

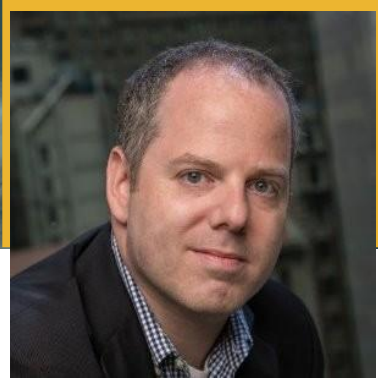
Virtual Town Square

Shooting Live-Action with Restrictions During COVID-19

April 29, 2020



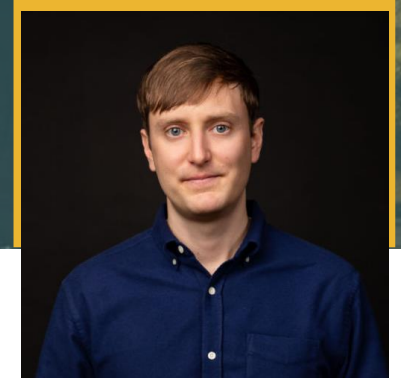
Jillian Gibbs
APR



Chris Dorne
Vimby



Lucas Piazza
QuickFrame



Todd Wiseman Jr
Hayden5



Stay At Home. Get Inspired. JFK., Director: Rudi Schwab (2 of 3)



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Jillian Gibbs,
CEO & Founder
APR



Sue De Lopez
Managing Director
APR



William Wiegman,
SME & Knowledge Lead
Low-Cost Video Production
APR



Why the Town Square?

“

*Never give up for that is the time
that the tides will turn.*

Harriet Beecher Stowe

Virtual
Town
Square

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Content Creation Phases of COVID-19

Industry Current State

01 Triage

Covid-19 relevant messages and the stock market downturn moves companies of all sizes to pivot their marketing strategies and shore up financials, resulting in cancellations & postponements of productions.

02 Repurposing Assets

Stay at home orders drive advertisers to turn to existing assets, stock footage, and user-generated content.

03 What can We do Now?

- As stay at home is extended, lean, at-home production solutions emerge, along with greater use of CGI and animated messages
- More use of licensed music, influencers, and celebrities and celebrity voice-overs,

04 Planning for the Evolution

There will be innovation coming out of this.

As restrictions lessen, advertisers return to more ambitious production, including projects that require limited crews

In Q4/Q1, there may also be reduced resources available and a bottleneck. Be agile and ready and open to change your plans.

Be prepared to PLAN NOW for later in the year.

“There is no playbook for what we face today. The best thing we can do as an industry is ... **share..**”

- Antonio Lucio



IN-DEPTH LEADERSHIP INTERVIEW SERIES

Antonio Lucio, the global CMO at Facebook, is a member of the Global CMO leadership Coalition COVID-19. He spoke with the ANA about how the global pandemic has been reshaping our industry and reminded marketers that, as communicators, we have an urgent role to play in maintaining the values of diversity and inclusion that have been the bedrock of our industry.

This interview has been lightly edited for clarity

1. What is the role of marketing today vs. pre-corona virus, in your organization and externally?

There is no playbook for what we face today. The best thing we can do as an industry is exactly what you are doing right now at the ANA, and through this coalition: sharing. Sharing best practices (and even worst ones). I

Global CMO Growth Council

COVID-19 Leadership Coalition

LEADERSHIP TEAM

ZAID AL-QASSAB
CMO at Channel 4

DEAN ARAGON
CEO Shell Brands International and Global VP at Shell

FIONA CARTER
Chief Brand Officer at AT&T

DAVID DANCER
CMO at Inspire

NORMAN DEGREVE
CMO at CVS Health

MATHILDE DELHOUME
Global Brand Officer at LVMH

MORGAN FLATLEY
U.S. CMO at McDonald's

RICK GOMEZ
EVP and CMO at Target

GEORGE HAMMER
Chief Content Officer

RAHUL MALHOTRA
Head of Brand Strategy and Stewardship at Shell

TAMARA ROGERS
Global CMO at GSK

PEGGY FANG ROWE
Global Officer, Customer Experience at Marriott

MEREDITH VERDONE
CMO at Bank of America

DEBORAH WAHL
Global CMO at General Motors

HUNTER ZHANG
Director, Corporate Marketing and Public Relations at Tencent

ANA EXECUTIVE MANAGEMENT

BOB LIODICE

“...The industry should take advantage of the acceleration of technology and the **reinvention of the communication creation model**. This crisis is teaching us that we can do things significantly faster with less resources and still be contextually relevant.”

“Unilever **is stopping major advertising production** and exploring cheaper media in a bid to make savings during the Covid-19 pandemic. The FMCG giant’s chief executive, Alan Jope, told investors on a call today (23 April) that the company would be halting the production of major ad campaigns and “reviewing all spend to be effective”.

Unilever looks to advertising for cost savings as coronavirus slows growth

The FMCG giant is halting major advertising production as it reviews all spending in a bid to make savings during the Covid-19 pandemic.



By Molly Fleming | 23 Apr 2020



And seeking ways to efficiently and effectively produce content

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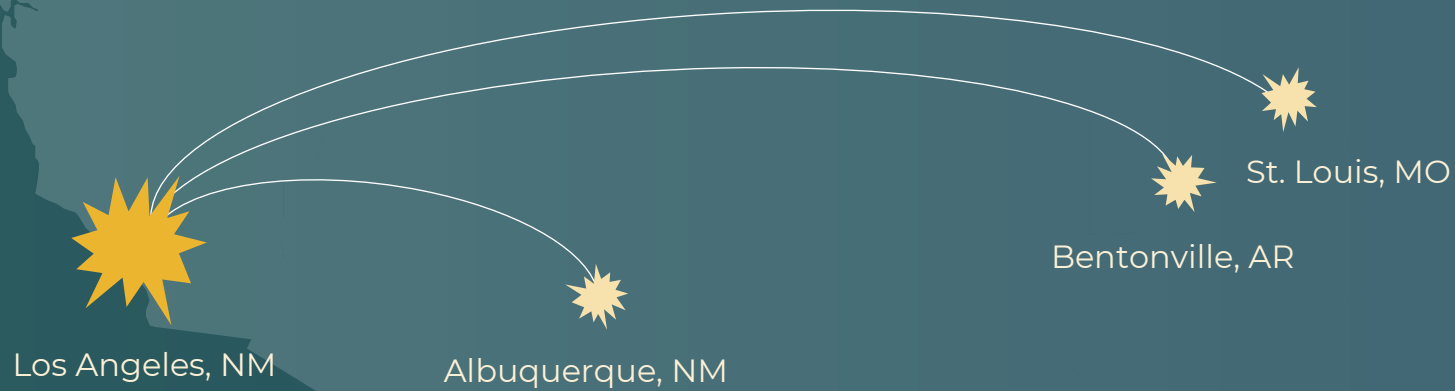
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Remote Productions, Managed Centrally



Local crews connected via Networks

	Curated Network	Vetted/ Tested	Clients	Type of Production during C-19	Unique Attributes	Compensation
QuickFrame	Platform with 4,500 global specialists (full-service production companies, -editors, animators, special effects, etc.) with net 15 payment terms for creators	<p>Onboarding: Production companies apply and must pass interviews & quiz</p> <p>Selection: Client Manager reviews all match recommendations made my platform to ensure fit</p> <p>Review: Production teams are rating after every project</p>	<p>R/GA, J&J, Pfizer, Colgate, Uber, Casper, etc.</p> <p>Certified Creator Partners: Facebook & Instagram Pinterest Snapchat LinkedIn</p>	<p>Use Cases/Platforms: Short-form digital content social videos (paid and organic), OTT ads, live-streaming brand convos (e.g., Happy Hour Trivia), FAQ videos, eCommerce videos</p> <p>Formats/Styles: Live action, UGC-style, motion graphics, edit-only, animation, etc.</p>	<ul style="list-style-type: none"> • Video Intelligence content analytics tool • White glove matchmaking and client service • Workflow tools for efficient pre- through post-production 	% of production project cost (% depends on partnership engagement structure and term)
Vimby	Global content creative and production services company fueled by network of filmmakers & production companies	Each of our filmmakers and production crews has been vetted and trained by VIMBY to a single standard, process, and requirements. Creative and production briefs for each project establish clear expectations and project mandates.	<p>Walmart, J&J, Intel, Allstate, Chevron, Walgreens General Mills, TD Bank</p> <p>NBC, LA Times, BBC, MGM, Daily Beast</p> <p>Geometry, Porter Novelli, IZEA</p>	Digital docu-shorts and 1st person narratives, graphic & post driven social campaigns, live programming	<ul style="list-style-type: none"> • Exclusive production network in more than 80 global markets • Infinite creative scalability • Speed to market • Remote LIVE operational toolkit 	<ul style="list-style-type: none"> • Project-based fees • Select retainer-based deals for ongoing or white labeled needs
Hayden5	Full-service production and post-production logistics company with closed network of vendors.	Individually vetted by our full-time team, and hand selected and personally briefed before each deployment.	<p>Amazon AWS, Salesforce, Spotify, LinkedIn, Facebook</p> <p>WPP, Omnicom, Publicis, Interpublic</p> <p>Turner, NBC, Netflix, Conde Nast</p> <p>Edelman PR, Bloomberg</p>	Drop Kit deployments	<ul style="list-style-type: none"> • Original creators of ‘Man With A Cam’ service • ‘Drop Kits’ • Closed and private network of vetted vendors • Proprietary back-end software allowing for efficiencies in volume. 	<ul style="list-style-type: none"> • Project based fees • A-la-carte, flat rate card for the US and most international cities. • Retainer deals usually result in discount bulk pricing.

Considerations for Resuming Productions

1. Be prepared to contribute to a production remotely
2. Define safety and set protocols, carefully and update, as needed
3. Utilize smaller crews
4. Practice social distancing (staggered crews)
5. Determine the source of film equipment
6. Identify accessible studios & locations
7. Shoot locally (to avoid travel), manage centrally
8. Understand local ordinances about permits, parking, etc.
9. Be aware of legal liabilities & insurance coverage
10. Be open to learning new approaches and using technology
11. Rethink the amount of time it takes to achieve each step in the production process
 - (pre-production, production and post)

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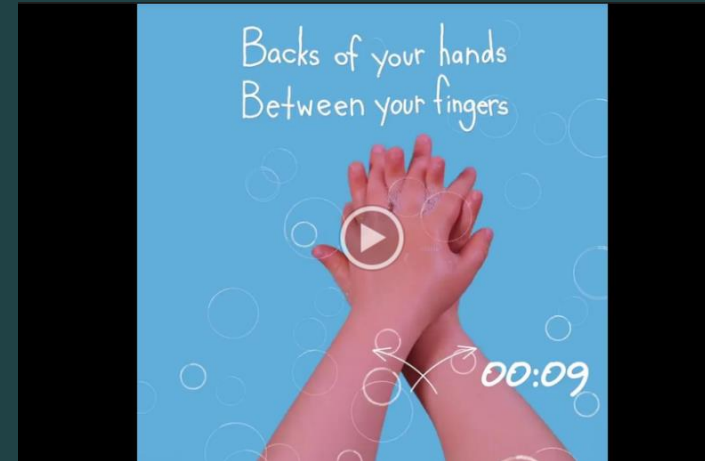
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Examples from the Panel



Hayden5



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Thank you
for joining.



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APR's Global Presence

200+ "APR-ites" **35+** Countries **50+** Cities

