

FRANKY LOPEZ

PRESENTATION DESIGN SAMPLES



CONTENT REDESIGN

Optimized design and flow of existing content with a new custom template



What is it?

The "Collective" is a holistic career development initiative built to open doors for under-represented creators. Participants are given access to a wide variety of resources and opportunities within the BBDO NY production department.

Our core mission is to help set up our members for professional and personal success both within BBDO, and beyond.



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Key Initiatives

Upon on-boarding, Collective members will have access and opportunity to:

- Immersive Shadowing Program (pre-pro thru post)
- Introduction to Production Bidding
- Reel Development
- Ideating and Pitching Creative Ideas
- Agency personnel meet-n-greets
- Agency and Industry news

The Collective Value Exchange

Creators

Reel development, production experience, industry exposure, potential financial compensation

BBDO Studios/BBDO NY

Network expansion, revenue growth, internal growth, diversity/inclusion, production-centric solution for clients

Clients

Comprehensive production approach, quick turnaround studio making, small studio vibes with big agency energy

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Inclusion



BBDO Studios is committed to ensuring 100% of our productions reflect diversity on a grand scale, and are representative of all communities including gender identity and race/ethnicity.

We pledge that at least 25% of crews will be members from under-represented communities (BIPOC and LGBTQ+).

Key Contacts

Kelly Matousek

Studio Director
All shooting production inquiries can go directly to Kelly Matousek
kelly.matousek@bbdostudios.com

Jon Hsu

Senior/Line Producer (Shooting)

Sami Kriegstein

Creative Partnerships

Brody Bernheisel

Creative Director

www.bbdostudios.com



INCLUSION ON SET

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BBDO STUDIOS

2022 PRODUCTION APPROACH


Who We Are

At the heart of it all, we're a team of efficient and unconventional makers here to produce award-winning creative and inspire innovation at BBDO. Provide efficient turn-key service to our clients.

Attitude. A fire in our belly. A determined nature and spirit. New ideas with curiosity and energy.

Strategy. A penchant for out-of-the-box thinking. Invested in the process and the work.

Execution. Leaning into new practices without losing sight of past learnings.



BBDO STUDIOS

2022 PRODUCTION APPROACH

UNCONVENTIONAL MAKERS

+ AWARD-WINNING CREATORS

FOCUSED ON THE WORK, TOGETHER

WITH QUALITY, EFFICIENCY, AND INNOVATION FLOWING THROUGH EVERYTHING WE DO.

- Reimagined creative resource for BBDO -

What we do

Live-Action Shoots

Editing, Animation, & Finishing

Platform native content creation

Creator Partnerships

Community Management

Live Streaming

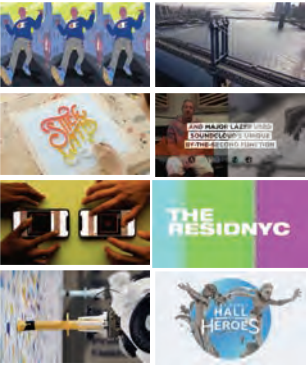
Prototyping

DE&I Talent Cultivation

Digital Development

Dynamic Creation & Optimization

Prototyping



2022 BBDO Studios Offerings

Creator Partnership

Get-it-done, cost-saving model utilizing creators who have mastered social tools and drive trends

Influencer Partnership

Tapping into influencer network based on project, characteristics, & followers

Small Scale Production

Utilizes in-house and maker network resources to produce low-lift deliverables

Large Scale Production

Curated specialists creating highly produced and polished work

The Production Collective: our holistic career development initiative built to open doors for under-represented creators and to set up our members for professional and personal success both within BBDO, and beyond.

Creative Development Dept: Our direct-to-client production offering that offers a low-budget alternative to traditional agency-structured production.

WHAT WE DO

+ Live-Action Shoots

+ Editing, Animation, & Finishing

+ Platform native content creation

+ Creator Partnerships

+ Digital Development

+ Community Management

+ Live Streaming

+ Prototyping

+ DE&I Talent Cultivation

+ Dynamic Creation & Optimization



2022 BBDO STUDIOS VERTICALS

Small Scale Production

In-house makers

Low-lift deliverables

Quick yielding profit

Creator Partnership

Quick-turn productions

Platform native

Innovative solutions

Influencer Partnership

Follower dependent

Blended production

Who they are

Large Scale Production

Expanded crewing

Sizeable budgets

Complex productions

The Production Collective: Career development initiative that opens doors for under-represented creators

Creative Development Department: Direct-to-client production alternative for out-of-scope and non-agency roster

Creator Partnership

What is it

Behind the camera.

A nimble, one-stop-shop powerhouse of content creation

Work independently with oversight from producers, creatives and/or client

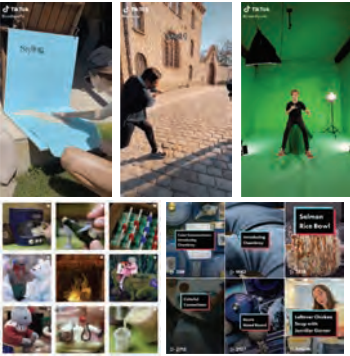
Project-based or retained for client

Social following not a deciding factor for partnership

Examples: Both resulting in significant profit for Studios and key partnerships with creators

Video - Shoprunner team expressing interest in keeping social producer/shooter/editor on retainer for quick-turn projects and long-term brand awareness

Digital - Discovered an AR/3D duo out of Amsterdam to produce a series of AR ads for Home Depot.



Influencer Partnership

Partnership with influencers based on who they are, characteristics, & followers

Curated content featuring individual and their brand.

Work independently or in collaboration with agency


Agreed upon term, usage and exclusivity

Budget and timeline varies

Examples

Video - For the Shoprunner Holiday Windows project, we partnered with an influencer that specializes in miniature creation with a sizable sub-culture-specific audience. We then took the videos of her creations to create campaign materials utilizing Studios resources.

Digital - Working with a well-known AR creator to produce beautiful lenses but utilizing in-house resources to create media deliverables. The is the model we utilized to produce The Pedestal Project for Color of Change.



CREATOR PARTNERSHIP

+ Nimble, one-stop-shop powerhouse

+ Mastered social tools and trends

+ Followers not a deciding factor, talent is

+ Behind-the-camera type


+ Aligns with BBDO quality standards

+ Services yield significant profit for Studios

+ Collaborate with BBDO Social Studio

Examples

Product Videos, Tutorials, AR Experiences



INFLUENCER PARTNERSHIP

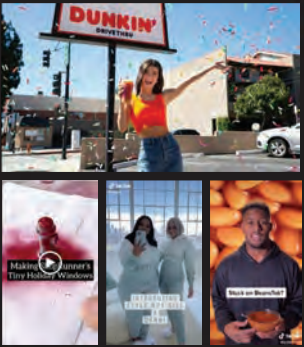
+ Partnership based on reach and niche targeting

+ Content developed in collaboration with creator to feel authentic to their brand and platform

+ Typically requires additional production resources and talent management

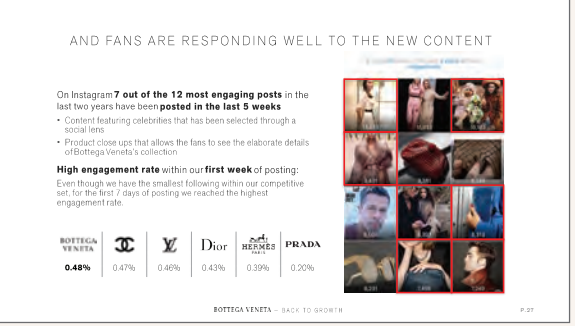
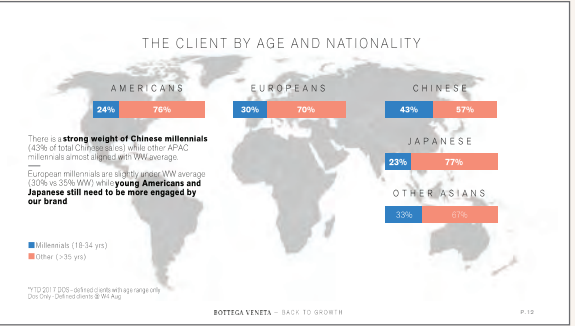
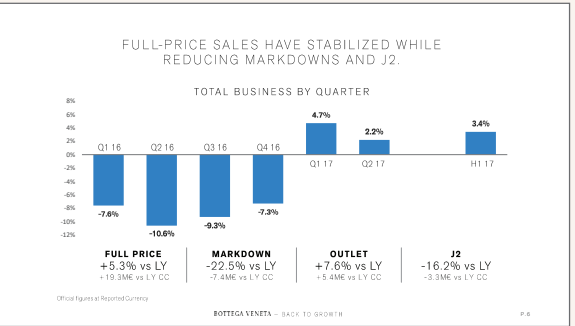
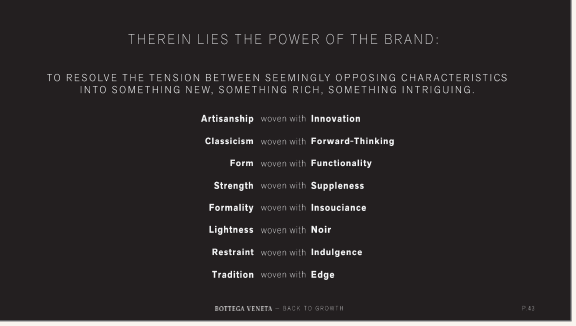
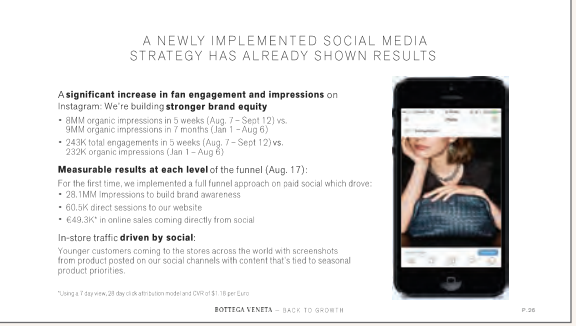
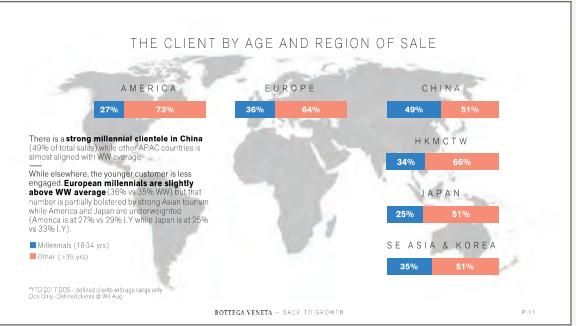
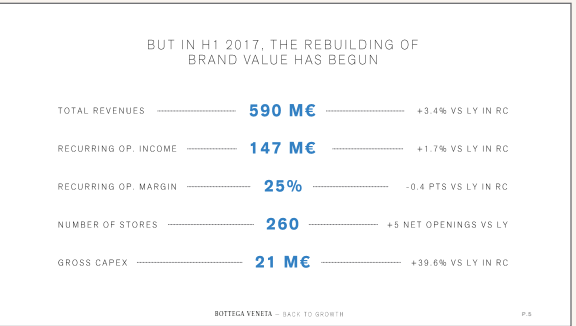
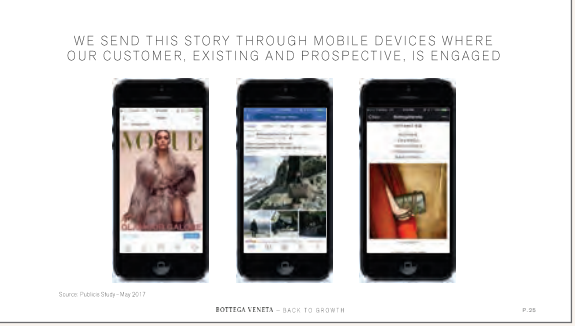
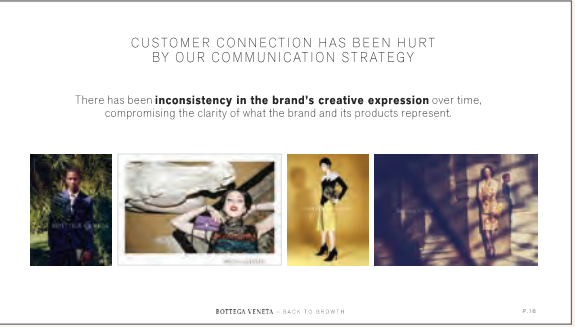
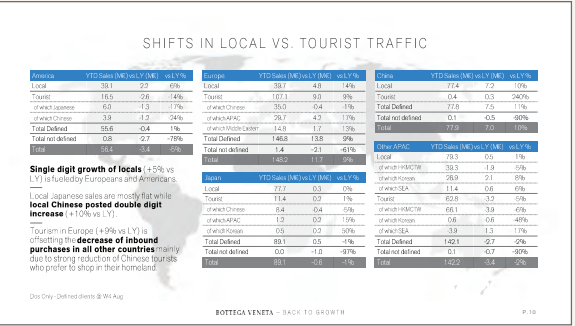
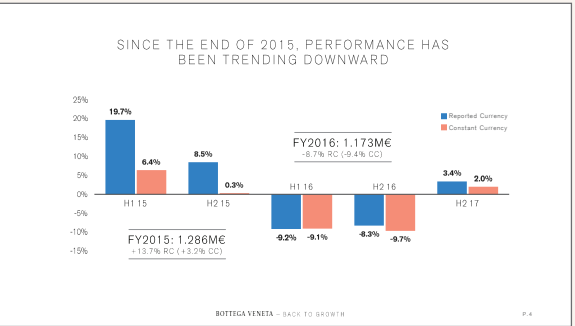
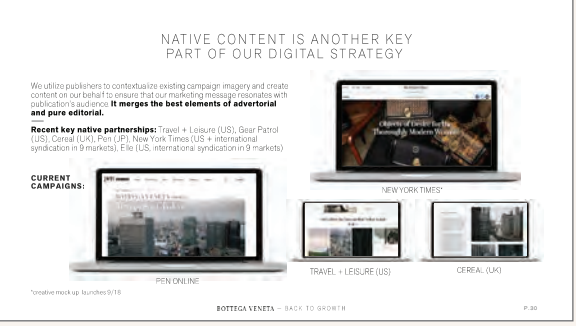
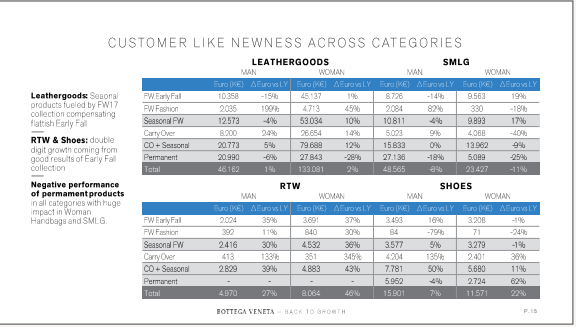
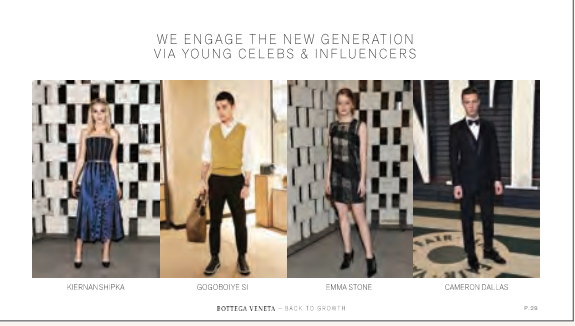
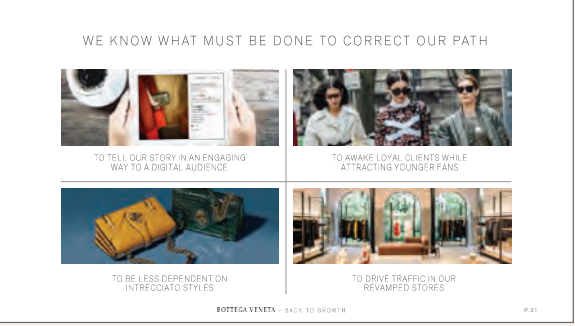
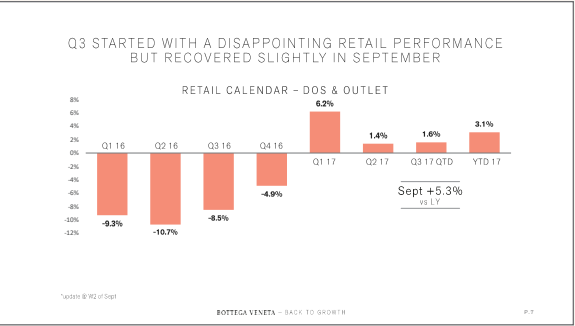
Examples

Platform-specific, launch videos, brand activations, campaign videos



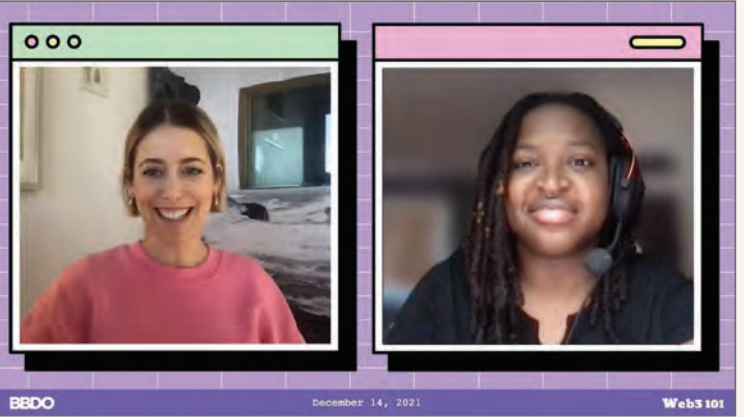
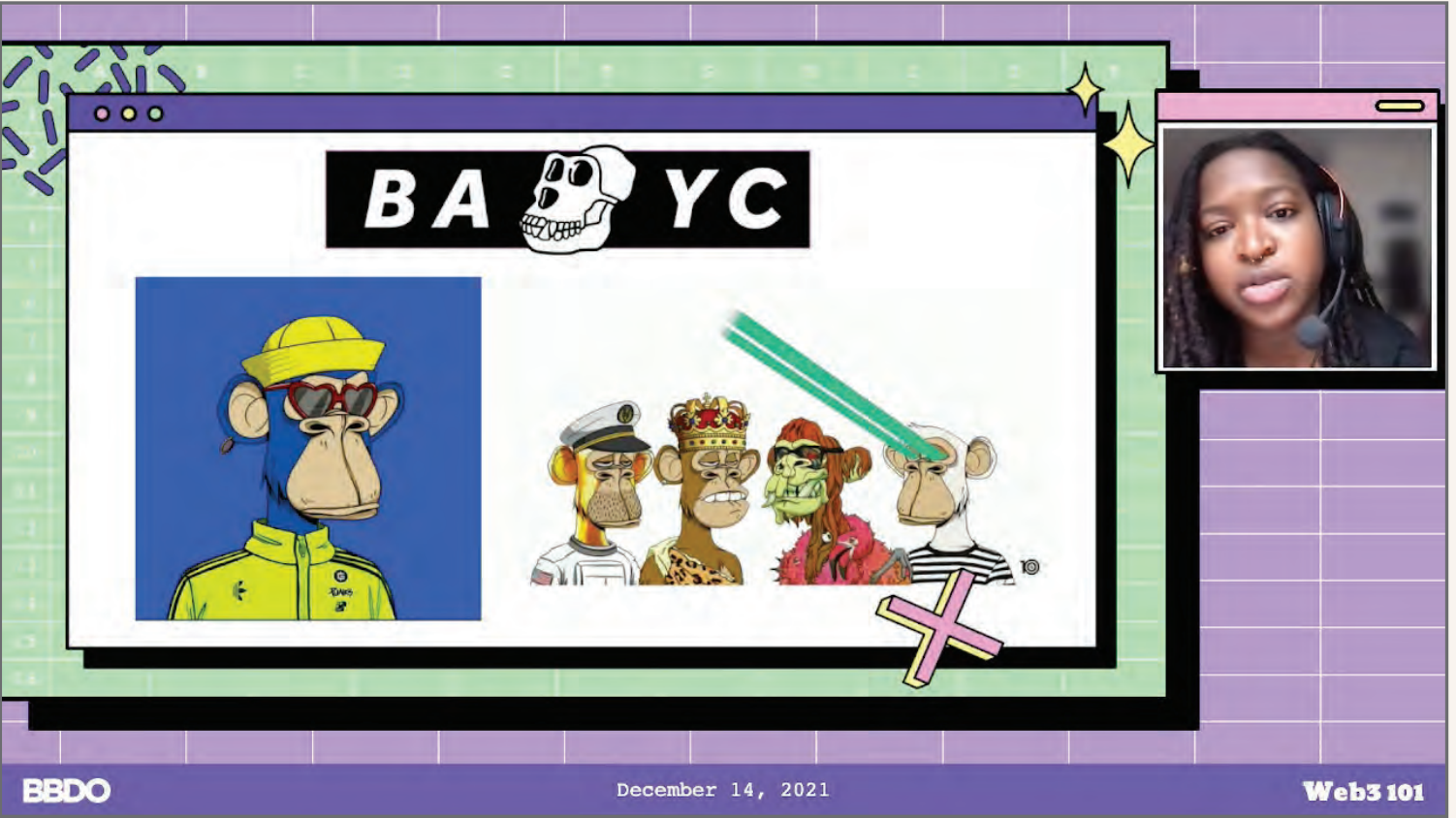
ORIGINAL DESIGN

Internal Board Meeting - Custom design with only outline and branding guidelines provided



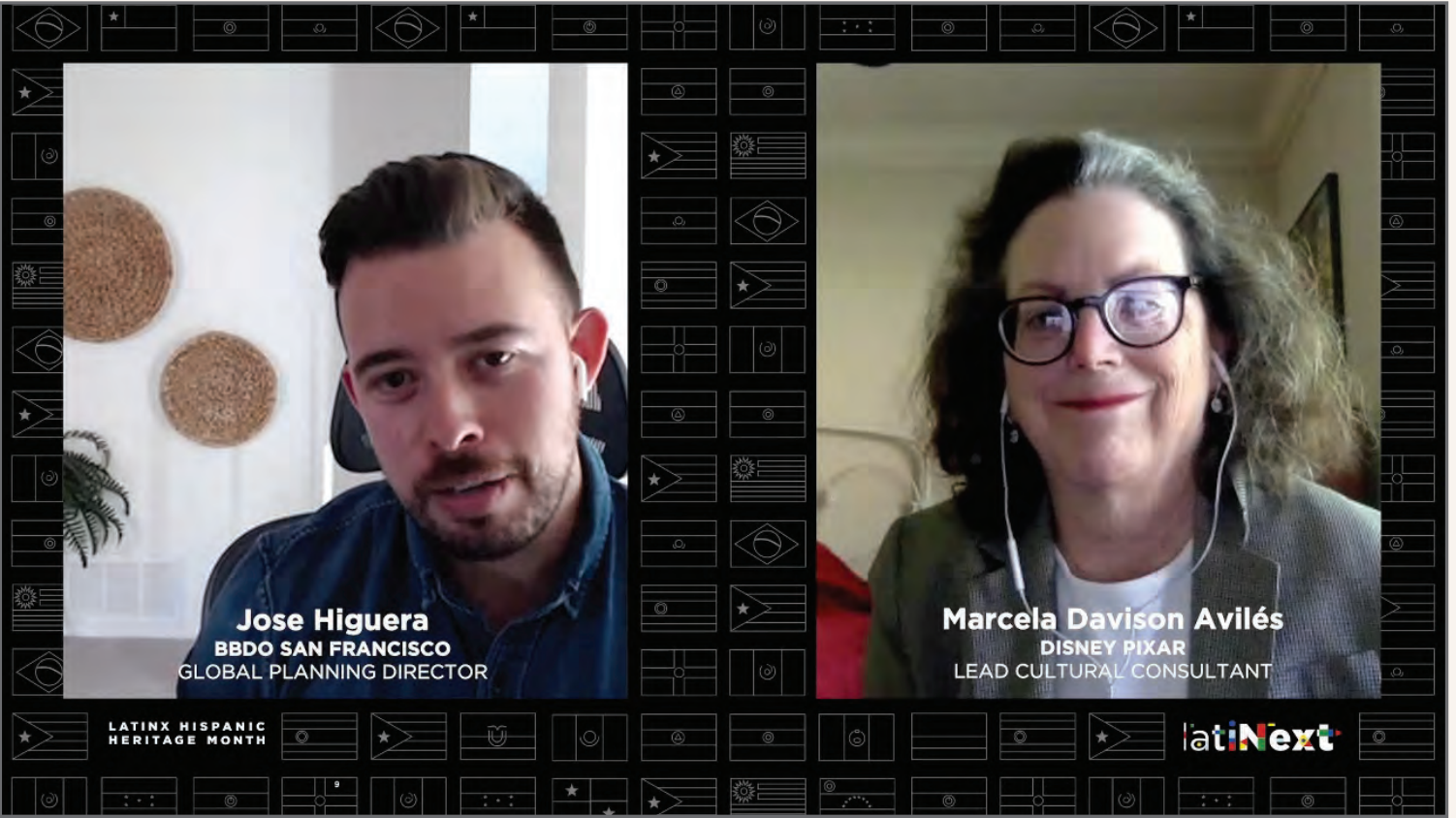
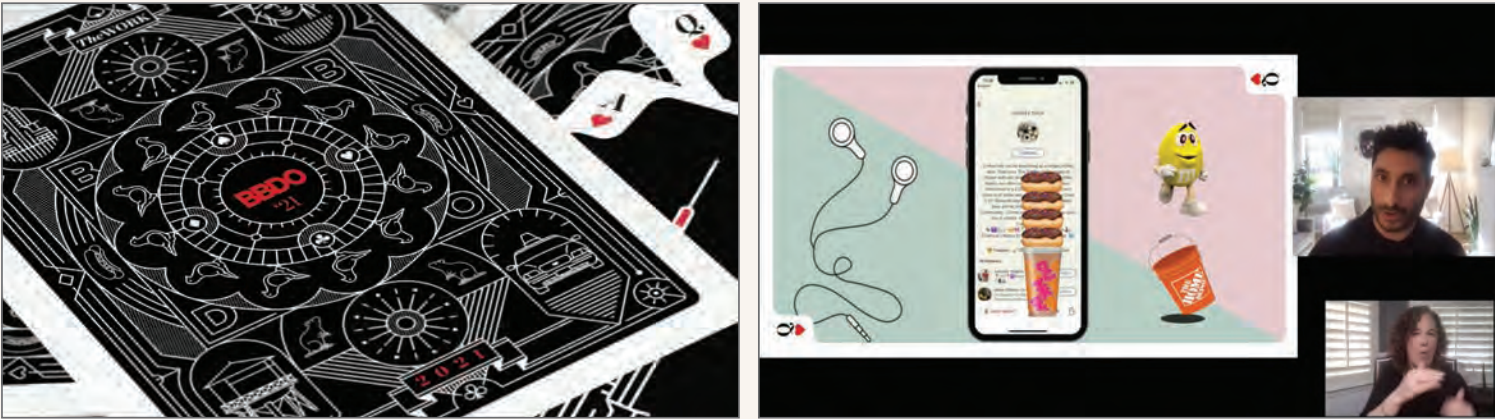
VIRTUAL EVENT DESIGN

Teams Live events produced with custom designed content and themed backgrounds



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LIVE EVENT DESIGN

Global Board Meeting - Custom 6912 x 1536 template and presentations for curved LED wall

