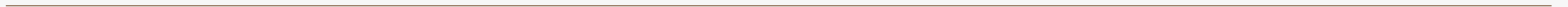


Banana Split

Television Commercial Production
How It Works



From brief to on-air

THE BRIEF

Our producers will liaise with you to make sure we have a clear understanding of your brand and the message you need your campaign to deliver.

CREATIVE

From here our award winning creative team will work to develop the perfect concept for you. Once you are happy that we are heading in the right direction we will turn these concepts into fully polished scripts, again for your approval.

PRE-CLEARANCE

These scripts will then be submitted to Clearcast. Their approval is required for all commercials that wish to air on UK television. We have an in-house compliance specialist who will handle all of this for you.

STORYBOARDS

Once scripts have been approved, the next step is storyboarding. Storyboarding is an extremely important aspect of the pre production stage as it not only allows your creative to come alive but also gives you a clear picture of your final project so we can make sure you are 100% happy before moving into production.

PRE-PRODUCTION

Now the creative is in place we will begin bringing together the ideal people, props and locations to bring the production to life. Among many forms of preparation, this can involve casting sessions, location reconnaissance, prop sourcing and crew booking.

PRODUCTION

On the shoot day our experienced producer and director team will keep everything running like clockwork. All our clients are welcome at the shoot. It is very important to us that you are kept in the loop and happy at all times. The BSP producer responsible for your commercial will accompany you on the day to answer any questions you may have and talk you through the process. You will also be able to view the shots on a monitor as they are captured to give you a solid feel for the production as it progresses.

EDIT

Your project is now handed over to our highly experienced in-house editing staff. Our offline editor will cut your commercial together at a low “offline” resolution. This process is all about ensuring that the feel and tempo of the piece match your vision. Next is the online edit. This is where the commercial is “conformed” to a full broadcast resolution broadcast and the pictures are graded to give them the desired look.

GRAPHICS

Your project will get all its essential extras such as logos, graphics, etc.

CLEARANCE

Now that everything is in place we will submit the finished commercial to Clearcast for final approval. Once again we will handle everything and as soon as it has cleared, your commercial is ready to go to air.

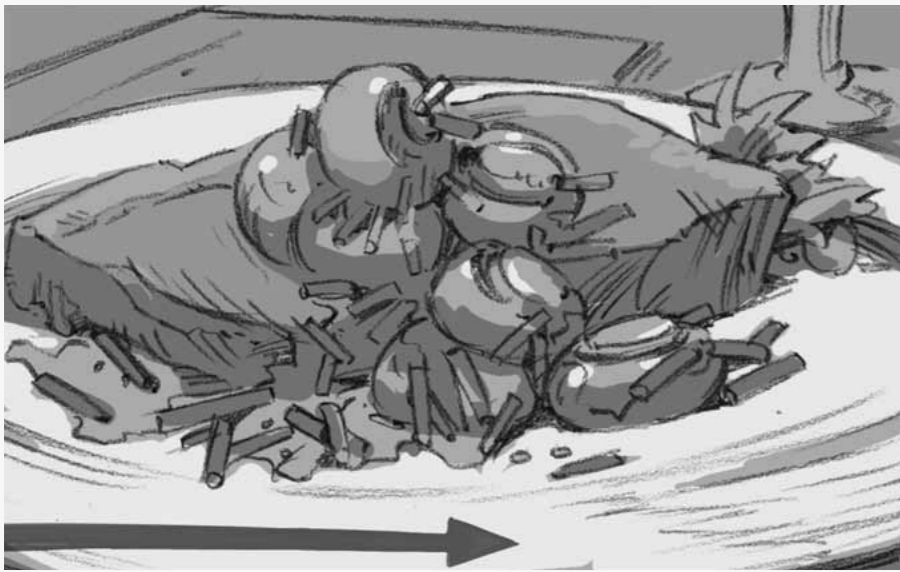
SOUND

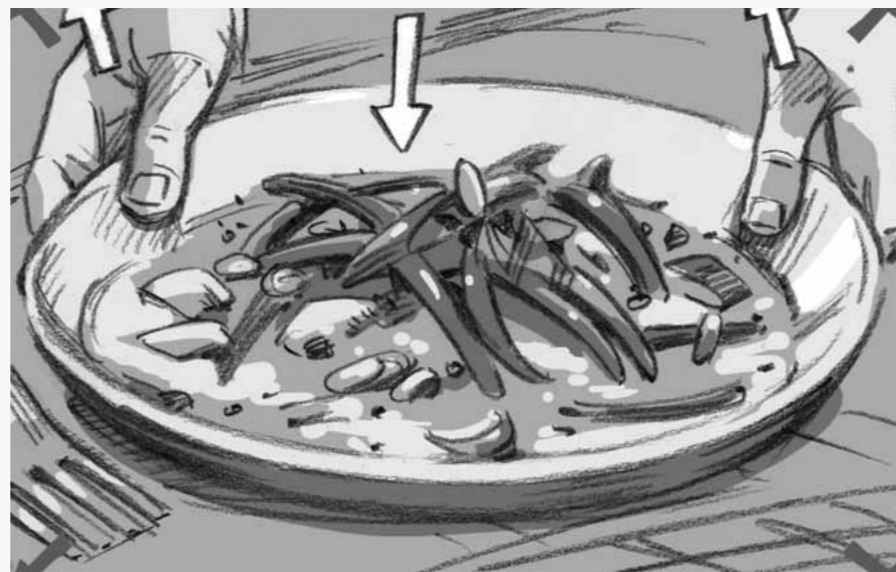
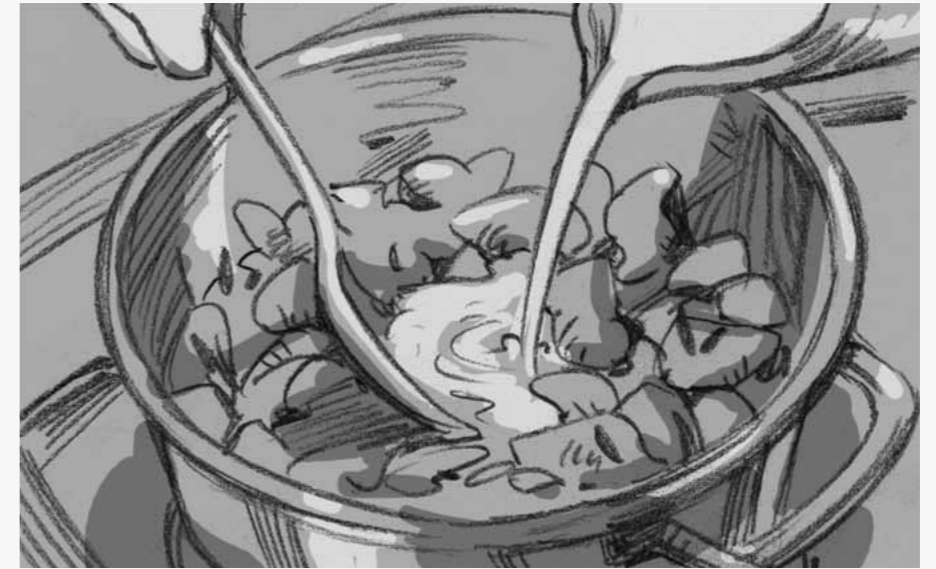
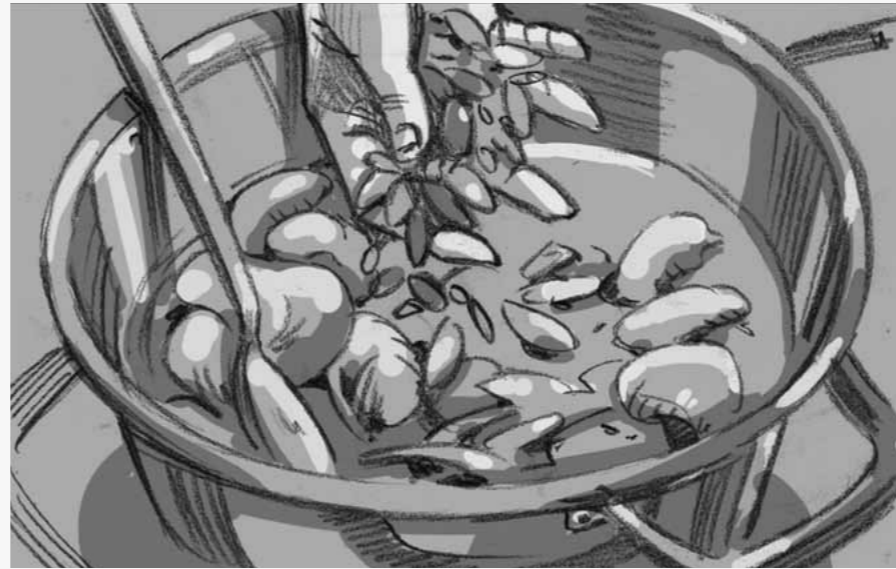
Banana Split will search to find the right music for your commercial, either licensed or specially composed. We will also identify the perfect voiceover artist for your commercial. The voice will be recorded at Banana Split’s audio suite and the commercial will be mixed for maximum impact and to professional broadcast specifications.

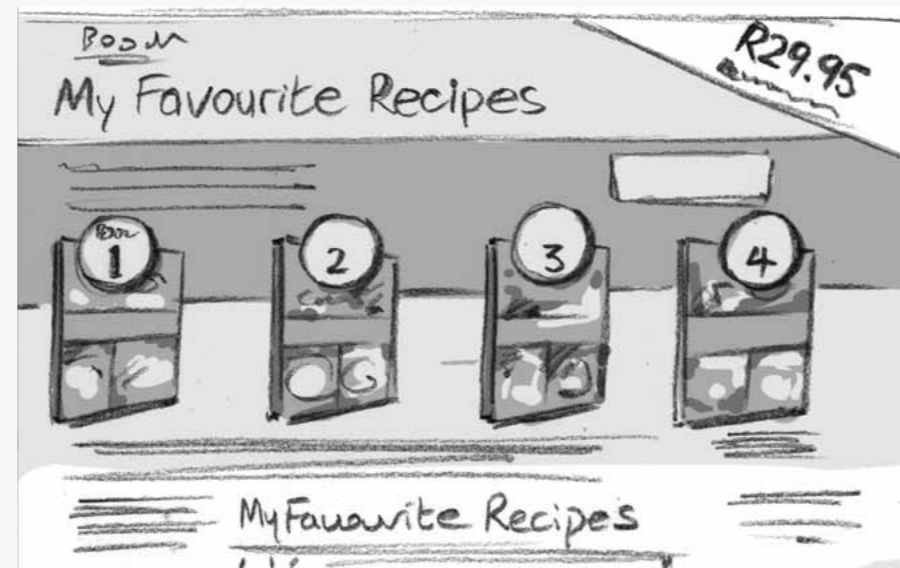
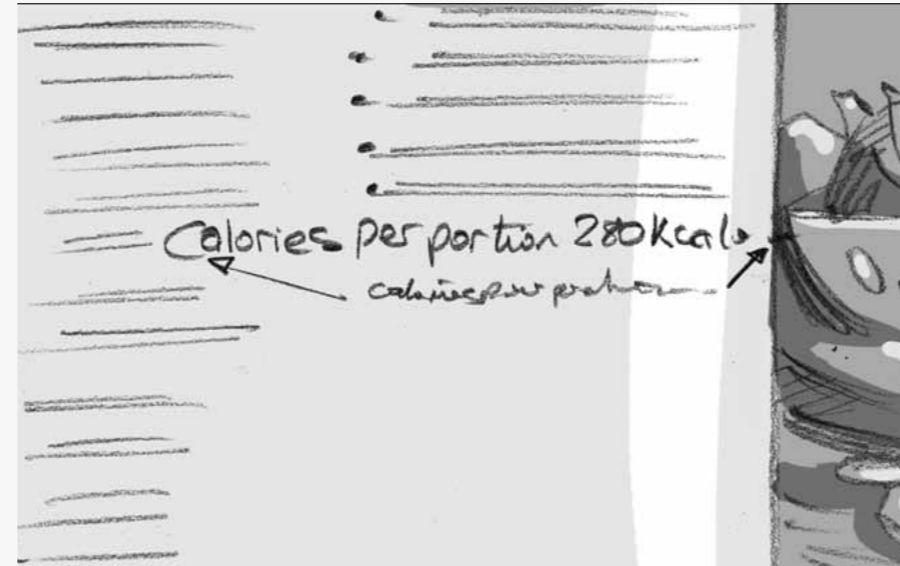
DELIVERY

Your commercial is complete and now we deliver the right formats out to the right channels at the right time. All you have to do is sit back and wait for your commercial to air.

Storyboard example





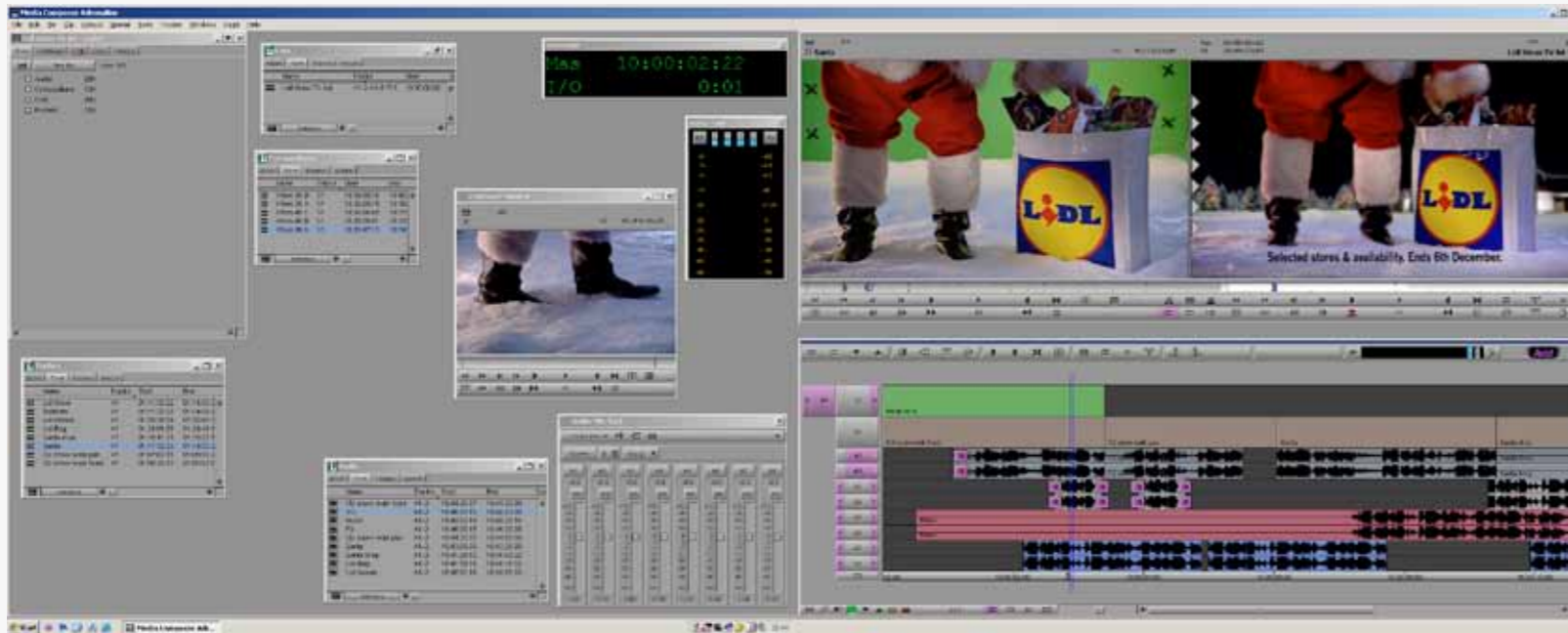


Production stills





Edit stills



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