BCP

BRANDED CONTENT PRODUCERS BELGIUM

BRIEFING TOOL USER GUIDE

Welcome to the Online Production Briefing tool. This platform helps you create a structured briefing for production companies. Below is a concise guide on how to use the different pages.

HOW DOES IT WORK?

The tool follows a step-by-step approach. Carefully complete each step to ensure a structured briefing. You can save a draft at any time and continue later to finalize your briefing.

Longlist: Once your briefing is complete, you can send it to the Production Companies of your choice.

Shortlist: The tool allows you to update the briefing from a longlist to a shortlist. You can add or remove Production Companies to a maximum of three for the final pitch.

Single Bid Option: You may also opt for a single bid instead of a competitive pitch.

USEFUL INFORMATION

The independent Production Companies are bound by the Production Guidelines, which explains the different steps for producing an advertising film.

You can consult and download the Production Guidelines.

All shared information is strictly confidential and only accessible to the Production Companies you select for a specific briefing.

GETTING STARTED

To begin, visit https://www.briefings.bcpbelgium.be. If this is your first time using the tool, you can log in easily using your name and email address—no additional setup is required.

If you would like to practice using the tool before submitting a real briefing, you can access the test environment at **https://staging.briefings.bcpbelgium.be.**

Once logged in, follow the step-by-step guide below to complete your briefing efficiently.

1. GENERAL INFORMATION

Fill in the basic details of the briefing:

Advertiser: Use the official company name, not product or trade names.

Product or Campaign Name: Do not enter the film title here; that comes later.

Agency: If not applicable, enter Not Applicable.

Key Contacts: List names of the ECD, Creative Director, Account Team, and Agency Producers (separate multiple names with a comma).

Mandatory fields: Indicated by a red asterisk (*).

Contact Person: Enter your name or the responsible person's name, including an email address.

Saving your work: Click Save draft to continue later.

CLICK NEXT STEP TO PROCEED TO DELIVERABLES.

2. DELIVERABLES

Film Title: Assign a unique title for each film.

Add Additional Films: Click Add Film.

Versions: Specify the required variations per film and the media where they will be used.

Media & Length: Choose the appropriate options from the dropdown menus.

Number of Edit Versions: Indicate how many different versions are needed (e.g., different packshots).

Languages: List all required languages.

Formats: For online and DOOH, select the desired aspect ratios (e.g., 9:16 for Instagram Stories, 16:9 for YouTube).

Additional Requirements: Specify if HDmats (for TV) or DCPs (for cinema) are needed.

CLICK NEXT STEP TO PROCEED TO PHOTOGRAPHY.

3. PHOTOGRAPHY

Need a Photographer? Select Yes if a photographer is required.

Key Visuals: Indicate the number of visuals needed.

Formats & Media: Specify where the visuals will be used.

Layered Files: If required, indicate whether visuals should be delivered with layers.

CLICK NEXT STEP TO PROCEED TO CHECKLIST.

4. CHECKLIST

Review Production Elements to be included in the estimate.

Special Notes: Note any specific requirements, such as international shoots or specific casting.

All fields must be completed before moving forward.

CLICK NEXT STEP TO PROCEED TO USAGE RIGHTS / BUYOUTS.

5. USAGE RIGHTS / BUYOUTS

Are Rights Required? If not, skip this step.

Duration & Territory: Default is 1 year - Belgium, but this can be adjusted if necessary.

Cost Estimation: Longer durations and broader distribution increase costs.

Production Royalties: If the film is used outside Belgium, additional fees may apply.

CLICK NEXT STEP TO PROCEED TO INSURANCE.

6. INSURANCE

Standard production insurances are pre-selected.

Travel Insurance is only required for shoots abroad.

Weather Insurance is costly and often unavailable; consult the production company.

Additional Insurance: Note any other requirements in the Special Notes section.

CLICK NEXT STEP TO PROCEED TO TIMING.

7. TIMING

Director Proposal Date: The date you expect to receive a director's proposal.

Pitch Start Date: The date the shortlist begins, with up to three production companies submitting their treatment and budget.

Go on Production: The date when production officially starts.

Delivery Dates: Specify when you expect the final films per medium.
If unknown, enter the earliest expected delivery date.

Special Notes: Add any specific timing requirements.

CLICK NEXT STEP TO PROCEED TO FINAL REMARKS.

8. FINAL REMARKS

Budget Indication: Necessary for an accurate estimate.

Script Approval: Confirm whether the script has been validated by the client.

Pitch Costs: If production is canceled after a full pitch, the production company may charge a fee.

Upload Files: Attach scripts, decks, and presentations.

**ONCE ALL INFORMATION IS ENTERED, THE BRIEFING IS COMPLETE.
YOU CAN SAVE IT AS A DRAFT TO EDIT LATER OR SUBMIT IT FOR FINAL PROCESSING.**

9. CHOOSE PRODUCTION COMPANY

Select Production Companies: Choose the BCP production companies to which you want to send the briefing.

Longlist, Shortlist, or Single Bid: Decide whether to send the briefing to a Longlist, update it to a Shortlist (maximum of three production companies), or proceed with a Single Bid.

Updating Your Selection: You can add or remove production companies at any time and change a Longlist into a Shortlist when needed.

Non-Member Option: If necessary, send the briefing to a non-member production company via the Other Production Company option.

Personal Notes: Add a personal note for each selected production company—this note is visible only to the intended company.

ONCE YOUR SELECTION IS MADE, CLICK NEXT STEP. YOU WILL BE ASKED TO CONFIRM WHETHER THE SELECTION IS A LONGLIST, SHORTLIST, OR SINGLE BID BEFORE CLICKING CONFIRM AND SEND YOUR BRIEFING.

WHAT HAPPENS NEXT?

The **selected production companies will receive an email notification** that a briefing has been added to their personal platform. Each production company can only access the briefing specifically addressed to them.

Your dashboard provides an overview of the sent briefings, any updates, and the option to add or remove production companies.

You can **download** your briefing as a PDF at any time.