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Marketing Plan:

The phase one marketing plan for the series "It Comes In a Can" is diverse in its construction. The plan will fully utilize radio, television, Internet and personal appearances of the hosts to promote the series and secure programming material. We will also explore the use of a newsletter and coupons to build traffic. Once the series finds a broadcast home we will build a promo package of spots that showcase the unique virtues of the show. These options have been outlined herein:

Radio:

"It Comes In a Can" will rely on radio talk shows to secure material for the show and build grass roots support for the program. Our hosts will begin with specific targeted markets. Their on-the-air interviews will reflect the need for the show, pointing out that we live in a high speed, stress filled society where the preparation of gourmet foods often take a back seat to the demands of real life.

In the call in portion of the show the radio audience is invited to share their favorite recipe, with the host knowing that they might be chosen for the show. With an eye to good food and colorful characters, our field producers will choose from the callers those that will fit the show. Once they pass the initial interview, a field production team will document their recipe for the series.

Television:

The same strategy used in radio will be used with the television talk shows. We will set up booths at various local supermarkets where the audience can meet the hosts and share their recipes with them.

Web Site:

A comprehensive web campaign will be implemented around the interactive "It Comes in a Can" web site.

Select advertisements, via E-mail, and the Sunday paper of targeted markets will invite those interested in "can cooking" to log on and share their recipe with us. Incentives will be offered, such as participants may be invited to cook their dish on the show or receive various give-aways of promotional merchandise or coupons. Once the series has aired, a weekly appeal will be made for viewer participation.

AOL Time Warner

Through the use of cooking message boards and chat rooms we will recruit interested participants in the series as well as build grass roots support for the show.

Links:

We will be offering manufactures of key products we utilize to add a link to our web page when we feature their products on our show.

Personal Appearances:

The hosts will bring additional attention to supermarket openings, charitable events, and make various publicity appearances. As a part of a community out reach program, the ICIAC hosts will look for worthwhile community events to associate themselves with, in order to gain more audience participation, recognition and support for the show.

News Letter

To help encourage grass roots support "It Comes In a Can" will generate a monthly newsletter complete with recipes and features that support our unique style of cooking.

Coupons

We will explore the possibility of offering a downloadable coupon for products reviewed on the series, or we may choose to endorse the product and promote additional web traffic by linking to a company like Cool Savings. Com.
<http://www.coolsavings.com>

Merchandising:

Through the web site and other avenues, a variety of merchandise will be offered for sale. In the beginning clothing items and coffee mugs will be featured. As the

series matures, sales will include hard-to-find, time saving kitchen accessories, as well as other products and services

Market Survey:

Research indicates "It Comes In a Can" has a broad based appeal. We are the show for people that like to cook... have to cook...or simply need to cook to keep their families happy. Examine what this means in terms of viewer-ship. Currently there are 15.5 million single parents in the United States. The Census Bureau calculates the divorce rate at 50%; this translates into millions of new divorcees each year. There are 1.6 million new college students each year. There are 2,344,000 marriages each year. Finally there are 35 million elderly Americans, which represent the fastest growing segment of our society. Each of these groups will find value in "It Comes In a Can" because they are currently underserved, and this show holds mass appeal for anyone with limited time and/or a limited budget.

The cooking channel alone boasts close to a hundred programs. <http://www.foodtv.com/>. The vast majority of these programs are geared for people who have an inordinate amount of time and above average resources; or those who have a curiosity as to how the other half lives. There is an unfulfilled need for entertaining and informative programming in this genre! Examine the competition as reviewed by: Rate It All, http://www.rateitall.com/about_us.as the largest databases of consumer opinions available today:

Rate It All Popularity of Current Cooking Shows based on a 1 to 5 scale

<http://www.rateitall.com/Topic.asp?I=BED7BDE5-4D49-4545-A4D9-6A8138BDCEC9>

Two Fat Ladies	(4.16)	25	42.
Good Eats	(3.83)	23	43.
Food 911	(3.68)	28	74.
Cooking Live	(3.63)	16	15.
From Martha's Kitchen	(3.63)	19	26.
Sara's Secrets	(3.63)	19	27.
Wolfgang Puck	(3.61)	18	28.
East Meets West With Ming Tsai	(3.56)	16	29.
Cooking Thin	(3.44)	16	210.
Jacques Pepin's Kitchen: Cooking W/ Claudine	(3.38)	13	111.
Julia and Jacques: Cooking at Home	(3.36)	14	112.
Gallopig Gourmet	(3.13)	16	313.
Emeril Live	(3.08)	26	614.
30 Minute Meals	(3.00)	29	915.
Sweet Dreams	(3.00)	12	216.

Iron Chef	(2.97)	33	817.
Naked Chef	(2.78)	27	518.
Best Of	(2.59)	7	119.
Calling All Cooks	(2.38)	13	20.
Hot Off the Grill With Bobby Flay	(2.31)	16	

Of the top 20 cooking shows only "Two Fat Ladies," a British import which promotes soulful food, comes close to addressing the needs of the majority.

"It Comes in a Can" is the series for anyone that wants to prepare simple, tasty, and affordable meals from foods that either come in a can or from the grocer's shelf. It teaches its audience how to put a personal spin on these ingredients and come up with something better than they began with.

Of all the cooking shows that are on the air today, have aired before, or will be produced in the future, "It Comes In a Can" stands out as a new concept. Many will find the series of value because it offers practical information that if acted upon will in small part improve the quality of their lives.