



Advertising Production 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.

Execution
Excellence

So what's this all about?

Unilever's global approach to managing advertising production is a **mandated** process that went live on the 21st March 2011 following a global announcement by Keith Weed (Unilever's Chief Marketing and Communications Officer).

A key requirement in this process is that **all BD** and **BB** production activities must be logged in AdManager. The ideal timing for doing this is **prior to briefing** the creative agency.

AdManager will then trigger access to an internal team of industry experts, called Regional Advertising Producers (RAPs), who will support the brand teams and suppliers in managing the production process from briefing through to fulfilment to broadcasters and adaptation.

What activity should be logged?

✓ **TV/Cinema Production** (includes Animatics since these are part of the end to end production process)

✓ **Radio Production**

✓ **Print / Outdoor / Key Visual Production**

✓ **Video Production (Internal Comms)**

**Note: whilst this isn't brand advertising it is nevertheless still "moving image production" and the RAP Team can therefore assist*

✓ **Digital** (advertising content e.g. moving image film but not website construction)

✓ **Language Adaptation (non-UniAdapt)**

**Note: UniAdapt activity is managed outside AdManager using the Brand Roadmap tool directly with the Adaptation Agencies*



Some other key things you should know beyond logging in AdManager?

✓ You must get 3 quotes for master production (and post-production is included in that)

✓ Unilever will always require Intellectual Property Rights (IPR) on all work it commissions

✓ The brand team must not attend their own shoot

✓ Unilever does not take out weather insurance on productions

✓ Unilever is contractually entitled to request a reconciliation on all production budgets

Further support and information:

> An agency agreed, flexible, global roster of production and post-production companies has been put in place. Unilever requires that all master ad production must have at least 3 quotes of which a minimum of 2 must come from the Unilever Global Ad Production Roster - <http://www.ugapr.com/register.php>

> Unilever has appointed specialist suppliers with negotiated rates for use on Preview Stimulus Production (e.g. Animatics), Celebrity Talent, Music (i.e. Big Sync Music), Ad Adaptation, Fulfilment (i.e. delivery to broadcasters) and other related production areas. Your RAP will guide you on who you should be using based on your needs.

> Unilever has a new "3 Quotation Production Summary" which outlines the key details of all 3 quoting companies, which should be filled out by the agency producer and submitted to the RAP on every production. This is available on <http://adproduction.unilever.com>

> Download the "8 Step TV Advertising Production Process Checklist" from <http://adproduction.unilever.com> so that you can better manage your production. Go on then!

Just ensure you log your job 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 to ensure the agency gets paid so make sure that you get them to use this number throughout the production process and on their CEs and invoices. 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.

AdManager Tracker

A monthly AdManager Tracker is distributed internally within Unilever and provides visibility on what was logged, when it was logged and by who.

Final key things to note:

✓ BD and BB must log **all** productions activities

✓ 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 efficiencies and OTIF

✓ Ensure that your creative agencies uses the appointed global suppliers (e.g. Big Sync Music)

To learn more, ask a question or join a production master class, visit us on our portal or contact us via Chatter or email:
AdPro Portal URL: <http://adproduction.unilever.com>
Central AdPro Team: advertising.production@unilever.com

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