

The power of *virtual production* in marketing

A guide for FMCG 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 FMCG 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.



Transforming FMCG marketing with *virtual production.*

In the dynamic and fast-paced world of FMCG marketing, staying ahead of the competition is crucial. Success lies in capturing the attention and imagination of your target audience, making them fall head over heels for your products. That's where virtual production comes in.

It offers a revolutionary approach that combines cutting-edge technology, limitless creativity and streamlined production processes to elevate your marketing efforts to new heights. By harnessing the power of virtual production, you'll have the tools and resources to create visually stunning and immersive experiences that leave a lasting impression in the minds of consumers.

From captivating storytelling to precise product control, virtual production opens up endless possibilities for FMCG marketers to engage, connect and excite their audience like never before...



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

In the world of FMCG, creativity is everything. With virtual production, marketers can unleash their imaginations and bring big ideas to life with complete artistic freedom.

Gone are the limitations of traditional film production. With virtual production, you have the tools and technology to turn your boldest visions into reality and have a long-term impact.



Chapter 3: Continued



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

Time is of the essence in the fast-paced world of FMCG marketing. Traditional film production can be lengthy, involving months of pre-production, production and post-production.

With real-time rendering and the integration of digital elements into real-world environments, virtual production shortens production timelines significantly. From conceptualisation to execution, virtual production reduces the time it takes to bring your ideas to life, enabling you to react swiftly to market trends and stay ahead of the competition. By accelerating the production cycle, virtual production empowers FMCG marketers to seize opportunities and make an impact when it matters most.



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

Environmental sustainability is a key concern for brands today. Traditional film production often involves extensive travel to various locations, which not only incurs costs but also leaves a significant environmental footprint. Virtual production offers a more sustainable alternative by minimising travel and bringing the world to you, wherever you are.

With virtual environments, marketers can create any backdrop imaginable without physically travelling or disrupting ecosystems. This not only reduces the carbon footprint, but also saves time and resources. By embracing virtual production, FMCG brands can demonstrate their commitment to sustainability while still delivering impactful and visually stunning campaigns.



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

When it comes to getting your products to engage with your customer, presentation is everything. With virtual production, marketers have precise control over the temperature and environment, ensuring your product always looks its best. Whether you're showcasing food and beverages, beauty products or household items, temperature and lighting play a crucial role in making them visually appealing. With complete control over product presentation, FMCG marketers can drive desire, highlight key features and engage their audience on a whole new level.



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.



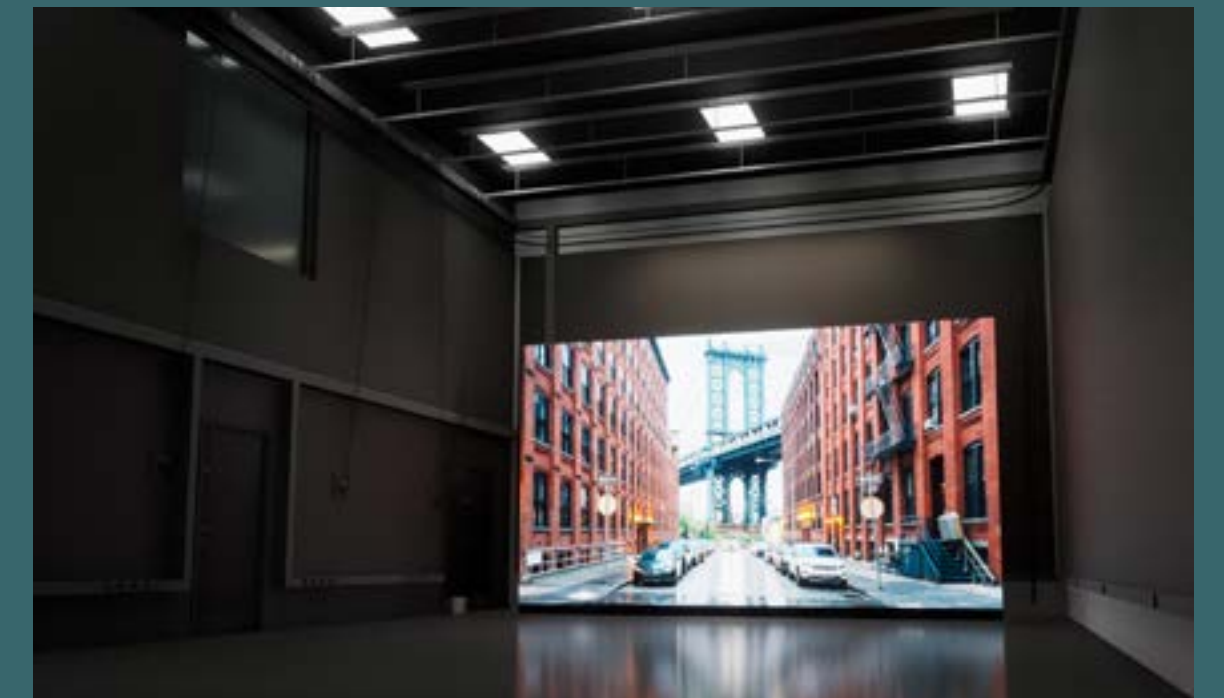
At Linney, our on-site studio is equipped with a 6 x 4 metre HDR screen supplied by Samsung that uses the latest cutting-edge LED technology. Our screen content is powered by Epic Games' Unreal Engine, meaning our 3D artists can create incredibly realistic worlds and edit on the fly. With a team of experts 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.**

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