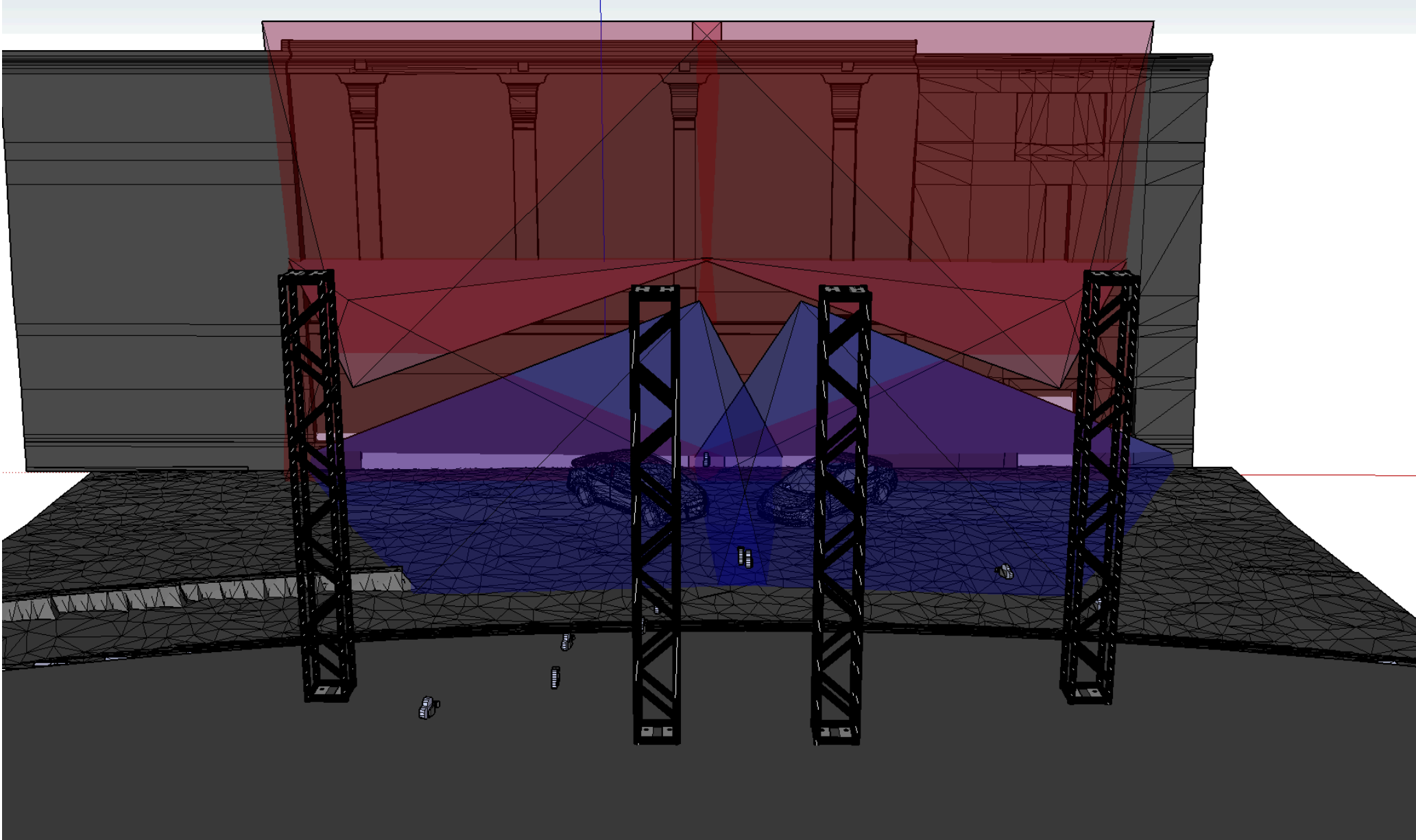
Japanese American National Museum
100 N. Central Avenue
Los Angeles, CA 90012

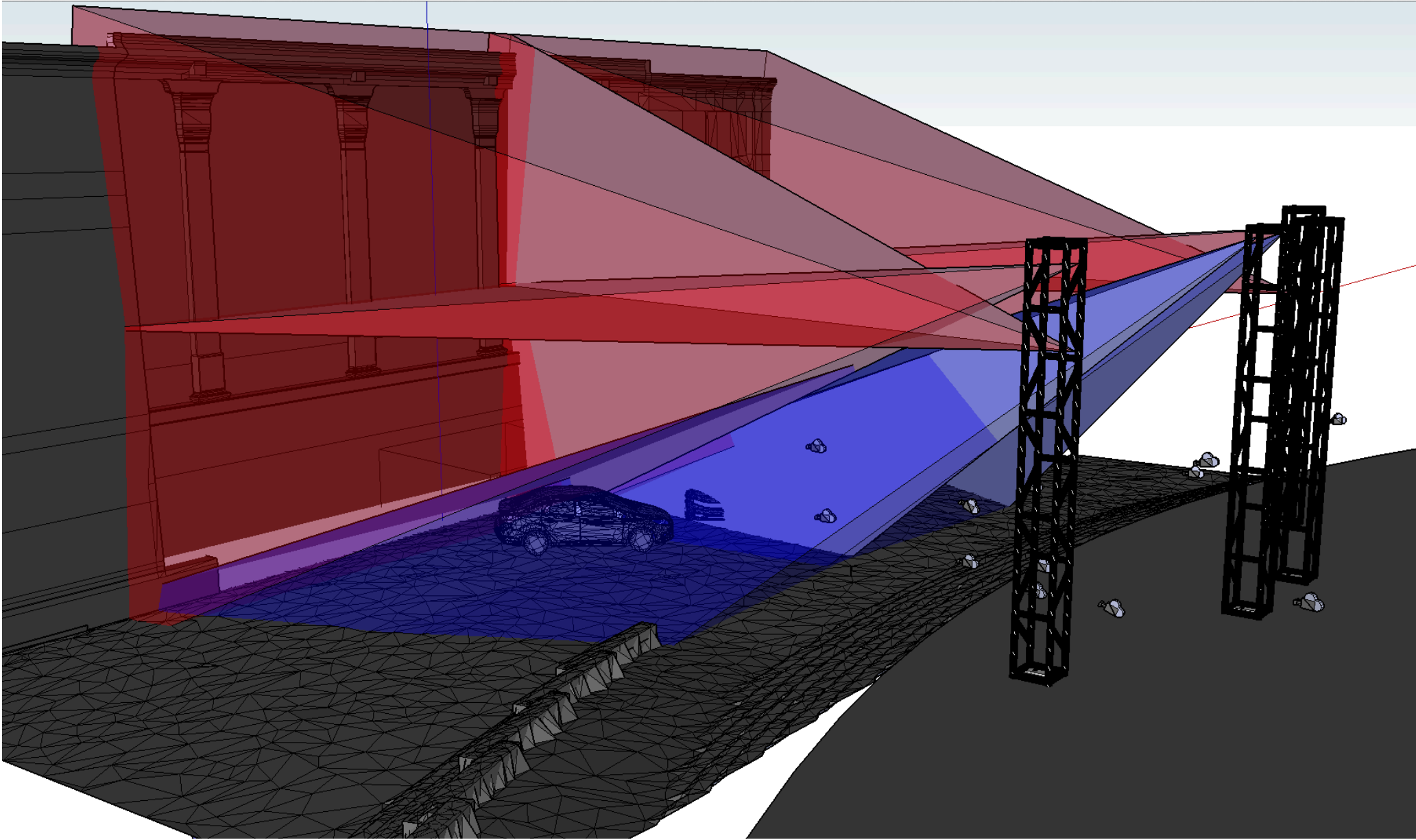


Source Film Studio
1111 N. Beachwood Drive
Hollywood, CA 90038





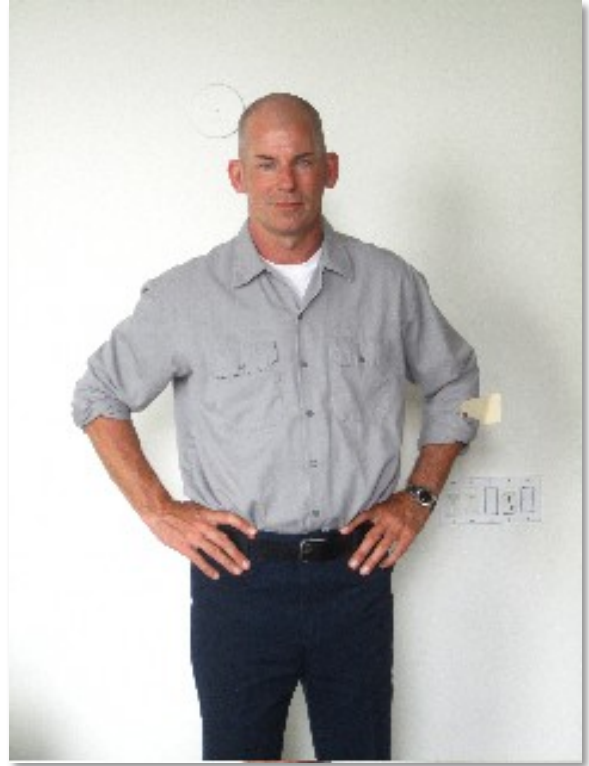












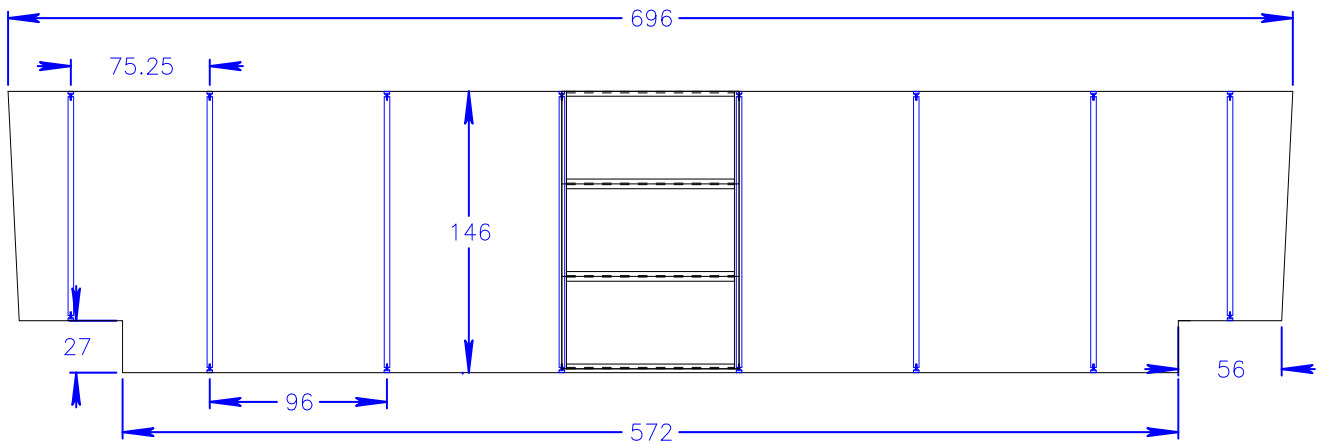
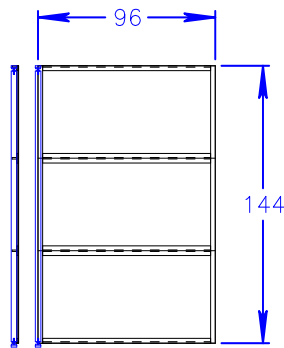
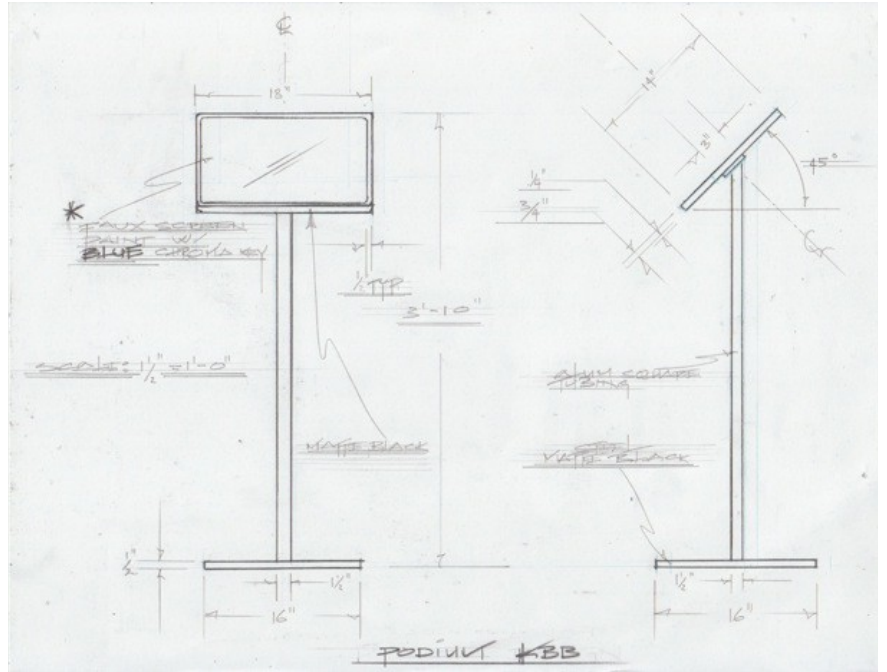


1/4" 95 LED Flashlight



13 Piece High Visibility 1/2" Drive Deep Wall Metric Impact Socket Set





LEVIATHAN

CREW

JOB #12-0242

KELLEY BLUE BOOK

Director	Matt Daly	Office	312.878.1500
Director	Sam Gierasimczuk	Office	312.878.1500
Producer	Greg Bartlett	Cell	310.345.7815 me@gregbartlett.com

PRODUCTION

Production Supervisor	Alex Ugelow	Cell	323.793.0477 alex721@mac.com
Production Coordinator	Sarah Bjerklie	Cell	415.328.9559 sarahbjerklie@gmail.com
1st Assistant Director	EC Bahr	Cell	818.259.4015 smallworldpx@gmail.com
2nd Assistant Director	Brad Nagel	Cell	213.926.3525 badboytd21@gmail.com
Production Assistant (Office)	Whitney Slomski	Cell	602.330.1809 whitneyproduction@me.com
Production Assistant (Production Truck)	George Kokkouris	Cell	954.214.9884 gkdrummerb@aol.com
Production Assistant (Camera Truck)	Serge Grandin	Cell	323.855.1099 serge_grandin@yahoo.com
Production Assistant	Max Wheeler	Cell	858.945.3755 b.max.wheeler@gmail.com
Production Assistant	Ry Amidon	Cell	603.512.7111 ryamidon@gmail.com
Production Assistant	Ryan Backus	Cell	818.524.0956 ryanericbackus@yahoo.com

CAMERA

Director of Photography	David Wagreich	Cell	310.849.5051 dwagreich@me.com
1st Assistant Camera	Mark Boyle	Cell	310.387.7878 boylee600@me.com

CAMERA cont.

2nd Assistant Camera	Patrick Bensimmon	Cell	310.850.8452 pbensimmon@gmail.com
DIT	Jeff Woodings	Cell	818.613.4652 woodings@sbcglobal.net

ELECTRIC

Gaffer	Stuart Cropley	Cell	818.398.1695 cropley66@mac.com
BB Electric	TBD	Cell	

GRIP

Key Grip	Bill Buckingham	Cell	213.507.9975 wiliam131@mac.com
BB Grip	TBD	Cell	

ART DEPARTMENT

Production Designer	Richard Berentsen	Cell	310.384.7380 richard@artbrother.com
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VANITIES

Wardrobe	Rachelle Hakim	Cell	310.951.9616 rachelle.hakim@gmail.com
MakeUp & Hair	Patrice Ryan	Cell	818.241.2624 patrice@patriceryan.com

ADDITIONAL CREW

Script Supervisor	Liz Trainor	Cell	310.804.8089 liztrainor@mac.com
VTR	Howard Van Emden	Cell	323.697.6221 howardv@videorama.com

ADDITIONAL CREW cont.

Sound Mixer	Daniel Kent	Cell	310.502.6116
			kentfore@yahoo.com

Boom Operator	Chantilly Hensley	Cell	323.307.1976
			chantillyhensley@hotmail.com

BTS	Richie Trimble	Cell	310.873.7464
			richiethomassen@gmail.com

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VENDORS

JOB #12-0242

KELLEY BLUE BOOK

CAMERA	Clairmont Camera 4343 Lankershim Blvd. North Hollywood, CA 91602	Phone Contact	818.761.4440 Bill
CASTING	McBride Casting 2701 Ocean Park Blvd, #250 Santa Monica, CA 90405	Phone Contact	310.581.3000 Brigid
CRAFT SERVICE	Smoothies	Phone Contact	818.535.2654 Greg
DOLLY	JL Fisher 1000 W. Isabel St. Burbank, CA 91506	Phone Contact	818.846.8366 Naomi
GRIP EQUIPMENT	Hillbilly Industries PO Box 292611 Los Angeles, CA 90029	Phone Contact	323.662.8390 Bill
HOTEL (AGENCY/CLIENT)	The Fairmont Hotel 101 Wilshire Blvd. Santa Monica, CA 90401	Phone	310.576.7777
HOTEL (DIRECTORS)	Shore Hotel 1515 Ocean Ave. Santa Monica, CA 90401	Phone	310.458.1515
INSURANCE	Marsh 777 S. Figueroa, 23rd Floor Los Angeles, CA 90017	Phone Contact	213.346.5204 Francisco
LIGHTING	The Lighting Company	Phone Contact	818.398.1695 Stuart
MOTORHOME	Silver Star Rentals	Phone Contact	909.322.4392 Ed
PAYROLL	Caps Universal 10600 Virginia Ave. Culver City, CA 90232	Phone Contact	310.280.0755 Sara
PRODUCTION SUPPLIES	Line 204 837 N. Cahuenga Blvd. Hollywood, CA 90038	Phone Contact	323.960.0113 Jose

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VENDORS

JOB #12-0242

KELLEY BLUE BOOK

PROJECTORS	Video Equipment Rentals 912 Ruberta Ave. Glendale, CA 91201	Phone Contact	818.956.1444 Matt
SOUND	Daniel Kent Sound 23230 Ladeene Ave. Torrance, CA 90505	Phone Contact	310.502.6116 Daniel
STAGE	Source Film Studio 1111 N. Beachwood Dr. Los Angeles, CA 90038	Phone Contact	323.463.5555 Bobby
TRUCKING	Galpin Studio Rentals 1763 N. Ivar Ave. Hollywood, CA 90028	Phone Contact	323.957.3333 Jessica
VTR	Videorama! 1119 N. Hudson Ave. Hollywood, CA 90038	Phone Contact	323.466.7232 Howard