

The power of *virtual production* in marketing

A guide for casual-dining brands



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Introduction

Embracing *innovation* in marketing.

Welcome to the exciting world of virtual production in marketing! In this guide, we will explore how casual dining brands can leverage the power of virtual production to take their marketing efforts to new heights. From creating captivating visuals to enhancing brand storytelling, virtual production offers endless possibilities for marketers looking to make a lasting impact in today's digital landscape.



of people say they want to see more online videos from brands.

Wyzowl



What is *virtual* *production?*



Virtual production is the natural successor to the traditional green screen. Crews would have previously filmed against a green screen, then spent a lengthy post-production period replacing the screen with background environments. Those backgrounds are now created ahead of shooting and are vividly displayed on the LED wall or “volume” – casting realistic light on subjects in ways that were impossible before. Not only can sets be signed off pre-production, but immediate changes can also be made during the shoot. This gives greater control to the production team, helping the video production stay on track in terms of cost and time.



Chapter 2

Why should brands use *virtual production* for video?

Virtual production can open the door to new and exciting worlds. 3D artists can conjure up fantasy worlds or places traditionally inaccessible or inhospitable. Actors can walk on beaches bathed in the light of the “golden hour” all morning, then shoot on top of icebergs in the afternoon. The LED volume can accommodate adverts bound for the big screen at live events such as corporate conferences or reels for social media platforms.



More importantly, what you see on camera is what you see on screen – unless you’re embellishing it with additional layers of VFX (visual effects). There’s no need to imagine what might replace the green screen because it’s captured on camera. Environments and props are all built during pre-production, so everything will be signed off before the film crew even arrives. That’s not to say some tweaks can’t be made. As the screen uses real-time technology, the virtual sets can still be tinkered with. 3D artists can move assets and props around to suit a shot, change the lighting on the fly or even control the weather – all from their animation studio.



Chapter 3

Using *virtual production* to transform your marketing.

Prepare to embark on an exciting journey that will revolutionise your marketing efforts and take your brand to new heights of innovation and customer engagement.

In the fast-paced and ever-evolving world of casual dining, it's essential to stay ahead of the competition. To captivate your audience and leave them craving for more, you need a fresh approach. That's where virtual production comes in. It's the secret ingredient that combines state-of-the-art technology, boundless creativity and efficient production processes.

Get ready to cook up a storm...



Limitless creativity: bringing big ideas to life with complete artistic freedom

Virtual production is not just about flashy effects. It's a game-changer that empowers you to create content that stands out in a crowded marketplace. It allows you to bring your unique vision to life, showcasing your dishes and the essence of your restaurant in ways that traditional marketing methods simply cannot match. The possibilities are endless, and the results can be truly extraordinary.



Chapter 3: Continued



Streamlined production: helping to get those campaigns up and running faster

But it's not just about dazzling your customers. Virtual production also streamlines your marketing efforts, making them more efficient and effective. With traditional marketing, creating compelling content can be time-consuming and costly. However, with virtual production, you can significantly reduce the time and resources needed to bring your ideas to life. This means you can react quickly to market trends, launch new campaigns without delay and stay one step ahead of your competitors.



More sustainable productions: less travel, more action; the world at your fingertips, from one location

Furthermore, virtual production offers a sustainable approach to marketing in the food industry. By minimising the need for physical travel and production sets, it reduces your carbon footprint and contributes to a greener future. You can create mouthwatering visuals and enticing environments without impacting the environment, all while showcasing your commitment to sustainability.



Product control: temperature and environment control ensures your brand is always looking its best

Lastly, virtual production gives you complete control over how your dishes are presented. Lighting, temperature and atmosphere play a crucial role in making your food look as irresistible as it tastes. With virtual production, you can craft the perfect ambience, highlight the delectable details and create a sensory experience that truly immerses your customers in your culinary world.

So, get ready to transform your marketing strategy with virtual production. It's time to captivate your audience, amplify your brand and showcase your culinary creations in ways that will leave customers hungry for more. The age of virtual production is here, and it's time to embrace this innovative approach to take your brand to new heights of success.



Starbucks *case study.*



Starbucks® Spain takes a virtual road trip to promote its Frappuccino® Blended Beverages

Needing to build brand love for its Frappuccino® Blended Beverages and recruit new consumers to the brand, Starbucks Spain turned to virtual production to create some standout campaign content.

The target audience for the campaign was Gen Z, and the team developed the idea of a road trip across Spain that conveys the part Frappuccino® plays in summer lifestyle spaces in the market. After some quick, creative development and storyboarding, the team realised that virtual production was the only way to achieve the desired result within the tight timeframe.

Benefits of virtual production in meeting tight deadlines

With the deadline quickly approaching, virtual production gave our Film team ultimate control, helping the video stay on track in terms of cost and time. The project was managed entirely in-house, including casting the actors for the shoot.

In post-production, we created the full 30-second ad, plus we optimised outputs for TikTok, Meta and Twitch. The entire project was completed within three weeks of the initial brief.

Campaign success

The ad was used across all of Starbucks Spain's channels, as paid and organic social content for YouTube, TikTok and Instagram, with 6,000 views on the TikTok Spain account. The campaign was a great success, and Starbucks Spain has set a new standard for quick, creative and cost-effective content production using virtual production techniques.



Chapter 5

Why you should use a *virtual* production film company.



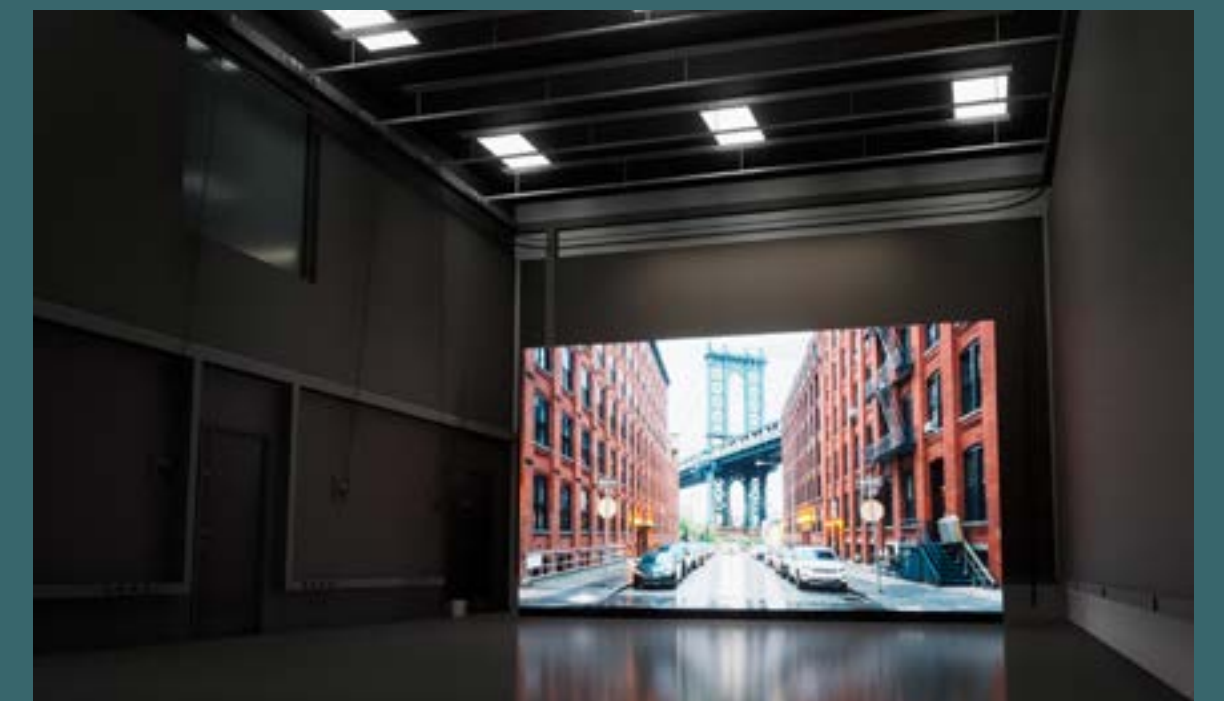
At Linney, our on-site studio is equipped with a 6 x 4 metre HDR screen supplied by Samsung that uses the latest cutting-edge LED technology. Our screen content is powered by Epic Games' Unreal Engine, meaning our 3D artists can create incredibly realistic worlds and edit on the fly. With a team of experts on hand, our Film and Animation team can support you throughout the whole filming process, from strategy and scripting to shooting, editing and sound design.



With virtual production, we can keep the clouds just where we want them, shoot on a sand dune in the morning and relocate to an iceberg in the afternoon. Our clients' needs range from adverts for the big screen and live events, to interviews and ad hoc social campaigns on mobile. We can accommodate every type and size of shoot using this technology. Its potential application is limited only by our imaginations (or if your project involves an Airbus!).



Are you ready to embrace the power of virtual production in your marketing endeavours? Let Linney lead the way and help you unlock the full potential of this transformative technology. **Get in touch with Linney today.**





Thank you

**To discuss your next virtual production,
contact us today.**

letstalk@linney.com