

# The power of *virtual production* in marketing

**A guide for entertainment  
and leisure brands**



# Contents

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- 03** Introduction.
- 04** Chapter 1: What is virtual production?
- 05** Chapter 2: Why should brands use virtual production for video?
- 06** Chapter 3: Using virtual production to transform your marketing.
- 08** Chapter 4: Starbucks case study.
- 09** Chapter 5: Why you should use a virtual production film company.



## Introduction

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# Embracing *innovation* in marketing.

Welcome to the exciting world of virtual production in marketing! In this guide, we will explore how entertainment and leisure 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

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# Using *virtual production* to transform your marketing.

Hold on to your seats because we're about to dive into how virtual production can revolutionise your marketing efforts and take your brand to the next level of excitement and innovation.

Now, we all know that in the fast-paced world of entertainment and leisure attractions, staying ahead of the competition is crucial. It's all about capturing the attention and imagination of your audience, leaving them eager for more. And that's where virtual production comes in, offering a revolutionary approach that combines cutting-edge technology, limitless creativity and streamlined production processes.



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

With virtual production, you have the power to create visually stunning and immersive experiences that will leave a lasting impact on your audience. Imagine bringing your biggest ideas to life with complete artistic freedom. Gone are the limitations of traditional film production. With virtual production, the possibilities are endless, allowing you to turn your boldest visions into reality and make a dazzling impression.



# Chapter 3: Continued



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

However, that's not all – virtual production also brings efficiency to the table. In the fast-moving world of entertainment, time is of the essence. Traditional film production can be a lengthy process, involving months of pre-production, production and post-production. But with virtual production's real-time rendering and integration of digital elements into real-world environments, you can shorten production timelines significantly. From concept to execution, virtual production accelerates the process, giving you the agility to react swiftly to market trends and stay ahead of the competition.



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

Let's not forget about sustainability, a key concern for brands today. Traditional film production often involves extensive travel, incurring costs and leaving a significant environmental footprint. But virtual production offers a more sustainable alternative, minimising travel and bringing the world to your fingertips from one location. By embracing virtual environments, you can create any backdrop imaginable without the need for physical travel or disrupting ecosystems. This not only reduces the carbon footprint, but also saves valuable time and resources, allowing you to showcase your commitment to sustainability while delivering impactful and visually stunning campaigns.



## **Environment control: making your attraction always look its best**

Lastly, when it comes to entertainment brands, presentation is everything. With virtual production, you have absolute control over the environment, ensuring your experiences always look their best. With virtual production, you can drive desire, highlight key features and engage your audience on a whole new level.

So, get ready to transform the way you market your experience. Virtual production is here to bring limitless creativity, streamlined production processes, sustainability and precise control to your campaigns. It's time to wow your audience, seize opportunities and make every moment count. Let the virtual production era begin!



# 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

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



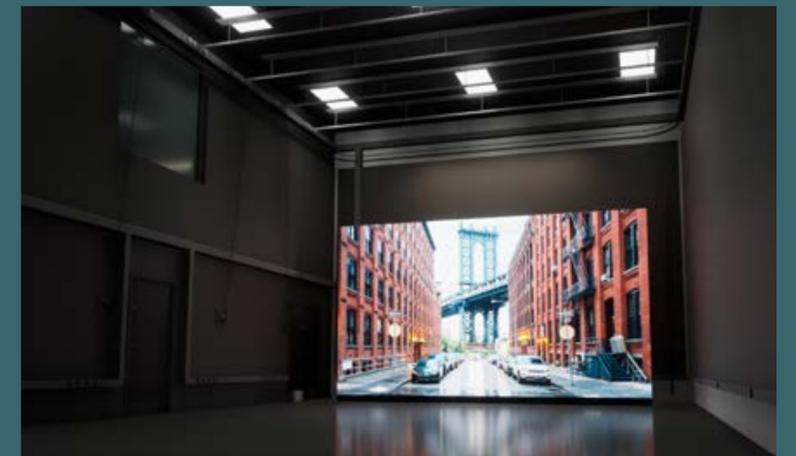
At Linney, our on-site studio is equipped with a 6 x 4 metre HDR screen supplied by Samsung that uses the latest cutting-edge LED technology. Our screen content is powered by Epic Games' Unreal Engine, meaning our 3D artists can create incredibly realistic worlds and edit on the fly. With a team of experts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