PRODUCING YOUR WAY OUT OF A PROBLEM

*‘Creative problem solving’ is very much a buzzword right now… but isn’t that what producers have always done? Half your crew suddenly struck by a stomach bug during a desert shoot hundreds of miles from the nearest town? Bringing central London to a standstill for a showstopping musical number?*

*We want to know about a production that pushed your problem solving to the limit – for a piece of work that you’re really proud of. We know with some productions, the challenge is bakes into the director’s treatment or client demands… with other, unexpected shit just happens (natural disaster, sickness, celebrity tantrums, whimsical director…) – we’re looking for both.*

*This does not have to be a brand new ad – in fact if it’s a classic that people remember from a few years back, that works too! With a bit of distance you might have been able to digest what you’ve learned from the experience and how it has shaped your approach to production.*

*What we’d love is to see some behind-the-scenes photos on set – the human story is what we all want to see! If you have storyboards, designs etc that would make the story even richer (though we know that this might not be possible!)*

*We want to run this as a first-person piece – if you’d like to write it up yourself you can do that, but we’ve also got prompt questions and can talk it through with you too.*

Name of brand & ad:

Who were the major players in the production (agency, prod co, director, interesting cast, etc)

The set up – what was the initial idea/script from the agency and the core of the director’s treatment?

As a producer, what was your starting point? What were the biggest challenges facing the project from the get-go (tight budget, ridiculous turnaround, needed to pioneer untested tech, humongous cast…)

Tell us about the shoot – where was it, how long did it last, etc.

Tell us about the challenge on set – did any unexpected challenges/problems/surprises crop up…. And if so how did you deal with them?

What’s the funniest or most memorable moments of the production?

What are the main lessons you took from the experience?