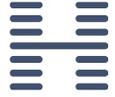


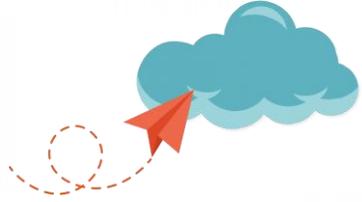
HOW TO AVOID COMPROMISING CREATIVE DURING COVID-19

Presented by Justin Ricketts



As the world continues to navigate the far-reaching consequences of COVID-19, one area that all marketers need to consider is how to continue to produce work, while travel and movement restrictions are in place and many people are working remotely.

We have identified 10 key areas for consideration during this period, and beyond.



01 KNOW WHERE YOUR ASSETS ARE STORED

With many countries and offices locked down, assets need to be stored in the cloud and not stuck on servers in offices with limited access. You need access to your work at all times, even when it is with a partner or vendor.

Consider:

- Investing in a DAM
- Aggregating your asset libraries

02 INVEST IN SPECIALIST PRODUCTION PARTNERS

Strong creative production specialists have good resilience and can deliver business continuity. Doing production work remotely needs strong infrastructure and investment in smart technology.

Consider:

- Consolidating your content production needs into one partner or studio
- Auditing how you are currently producing content (internally and externally)

03 ENSURE NATIONAL AND GLOBAL CONNECTIVITY

It is crucial to stay connected across offices, cities, countries and regions. The ability to move your work around the world removes a single point of failure. On-site facilities cannot function in the current environment, so having access to scaled onsite, offsite and offshore capabilities is essential.

Consider:

- Developing an onsite, offsite, offshore creative content framework for your content needs

04 FOCUS ON WHAT YOU CAN DO, NOT WHAT YOU CAN'T

Your customers are still there, and you still need to communicate with them. There is no need to stop projects moving forward, they might just need to take a different direction. Do you need a location shoot? Can you capture and produce content in different ways?

Consider:

- Virtual Studios
- Content Creation Marketplaces
- Content Automation Tech



05 USE YOUR TIME WISELY

Think about your plan for the year. What can still be produced without the need for shooting? What projects can be brought forward so that there isn't a year of activity crammed into 6 months of time? Think about starting pre-production even if you have to delay going on-location. When restrictions are lifted, you should be ready to go.

Consider:

- Rethinking your current approach to 2020

06 RE-USE AND RE-PURPOSE

Use AI search and tagging to find assets that are relevant and quickly adapt them to be published across all media channels. There will be more work 'ready to go' than you realise.

Consider:

- Conduct media indexing to analyse, organise and meta-tag all of your assets.
- Use 'synthesised talent' to re-purpose existing assets

07 CHALLENGE YOUR CREATIVE PARTNERS

It's not about compromise, it's about reacting to what is possible, and what can be done using smart production techniques. Work which chimes with the COVID considerations and sensibilities is more likely to be possible to make.

Consider:

- Studio shoots and CGI
- Small and remote shoots
- Using new platforms like Tribe, Genero, TRF

08 EMBRACE TECHNOLOGY

The effectiveness of our communication will be driven by technology. Be prepared to approve in the cloud, to engage through workflow tools and experience the benefits of having access to information in one place.

Consider:

- Embracing cloud based workflows and online approvals
- Using remote shoot and edit technologies



09

MODULAR SUPER-SHOOTS TO EMPOWER ALWAYS ON CONTENT

With budgets likely to tighten and with most brands needing to produce more content there is an opportunity to shift to more modular approach to content creation and execution.

This delivers significant cost savings and increased speed to market.

10

OMNICHANNEL DYNAMIC CREATIVE OPTIMISATION

We know that personalisation increases cut through and engagement. We also know that brands need greater consistency across the entire customer experience.

Now is a great time is to embrace the power of CMP's and DCO to enable personalisation at scale.

POST COVID-19 OPPORTUNITIES

'Crisis Production' is 'Sustainable Production' and we will see profound and lasting behavioural changes after the end of the lockdown period.

Resilience and robustness should be incorporated into your production approach and supply chain. When things start to return to normal, climate change will again become a primary consideration driven by innovation, cloud-technology, remote attendance and a move away from location shoots.

We need to learn from this crisis and make the way we work better for all of our futures.



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