

**A Proposal**  
*for discussion*



# **AAB BLUE MAXX**

## **INSTRUCTIONAL VIDEO**

*prepared for*  
Mr. Tim Rooney  
President  
AAB Building Systems Inc.

from  
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Robert Ryan C.S.C.

*Twinstar*

COMMUNICATIONS INC.

## Project: “Solid Thinking”

### BACKGROUND

The Blue Maxx Wallsystem is an insulated concrete wall forming system based on interlocking stacking Form Units that consist of two flame resistant panels of Expanded Polystyrene connected by high density polypropylene webs. When filled with concrete, these forms provide a monolithic concrete wall with a net insulation value of R25, a Fire Resistance Rating of three to four hours, and a Sound Transmission Class of 53 or better.

Eighty-five percent of Blue Maxx Wall Systems’ business comes from the construction of high end residential homes. And now there has been a recent breakthrough in the condominium market. Other markets include commercial, industrial, institutional, and agricultural.

AAB’s marketing focus for its only product has been split equally between Canada and the United States with superb growth in Western Canada.

AAB Building Systems Inc., the recognized leader of the global Insulated Concrete Form industry, requires a ten to twelve minute video to promote its Blue Maxx Wallsystems.

The video will be designed to introduce, promote, and ultimately, sell The Blue Maxx Wallsystem to a primary target group comprised of consumers and contractors. The secondary audience will be prospective investors in AAB for its Initial Public Offering. Other important viewers will include architects, building authorities, developers, and engineers.

Contractors will screen the video for their consumer clients who will also view it at their leisure.

## KEY MESSAGES:

- AAB is the industry leader in the insulated concrete form industry.
- Blue Maxx Wallsystems are the best available insulated concrete form blocks.
- The Blue Maxx Wallsystem:
  - saves time, money, and material
  - provides an R22 insulation value with an effective insulation value up to R50, keeping the building cool in summer and warm in winter
  - reduces outside noise to 53db
  - Blue Maxx reduces air infiltration, which means:
    1. More effective R value
    2. Improved air quality
  - provides increased strength and stability
  - is a “5-in-1” rebar placement system combining concrete form, insulation, vapor/air barrier, and strapping in one product.
  - is easy to use and decreases building time
  - easily accommodates plumbing and electrical systems
  - is fire resistant to three to four hours
  - is environmentally friendly because no CFC/HCFC’s are used or produced in manufacturing and no wood is used in its construction
  - can be surfaced in any siding material: stucco, wood, vinyl, aluminum, stone, brick
  - will not settle or warp
  - protects against damage from tornadoes, hurricanes, and earthquakes
  - is the most cost effective way to build a home
  - provides security and longevity
  - creates an unmatched comfortable living environment

## **OBJECTIVES:**

- To position AAB Building Systems Inc. as the undisputed industry leader for alternative wall systems.
- To introduce Blue Maxx as the first choice in building exterior walls and the first choice in innovative concrete form technology.
- To complement the sales program delivered by the contractor in the consumer's home.
- To provide contractors and sales professionals with a consistent and accurate product presentation.
- To illustrate the features and benefits of Blue Maxx Wallsystems.
- To show the Blue Maxx process from footings to surfacing in a variety of geographic locations.
- To provide testimonial support from homeowners, contractors, architects, and AAB engineers.
- To profile recent and long-term Blue Maxx Wallsystem homeowners and their families.
- To demonstrate Blue Maxx's cost effectiveness.
- To explain why Blue Maxx is the best system available.
- To bring new distributors on board.
- To create interest among architects, building authorities, contractors, developers, and engineers.
- To reinforce AAA Building Systems Inc.'s commitment to the environment through Blue Maxx's manufacturing process.

## **BENEFITS**

- Video has the inherent ability to communicate powerful visual messages and to change the way viewers think and feel about a product.
- Video goes beyond the facts, the numbers, the drawings, and the projections, to the heart of the story. And the heart of AAB's story is that if your house is built with Blue Maxx Wallsystems, it will be cost effective and it will withstand the worst of nature's elements. Blue Maxx Wallsystems will create a protective cocoon around you and your family for as long as you live there and for generations of future owners.
- Video is consistent and accurate. Once produced, it conveys a series of ideas strengthened by memorable images that hold true from viewer to viewer. That translates into the security of knowing that every contractor, every salesperson, and every Blue Maxx distributor is speaking the same language, delivering the same messages, and representing AAB with intelligence and integrity.
- Video brings people together. It gives viewers the opportunity to meet consumers and professionals who have experienced the product, who have lived with it, who have built with it, and who understand its features and benefits, all from personal perspectives. They are the true salespeople. Because they speak from their hearts, they imbue the video with the kind of emotion that will motivate viewers to action.

## THE CREATIVE TEAM

**DEE GIBNEY: Partner and in-house Writer/Director/Producer whose work in network broadcast television has repeatedly received national acclaim.** Her television documentaries have aired around the world. She has an extensive background as a successful international print journalist and on-air broadcaster and television producer in Canada. She brings rigorous broadcast quality standards to the highly creative shows that TWINSTAR produces.

**ROBERT RYAN: Partner and in-house Cinematographer/Producer, winner of numerous awards including the Emmy.** Robert is a master of cinematic technique. His background ranges from Hollywood features to adventure documentaries shot around the world, from state of the art television commercials to cinematic special effects. He has been acclaimed for his ingenious invention of special rigs to create “impossible shots” including his famous IMAX close-up scenes of Canada Geese flying in formation over water. He also has an extensive business background.