

2022

# **LAGUARDIA** BROTHERS

THE PROCESS

CONFIDENTIAL + CLIENT PRIVILEGED

# PITCH

Average 3-5 Business Days

## 01

RESEARCH

**Begin by researching client & competitor brands**

- Find USPs
- Establish Target Market
- Learn how to improve past ad messaging

## 02

BRAINSTORM

**Begin crafting possible storylines that embrace the USPs**

- Find ways to separate product from competitors
- List out ways to embrace USPs
- Begin early character development

## 03

OUTLINE

**Organize ideas**

- Create a beat sheet
- Develop storyline
- Write first pass of video

## 04

INSPIRATION

**Begin envisioning**

- Create mood boards with styles & aesthetics that we will pull from

## 05

BUDGET

**Establish project cost**

- Create a budget that reflects the quality of the mood board as well as the essential shots we will need from the beat sheet

## 06

SEND PITCH

**Establish project cost**

- Send client pitch with PDF that explains our process & budget
- Wait for client approval of budget & concept

# PRE / PRODUCTION

Average 2-3 weeks

## 01

### BUILD THE TEAM

- Begin reaching out to Director, DP, Art Director, Editor & Casting Director
- Begin casting call

## 02

### LOCATION SCOUT

- Scout out location(s)
- Book space & team

## 03

### CASTING

- Begin auditions
- Cast actors
- Create shot list with DP

## 04

### RENT EQUIPMENT

- Rent all necessary equipment for the day(s) of the shoot
- Plan with location prep day(s)

## 05

### SEND PITCH

- Send client pitch with PDF that explains our process & budget
- Wait for client approval of budget & concept

## 06

### PRODUCTION

- Our team of creatives and technicians comes together to film a great looking product with high production value.

# POST-PRODUCTION

Average 1-2 weeks

## 01

### HAND OFF

- Transcoding
- Internal review of cut 1
- Rough draft send to client for feedback
- Image lock - approved by client

## 02

### MOTION GRAPHICS

- Motion graphics are added to footage
- Send to the client for feedback
- Lock in motion graphics & copy

## 03

### FINALIZE COLOR

- Our color grader puts on the final touches for color

## 04

### FINAL APPROVAL

- Recieve final approval and sign off from all associated partners

## 05

### FINAL PAYMENT

- Client sends the final payment

## 06

### CLIENT DELIVERY

- Organize all deliverables, sizes, exports and footage for final handover to the client
- Client downloads all final assets

**LAGUARDIA** BROTHERS

CONFIDENTIAL + CLIENT PRIVILEGED