

# Virtual Town Square

## Impact of COVID-19 on Marketers' In-House Creative Production & Operations

May 20, 2020, 11a ET

Panelists from:





# Impact of COVID-19 on Marketers' In-House Creative Production Teams & Operations



**Jillian Gibbs,**  
CEO & Founder  
APR



**Sue De Lopez**  
Managing Director  
APR



**Sarah Howell**  
Director of Production Operations  
APR

# Virtual Town Square

Hosted by APR

Click the links to watch the recordings!

## Ingenuity During COVID-19: Innovative Approaches to Production

April 1, 2020

### Takeaway

Triaging cancellations and postponements, focusing on e-commerce, social, & appropriate TV messaging

### Panelists

- Lisa Mehling (Chelsea Pictures)
- Myles Peacock (CreativeDrive)
- Wesley ter Haar (MediaMonks)

## Sourcing Images & Footages During COVID-19

April 15, 2020

### Takeaway

Repurposing existing assets, utilizing stock footage, and accessing user-generated content (UGC)

### Panelists

- Analisa Goodin (Catch&Release)
- Matthew Gingrich (Getty Images)
- Robin Finlay & Adam Voorhes (The Voorhes)

## Shooting Live Action with Restrictions

April 29, 2020

### Takeaway

The four phases and overcoming challenges to shooting live-action video during COVID-19

### Panelists

- Chris Dorne (Vimby)
- Lucas Piazza (QuickFrame)
- Todd Wiseman Jr. (Hayden5)



# APR RESOURCE HUB

[www.resourcehub.aprco.com](http://www.resourcehub.aprco.com)



## COVID-19 Production Resources

Here's where you can find all of our COVID-19 resources created for our global client-partners, made available for public-use. Live-updated Shooting-Location Trackers, Market Research, Global Trends, & more.

[VIEW RESOURCES](#)



## Virtual Town Squares

Our Virtual Town Squares aim to address, predict, and create innovative Production methods utilizing the most brilliant thought-leaders across the globe. During COVID-19, we're offering this information on production capabilities entirely free.

[VISIT OUR TOWN SQ](#)



## Ask Our Subject Matter Experts

Our Subject Matter Experts are here to help you navigate the uncertainties of Production during COVID-19. Whether it's insurance coverages, shooting locations, or budgeting concerns – we can help.

[START A CONVO](#)

With the limits of COVID-19 demanding new adaptations in the world of Production, we're here to provide you with the expertise necessary to not only continue creating quality content – but to thrive while doing so.



# Impact of COVID-19 on Marketers' In-House Creative Production Teams & Operations



**Steve Ross**  
Head of Production  
Allstate



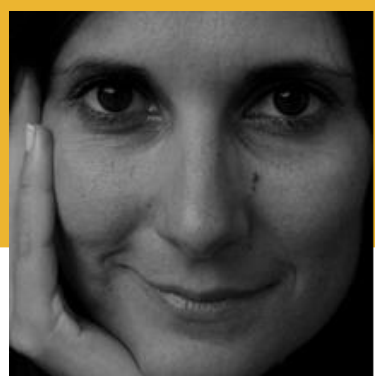
**Heather Bell**  
Group Director  
KO:OP



**Sarah Traverso**  
Head of Social Center - IMC  
The Coca-Cola Company



**Christine Lindemann**  
Head of Production & Operations  
Google Hardware



**Meritxell Guitart**  
Founder & CEO  
Dragons Group

Client-Side In-House Teams

# In- House Studio VS In- House Agency



## **STUDIO: Execute & Produce**

---

- Tactical Creative (Motion, Print, Blogs, Social, Responsive, Corporate)
- Post-Production & Versioning
- Design, In-store, Packaging
- DAM

## **AGENCY: Strategize & Ideate**

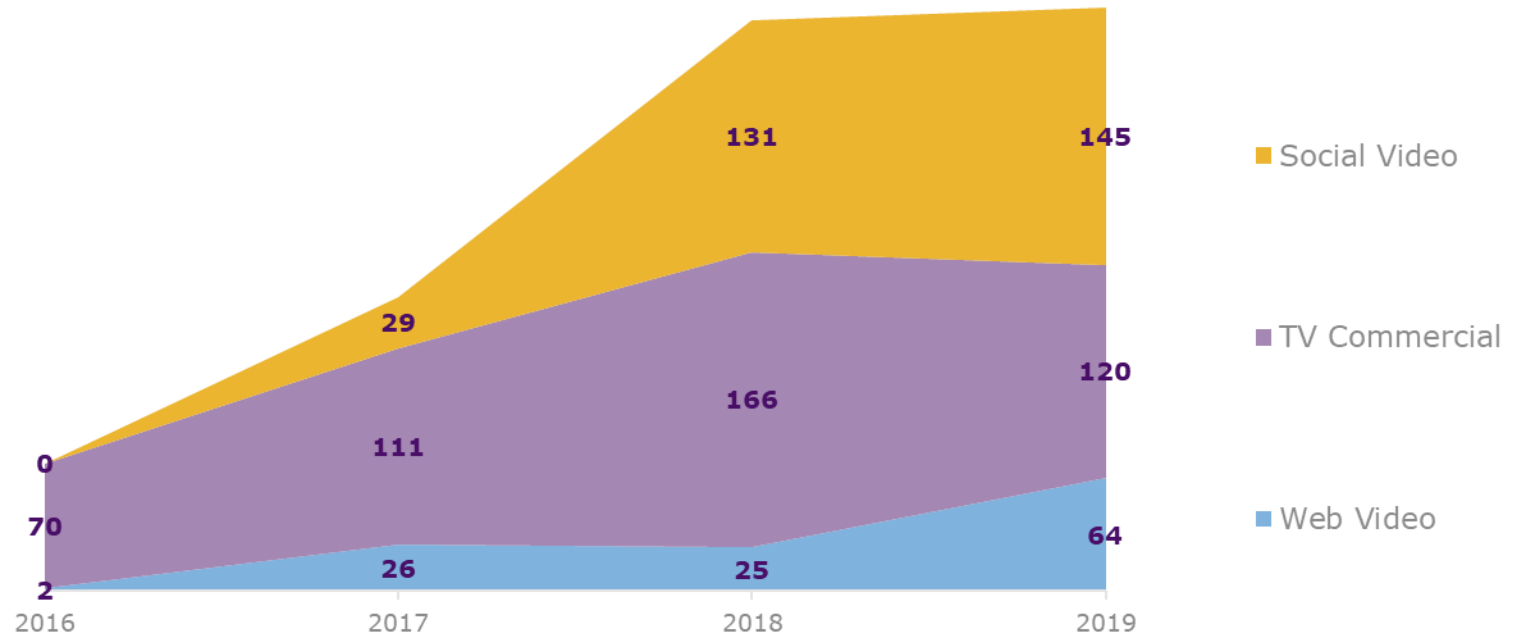
---

- Strategy
- Creative for Traditional Media
- Creative for Digital Media

# The Media Landscape is Changing

## Content needs are increasing.

- The need for Social Media assets has increased fueled by COVID-19,



Deliverable count includes originals, versions, adaptations and lifts SOURCE: THE APR Index®

**High  
Volume**



**Low  
Cost**



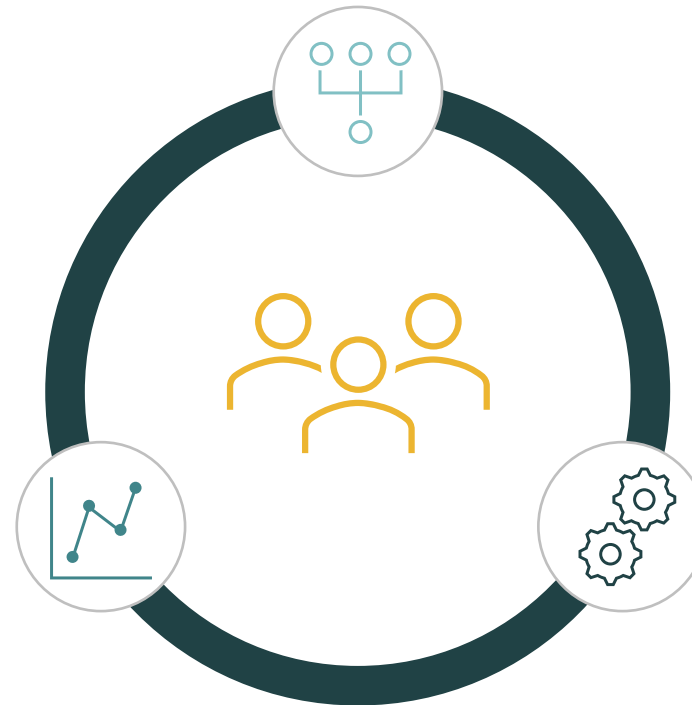




# Plug & Play Ecosystem

---

Internal and External Creative  
Production Resources

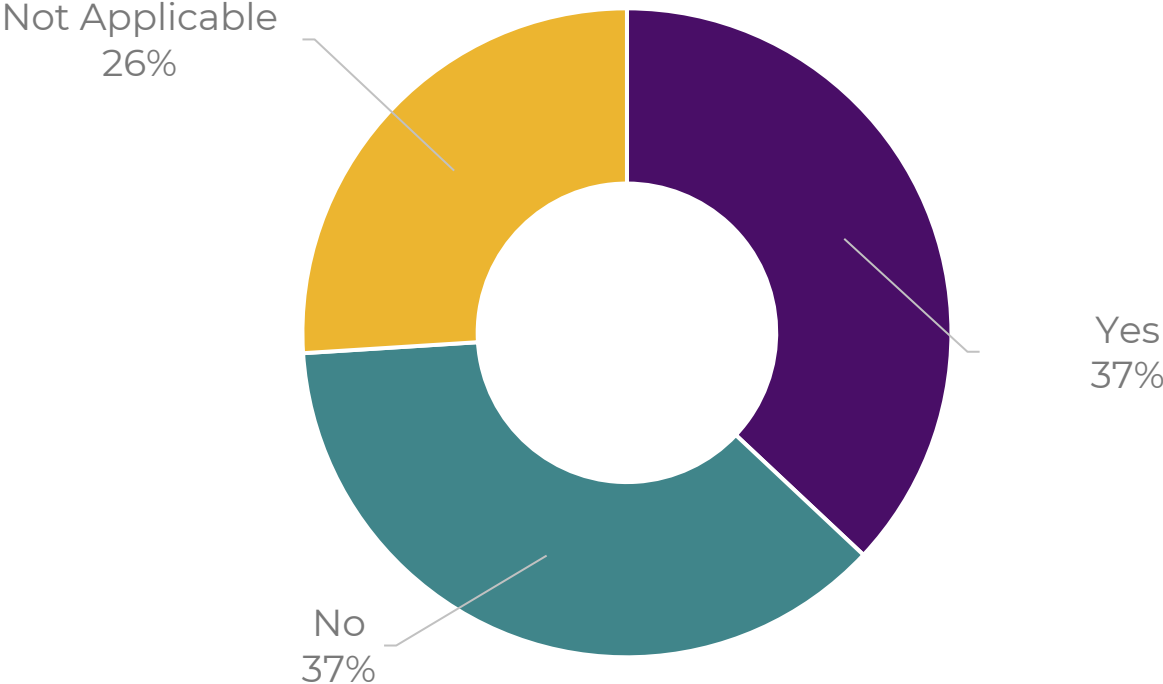


Data Collection,  
Analysis &  
Reporting

Operations, Systems &  
Process Optimization

# Recent APR Poll

Q: Are you bringing more content creation work in-house due to COVID-19?

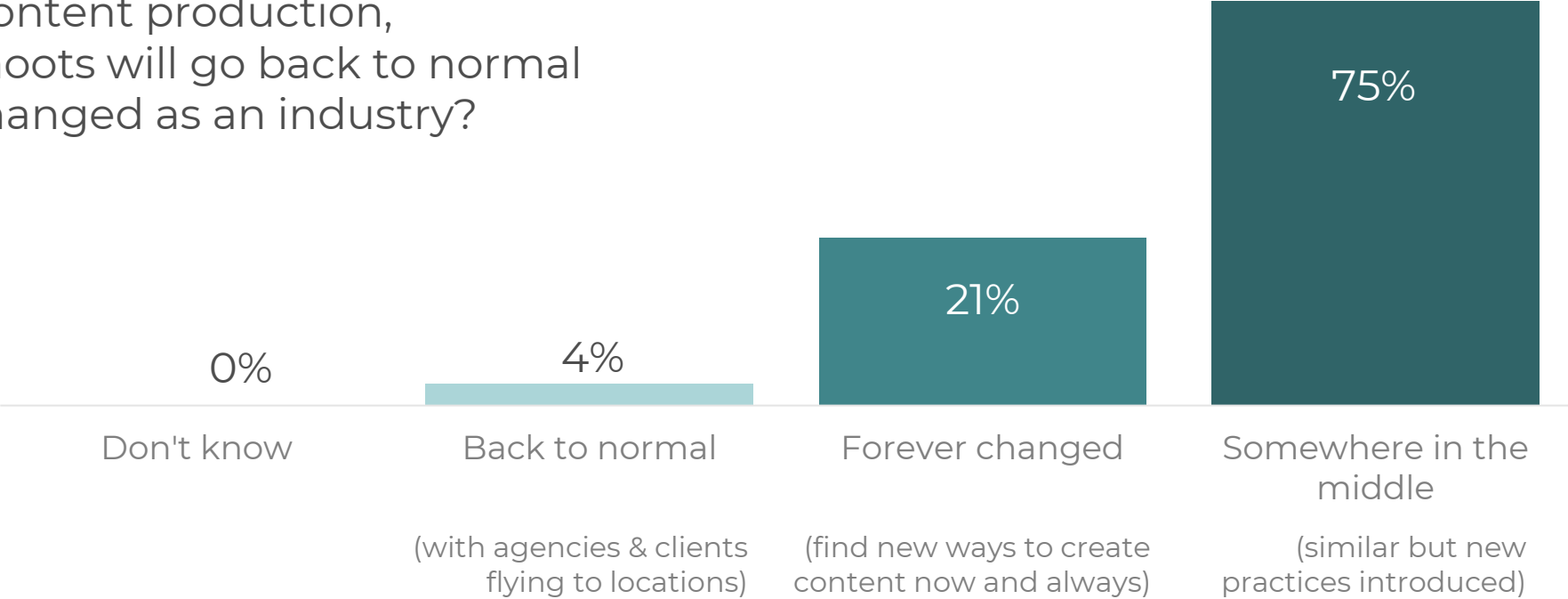


**Key Takeaway:**  
Clients with in-house teams are split **50:50** - bringing more work in-house vs. not

**Source:** APR & Ebiquity Webinars: COVID-19 Impact on Content Production & What's Next; Base = 52 respondents; May 13 & 14, 2020

# Recent APR Poll

**Q:** Do you think that content production, experiences, and shoots will go back to normal or are we forever changed as an industry?



**3/4** respondents believe we will introduce & adopt new practices

**Source:** APR & Ebiquity Webinars: COVID-19 Impact on Content Production & What's Next;  
Base = 79 respondents; May 13 & 14, 2020



# Impact of COVID-19 on Marketers' In-House Creative Production Teams & Operations



**Steve Ross**  
Head of Production  
Allstate



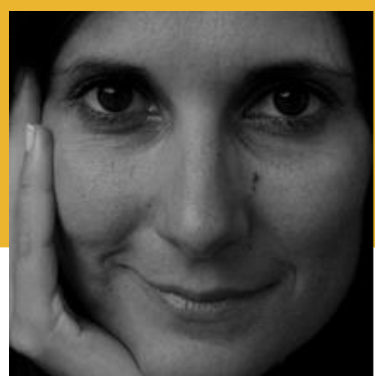
**Heather Bell**  
Group Director  
KO:OP



**Sarah Traverso**  
Head of Social Center - IMC  
The Coca-Cola Company



**Christine Lindemann**  
Head of Production & Operations  
Google Hardware



**Meritxell Guitart**  
Founder & CEO  
Dragons Group



# Virtual Town Square



Thank you  
for joining.



[productionhelpline@aprco.com](mailto:productionhelpline@aprco.com)