



# Brand Production **COVID-19** Guidance

**In it together.** Helping brands with some practical approaches to production.

A guide from Redhanded.



COVID-19 is presenting many of our clients with significant content production challenges.

The purpose of this document is to provide useful suggestions to help tackle these challenges.

We have a nimble team of dedicated producers and content makers across the country. This means we can be producing your next idea tomorrow, while keeping in line with the C19 government requirements.



# Local everywhere.

**Redhanded** has crews right across the country ready to answer the call. Redhanded has their own national **resource database** platform (Reach), which can call up a required resource and map their location at any time.

# COVID-19 Production Challenges

**Shifts in media to digital  
& owned channels**

**New campaign developments put  
on hold**

**Need to produce without shoots**

**Reductions in production budgets**

**Lock down of borders and travel**

**Lack of resources available**

The following pages illustrate how various production techniques can be used to create new content and adapt existing content without a physical shoot.

Each of these techniques enables high quality production and many can be executed at speed and highly efficiently.

# Reach

## What is it?

For more than 17 years Redhanded has built a world-class network of production, photography and content experts stretching to some of the the most remote locations in Australia.

Reach is a dedicated digital platform purpose-built to track, evaluate and locate the best talent. This ensures we can shoot in remote locations without needing to travel in large numbers. It also enables us to direct all content remotely, ensuring a quality result on every job.

## Why Reach?

- Redhanded Reach platform has an evaluation tool. This ensures each network partner is at the standard we expect.
- Using this process ensures the production process is cost effective.
- Due to the nature of Redhanded's business, we have built the most comprehensive network with the largest reach. We can literally shoot in any location in Australia.
- With creative direction done via remote video conference, we can guarantee quality.



# #1

## Remote Creative Direction

For almost 20 years Redhanded has become the experts in shooting content in Australia's most remote locations.

With a network of experts spanning right across Australia and NZ we can film in any location and any state with a reduced crew.

We also use remote video conferencing for creative and film direction. This ensures you still get exactly what you want without compromise, while also being COVID-19 compliant.



# #2

## Cross Channel Adaption

We can convert existing content from television, print, in-store and OOH channels to build content for digital (and vice versa). With the adapted content purpose-designed for the relevant digital channel.



# #3

## Adaptation Across Markets

If the concept allows, scouring existing content from other markets or popular culture to help your brand communication can keep things fresh and engaging.

Doing so can help save time, money and be a smart approach to take when physical shoots cannot happen.



# #4 Voice Over

New voice overs can be used very effectively with existing content to develop new messaging.

Choice of voice over talent is not compromised by COVID-19. Most of our VO talent network can record from the comfort and safety of their own homes.

# #5

## Sound Design

Rich sound design is too often overlooked in the video and audio lives we now live.

Sound design can lift work to the extraordinary and help messaging and creative stand out.



# #6

# Animation

Animation can be highly engaging and a distinctive approach for communicating key messages.

With COVID-19 leading to ever more focus on digital channels, animation has never been more relevant.

# #7

## Illustration

Similar to animation, illustration can be used to develop striking and high-quality executions without any need for a physical shoot.

# #8 CGI

CGI can be used to create content that is as impactful and impressive as a physical shoot.

With today's shift in CGI technologies to gaming based platforms, CGI is no longer just the tool of the automotive industry. It can be used across all categories.

# #9

## Stop Motion and Stock Imagery

Another powerful approach to replace the need for live action. Highly effective for the creation of new content and the adaptation of content that already exists.

Redhanded has close associations with numerous regional and rural content makers and stock agencies across the country.

# #10

## Typography

Just like animation, beautiful and elegant typography helps creative work stand out and reinforce brand messaging. When used creatively, it can also generate emotion and high levels of engagement.

Give our amazing inspirational designers a chance to go wild and show what can be produced.



# #11

## Live Streaming and Online Events

Reimagine your event and hold it online. We can provide you and your customers with a full suite of digital services, including webinars and even online virtual event experiences.



# #11

## Live Streaming and Online Events

**3-Step process is quick and easy to set up.**

### Venue or The Studio

We bring the studio to you. Choose to have your event filmed from the venue of your choice. Alternatively, come in and use our purpose-built in-house studio.

### Broadcast

Broadcast your event publicly to reach as many clients as possible or to a targeted and private audience.

### Connect

Connect with your audience, live or on-demand, with Q&A functionality and with multiple panelists.

### The Studio

New and purpose-built in our Melbourne Showroom, The Studio is available for use immediately. Complete with studio lighting, cameras, mics, staging, LED screen backdrop, video and audio mixing. The Studio is perfect for webcasting, web conferences, online events, press conferences and TV.

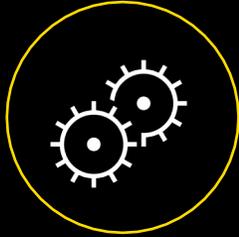


# So **how** will we tackle this challenge? **Processes and Tools.**

For some brands and organisations, COVID-19 is triggering a full reappraisal of approaches to content development, production and content re-use.

The following page explains the processes that can be reviewed and applied to redesign your approach and provides examples of the transformations that can be effected.

# Eleven Processes to Transform Production & Content



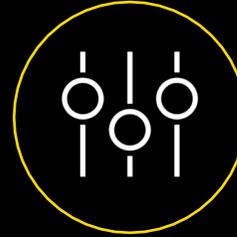
Production automation



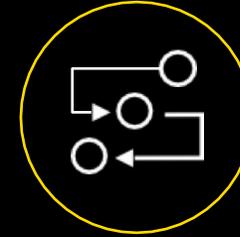
Increased localisation



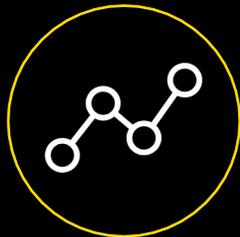
Low-cost production hubs and locations



Leveraging third-party spend



Single global production workflow



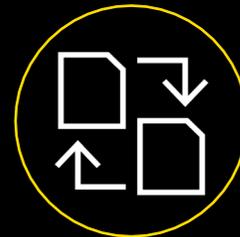
Redefine origination endpoint



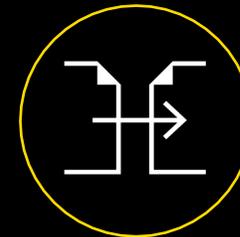
Increase use of production cycles



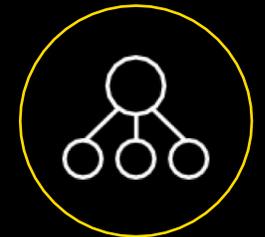
Fresh approach to core product content



Increased asset reuse



Streamlined ways of working



Upstream production leadership

# Plan.

**They say a goal without a properly articulated plan is nothing more than a wish. No business can wait for wishes to come true.**

If you don't have your own plan, chances are you'll find yourself following someone else's.

The next few months of slow commercial activity offer you an unprecedented opportunity to get ahead of the game. To take stock, adjust and evolve your business. To build on newly identified strengths in your business and go further in eliminating weakness.

Getting ready for reboot. What can we be sure about? We'll, the future is coming. And yes it'll be pandemic-free. When things reboot after disruption – as they will - they'll reboot fast. Your customers will reactivate. In fact, they'll want to play catch-up in a big way. Don't be left standing still.

# Here to help.

The team at **Redhanded** is geared up and ready to help you to produce new content or adapt existing content that will help you to keep your brand front of mind in the weeks and months ahead.

Please contact our ECD, **Stu Shepherd** to discuss how we can be of assistance during this challenging time.