LAGUARDIABROTHERS

CONFIDENTIAL + CLIENT PRIVILEGED

2022

THE PROCESS

PITCH

Average 3-5 Business Days

\mathbf{O} 1

R E S E A R C H

Begin by researching client & competitor brands

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



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



Organize ideas

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

$\mathbf{04}$ INSPIRATION

Begin envisioning

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

05BUDGET

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



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

$\bigcirc 1$ BUILD THE TEAM

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



LOCATION SCOUT

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



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

$\mathbf{04}$ RENT EQUIPMENT

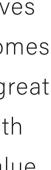
- Rent all necessary equipment for the day(s) of the shoot
- Plan with location prep day(s)

05SEND PITCH

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

$\mathbf{06}$ 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

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HAND OFF

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



MOTION GRAPHICS

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



• Our color grader puts on the final touches for color

$\mathbf{04}$ FINAL APPROVAL

• Recieve final approval and sign off from all associated partners

05

FINAL PAYMENT

• Client sends the final payment

$\mathbf{06}$ CLIENT DELIVERY

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



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