

10. PREPRODUCTION AND THE PREPRODUCTION MEETING (PPM)

10.1 INTRODUCTION

Preproduction is defined as “the phase following the confirmation and acceptance of the assignment, leading up to filming”. This phase concludes with the preproduction meeting (PPM). During this stage, it is crucial that scripts, storyboards, and other materials align with the agreed-upon creative guidelines. By the end of the PPM, all parties must be in agreement on the production’s objectives and direction.

10.2 PREPRODUCTION

All relevant aspects and necessary steps of the production process must be addressed during preproduction to ensure the production proceeds smoothly within the agreed budget and timeline. These steps include, for example, booking and confirming the crew, securing technical equipment, planning special effects (SFX), booking locations, casting, talent, styling and key props and sets (decor).

When a Communication Agency is involved, picture references and/or videos of the selected locations must first be approved by the Communication Agency before being submitted to the Advertiser for approval.

The Advertiser and its Communication Agency must approve the art direction for props, decor, and sets during the PPM (see following chapter). They are also required to attend the costume/wardrobe fittings and pre-light settings.

In some cases, a preliminary Preproduction Meeting may be organized to expedite the decision-making process.

10.3 THE PREPRODUCTION MEETING (PPM)

As a standard, the Preproduction Meeting (PPM) is the most important meeting in the commercial production process. It serves as the final opportunity to reach agreement on all aspects of the production that may still be unresolved or under discussion. The PPM is a “confirmation-approval” meeting for the agency, not a creative meeting. All creative issues must be resolved and agreed upon prior to this stage.

Proper planning and timing of the PPM are crucial for the success of the production. If the PPM is poorly organized, certain elements or aspects of the production may remain unapproved, potentially disrupting the production process. Any modifications to agreements made during the PPM can lead to production delays, increased costs, and overall negative impacts on the production’s progress.

Attendees of the PPM include representatives from the Advertiser, if involved, the Communication Agency team assigned to the project, and the Production Company representative(s). The PPM should take place no later than one week before the first shoot day.

When a Communication Agency is involved, the Agency Producer is responsible for preparing the agenda, coordinating and leading the meeting, taking notes, and distributing the meeting report afterward. Notes detailing all points discussed and decisions made must be shared with all project personnel within 24 hours of the meeting. Any objections or comments must be promptly addressed with the Agency producer.

If no Agency producer is available, this role must be assumed by a single person responsible for the production from the Communication Agency.

If no Communication Agency is involved, the responsibility falls to the Advertiser, where a single person must also be designated to oversee the production and handle communication with the Production Company.

Following the PPM, it may be necessary to revise the Production Briefing and amend the final Production Offer. Any changes to production costs must be confirmed by the Communication Agency in writing, which is responsible for obtaining approval from the Advertiser. If no Communication Agency is involved, these changes must be approved directly by the Advertiser. The same applies to any agreed-upon additional costs.