



BRANDED CONTENT  
PRODUCERS BELGIUM

# Production Guide

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FOR ADVERTISING FILM AND BRANDED CONTENT

The **BCP Production Guide** outlines the **recommended steps for producing an advertising commercial or branded content**, as advised by BCP Belgium, the federation of Belgian independent advertising production companies.

It **covers every phase of the production process**, from the initial briefing by the client/advertiser to the delivery of the final commercial or content.

The purpose of the BCP Production Guide is to **provide guidance** to everyone involved in the production process, serving as a reference that can be consulted at any stage for a detailed description of each step.

The Production Guide is **designed for all individuals involved** in the production of an advertising commercial or branded content, including those working in communication agencies, for advertisers, and within independent production companies.

Mutual respect, trust, and solid collaboration are key elements in successfully producing a commercial film, ensuring it is created in an optimal environment and under the best possible circumstances.

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## 1. GENERAL INTRODUCTION

Producing a commercial or branded content is a significant undertaking for any Advertiser, not only because of the financial investment but primarily due to its desired impact on the target audience and the promotion of products or services.

This process requires a meticulous and well-thought-out approach, as it represents a substantial investment with the expectation of a return greater than the initial expenditure. Advertisers or their Communication Agencies must collaborate closely with independent Production Companies to create an optimal environment for production.

### COLLABORATION AND INTEGRITY

When producing commercials or branded content, Production Companies, Advertisers, and their Communication Agencies commit to operating with honesty, responsibility, and transparency. They must adhere to regulations concerning fair competition and fair-trade practices, ensuring the integrity of the process.

### SAFETY AND LABOUR LEGISLATION

Production Companies, Advertisers, and their Communication Agencies must always comply with applicable safety and labour regulations, including but not limited to those related to working hours and child labour.

### PARTNERSHIP FOR SUCCESS

Producing commercials is a complex and creative process, not an exact science, and unexpected issues often arise. However, fostering a genuine and trust-based partnership between the Advertiser, Communication Agency, and independent Production Company-rather than treating the process as a transactional client-supplier relationship-will ensure a streamlined production.

### THE IMPORTANCE OF PREPARATION

The key to a successful production lies in providing a detailed briefing and allocating sufficient time for preparation. This allows for comprehensive planning and execution, which are critical for achieving the desired results. Although each production operates within its own unique timeline and constraints, 'ideal' circumstances are rare. Often, time is limited, so it is crucial for Advertisers to carefully assess their needs and options from the very beginning of the process.

### FINAL NOTE

This should not diminish the importance of the recommendations outlined in this document. These guidelines are essential for aligning expectations and ensuring that every aspect of the production process is executed efficiently and effectively.