

PPM
BOOKLET
VODAFONE. Neighbors.
45" TVC
30", 15" short cuts

15 February,
2016

PARTICIPANT S

VODAFONE

Viktoriia Boianovska

Head of Subdepartment
Communications and Brand
Development Subdepartment

Vladyslav Yarovy

Marketing Communications
Expert, 1st category

TABASCO

Ivanna Schneider
Oleg Zavgorodniy
Alexandra Badiia
Olga Zhegulina

senior account manager
creative group head
art director
agency producer

PSB films

Miguel Coimbra
Bella Ryabushkina
Anastasia Yurchenko

director
executive producer
line producer

AGEND A

- | | | |
|----|------------------|---------------|
| 1. | Director's board | 14:00 – 15:00 |
| 2. | Music | 15:00 – |
| | 15:30 | |
| | wrap | 15:30 |



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TIMIN G

Monday 7-Nov-16	Tuesday 8-Nov-16	Wednesday 9-Nov-16	Thursday 10-Nov-16	Friday 11-Nov-16	Saturday 12-Nov-16	Sunday 13-Nov-16
			Proposal sent to the Client			
14-Nov-16	15-Nov-16	16-Nov-16	17-Nov-16	18-Nov-16	19-Nov-16	20-Nov-16
		PROJECT CONFIRMATION	production briefing director's board drawing	director's board drawing Casting session 1	PPM 1 (via SKYPE) DIR BOARD APPROVAL	Casting session 2
			location scouting contract signing	contract signing	location scouting	 Director arrives
21-Nov-16	22-Nov-16	23-Nov-16	24-Nov-16	25-Nov-16	26-Nov-16	27-Nov-16
casting recall location recce	PPM2 casting approval location approval props approval	Fitting technical recce	 SHOOTING day	 SHOOTING day	Materials download Editing	Editing DIR CUT presentation comments
					 POSSIBLE WEATHER DAY	
28-Nov-16	29-Nov-16	30-Nov-16	1-Dec-16	2-Dec-16	3-Dec-16	4-Dec-16
CUT APPROVAL  Director departs	45" POST colorcorrection VO recording	45" POST Sound mixing	FINAL PRESENTATION 45" TVC delivery			