



# Advertising Production – Talent Procurement 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?

In 2010 Unilever appointed two global and one local Talent Procurement Suppliers to assist our brand teams to evaluate, negotiate and manage celebrities of all types, e.g. actors, athletes, sports stars, models ie professionals who are experts in their field eg chefs and hairdressers.

The aim of the talent procurement process is to increase value by maximising and securing all the services required from the talent at a competitive cost and in a professional, legally secure manner.

The Talent Procurement Supplier tracks and understands the talent marketplace, continuously using their networks of established relationships with the various talent agents and managers. They can quickly recommend suitable and available talent, advise on realistic budgets for talent and extract the best value deals without wasting time or losing leverage/credibility with the talent on behalf of Unilever and our agencies.

## The Talent Procurement Suppliers are:

- ✓ **Burns Entertainment & Sports Marketing**  
[Doug.Shabelman@burnsent.com](mailto:Doug.Shabelman@burnsent.com) / <http://www.BurnsEnt.com>
- ✓ **Davie Brown Talent**  
[mcarter@themarketingarm.com](mailto:mcarter@themarketingarm.com) / <http://www.themarketingarm.com>
- ✓ **Culture Co (India only)**  
[Culturecompany@gmail.com](mailto:Culturecompany@gmail.com)

## Benefits:

**Choice:** Suitable talent options for various budgets to fit the brief.

**Value:** Talent secured with the maximum wrap around of services for a fair market value.

**Consistency:** Standard ways of working through an agreed Scope of Work, talent contracts including supplier service levels

**Knowledge Management & Transparency:** Global reporting providing visibility of all activities.

**Efficiency:** Global talent procurement supply agreements.



## Just ensure you log your job in AdManager and we will take care of the rest!

Just follow the 3 simple steps:

1. **Log your production** via the Advertising Production Portal page  
<http://adproduction.unilever.com>
2. **An Advertising Production Job Number (APJ#)** will be sent to you instantly via automated email with your unique Advertising Production Job Number (APJ#). This will ensure payments can be smoothly made for your production activity.
3. **Get Connected!** The activity gets allocated to a Regional Advertising Producer (RAP) who the Project Leader and agency must engage with throughout the entire process.

A monthly AdManager Tracker is distributed internally within Unilever and provides visibility on all that has been logged, by who and when.

## 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 maximize the efficiencies. Seriously!
- ✓ Ensure your creative agencies uses one of the appointed global suppliers.

## Who must you use?

The negotiation with celebrity talent in advertising, PR or events needs to be managed through Unilever's preferred Talent Procurement Suppliers. The agency is still responsible for leading and managing these activities and the contracts. Please note it is up to the agencies & brand teams to decide which Talent Procurement Supplier they want to use.

## The Unilever Project Leader is responsible for:

- Setting the talent budget.
- Selecting the talent from the recommended list supplied by the Talent Procurement Suppliers.
- Working with the agency to complete the Statement of Work that identifies all the services required from the talent including the term, territories, the appropriate advertising mediums and scope of activities required from the talent. This should be agreed prior to the Talent Procurement Supplier approaching the talent.
- Liaising with Unilever Legal, during and up to contact signature, to ensure that the contract the Talent Procurement Supplier has drafted, and that the agency is going to sign, is acceptable to Unilever.
- Paying for the management fees of the Talent Procurement Supplier directly.



## The creative agency is responsible for:

- Sharing detailed briefs on their creative ideas and brands with the Talent Procurement Suppliers
- Agreeing the required talent services, with the brand teams and the Talent Procurement Supplier using a Statement of Work document available from the supplier
- Signing the contract with the talent and continuing to pay the talent
- Notifying brand teams and the Talent Procurement Supplier of upcoming renewals or changes in scope of usage
- Invoicing Unilever for those artists costs at cost
- If these costs are billed as part of the overall production budget then it should form part of the 2 line or 4 line split of a DO, depending on the agency's agreement to Unilever's standard payment terms (as detailed in the *Unilever AdPro – Finance Executive Summary* document)

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

## The Talent Procurement Supplier is responsible for:

- Providing knowledge management & research
- Making talent recommendations
- Leading the negotiations
- Drafting and managing the execution of the contracts (but not signing them)
- Providing in-contract management support to the agencies, Unilever and the talent
- Management of renewals
- Invoicing BD/BB directly for their management services

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](mailto:advertising.production@unilever.com)

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