

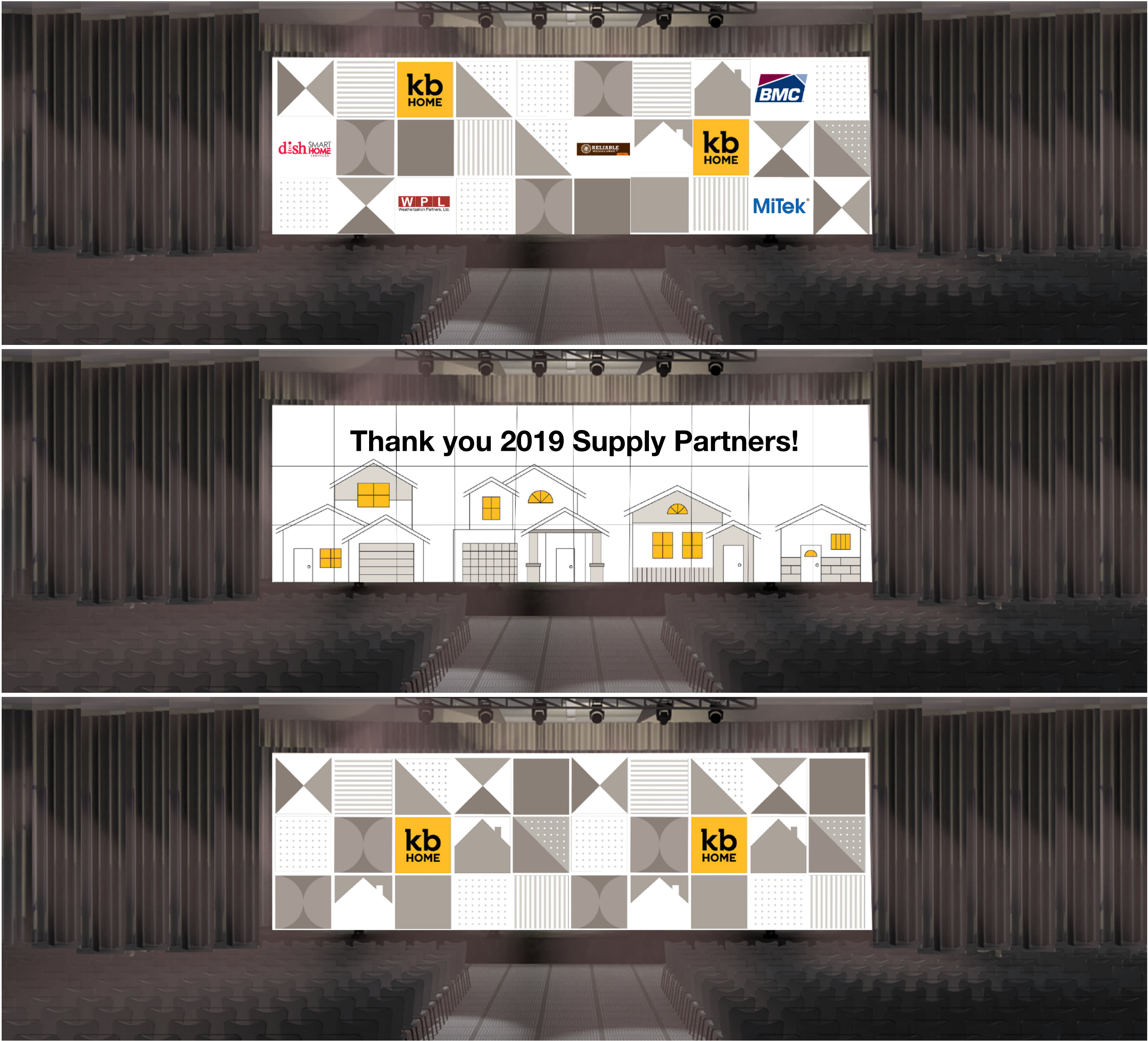


GS DME Concept “Rotation”

The ultra-wide screen is filled with the same square images represented in the Building For Tomorrow Style Guide along with a few KW Home logos.

These digital boxes begin to rotate vertically, and reveal the home/street illustration in the style guide with a line of text that says... “Thank you 2019 Supply Partners!”

The home illustration quickly rotates vertically back to the branded squares, but this time some squares have been populated with supplier logos.



GS DME Concept “Rotation”

The supplier logos continue to randomly populate the screen. The audience sees an equal mixture of branded squares, and supplier logos, with two KB Home logos mixed in.

Throughout the 2:00 DME the home/street illustration appears 3 times. Each supplier logos (approximately 60 in all) should appear twice within the timeframe of the 2:00 DME.

The branded squares and logos eventually reveal the same pattern that the DME started with, beginning the loop.