



# Advertising Production – Animatics Executive Summary

We are a team of industry experts. We will enable Unilever to master the craft of ad production from briefing to airing whilst ensuring execution excellence and efficiency on a global scale.



## So what's this all about?

It's not always possible to create the perfect ad without a little bit of help. That's why some of the best ad concepts have been crafted and enhanced through testing PreView stimulus material before doing the expensive shoot.

The creation of the Global AdPro Team in 2011 allowed for the first time, an internal, in-depth global end-to-end review of Unilever's existing advertising production practises. This identified that the animatics and PreView stimulus material production process was one of a number of areas where quality improvements and efficiencies were possible.

By utilising the global network of Regional Advertising Production Managers (RAPs) and the recommended suppliers from the advertising agencies, it was determined that Unilever could operate with a reduced supplier model. Here's how it now works.

The **creative agency** retains full control of the supplier selection from the roster with just a single quote required. There is no change to the management of the production process or payments i.e. this remains with the responsibility of the agency.

The **rostered suppliers** are responsible for ensuring that any quotes supplied to the agencies are quoted using the Unilever negotiated rates. All parties are reminded that all rates must remain confidential.

The **Unilever Project Leader** must ensure the agencies are utilising the roster in order to benefit from the Unilever negotiated rates. The appointed RAP will be able to supply these rates, if required and do budget sign-off.

## So what are the benefits?

✓ Enhanced creative consistency through sustained relationships and therefore a deeper understanding of the brands and the ability to maintain and recycle assets.

✓ Close, direct relationships enable the research and development into current and new mediums and styles for testing stimulus.

✓ The specific inclusion into the ad production process and data capture in AdManager allows the brands to draw on supplier information, mediums tested and use this information as a budgeting tool.

✓ Unilever negotiated rate cards providing a significant saving on animatic production costs.



## Reporting and benchmarking:

The Central AdPro Team can provide ad hoc reports showing what fulfilment we have used where and information on costs and savings.



## So who is on the Animatics Roster?

The five **global** roster suppliers are:

Animatic Storyboards  
[animatics@storyboardsinc.com](mailto:animatics@storyboardsinc.com)  
[hello@animaticmedia.com](mailto:hello@animaticmedia.com)

Animatic Media  
[hello@animaticmedia.com](mailto:hello@animaticmedia.com) / [www.animaticmedia.com](http://www.animaticmedia.com)

Launch 321  
[sabrina@321launch.com](mailto:sabrina@321launch.com) / [www.321launch.com](http://www.321launch.com)

Napoleon  
[info@napny.com](mailto:info@napny.com) / [www.napny.com](http://www.napny.com)

Stage1 Storyboards  
[info@stageonestoryboards.co.uk](mailto:info@stageonestoryboards.co.uk) /  
<http://www.stageonestoryboards.co.uk>

And we have **local** suppliers too:

**Contact your RAP to find out who your local Animatic suppliers are and to learn about the latest testing techniques!**

**You just have to ensure that you log your ad pro activity in AdManager and then engage with the RAP who will contact you!**

## Just follow the 3 simple steps:

1. **Log your production** via the Advertising Production Portal page <http://adproduction.unilever.com>

2. Your unique **Advertising Production Job Number (APJ#)** will be sent to you instantly via automated email. You'll need this to raise a PO and for them to get paid so make sure that you get them to use this number throughout the production process and on their CEs and invoices so they can get paid. You also need this on your PreView Brief to Millward Brown.

3. **Get Connected!** The activity will then be allocated to a Regional Advertising Producer (RAP). Both the project leader and the agency must engage with the RAP throughout the entire process.

## Key things to note:

✓ BD and BB must log all productions.

✓ Productions must be logged prior to briefing the creative agency. The later you log your activity the greater the lost opportunity of getting the benefits and efficiencies from the RAP and our suppliers!

✓ Make sure you engage with your RAP as soon as the job has been logged so they can help maximise the efficiencies.

✓ Ensure your creative agencies uses one of the appointed roster suppliers.

✓ Once the Advertising Production Job Number (APJ#) has been received, it is the Unilever Project Leader's responsibility to provide this to the CMI Business Partner. It is mandated that Millward Brown (or the appointed research supplier) has the APJ# in order to commence PreView testing).

