

Production Brief

This quick introduction to production is for non-media professionals working with a production agency to produce an SBC campaign.

Props, Wardrobe, and Location

A point person (e.g., Ministry of Health representative) should review props or wardrobe choices to ensure technical accuracy (e.g., using the correct vaccine vial, commodities, supplies, and uniforms). Ensure continuity between takes (e.g., cast member should wear the same outfit or use the same prop across related scenes).

Sound effects and ambience (also known as wild tracks) can be captured on location (e.g., passing cars, background chatter in a marketplace) and added while in the studio to enhance the realism of the spot.

Adherence to the Script

Keep a copy of the script with you to ensure actors deliver their lines correctly. Some actors may ad lib for a more natural feel, and though you might choose not to stifle their artistic expression, you must make sure they do not use the wrong word, which could significantly change the meaning of the message. Get a few good takes with the lines delivered exactly as they are in the approved script.

A Happy Team Works Harder

Typically, the production agency should ensure snacks and drinks (e.g., “craft services”) are available to the cast and crew. Production days can be long and tedious, with repeat takes and time to kill in between setting up scenes. People are more motivated when they are hydrated and satiated. Ensure this service is included in the production budget or make plans to provide it yourself.

Some talent (e.g., a celebrity in your cast) may be accustomed to a certain degree of maintenance. This notoriety can increase the profile of your campaign but may require additional finesse to maintain schedules during production.

Capturing Good Audio

To get the best audio during sound designing, use a good-quality microphone. Place barriers to prevent the sound of wind. Use pop filters (i.e., screens positioned in front of the microphone) to eliminate popping sounds caused by the letter "p," or try adjusting the microphone's placement to minimize the effect. Listen for electrical hums caused by nearby electronic devices and if present, remove or turn off any unnecessary electronic devices.