



MediaMonks

COVID-19 UPDATE:

Smart short term steps and long term strategic solutions

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**MEDIA
MONKS**

A brief message

As a global creative and production partner, we've been managing clients in COVID-19 hit areas since late 2019. We understand the disruption it causes and have been supporting our clients with short term solves and longer term strategies, helping (re)allocate budgets and focus to different types of media and marketing spend to maximize reach and results.

And while these are uncertain times we do know one thing — people will be spending more time at home behind screens and machines than ever before, looking at and for things to see and share.

The Monks

01.

Content production solutions

Live action is under pressure, but there are other safe and efficient ways to deliver content that lines up with budget and business realities



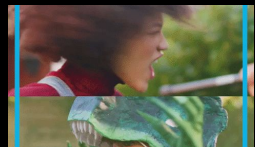
1. In-house & Studios

If traditional live action content is a must, shooting in studios is a “safer space” solution. While we wouldn’t recommend travel we can live stream so you can join the set virtually while you work from home.



2. Animation / VFX / graphics

Storytelling & product selling using 2D & 3D animation has been on the rise for years now, and can be an ownable and high-end way to keep productions moving ahead. But a good image or GIF can be an efficient way to keep posting if budgets are tight



3. Re-use & Re-edit

Optimized re-edits of existing material and/or using quality stock footage is a low impact way to refresh advertising content, and optimize against the latest best practices on key platforms.



4. Influencers & UGC

Distributed content creation via influencers and fans has never been more relevant, especially as consumers look to their favorite follows on IG, YT and elsewhere to help them through these times and are looking for things to do and create

5. Location-based

We have a global footprint and can help plan against regulatory realities region to region; we have simple cancellation contracting in place to limit risk involved for all parties.

01. Content Production Solutions

Original content

Strategic Opportunity 1/2



There will be a huge gap in original content, a raft of emerging and maturing content channels and an ongoing streaming war with resulting pressure on revenue. Spoiler alert: it's never been a better time for brands to get in to original content production.

This isn't branded content 2.0, but a true opportunity to partner with talent (with open calendars...) & platforms to package and create long lasting IP for amazing marketing impact and long tail revenue & licensing opportunities.

We partner with major content platforms and talent packagers to create branded content at all tiers.

Digital studio

Strategic Opportunity 2/2



Live action is less and less viable for content production at scale, and not just because of COVID-19. It's a mix of sunk costs, the need for cultural relevance instead of one size fits all creative and let's not forget the carbon footprint involved in shoots and travel.

It's time to start thinking about digital studios, technology used to create the very highest level of hollywood blockbuster is now available to put to work for brands and businesses, against a fraction of the former costs. From creating mid-to-high tier content, using virtual production tools from partners like Unreal and Unity to creating digital human content via motion capture and liquid & food shoots in full CGI.

And let's not forget...

to strategically plan for the remainder of 2020. Our media & campaign specialists offer consult on media spent, optimizing reach and messaging through a much needed hyper-current cultural lens.

(Re)Consider your media plan

Plan for more digital production / output as users throughout the year will be WFH. Make sure to audit your current media spent, which channels are we putting to use? Don't saturate your messaging.

Tone of voice

During these times, it's even more important for brands to ensure their tone is right. Avoid being seen as opportunistic and review your current messaging to see if it's still suitable for placement and time. Conscious copywriting is key.

Speeden your approval process

With quick changes to your plans, comes the need for speedy approvals. Ensure that all updated great plans, and budgets, don't go to waste by lack of (all) stakeholder approvals.

DCO

With budgets compressing or stalling, it's more important than ever to focus on dynamic creative, allowing for re-use, flexibility and being able to message related to a country's place on the COVID curve

02.

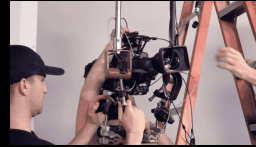
Experiential & event solutions

With events and tradeshows cancelling it's time to focus on digital native experiences leveraging online behavior and platform.



1. Online event & experience

End-to-end customer journeys to replace face-to-face events and trade-shows, from the digital sign-up to sales call follow-up.



2. Live-Streaming + (Standalone)

We can set-up and support interactive live streams and create intimate at-home moments with talent, thought leaders and through interactive experiences.



3. Live-Streaming (Distributed)

Tapping into the major platforms like FB, Twitch and YouTube, interactive social experiences that connect to existing online communities looking for a refresh.



4. AR & digital demos

Emerging technologies like AR and interactive ad formats allow us to replicate the physical demos and pop-ups of events and trade-shows.



5. Tactile ecomm

Retail and window shopping can be made a part of digital commerce, creative tactile steps to give people the demo experience inside their homes and offices.

02. Experiential & event solutions

Digital B2B events

Strategic Opportunity 1/2

Transitioning offline events to the online world isn't a 1-on-1 match. It requires smart thinking to achieve the same if not better ROI and leverage the full value of digital first B2B.

- 1. Interactivity:** giving control to your viewer on a micro-level, total freedom for them to take part and explore your brand.
- 2. Data:** access to more data based on personal user behaviour during online activations (i.e. livestreams), resulting in hyper-targeted sales opportunities.
- 3. Scalability:** custom platforms allows us to create skinnable frameworks for future digital events and expand on existing features.
- 4. Content:** more content to show due to the digital environment and CGI asset libraries.

02. Experiential & event solutions

Zero to One digital transformation

Strategic Opportunity 2/2



Google ACQUIA



Combined with the [cookie crumbling](#) this puts the onus even more on the digital transformation of products & services, powered by first party data, delivered through seamless user interfaces and tightly integrated with ad-tech and marketing technology.

Quickly.

We call this zero-to-one, the ability to find quick wins in your ecosystem that deliver incremental uplift in revenue and results.

From launching best in class mobile products, DTC ecommerce or leveraging existing tech licenses for more value. We're here to help.



Films

How to produce a film or photo shoot in times of Covid-19

What we can help you with



1 —
Product



2 —
Ingredients



3 —
People



4 —
Location

1 — Product

We need to show the world our latest product

Our Solution

We can capture a range of product shots using CGI or tabletop



1. Hero Ingredients

Our inhouse directors are highly skilled at making money shots for many different kinds of products. From beers to snack bars. Working closely with our post teams to make sure the product looks better than the competition.



2. Packaging and End frames

Our team of table top aficionados can create aspirational product shots that pull the viewer into the screen. Highly skilled at making ingredients, packaging and branding look highly polished.



3. CGI Product Shots

Our CGI team are the wizards of comping stunning product shots in any situation. From headphones to shampoo packaging. If we can't shoot the product, we can recreate it.

4. Full VFX films

No crew, no cast, no catering needed. Our team can conjure full CGI films from thin air. From cars, to printers. Remotely and safely, we can go from script all the way through to sound design, making whatever your imagination can muster up.

2 — Ingredient

We need to hero our ingredients

Our Solution

Studios in Amsterdam and Miami with our highly skilled, adaptable team



1. Tabletop/SFX

We have many pre-tested and pre-rigged SFX options available for unique tabletop shots, as well as bespoke, never-done-before solutions that require modelmaking.



2. Inhouse directors

We have inhouse directors who not only specialise in food and tabletop shoots but are fully integrated with the entire creative, production and post production teams.



3. Miami studio

Tabletop shoots can also be shot in Miami. Director Will van der Vlugt has a fully equipped, family owned studio that's ready to work in close collaboration with our team.



4. Food/Coffee/Liquids Specialists

Our team of highly skilled food and liquid specialist rely on a keen eye, stunning art direction and an impeccable sense of timing to find breathtaking moments of beauty in the most mundane ingredients.

3 — People

We need people in our campaign

Our Solution

Revolutionary camera setups, minimal crew and a network of influencers



1. Influencers @ Home

We have an army of influencers who are ready and willing to keep entertaining their fans from their own home. Given an idea and a set of guardrails, influencers can self shoot, as we craft and mold their assets into something awesome. [MORE](#)



2. Talent on Set

We can keep crews isolated and to a minimum, with one talent in front of the camera at any given time. We can also use motion controlled Cambots who can precisely shoot multiple talent in multiple takes and stitch them together in post.



3. Hand model

Demos, unboxing films and hands interacting with products and ingredients are some of the ways we can minimise talent on set. When we get close-up we can get creative and give our content a narrative around the action.



4. UGC / Livestream / Vlog / Podcast

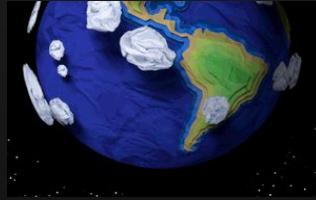
Pioneering new tech and innovative recording equipment is getting smaller, cheaper and more mobile. So we can put a personality in front of camera whilst keeping safety front of mind.

4 — Location

We need to shoot on location

Our Solution

We shoot at another MM location, or we rebuild it in studio or CGI



1. Relocate to a safe country

We have film production hubs on every continent and through our 25 globally distributed offices, we are monitoring the local situation on a daily basis. This way, we can relocate your shoot to wherever it's possible to film, anywhere in the world.



2. Move into the studio

We reduce crew to a minimum and isolate them on set. We utilize motion controlled cameras, and also live stream shoots and make the entire approval process virtual.



3. Back to basics

Revisit the creative to enable outdoor shoots that require minimal art department and styling. We use natural light to minimise extensive lighting setups, and we shoot off the shoulder with self-shooting directors.



4. Build in CGI / 3D / VFX

Our highly skilled team of VFX artists can create any natural environment or indoor setting in CG - either as digital matte paintings or full 3D. Talent filmed in front of a green screen can be added to the scene.

What can we offer



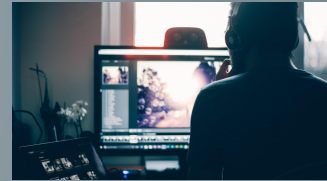
1 —
Fast Covid-19
proof treatments



2 —
MediaMonks safe
space Studio



3 —
MediaMonks
inhouse equipment



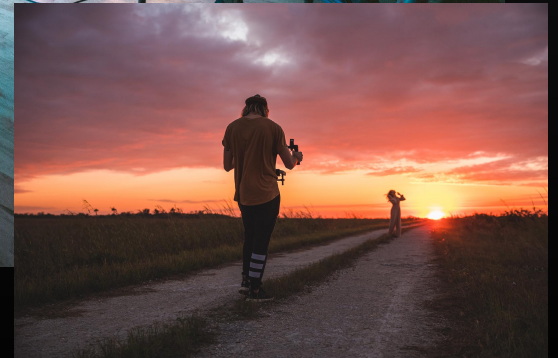
4 —
Editing, VFX and
post production

1 — Fast Covid-19 proof treatments

Inhouse directors and creatives for fast turnaround Covid-19 proof treatments

Our inhouse directors and film creatives can support with making and reworking scripts and treatments that are fit for a Covid-19 way of production.

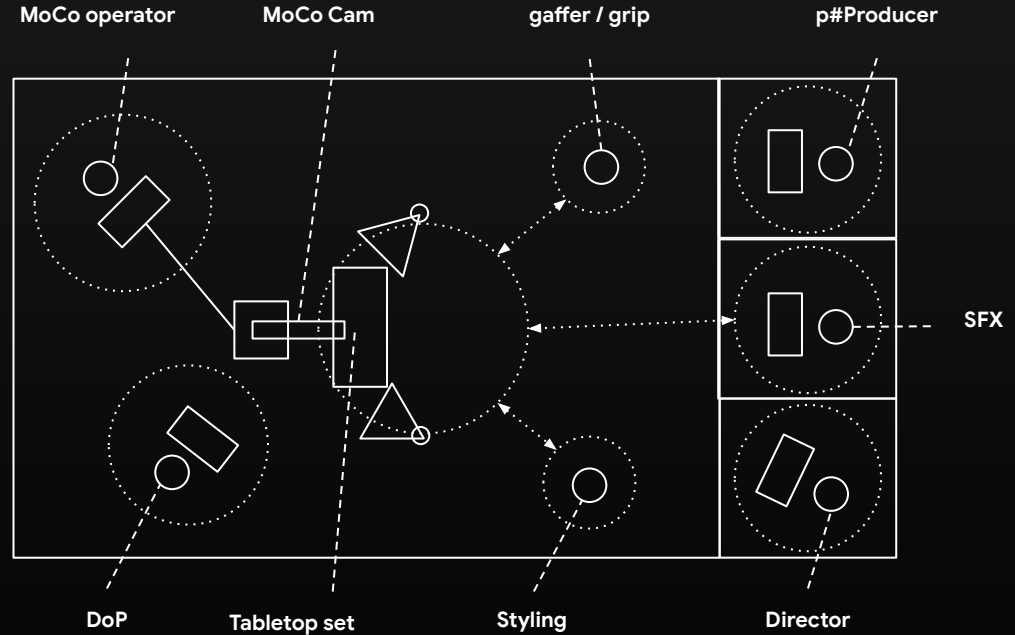
For specific requests we have access to and can work with a large network of directors.



MediaMonks HoutHavens is a 'safe space' studio

Our setup allows for our crew to work from separated areas. Each crew member has access to individual monitors.

A livestream allows agency/client to connect with the camera output and communicate with the director and team.



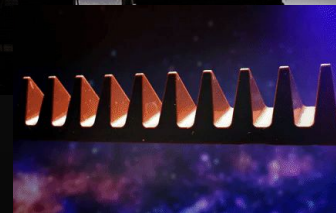
3 — Mediamonks inhouse equipment

An armoury of high-end inhouse equipment

We're equipped with gear that is carefully selected for high speed, SFX, tabletop, and macro. Ranging across camera, grips, sphericals, lighting and motion controlled operation and rigging.



MoCo robot arm
High Speed Phantom VEO 4K
ARRI Mini 4K
DSLR cameras and Prime lenses
Macro, Borescope and Revolution lenses
for SFX, product, tabletop and miniatures
Motion controlled SFX rigs



We offer an end-to-end post production solution. From offline edit to master delivery, CGI/VFX, transcreation and localisation.

Same building, separate rooms.

Offline and Online Editing

Colour Grading

Sound design and Mix

Voice-over Recording

Music Composition & Licensing

Motion Graphics & Animation

Retouching & Compositing

VFX/CGI/3D

Transcreation & Localisation

Our Covid-19 process ensures
maximum health & safety

Health & safety on set is more important than ever

In any shoot we act with great precautions and follow the COVID19 guidelines. You can find the current guidelines that we apply on shoot, here:

COVID: On Set Best Practices

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[Click here for deck](#)

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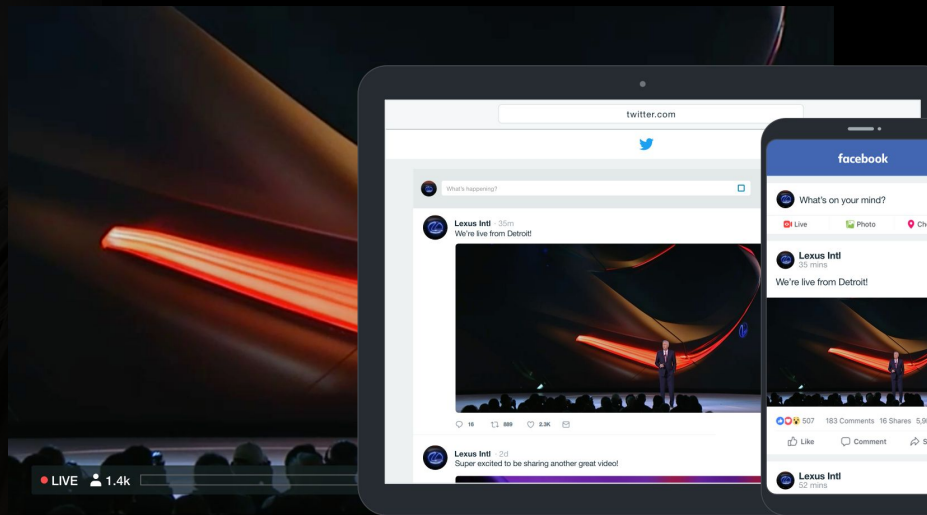
In addition we have a full-time cleaner on set to brush and dust off surfaces, door handles and railings in real time.

- Pre-shoot health assessment of all crew
- Wash hands regularly (min 20 seconds every hour)
- Limit shoots to 5 people on set
- No physical interaction, 1,5 metres distance
- Movement restrictions
- Dispense soap & sanitizer, gloves, mouthcaps
- Wireless Operation of Equipment and communication
- Packaged and Processed Catering Delivery
- Printed Health Instruction posters on Set
- Cleaner on Set

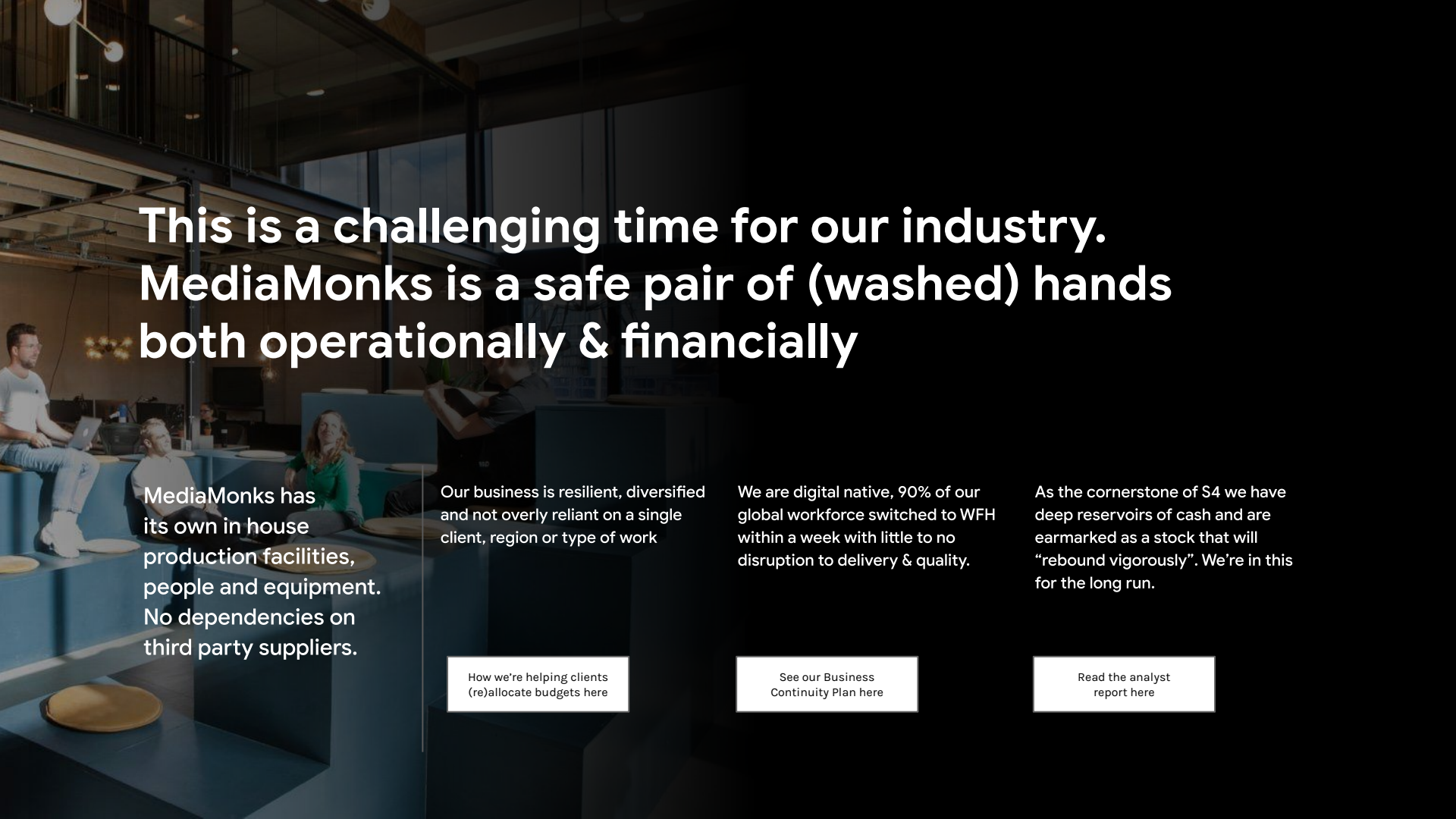
Virtual video village

Through a virtual video village you will be able to approve the camera frames without the need to be on set. You are connected with sound and video as long as your home internet is working.

We could look at real time playback and most efficient ways of collecting feedback to share with the team.



For directors, creatives, and clients we will set up separate Live Streams - each outfitted with 2-way communication to ensure a smooth operation. Our flexible team can facilitate any timezone by shifting to earlier or later calltimes.



This is a challenging time for our industry. MediaMonks is a safe pair of (washed) hands both operationally & financially

MediaMonks has its own in house production facilities, people and equipment. No dependencies on third party suppliers.

Our business is resilient, diversified and not overly reliant on a single client, region or type of work

We are digital native, 90% of our global workforce switched to WFH within a week with little to no disruption to delivery & quality.

As the cornerstone of S4 we have deep reservoirs of cash and are earmarked as a stock that will “rebound vigorously”. We’re in this for the long run.

[How we're helping clients \(re\)allocate budgets here](#)

[See our Business Continuity Plan here](#)

[Read the analyst report here](#)

Thank you

Want to chat?

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