

11. THE SHOOT

11.1 INTRODUCTION

The shoot will proceed as scheduled during the Preproduction Meeting (PPM).

Before the shoot, the Production Company will provide the Agency Producer or another designated representative with a call sheet, shot list, and if available a storyboard outlining the planned shooting schedule.

Representative(s) from the Advertiser and its Communication Agency, including the Agency Producer and other key personnel, will be present on set and are expected to arrive at the time specified by the Production Company.

Representative(s) from the Advertiser and its Communication Agency must be available throughout the shoot to provide on-set consultations, feedback, and clear instructions to the Production Company to avoid delays in the shooting schedule. These representatives must be authorized to make executive decisions if necessary.

Specialists or advisors proposed by the Advertiser or the Communication Agency (e.g., food stylists, product specialists) must follow the instructions of the director and producer from the Production Company. They are expected to adhere to the designated working hours and maintain professional discipline while on set.

The Advertiser is responsible for providing the Production Company with any products, packaging, or product mock-ups required for the film, as agreed upon during the PPM.

11.2 COMMUNICATION ON SET

All communication on set from the Advertiser or its Communication Agency must go through a designated person to the producer of the Production Company. If the Advertiser works with a Communication Agency, the agency producer is responsible for this. If the agency producer is unavailable, another designated person will take on this responsibility.

Under no circumstances may representatives of the Advertiser or the Communication Agency communicate directly with the director or other crew members on set. The producer of the Production Company is solely responsible for communication with the director and the rest of the crew on set.

Any personnel visiting the set must be announced in advance and obtain permission from the Production Company. Visitors must register with the Production Company upon arrival and adhere to all instructions and restrictions to ensure safety on set.

Requests from Advertiser or Communication Agency representatives to review shots or playback footage must be discussed with the Production Company producer. Excessive use of playback may disrupt the shooting schedule.

Once the script's requirements have been fulfilled, the Production Company, after consulting with the Advertiser and the Communication Agency's representatives, will determine if additional footage can be captured to enhance the creative approach. Such footage must not exceed the approved budget.

11.3 CHANGES OR ADDITIONS DURING THE SHOOT

Any changes or additions to the shot list during the shoot must be approved by all parties involved. Changes will incur extra costs, which must be presented to and approved by the Advertiser or Communication Agency representative on the spot. These additional costs will be incorporated into an updated cost estimate by the Production Company.

If it is not feasible to provide an accurate cost estimate on set, and if all parties agree that the changes are critical to the success of the film, the Production Company will forward the revised estimate as soon as possible after the shoot.

11.4 MASTER ARCHIVING

Upon request from the Advertiser or its Communication Agency, the Production Company can store the raw footage (rushes) for up to five years. A one-time archiving fee will be included in the production offer. During this storage period, the Production Company assumes no liability for risks associated with the storage.

At the end of this period, the Production Company will, upon request, deliver the rushes to the Advertiser or its Communication Agency.