

McCANN

PRODUCTION DURING THE **PANDEMIC**

VOLUME 1
MARCH 16, 2020



Our industry is wrapping up phase one of productions during the coronavirus pandemic. Film production as we're accustomed to is no longer possible.

We're now moving into phase two which will last, at least, the next few weeks and possibly through the next few months. These productions

will need to be creative concepts that can be produced quickly and remotely... (if there's a need for content to be shot it will need to be under the right "controlled conditions" with very limited crew/talent).

These types of productions include, 2D animation, simple CG animation, User Generated Content (which can be remotely Directed

UGC), Live capture production, stock photography and stock footage spots, simple stage shoots with very limited crew, etc.

These types of productions may sound limiting but there are a lot of creative executions that have been produced under these conditions. The following pages offer some examples and inspiration.

Note: In the medium-term and as things begin to clear up in the weeks ahead, we should start bidding and prepping our larger productions (including awarding start-up costs to cover casting and scouting, etc) in order to ensure a quick and seamless transition back to larger scale production.

The story that you set out to tell is still the most important thing. Don't be limited by the storytelling tools.

The best examples of what can be made with stock footage and stock photography and type animation:

[NYTimes Truth Campaign](#)

[Google Year in Review](#)

Photoshop layers onto Stock Photography to create compelling animations.

[Behind the FX, Mad Ruffian "In the Woods Festival 2016"](#)

Be inventive with stock photography and stock footage.

["The Kid Stays in the Picture" Trailer](#)

Simple Animation

[Designed by Apple in California](#)

Concept simple photo real CG animations:

[GMUNK "Defining Progeria"](#)

Use stock footage and paint over the picture:

[Benjamin Bardou "Lost in Tokyo"](#)

And some examples of simple executions



2D Animation



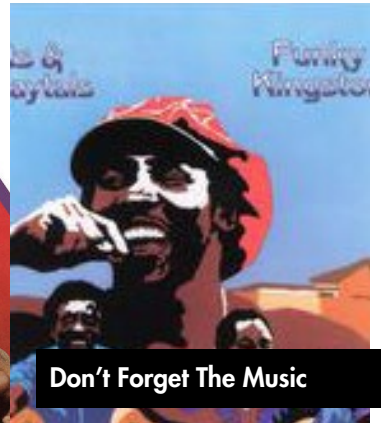
Simple CG Animation



User Generated Content

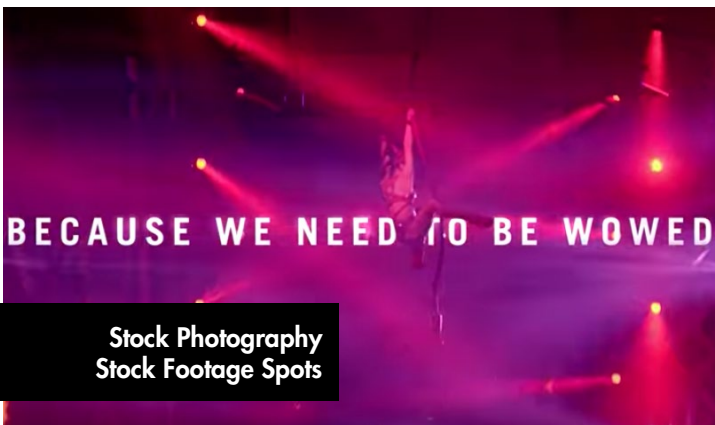


alice clark



Don't Forget The Music

Note: This can be directed remotely. We can include Celebrity Talent.



Stock Photography
Stock Footage Spots



Simple Stage Shoots
With Very Limited Crew