



'0-60 Seconds iNTELEVISION Commercial Producers'
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STANDARD OPERATING PROCEDURES

PLANNING STAGE FOR COMMERCIAL-PROMOS ADVERTISEMENTS OR DVD CORPORATE PRESENTATIONS

(i) Script writing (external – subcontract or client's own storyboard)

Script Outline & Product Positioning

- a. Determine Key Features And Benefits
- b. Strongest Selling Proposition
- c. Initial Discussions About Product Offer And Price
- d. Determine Format For Commercial; Style, Tone, & Format
- e. General Locations
- f. Initial Talent Review: Determine Talent Types, Older Couple, Young Woman, Mommy Type, Etc.

Scripting Process

When you only have between 0-60 seconds or 120 seconds to get viewers to put down the remote control and pick up the phone - every second counts.

- a. Initial Show Outline - Determine The Structure Of The Commercial Or Infomercial
- b. Client Review Of Initial Script Or Outline
- c. Final Show Outline
- d. Client Review Of Final Outline
- e. Outline is reviewed and approved
- f. Initial Scripting Draft
- g. Scripting begins based upon outline
- h. First Draft is completed and reviewed
- i. Changes and Revisions are reviewed
- j. Scripting Drafts

Submitted in: Winword format or Final Draft

Scripting Meeting & Review

'0-60 Seconds iNTELEVISION Commercial Producers' will - Draft Second Version Of The Script Based On Approvals And Discussions

Client Review Second Version

'0-60 Seconds iNTELEVISION Commercial Producers' will - Draft Final Version Of The Script Based On Approvals And Discussions
Final Draft Approved

(ii) Storyboarding (external and some internal subcontract) your PR officer can help too

(iii) Concept Development (external or your marketing department will draft it)

CTA & B-Roll Shoot Dates

a. This Is The Actual Shooting On Location, Of The Following Items Where Applicable:

- i. Insert Commercial Shoot
- ii. Product Demonstration
- iii. Lifestyle Shots
- iv. Talent

(iv) Full Service Camera and Lighting (internal)

3 Point Lighting Technique – hard , soft & back light. Low key treatment lighting use.

(v) Full Service Editing & Post Production (internal service)

Post Production

- a. Digitize And Review Footage from Show, Testimonials, and CTA
- b. Rough-Cut Base Commercial Insert
- c. Rough-Cut Show Body
- d. Rough-Cut Base Testimonial Footage
- e. Make Final revisions to and Complete Animation And Graphics
- f. Music Review And Selection
- g. Client Receives And Reviews 1st Rough Cut
- h. '0-60 Seconds iNTELIVISION Commercial Producers' implements all changes and continues
the editing process
- i. Client Receives And Reviews 2nd Rough Cut
- j. '0-60 Seconds iNTELIVISION Commercial Producers' implements all changes and continues
the editing process
- k. Record Voice Over In Audio Studio
- l. Edit And Lay In Voice Recording Over Commercial Cut
- m. Mix Audio And Music
- n. Finalize Graphics, Supers, And Animation

(vi) 3D Graphics & Animation (some internal mostly subcontracted)

(vii) Testimonial Development (open to your suggestion)

Testimonial Shoot Dates

a. This Is The Actual Shooting On Location, Of The Following Items Where Applicable:

- i. Product Users
- ii. Non-Compensated Endorsements

(viii) Professional Casting (external subcontract through professional agencies)

Pre-Production – Casting Selection

(the clients' choice, the producer will make some reservations)

- a. Talent Casting And Selection
- b. Testimonial Interviews
- c. Testimonial Selection and Preparation
- d. Location / Studio Scouting / Set Design
- e. Prop Shopping: Food Stylists, Make-Up, Etc.
- f. Wardrobe
- g. Crew Staffing
- h. Equipment & Lighting Requirement
- i. Audio
- j. Initiate Show Graphics & Animation
- k. Create Shot Lists And Shooting Schedule

(x) Studio Shoot Dates (established between the producer & the clients' representative)

- a. This Is The Actual Shooting On Location, Of The Following Items Where Applicable:
 - i. Main Body of Program Acts 1-3
 - ii. Product Shots
 - iii. Celebrity Talent (Where Applicable)
 - iv. Professional Endorsements & Testimonials
 - v. Product Demonstration

(xi) AREA SET UP

A lot of thought goes into creating an event. We take note of the small details that sometimes that get overlooked or taken for granted. We make sure to take a shot of the food, room setups, decor, signage, lighting effects, gobos and whatever else you have created to make your event a success!

Final Client Approvals

- a. Client Receives And Reviews Final Cut
- b. '0-60 Seconds iNTELIVISION Commercial Producers' Implements Any Final Changes
- c. Client Receives And Reviews And Approves Final Broadcast Version
Release Tapes To Duplication For Trafficking
Broadcast For Initial Media Test

PLEASE CONSIDER THE FOLLOWING MARKETING TIPS WE'D RECOMMEND
The Steps to Commercial Marketing Success..

Product Review & Research

We want to understand as much about your product, it's marketplace, how it works, why it works, and who is your competition. What's been successful in the past, in the same categories, and what hasn't worked and why. These are just a few of the steps that go into our initial product evaluation and review.

- a. Review Detailed Information About The Product Or Service**
- b. Clinical Studies / Documentation**
- c. Research Information about competitive product**
- d. Professional Endorsement Information**

e. Demographic Information**f. Sales Figures & Data**

The reality is that you have 60 seconds (120 seconds sometimes) to tell your story so well that it motivates people to put down the remote control and pick up the phone. To achieve this we must create some of the most successful info-commercials ever - the kind of spots that get the phones to ring. Whether you're looking to market and sell a product or service directly or get highly qualified leads for your business or service we could be the solution to your headaches. The sales speak for themselves and the awards tell us it has been done with style.

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