

PLANNING OF A TV/CINEMA FILM

Advertiser _____ Brand _____
Product / Title _____
Date Planning _____ Revision n° _____

Week **Minimal cost effective planning steps**

- ■ **Advertiser and Communication agency start the production**
- ■ Approval to start production
- ■ Selection of Production companies
- ■ Briefing by communication agency to Production companies
- ■ Transmission of PIBS to Production companies
- ■ Meetings and consultation with directors

- ■ Offer from Production company to Communication agency
- ■ Presentation of offer by Communication agency to Advertiser

- ■ Control & assignment of contract
- ■ Signing of production contract between Communication agency and Production company
- ■ Invoicing of the advance
- ■ Briefings (casting, locations, set decorations a.o.)

- ■ Pre-production meeting (PPM) / final approval
- ■ Production company receives payment of advance invoice
- ■ Shooting - recording

- ■ **Off-line director's cut**
- ■ Communication agency views off-line director's cut
- ■ Presentation of off-line to client Advertiser
- ■ Final approval of off-line
- ■ Finishing 'on-line'
- ■ Final approval of Communication agency and client Advertiser on 'on-line'
- ■ Voice-over recording/music and sound effects
- ■ Presentation of final commercial film
- ■ Delivery of broadcast material to broadcast stations
- ■ Balance account invoicing by Production agency

Responsible Production Company

Responsible Communication agency

	WEEKS	
		PHASE 1 - CREATION
CONSULTATION	1	PHASE 2 - COMPETITION
3 PRODUCTION COMPANIES	2	
TREATMENT DIRECTOR PRODUCTION BUDGET	3	
GO AHEAD ON PRODUCTION CASTING / LOCATIONS	4	PHASE 3 - PREPRODUCTION
RECALLS / EXTRA LOCATIONS	5	
PPM	6	
SHOOTING	7	PHASE 4 - PRODUCTION
OFFLINE EDIT	8	PHASE 5 - POST PRODUCTION
ONLINE EDIT SOUND DESIGN + MUSIC	9	
DELIVERY TO BROADCAST STATIONS	10	PHASE 6 - BROADCAST MATERIAL
		PHASE 7 - BROADCASTING