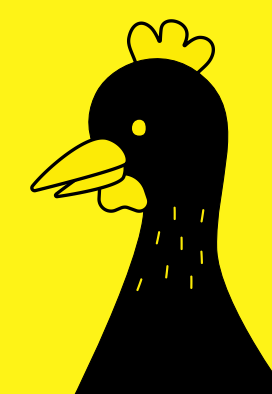
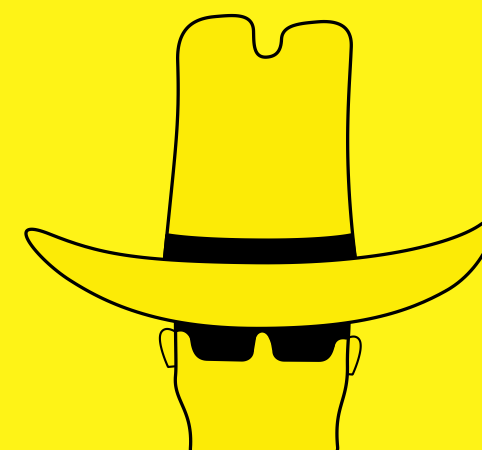
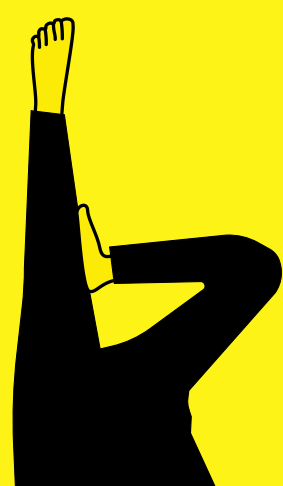


WELCOME TO WEEK 5

PRODUCTION

M+C SAATCHI
OPEN HOUSE



HELLO



Amy Cracknell

Head of Integrated Production



Jonathan Dixon

Head of Live Events

HOUSE RULES

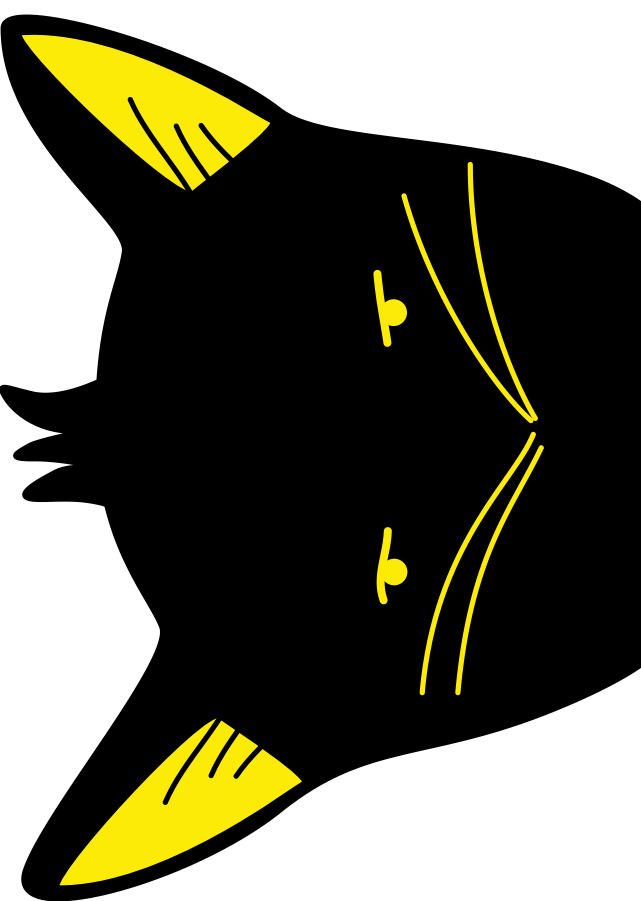
You are not able to be seen or heard by the speakers or other participants

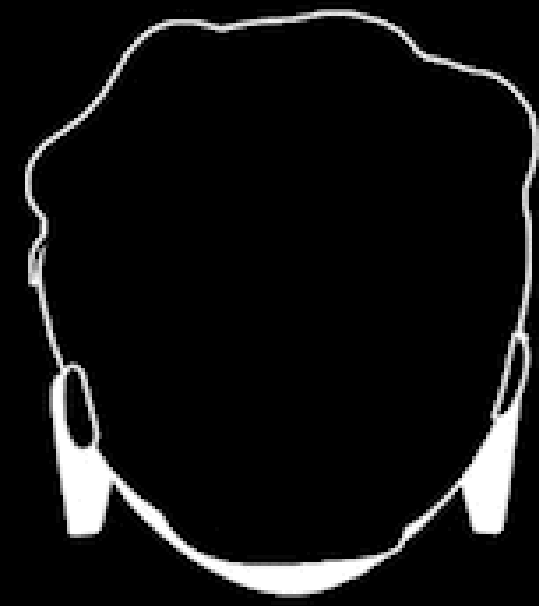
We will disable the Chat function shortly

Please use the Q&A to ask questions and we will answer as many as we can

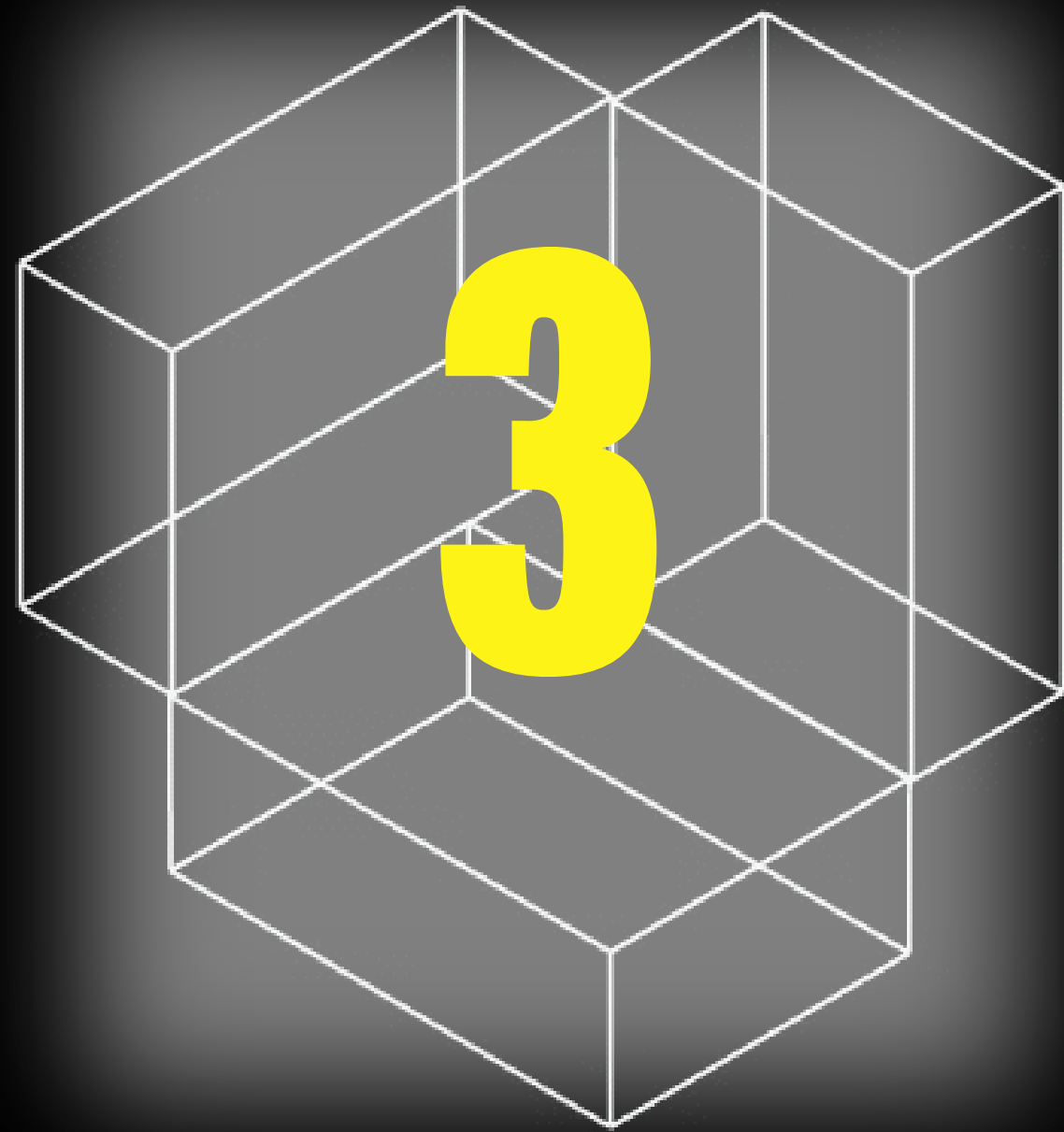
Use the auto-transcript function in if you need to

This session will be recorded and uploaded to the Open House site, so don't worry if you miss anything!

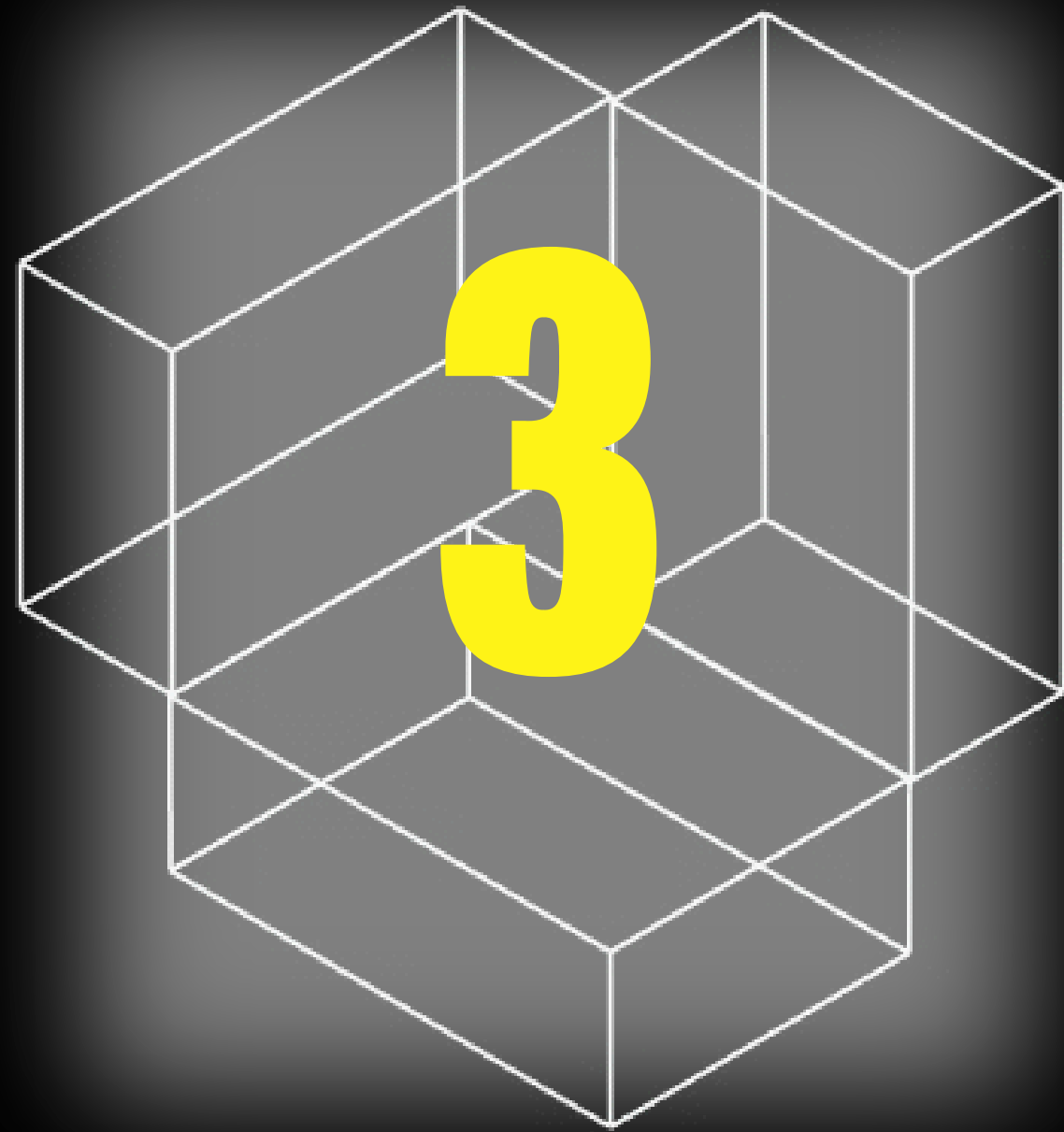




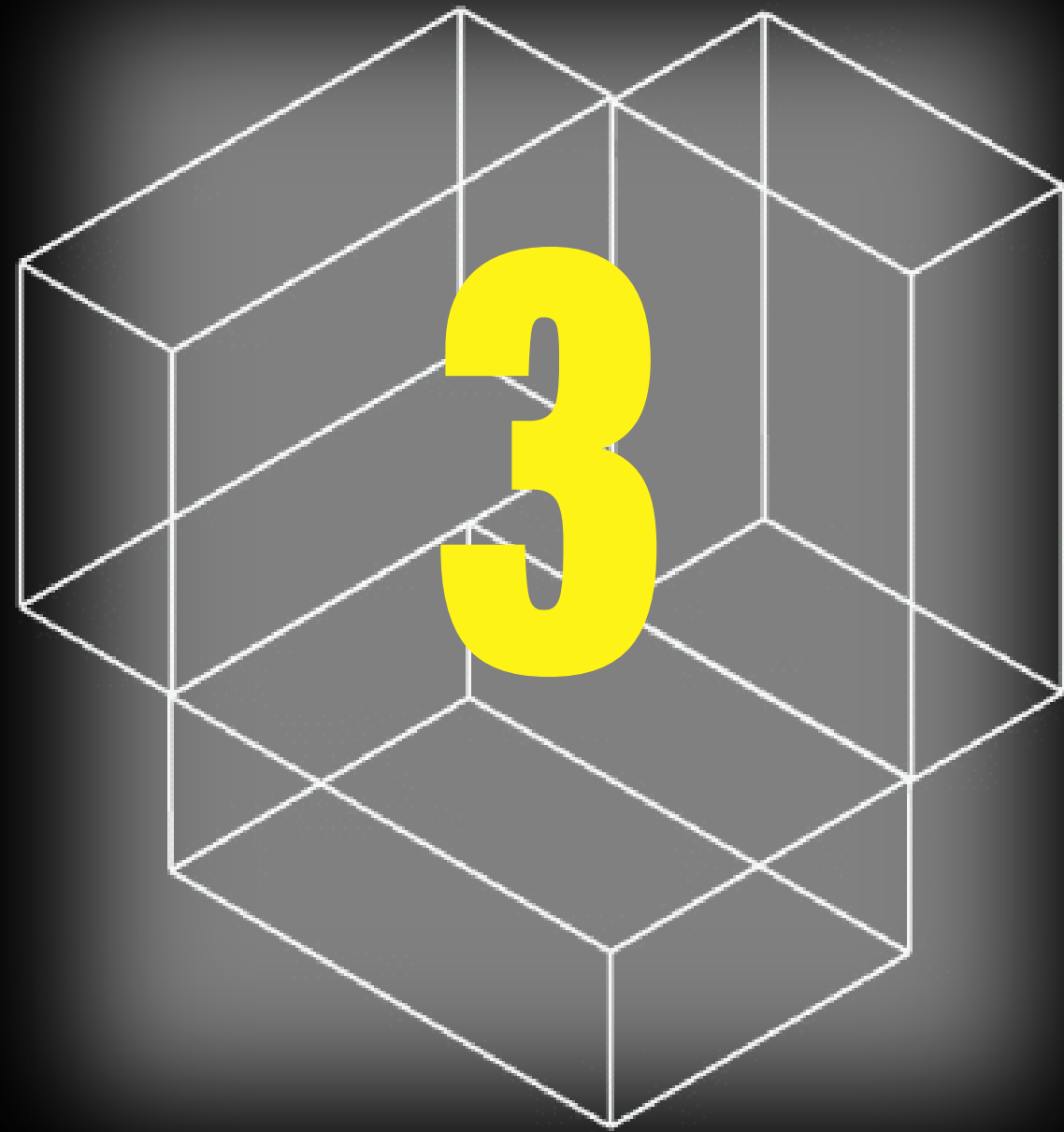
**PRODUCTION:
THE HOLY TRINTIY**



**MAKE THE
IMPOSSIBLE
POSSIBLE**



**PUSH THE
CREATIVE
BOUNDARIES**

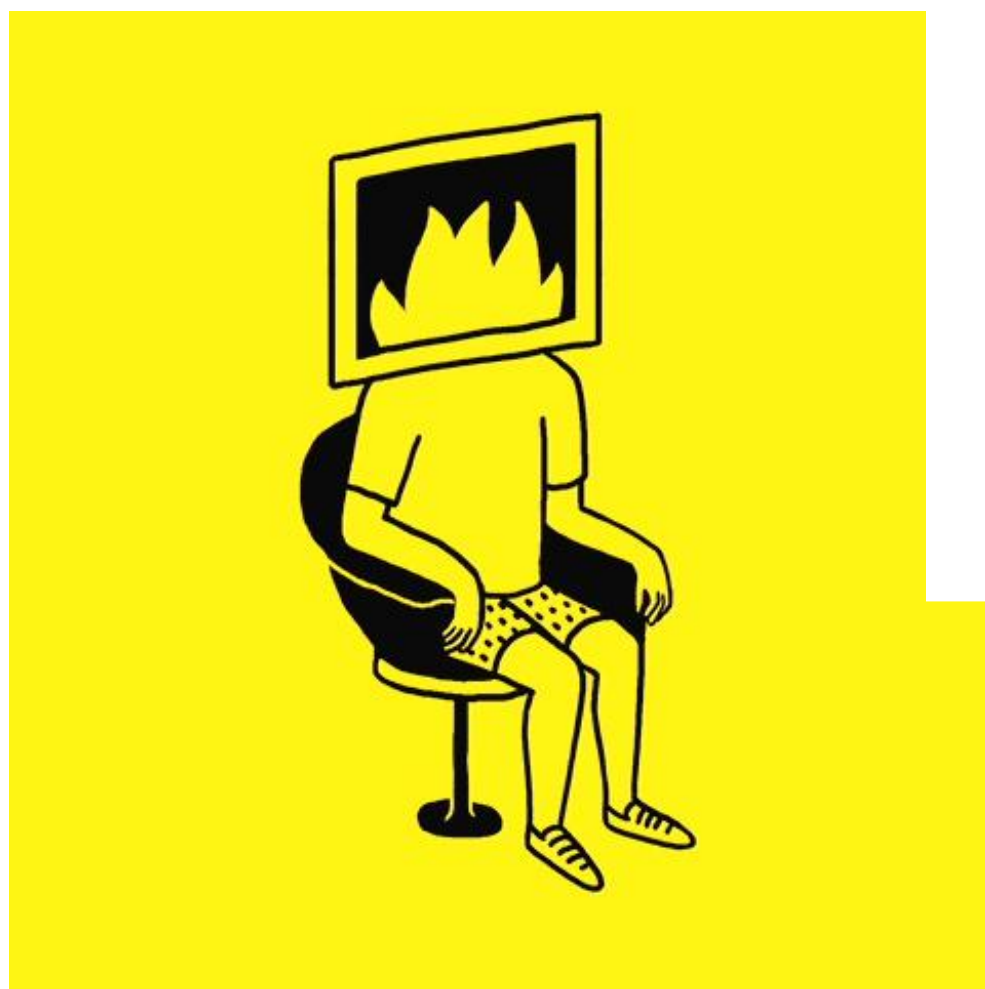


CULTURAL POWER

INTEGRATED PRODUCTION

WHAT DOES IT LOOK LIKE?





**IT ALL BEGINS, AND ENDS WITH
AN IDEA + A MEDIA PLAN**

PRODUCTION CAN TAKE MANY FORMS





ONE OF THE MOST BEAUTIFUL
DEPICTIONS OF HELL YOU'LL EVER SEE

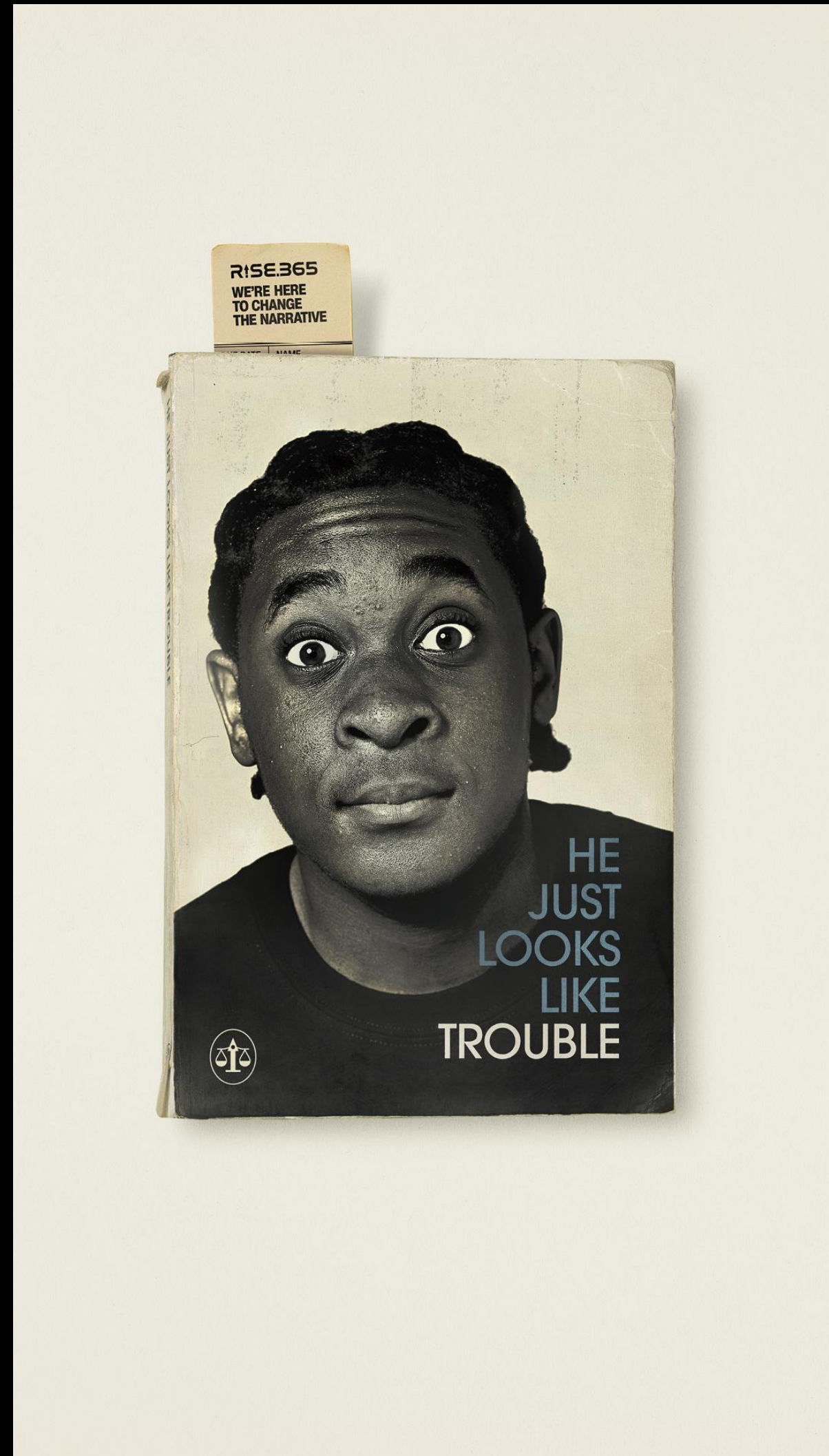
Developed for INEOS Grenadiers.
Available to all.
Always #fuelledbyscience

LEMON & LIME

+ NOOTROPICS

SIS
SCIENCE IN SPORT

BETA
FUEL



OLIVER BO



Screening
saves
lives

Help us
help you

Your next poo

could
save
your
life

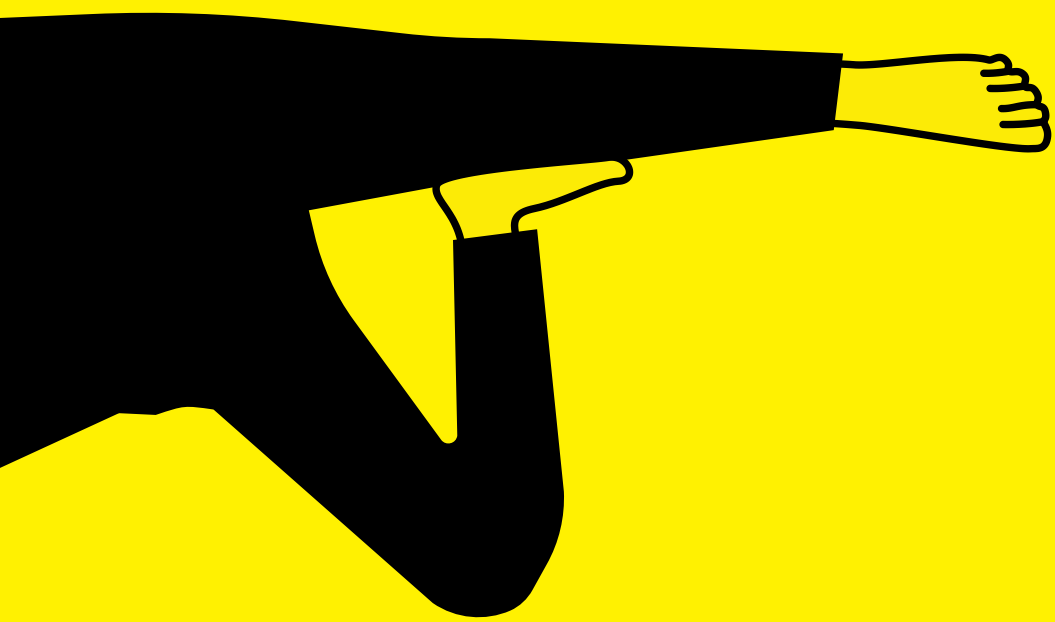
Bowel screening could
stop cancer before it starts.
Visit healthykendon.org/BCS

NHS

Metroline
A member of
CONVOY GROUP



RESEARCH UK



IT COULD ALSO BE...

It could also be... a radio ad, a podcast, branded content, animation, a piece of influencer content

A RADIO AD

INFLUENCER CONTENT

AI

A PODCAST

VR

CELEBRITY SPONSORSHIP OR TALENT DEALS

BRANDED CONTENT

A WEB BUILD

BEHIND THE SCENES

A GAMING PARTNERSHIP



37%
22 Sep 04 - 03 Dec 22
10:28

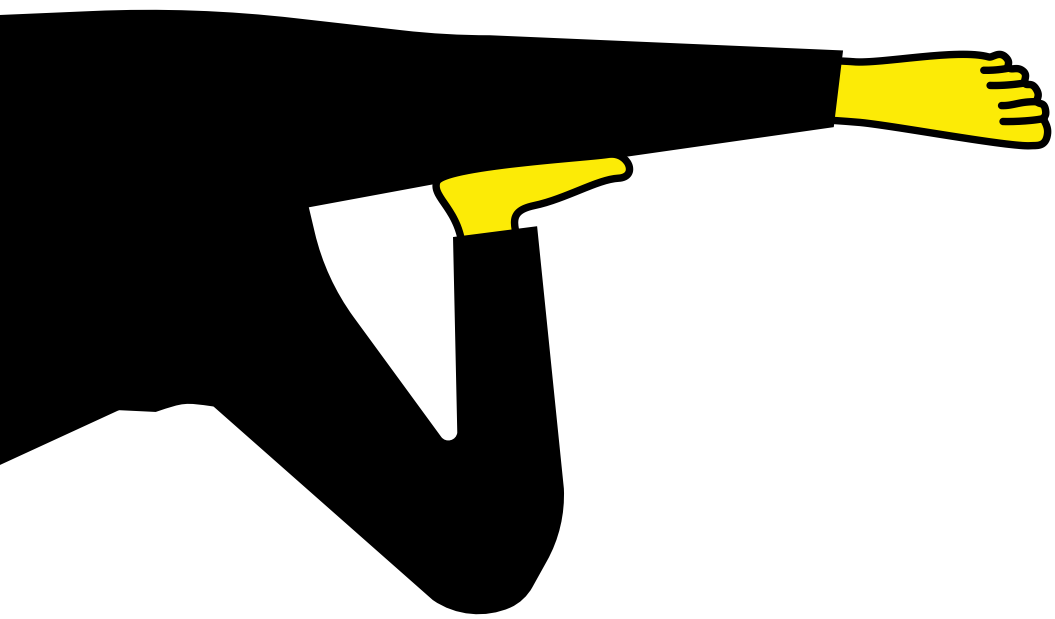
37%
02 Sep 06 - 12
19:3

68%
15 Oct 01 - 16 Sep 20
09:47

37%
20 Dec 06 - 07 Mar 19
08:29

HOW DO WE GET THERE?





Our **END TO END PROCESS**

PRE PRODUCTION

- How the hell are we going to make this?
- Work alongside the creatives to figure this out.
- Procure the best partners or talent
- Harness the right technologies
- Put together a proposal for client to approve
- Draw up a budget and a timing plan.
- Lay out any legal or practical implications.

PRODUCTION

- Storyboarding / animatics
- Casting & contracting
- Location scouting
- Set builds
- Animation or design work.
- Music development
- Final PPM..... Then..
- SHOOT!

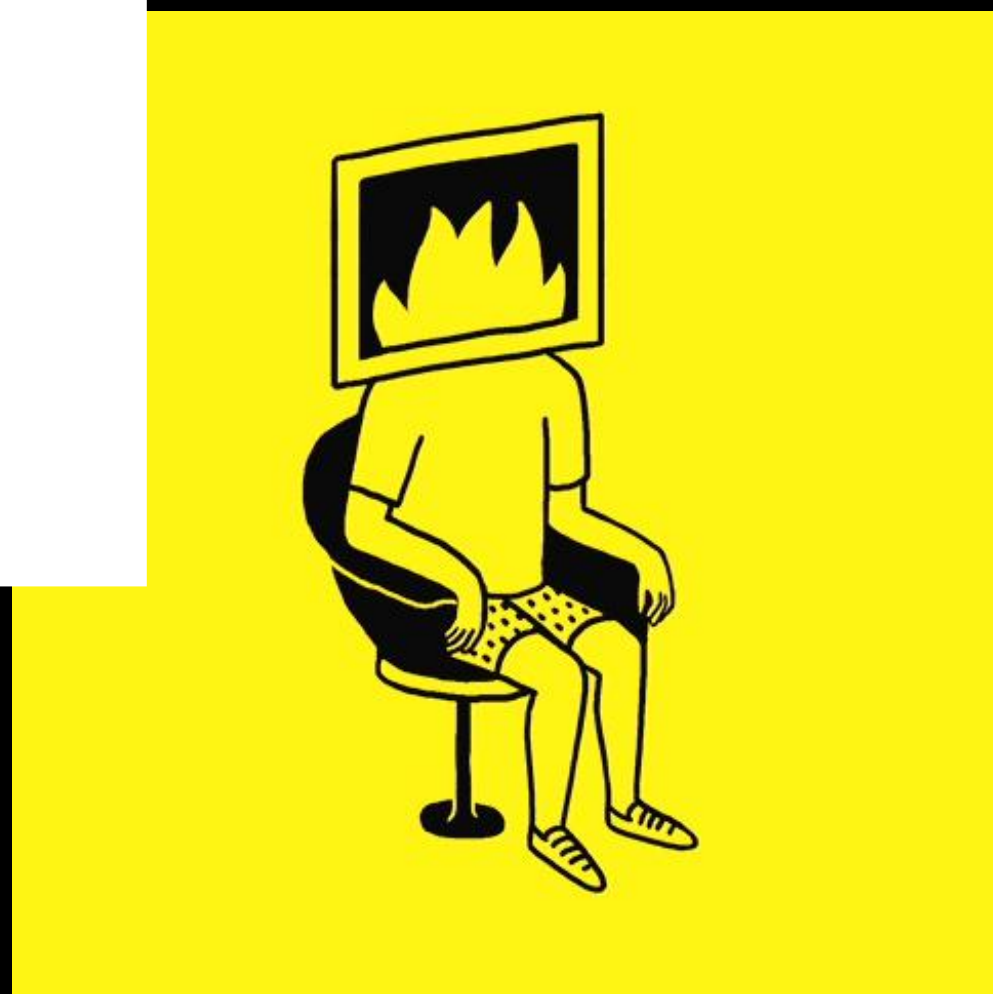
POST PRODUCTION

& Delivery

- Edit or choose selects
- Re-touching, VFX or CG work.
- Record voice over artists and sound work.
- License or sync tracks.
- Adapt, version and supply.
- PR work.




1



PRE-PRODUCTION

BRIEFING

Search 

FCA Firm Checker

FCA
FINANCIAL
CONDUCT
AUTHORITY

Fomance
dating is so last year

Tired of ghosting?
You never meeting anyone at all



Your
Your

See us at
Click through the bar
with us!

A close-up photograph of a seal's face, showing its eyes, whiskers, and nose. The seal has a dark, wet-looking fur. The word "RESPONSE" is overlaid in large, white, bold, sans-serif capital letters on the right side of the seal's face.

RESPONSE



**HOW THE HELL ARE WE GOING TO
MAKE THIS?**

PRODUCTION PARTNERS

DO24 THOMAS ORMONDE



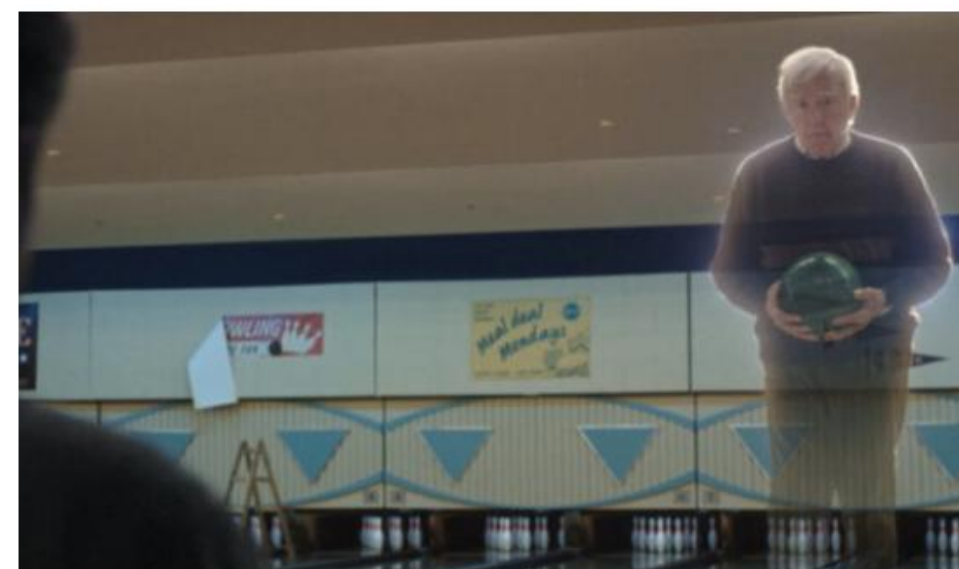
PRINGLES
Pringlelina & Duck King
FCB New York



NIKE
Reputational Damage Specialists
W+K London



LAY'S
Better Soil
AMV BBDO



DEEP RIVER ROCK
That's Better
TBWA Ireland



AUDIBLE | BREAKDOWN
Thomas Ormonde

THOMAS ORMONDE / DIRECTOR

2



PRODUCTION



1. WE OPEN inside a dimly lit office late at night. The pale glow of a computer screen lights up a woman's face as she sits at her desk, picking at a take-away lunch she forgot to eat earlier. In the background, the last few late-night workers grab their coats and shuffle out. From deeper in the office, we see a cleaner making slow, looping passes across the vinyl office floor.
2. We see her plunging a wooden fork into her leftover take-away lunch.
3. CUT TO: Her face illuminated by the computer screen as she stares at it.



4. CUT TO A view over her shoulder where we see a browser window is open, with bold text that reads: "LOW-RISK, HIGH-REWARD"
5. CUT TO A cluttered residential bathroom. A man sits on the toilet, absorbed in his phone, watching a TikTok pitch investment.
6. We see his screen over his shoulder, where a TikTok is pitching investment: "GUARANTEED PASSIVE INCOME"



16. CUT BACK TO the man on the toilet, who's screen absorption is disturbed by the sound of a thud on the floor, peering over his phone with a concerned expression.
17. CUT TO a reverse POV where we see the same towering seal standing ominously in the bathroom.
18. The man stares back in disbelief.



28. CUT TO the reverse slightly POV where we see the Seal lean over, raising its flipper.
30a. The Seal then unleashes a back hand flipper slap THWACK! that sends his phone flying...
30b. The Seal leans in and presses its flipper against the man's mouth, shushing him.



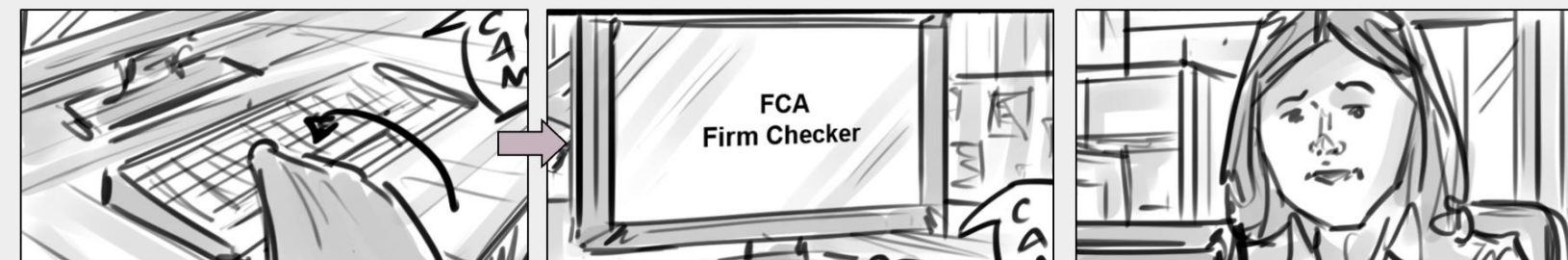
7. CUT TO a close up of his face sinking deeper into an entranced state, lapping up the nonsensical investment mantra.
8. CUT TO An evening train rattling along its route, where a couple sit quietly, heading home. It's not the last train, but it's not busy. The last commuter shuffles onwards through a connecting door.
9. CUT TO the reverse two shot of the couple where we see the man staring upward, distracted.



10. CLOSE UP of a reverse over his shoulder where he's looking at an Ad above the window that reads: "INVEST TODAY. REAP TOMORROW."
29. CUT BACK TO The couple on the train where the carriage is now empty. The carriage enters a tunnel. The lights flicker off...
32. The woman notices first, growing concerned. Her partner doesn't react, he's still transfixed by the ad on the carriage wall, simultaneously pulling up his cellphone to investigate this investment opportunity online.



31. Finally, we CUT BACK TO the office desk with the woman in front of the computer, where she is still holding her gaze with the Seal.
32. She tentatively moves her hand towards the mouse as if to click to proceed with the financial scam.
33. THWACK! The woman receives a flipper slap across the face, stopping her in her tracks, as we see the Seal lean in to approach her computer.



34a. CUT TO the flipper slapping the keyboard randomly with its flipper...
34b. ...which miraculously opens the FCA Firm Checker tool on her screen as he turns it with his other flipper to better face her.



21. The lights come back on...as we cut to a reverse behind their heads revealing the seal stood to the side, standing over them. Still, foreboding and completely out of place.
22. The woman notices first, growing concerned. Her partner doesn't react, he's still transfixed by the ad on the carriage wall, simultaneously pulling up his cellphone to investigate this investment opportunity online.
23a. CUT to the man MAN (scarily, to himself) Invest today...



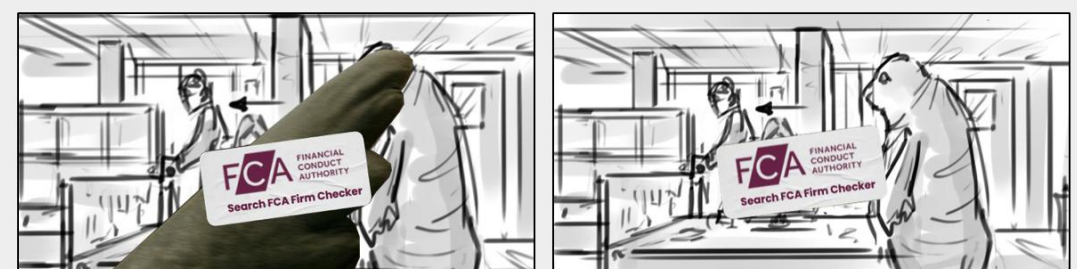
23b. THWACK! A sick, heavy flipper slaps them across the face.
24. We see the Seal resettling for another slap, this time nudging along to focus its attention on the woman.
25. CUT TO a two shot of them, the man looks to have snapped out of it and is focused on the seal. The woman looks up at the seal expectant.



36. The flipper slaps the keyboard again, and this time somehow searches for the name of the company she was just browsing. The woman clicks the search button. NOT AUTHORISED pulses on the screen.
37. CUT TO the reverse where we see a close up of the woman let out a relieved "ahhhhhhh..."
38. Behind the woman and the Seal, the cleaner has appeared - still slowly working his floor polisher. Half cleaning, half engrossed in his phone, he leans in between them to share his findings.

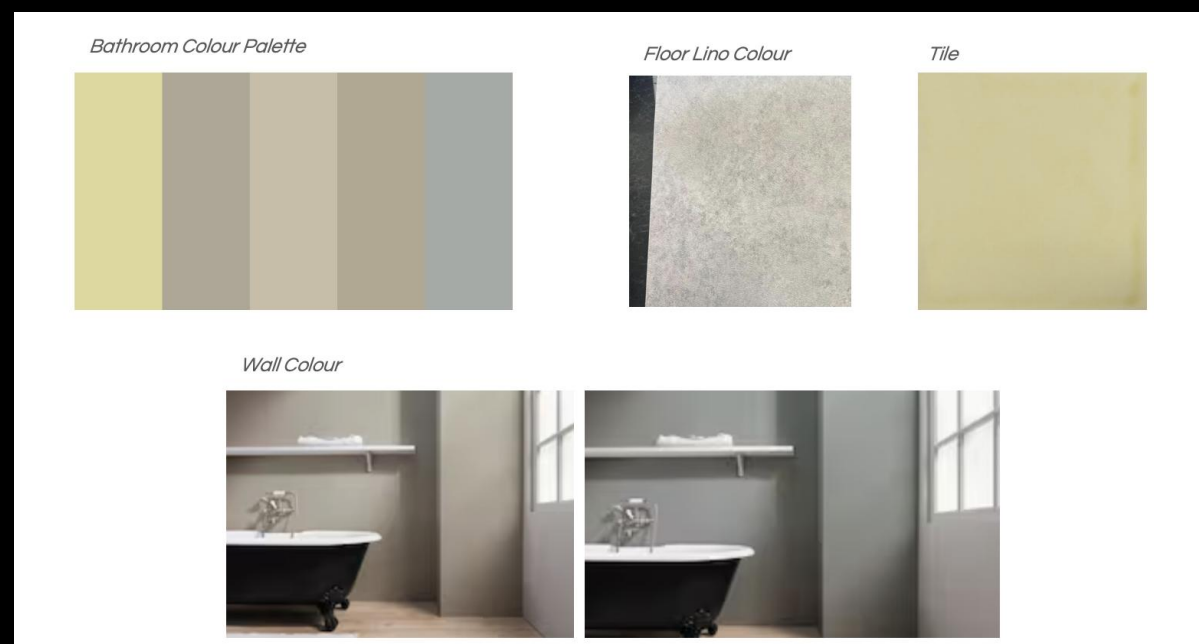
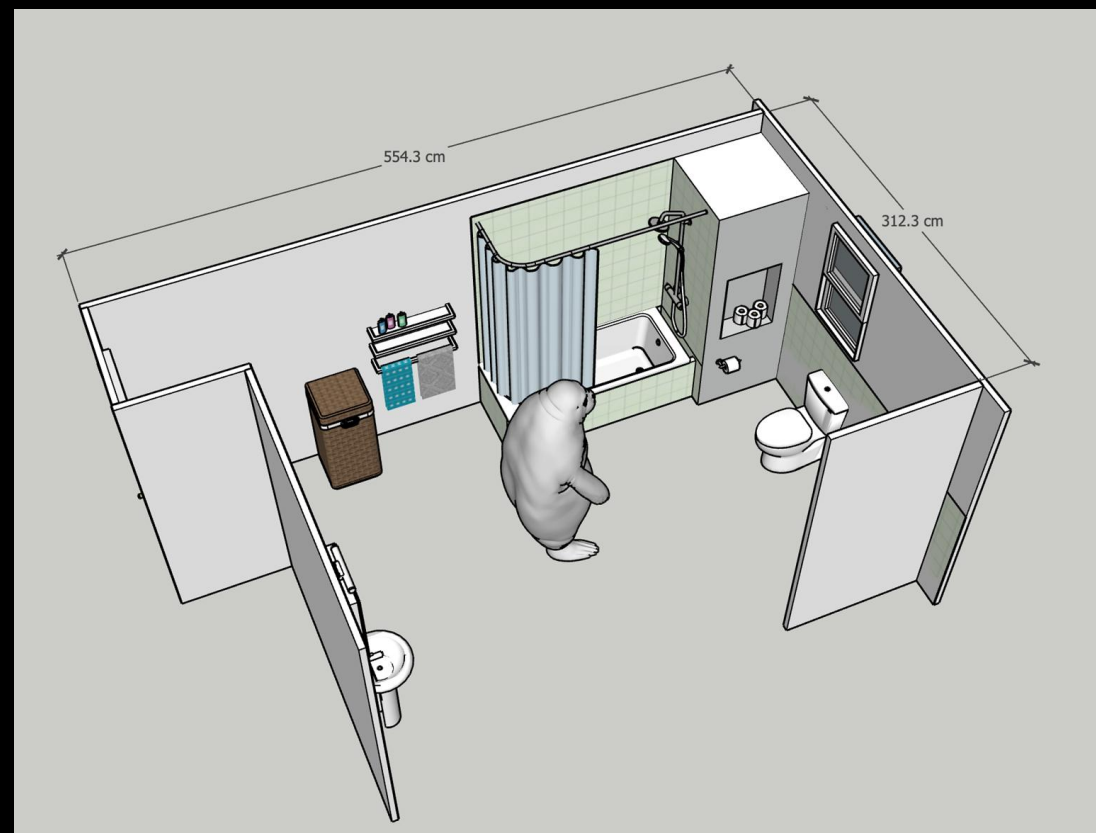
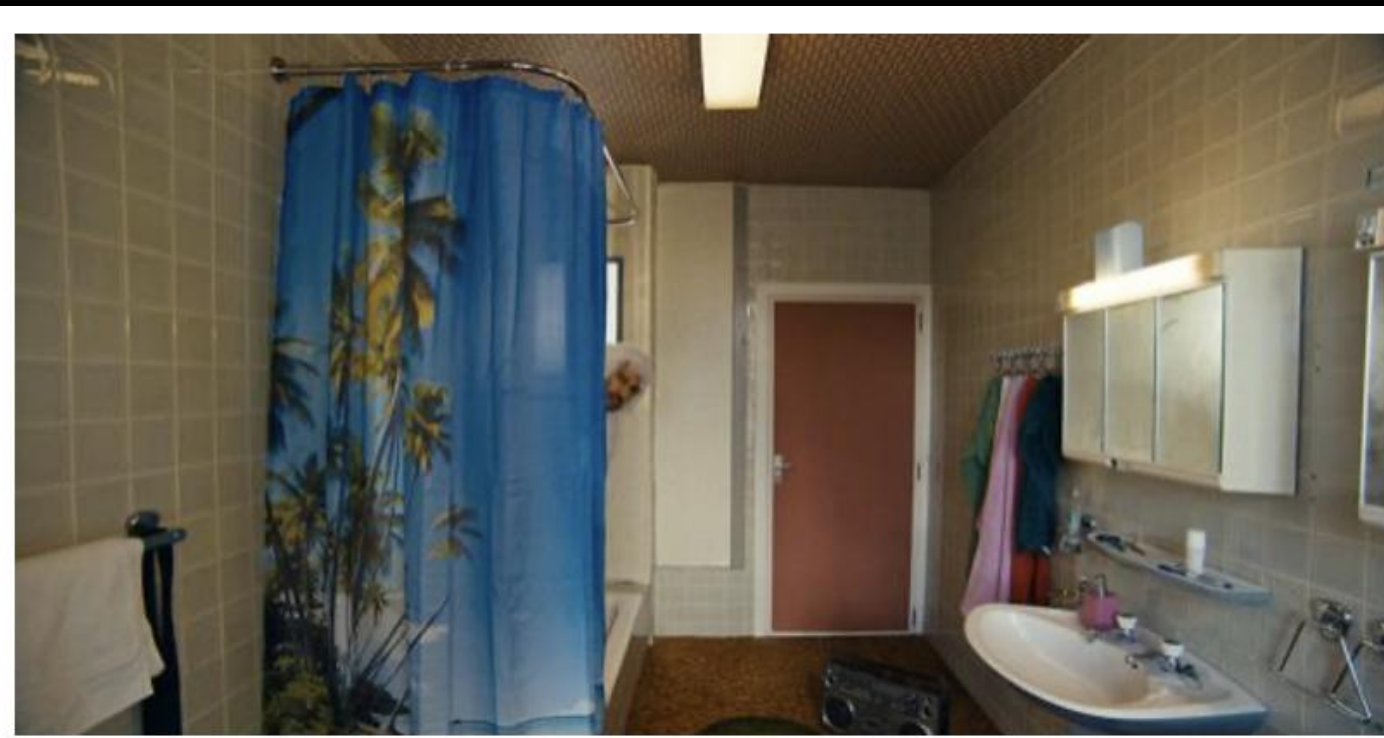
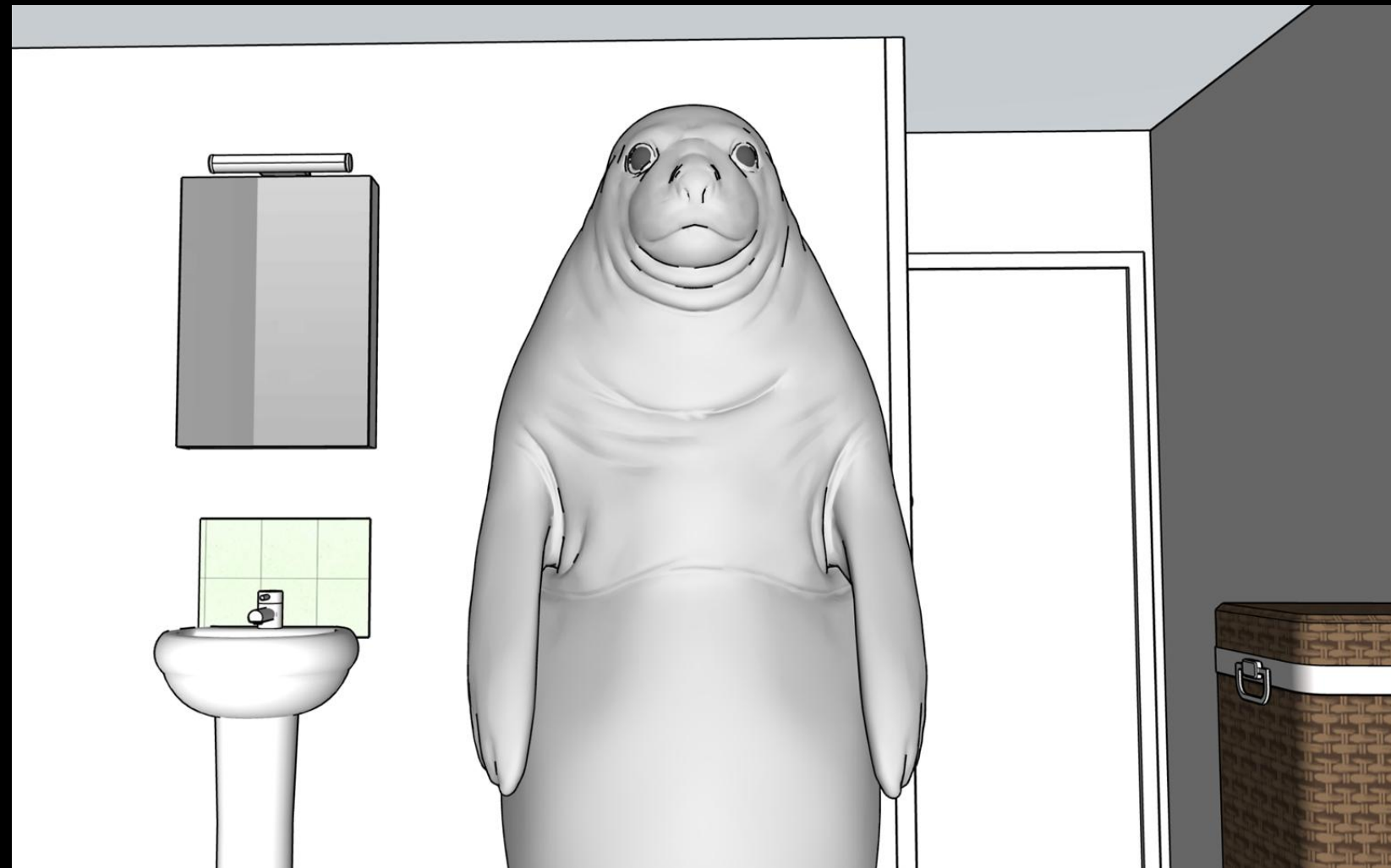


39a. Obvious to the situation, he squints at his phone, before chipping in "Wow... high rewards..."
39b. THWACK! Another flipper slap to the face.
40a. This resets the cleaner on his way quietly muttering "nevermind..." as he turns and pushes the floor polisher forward, as if nothing happened.

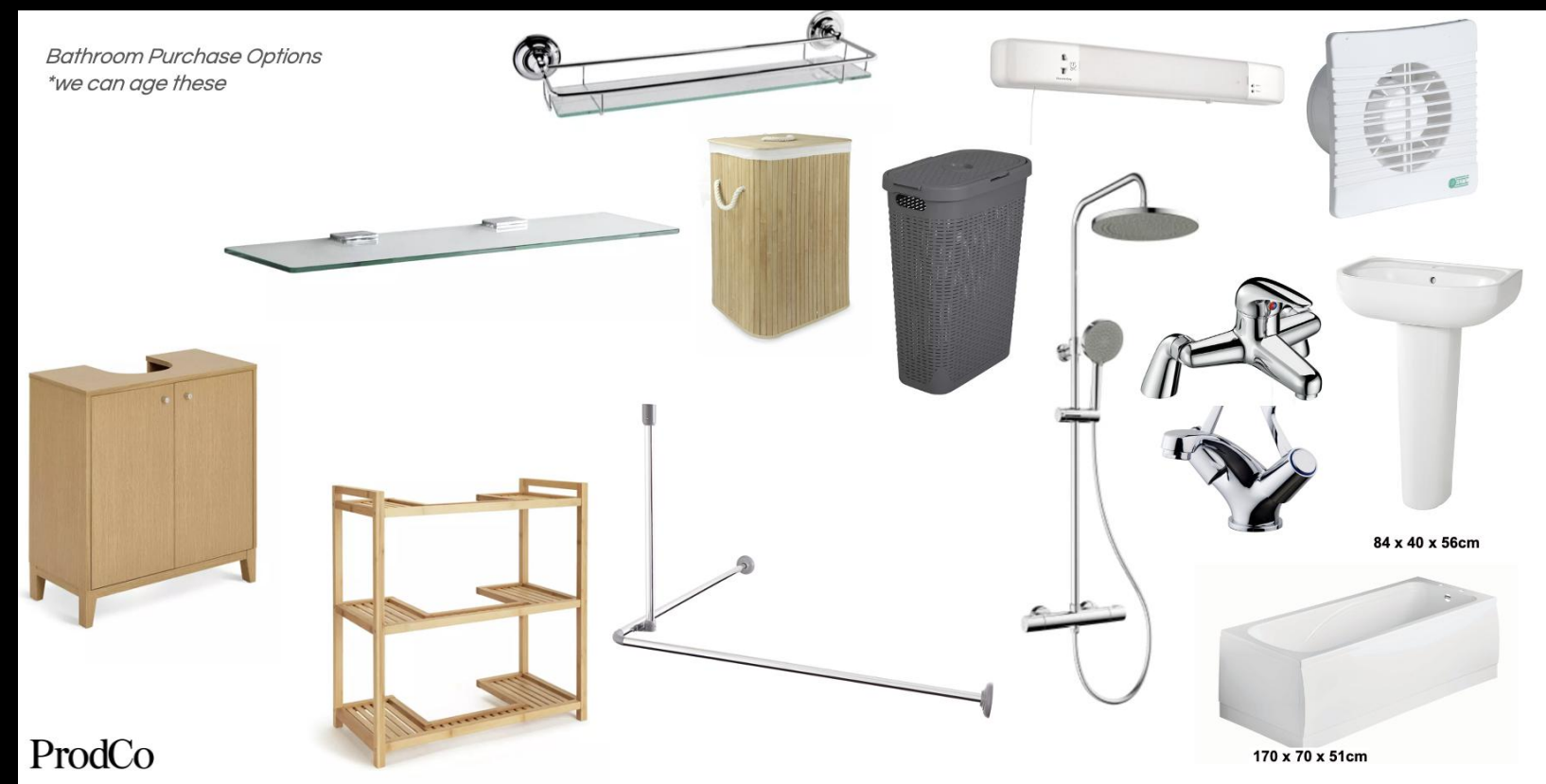


40b. Suddenly the super gets slapped on the screen by a flipper. SUPER: Search FCA Firm Checker
40c. SUPER: Search FCA Firm Checker

STORYBOARDS



LOCATION SCOUTING & PRODUCTION DESIGN

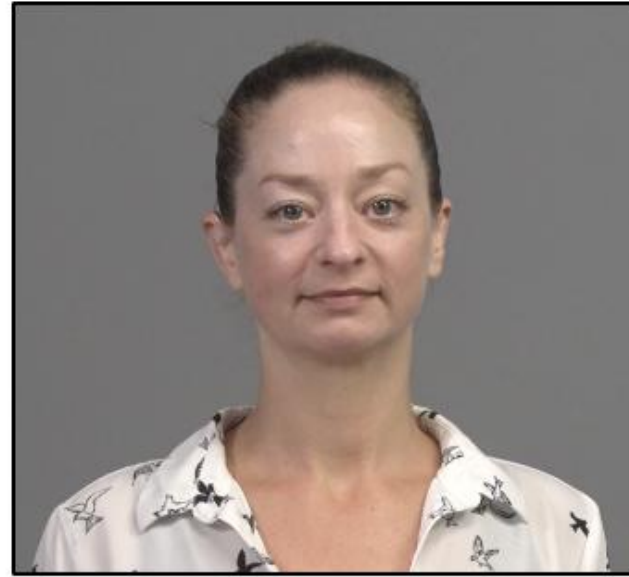


LOCATION SCOUTING & PRODUCTION DESIGN



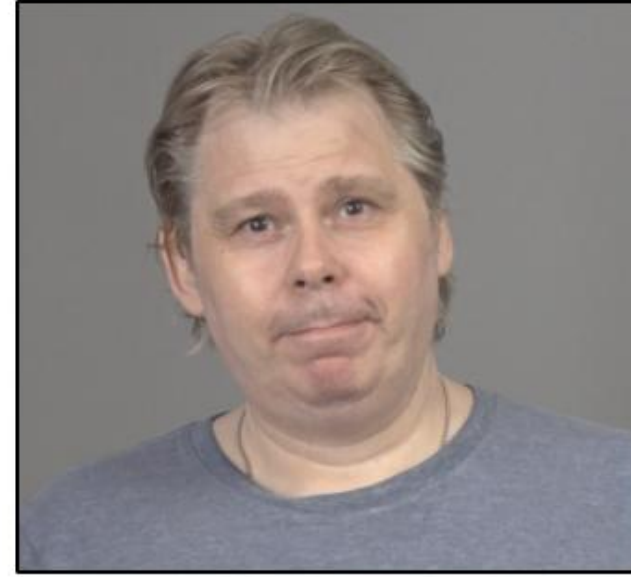
Casting Selects | Full Ensemble

OFFICE WORKER



MICHELLE WHITNEY

OFFICE CLEANER



ALAN RUSCOE

TOILET MAN



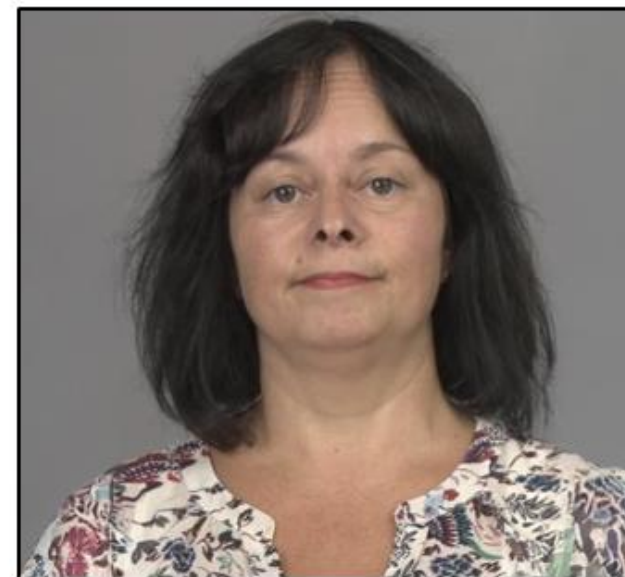
PETER LEON BROOKES



TRAIN COUPLE



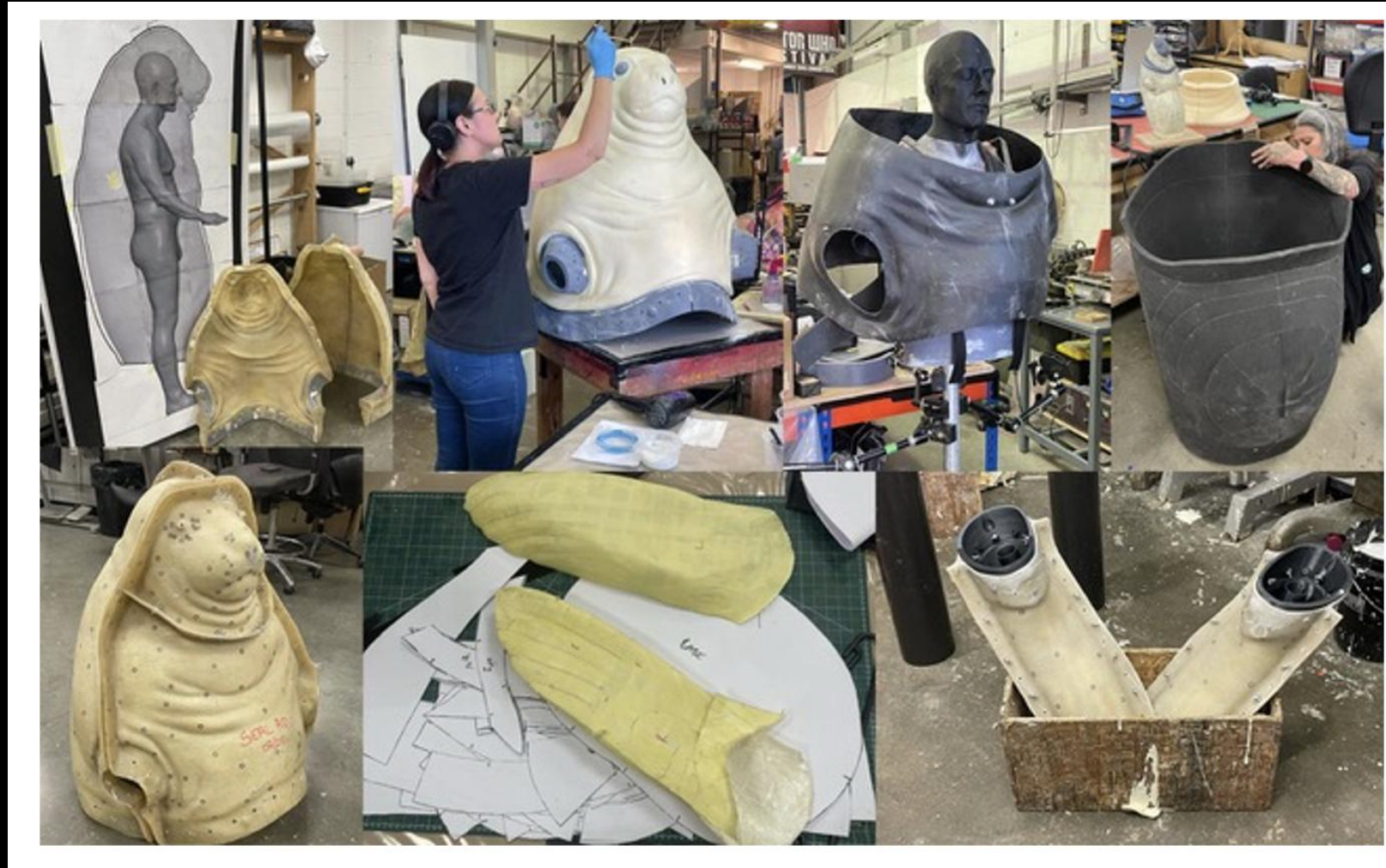
RAY EMMET BROWN



ANYA SAYADIAN

ProdCo

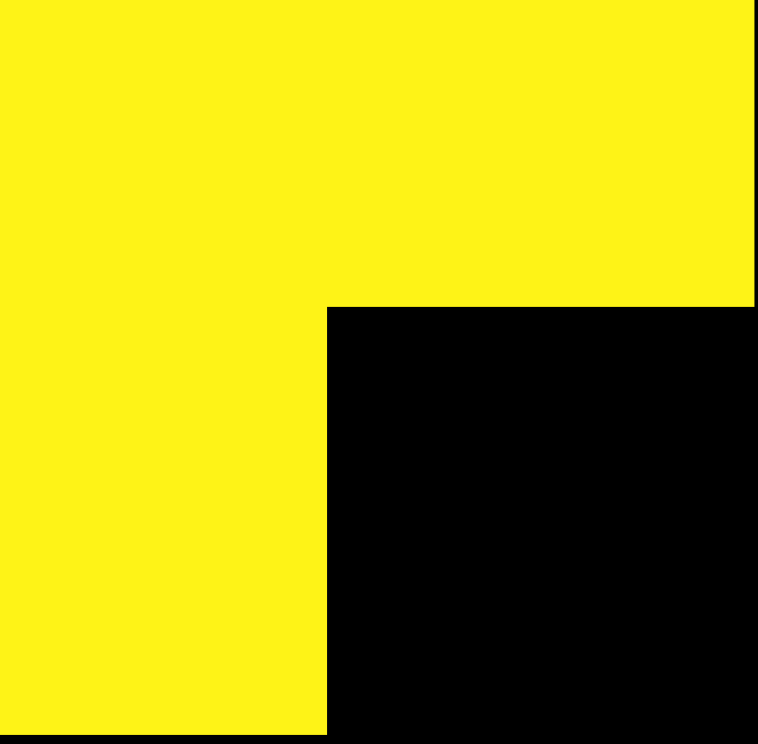
CASTING



THE SEAL

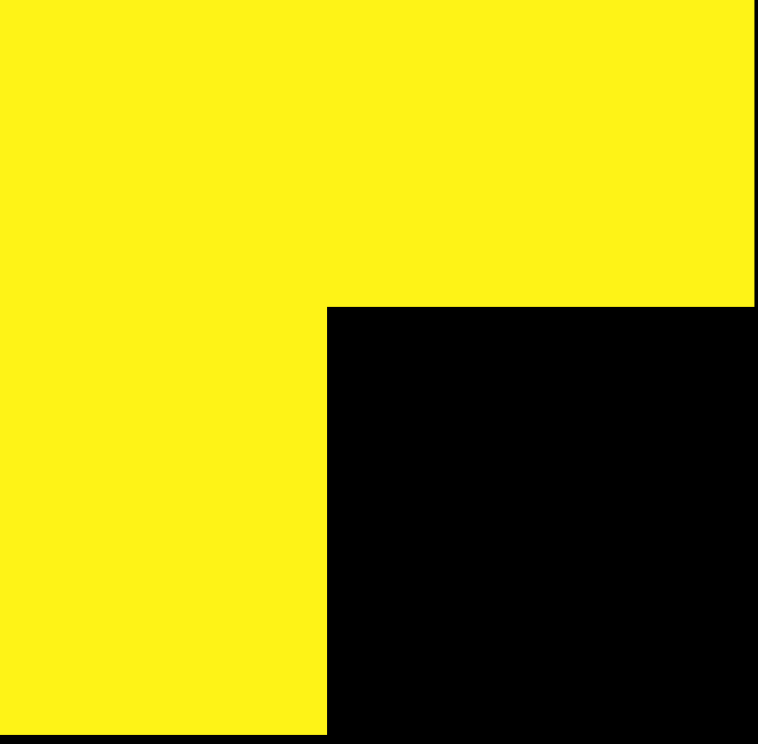


AND THEN... SHOOT DAY...



POST
3
PRODUCTION





THE EDIT

sh210



VFX/SOUND DESIGN/MUSIC



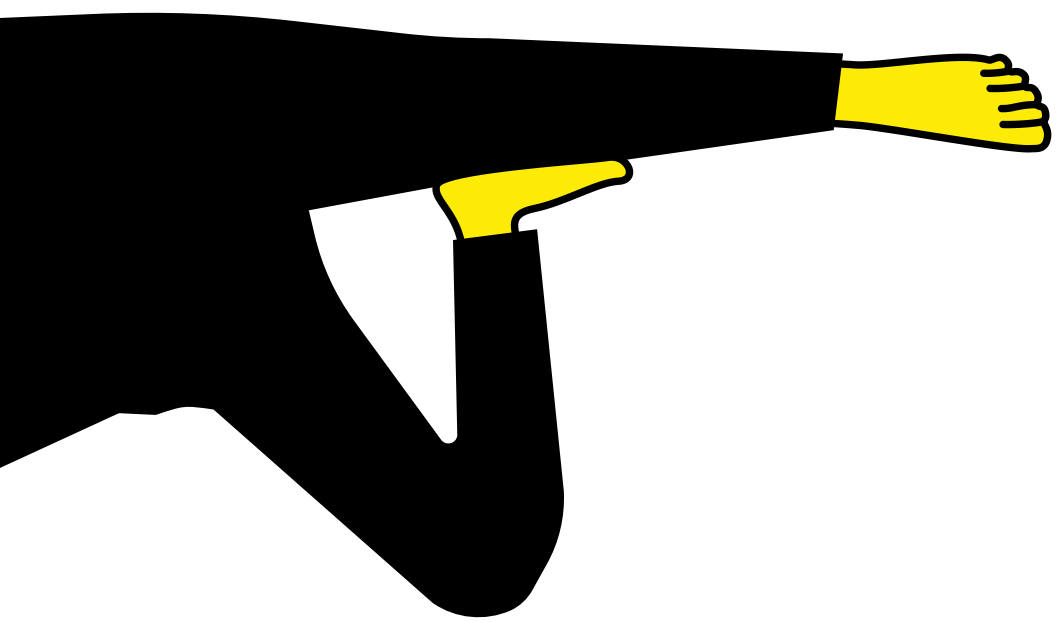
so

CAMPAIGN AMPLIFICATION

EXPERIENTIAL PRODUCTION

WHAT DOES IT LOOK LIKE?





Creating the ultimate gaming destination



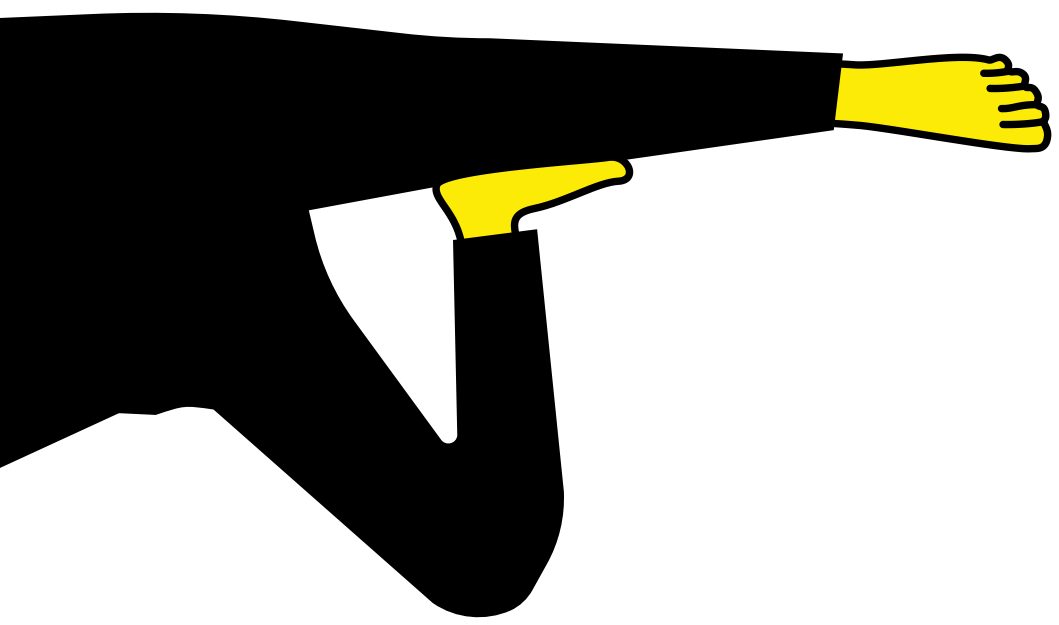


PRED V F50- INSIDE THE GAME



Livestream on twitch to launch adidas football boots





A pop-up celebration of Bellingham's love for his home city



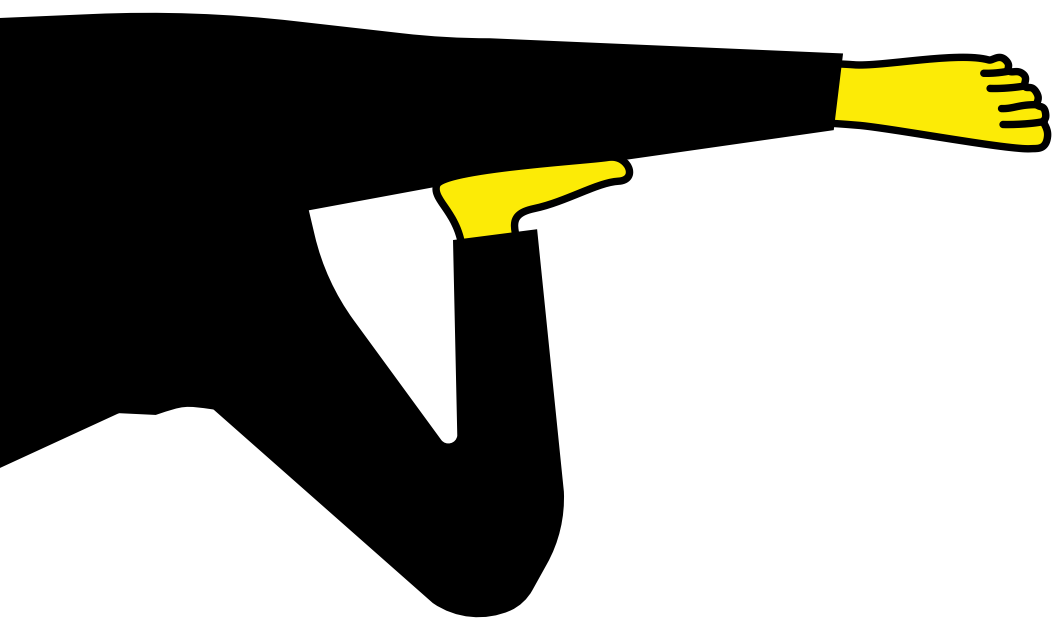


The fact that they do that



Hijacking the London marathon with a bespoke structure and stunt





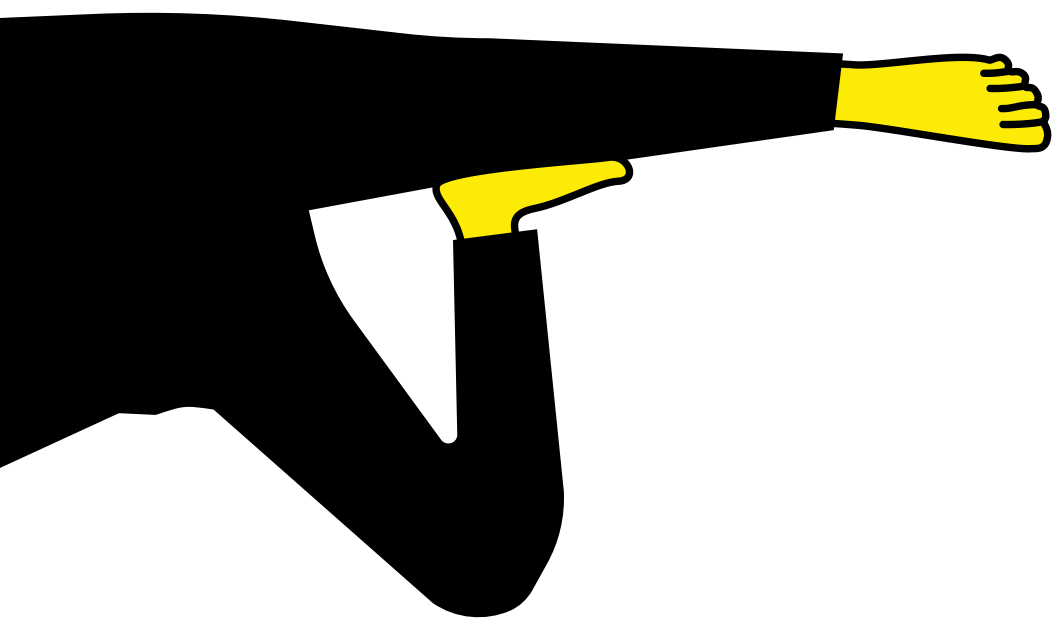
Giving underrepresented artists the chance to showcase their work at the prestigious Saatchi gallery





HOW DO WE GET THERE?





Our **END TO END PROCESS**

CONCEPT *Ideation*

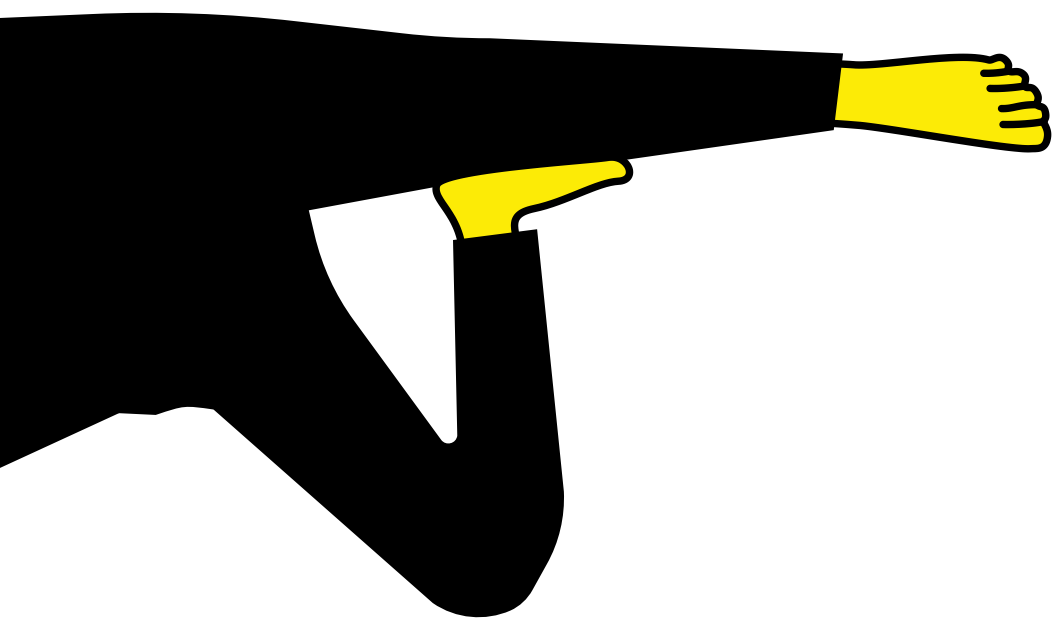
- Interrogation of brief
- Visual mood boards & initial scamps
- Scoping
- Venue / location scouting & liaison
- 2D modelling
- 3D rendering
- CDM Appointment
CPP issued
- Event pre-production
- Security pre-planning

DESIGN *Spatial & technical*

- Technical drawing & floorplans
- Material sourcing & sampling (assuring alignment with fire regulations)
- Lighting design
- AV ideation & sourcing
- Artworking & content creation
- Logistics planning
- Health & Safety management & permitting
- Structural calculations & 3rd party technical sign offs
- IP Partner liaison
- Test build

DELIVERY *Fulfilment*

- Bespoke fabrication
- Installation
- Staffing & security management
- Event management
- H&S presence on site
- Show calling & stage management
- Talent management
- Guest management & travel logistics
- De-rig & set down
- Post-event review



CONCEPT & IDEATION

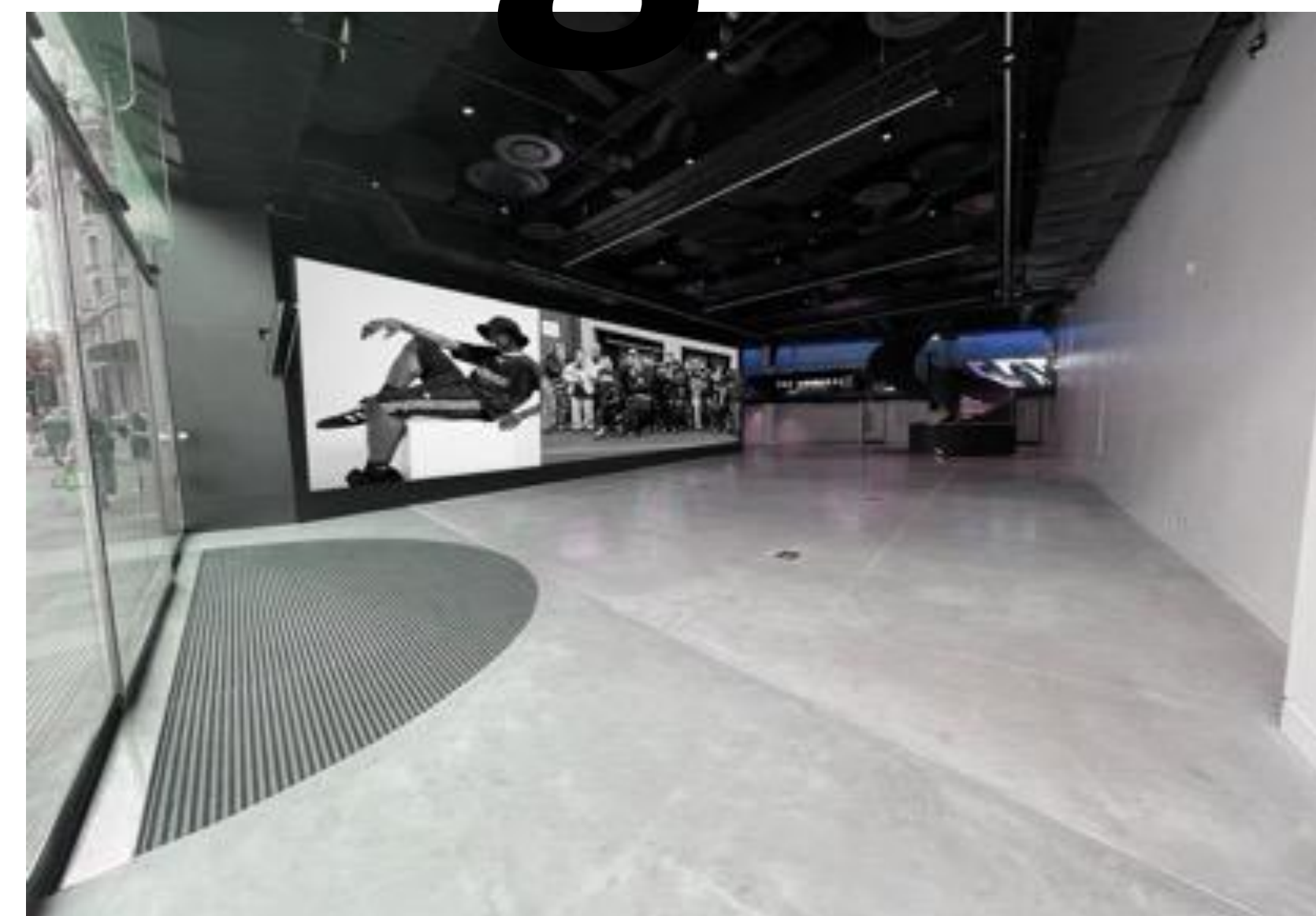
AN ICONIC SHOE NEEDS AN ICONIC STAGE



BRINGING COUNTER CULTURE TO CENTRAL LONDON



Below The Lights



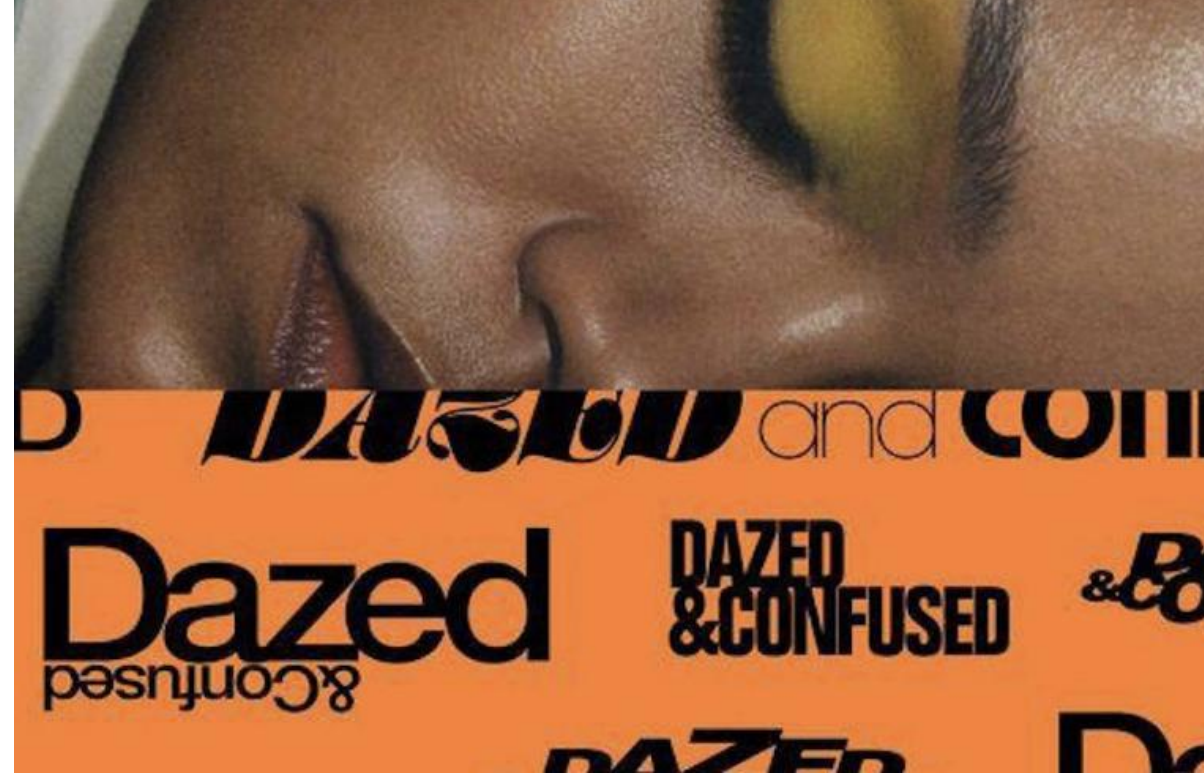
In between Soho and Southbank

Short walk from Waterloo mainline

Accessible via Temple, Charring Cross, Covent Garden, Holborn and Blackfriars tube

5 min skate from Southbank Skate Space





1800 studios



180 The Strand is the heart of London's creative community, an iconic Brutalist building that has been transformed into a cultural centre for cutting edge creators



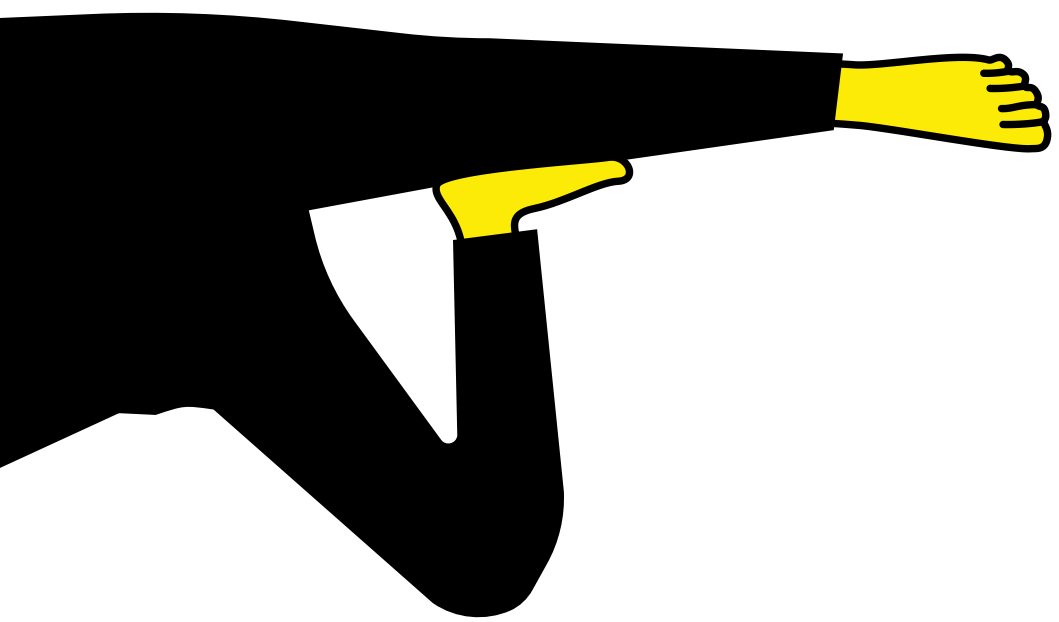
22.5.2024—2.3.2025
The Vinyl Factory — Reverb

28.5.2024—7.7.2024
Back in the Dazed — Rankin
1991-2001









DESIGN

WHERE YOU START ISNT ALWAYS WHERE YOU
FINISH







**THIS IS
SUPERSTAR**









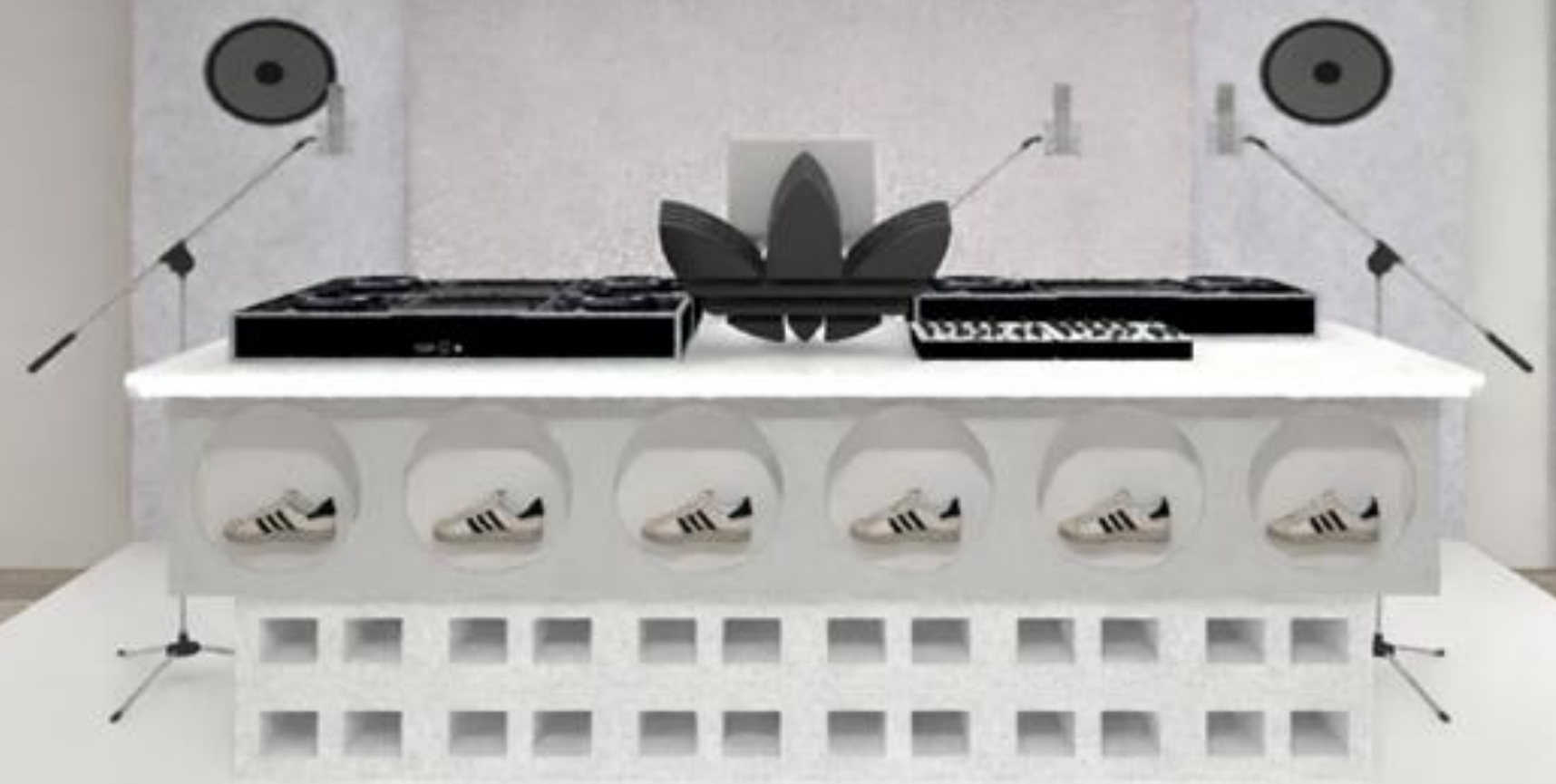
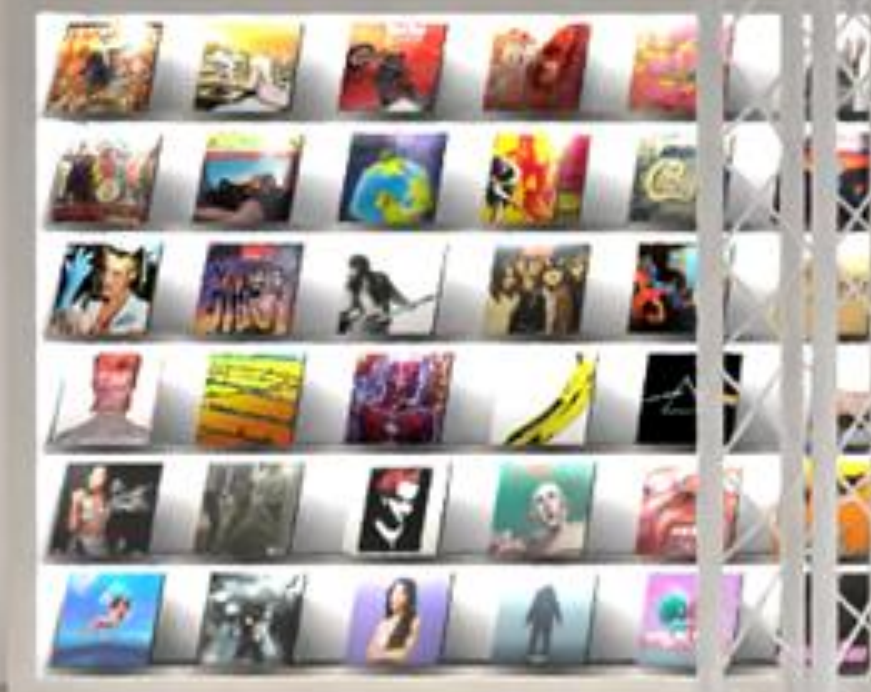




PER

ON AIR

SUPERSTAR



ERSTAR

SUPERSTAR

TRIM

CHAR
R L



29



SUPERSTAR





SUPERSTAR CUTS





**SUPERSTAR
SKATESHOP**





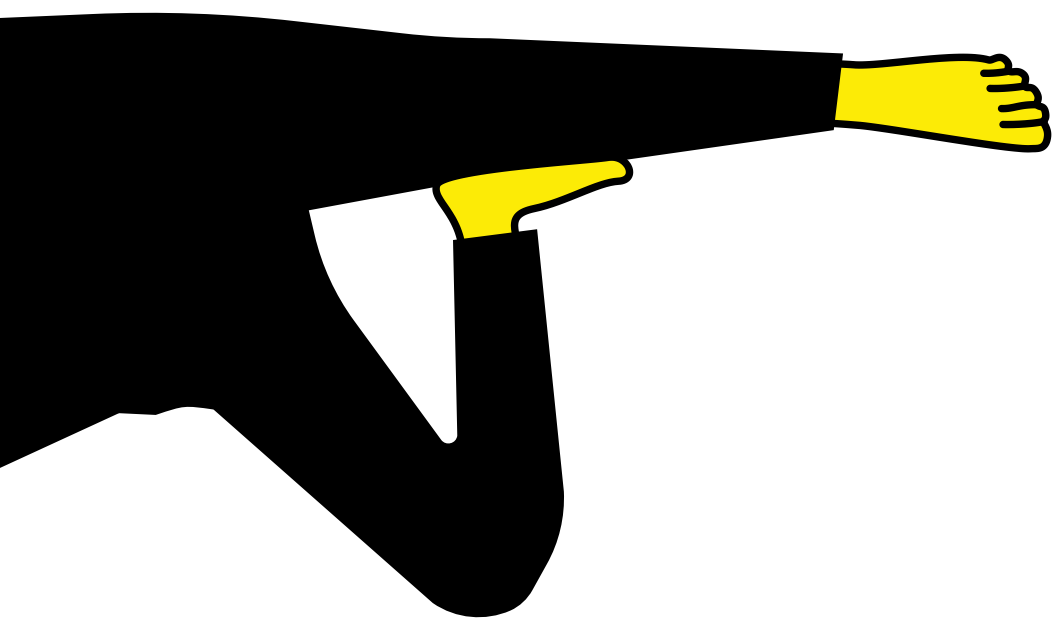
SUPERSTAR NEWS AGENT

**SUPERSTAR
NEWS AGENT**
COLLECT YOUR
ZINE SPREAD
HERE



ENT

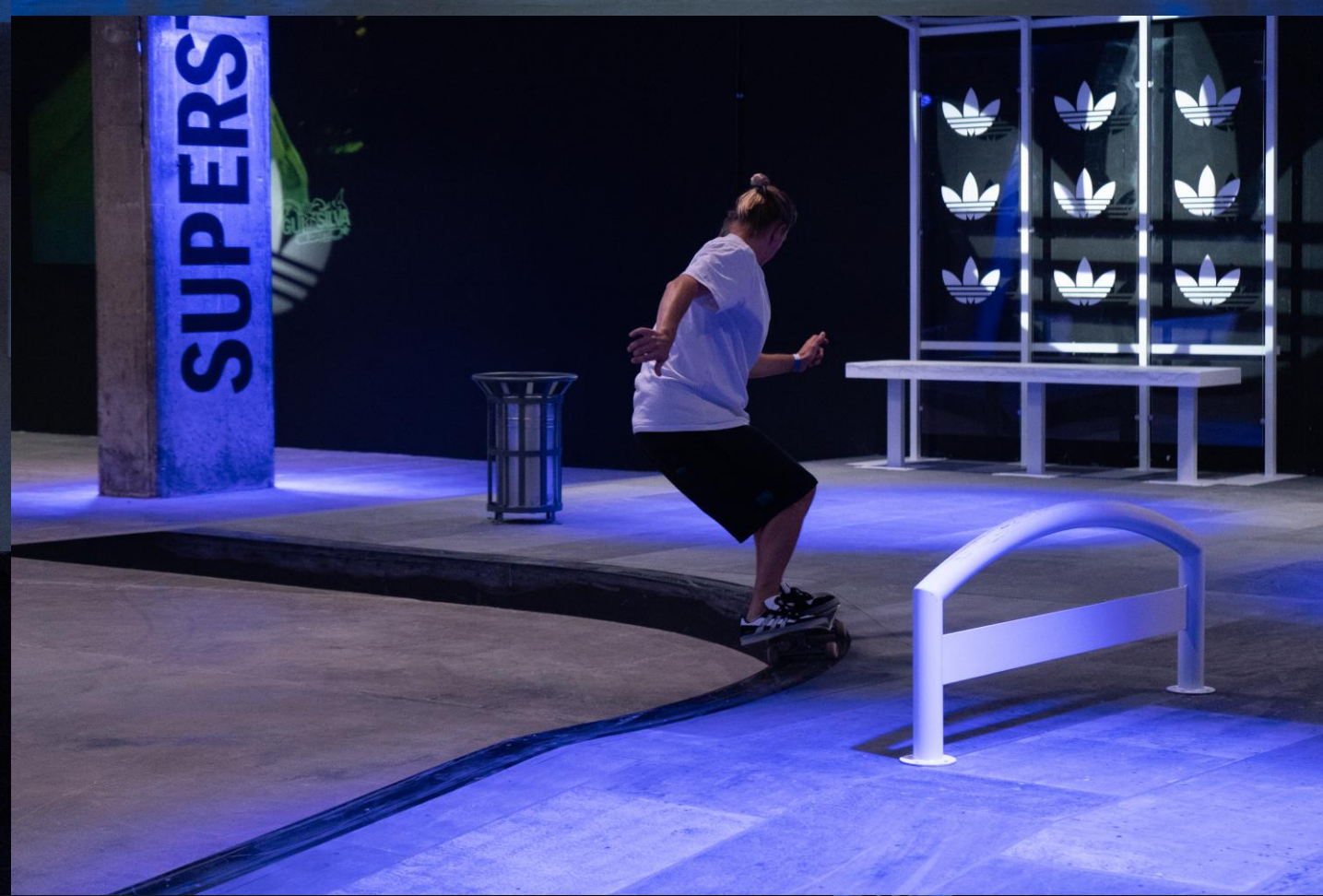




DELIVERY

HOW DOES THAT LOOK WHEN IT COMES TO
LIFE







LAUNCH NIGHT – MEDIA



FRIDAY NIGHT – NTS

THIS IS SUPERSTAR



29.08
12:00-18:00
CRASH TRACY
CYNTHIA IGBOKWE
DJ CORPMANE
B2B MUNNI

30.08
10:00-17:00
A.G
CHAMBER45
SAVSSOUNDS

19:00-22:00 **RSVP REQUIRED**
DJH
MECHATOK
SHAOLINWAVY
XAVIERSOBASED^{LIVE}

180 The Strand
29-31 August
10:00-22:00
Music, open skate,
workshops & panel talks
FREE RSVP

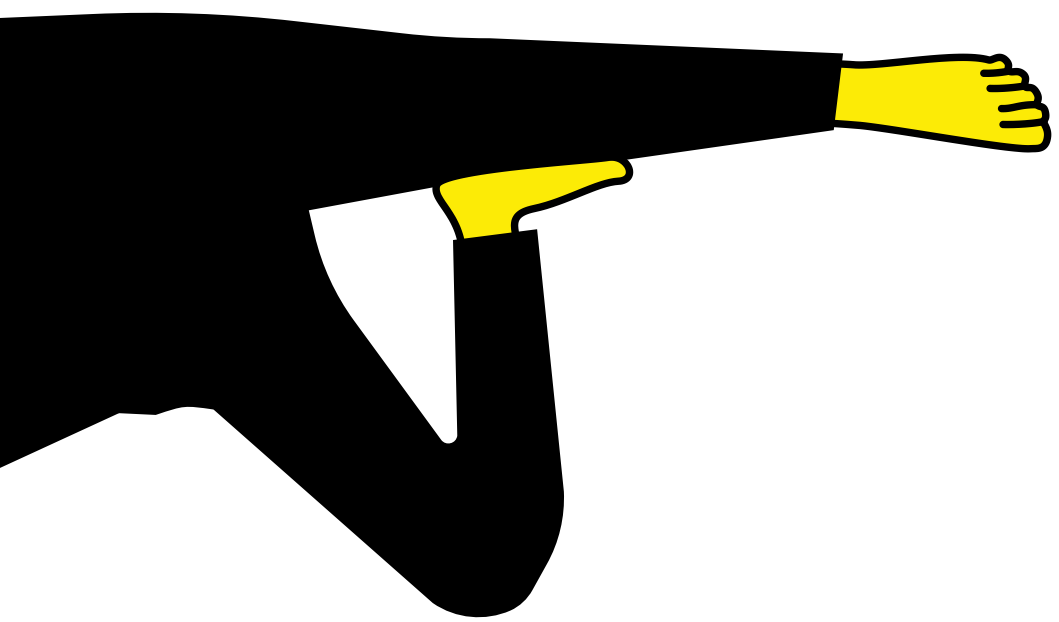


SATURDAY NIGHT – JD TAKEOVER



SUNDAY NIGHT – ASOS TAKEOVER





*Thank
you*

M+C SAATCHI
OPEN HOUSE

