

AV Brand Design Integration

Drew McCullough | November 19, 2019



Strategy

Matching your mission and brand standards to our digital media project goals.

Project Proposal

- Marketing SWOT
- Project Concept
- *Pitch Meeting*
- Proposal
- *Proposal Brainstroming*
- *Earnest Commitment*

Project Scope

- Project Design Map
- *Producer Survey*
- *Budget Approval*
- Scope of Work
- *SOW Approval*

Brand Integration

- *Existing Brand Materials*
- Marketing Plan Integration
- Brand Syle Guide Insert
- Comparable Media

Audience Buy-in

- Internal Research
- Audience / Customer Survey
- Audience / Customer Outreach



Concept Creation

Discovering your story and aligning it to your audiences' expectations and needs.

Conceptualization

- *Talking Points Copy*
- Pain Points - Lesson
- Identify Thesis Statement

Concept Visualization

- Audience / Customer Interviews
- Scriptwriting
- Copy Editing
- Storyboard
- Shotlist
- *Brand Design Approval*

Production Design

- Location Scouting and Vetting
- Set Construction and Design
- Props Collection
- Costume Design
- Aesthetic and Lut Creation

Concept Refinement

- Casting
- Talent Rehearsal
- Tech Rehearsal
- *Final Script Revision*
- *Budget Revision*



Production

Crafting our visual media through a collaborative eye and aesthetic to your brand.

Key Creators

- *Producer*
- Director
- Cinematographer
- Sound Engineer
- Talent

Creative Specialists

- Camera Assistant
- Grip & Electric
- Hair and Makeup
- Props and Costume
- Production Assistant

Technical Specialists

- Drone Pilot
- Photographer
- Data Imaging Technician
- Craft Services
- Medic

Location Opportunities

- *Field Production*
- Studio Production
- Live Production
- Mobile Production
- Wilderness Production



Design & Editing

Refining and finessing raw material into a work of art through storytelling.

Project Intake - T1

- Asset Management
- Select Reels
- Rough Master

Producer Proposal - T2

- *Select Reels Review*
- *Project Map Revision*
- *Budget Appraisal*

Story Finessing - T2

- Storyline Rough Cut
- *Picture Locked Cut*
- Finesse Cut - Audio / Color / Transitions / Titles

Brand Building - T3

- Creative Cut - Score / Color Grade / Motion Graphics / Effects
- *Final Cut - Revisions / Derivatives / Sound Mastering*

Project Wrap - T1

- Exports - Still Frames / Select Reels / Subclips / Final Cuts and Alt Masters
- Asset Archive

Photography Post - T2

- *Content Culling*
- Metadata
- Global Post-Processing
- Local Post-Processing
- Touchups
- Exporting
- Printing



Publishing

Sharing your good news with the world to reach your targeted audiences.

Content Management

- *Distribution Network Setup*
- Supportive Graphic Design
- Release Calendar
- *Network Maintenance*
- Ad Development

Copywriting

- Owned Networks
- Social Networks
- Content Approval

Network Optimization

- Upload
- Titling
- Description
- Keywording
- Transcribe
- Translate
- Thumbnail

Distribution

- Screening
- PDF
- Downloadable
- Flash Media
- Optical Media

Italics Indicate Client Interaction Points