

Super Shoot 2.0 Additional Planning to Enable Asset Remixing in Pencil

This checklist is an additional build to the 2025 Super Shoot Framework relating to specific technical considerations, informed by optimisation learnings from delivery to date. These additional requirements should be adopted and embedded into the Super Shoot workflow.

This will ensure Super Shoots deliver maximum global reuse, platform native performance, and super shoot ready clips for Pencil, while avoiding duplication, and supply of unusable content.

**** All creative agencies, (including BTG), brand teams, and production suppliers must adopt and apply these steps on every Super Shoot going forward.****

March 2026



PRODUCTION PLANNING GATE (MANDATORY)

Format & Framing Alignment

Which shots **must be captured natively** for:

- 9:16 vertical (TikTok, Reels, Shorts)
- 1:1 square
- 4:5
- 16:9 landscape

Which shots:

- Can be safely **reframed in Pencil**
- Must be **shot multiple ways** to avoid crop loss
- Can be repositioned in primary post



This should be decided at shot list stage as that's when we'll have a clear idea of what's in the frame - eg a range shot will need post intervention or it's shot wide and vertical.

Central safe zones agreed for:

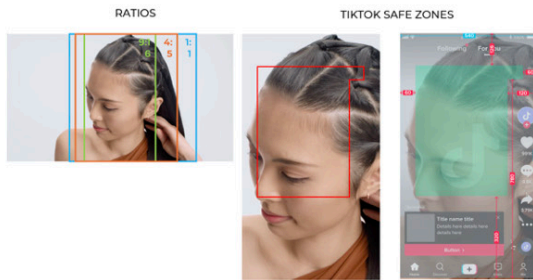
- Talent faces
- Product
- Key actions
- Supers/text overlays
- Hair / skin detail
- Key action moments

Why: Super Shoots are designed to "capture content for all channels," and as Pencil has more limited ability to reformat, crop, or reposition assets downstream, additional consideration at the shoot planning stage helps ensure key formats and framing are set up for reuse—protecting critical product and talent moments across placements. This does not mean every scheduled shot needs to be captured multiple times; rather, it applies only to a small, **pre agreed set of key shots** where format flexibility is essential.

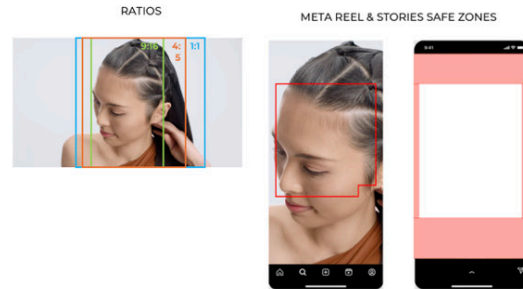
The framework calls out modularity enablers like "frame within central safe zone" and "framing for aspect ratio" to preserve reusability at scale. Distinct shots with clear boundaries are easier to assemble into multiple assets without continuity issues.



SAFE ZONE: Importance of Aligning Key Frames



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SAFE ZONE FRAMING

A NOTE ON RATIOS



Ratios are not merely overlay guides; **where feasible** footage should be framed wider or scaled down to accommodate elements such as copy or calls to action.



For 9:16 and 4:5, space must be considered, to accommodate copy, CTA and any other element. **Where feasible** consideration should be given to avoid the post-production task of extending the top section of the background.



Note: Hair movement, flips, skin texture, product application must never sit at outside safe action.

Modular Shot "Joining Shots/B-Roll" Coverage

Where Feasible and within Budget confirm that the shot list includes enough variation in shot types to support flexible editing, platform requirements, and asset remixing.

- Neutral backgrounds that will avoid jump cuts or challenges with continuity
- Close-ups (texture, hands, hair, skin) plan variable moments (e.g. product application types such as serum vs moisturiser vs mask) to be captured as close ups or macro shots with tight framing, rather than only wide shots with context.
- Non verbal reactions & gestures used to 'cut away' from action to 'join up' shots
- Isolated actions: Clean starts / clean ends on every action
- Transitions Shots: hand gestures to camera, hair flips etc.
- Talent reaction shots
- Include generic, reusable actions (e.g. turning, reaching for a product, talent entering/exiting frame, turning on a shower, etc)
- Shots usable **independently** (no narrative dependency)

Why: Modular shooting relies on capturing clear, self contained shot components, as this supports effective recombination in asset remixing tools such as Pencil, which are optimised for assembling modular content rather than re editing or restructuring scenes downstream.

Global ↔ Local Casting Handshake (Non Negotiable)

- Global & Local brand teams align on local talent requirements **before casting approval**
- Talent cast must meet local country requirements and approved by both BG and Local Marketing teams.

Local teams formally commit to:

- Using approved Super Shoot talent
- Not substituting local talent by commissioning additional local shoots 'to meet local talent requirements' after approval Super Shoot talent

Why: Reuse is the primary driver of Super Shoot ROI; avoiding parallel local casting protects consistency and reduces investment duplication.

Talent Modules

- Confirm that each talent is captured across all agreed modules and relevant SKUs (where applicable).
- Ensure sufficient number of talents are planned to support creative variation, not just coverage.

Why: Talent modules are a core driver of creative variety and reuse; capturing all talents consistently across modules and SKUs ensures balanced asset coverage, avoids gaps where certain talents cannot be used in remixing, and enables a broader range of performance led variations across platforms without requiring additional shoots.

Clarifying Guidance (to avoid misinterpretation)

- This does **not** mean every talent appears in every shot, **the shooting strategy will also be determined by the available brand budget.**
- It means that for **each defined module**, there is **intentional coverage across the planned talent mix**, so no talent is under represented or unusable downstream.
- Where talent is interacting with products ensure the right SKUs are being used for the market.
- Ensure that markets have agreed to compromise on limiting the talent/ pack interaction to the packs selected. Talent and SKUs will need to be paired in advance. OR shot in a way where SKUs can be replaced with DTs.
- Avoid talent /product interactions and use Digital Twins instead with transitions shots from Talent to product images.
- Sweat the Digital Twin Images to help create more asset variations
- Planning for **more talent options upfront** increases diversity for Social Asset performance without increasing production complexity later.

Cohort Specific Images / Footage

- Confirm that the shot list includes cohort specific visuals and footage aligned to the defined audience cohorts, rather than one size fits all content, **based on budget flexibility**.
- Where Feasible and within Budget**, plan non face or product led visuals that can support cohort specific variation via AI generation.

Why: Performance relies on delivering the right visual cues to the right cohort; planning cohort specific footage upfront avoids generic outputs and ensures assets can be tailored at scale, with AI generated alternatives (where faces are not required) used to extend variation rather than compensate for missing coverage.

Audio Strategy (Critical For Pencil)

Voice Over

- Pencil assets will use:

- Synthetic VO or cloned VO leveraged via Pencil (e.g Eleven Labs or Audiostacks)
- Where VO cloning is planned, cost to record and pay VO talent for cloning session must be covered by local teams working via BTG and Pencil. Alternatively UniAdapt can be used to facilitate this VO cloning session and provide cloned audio track to Pencil (this must be planned at Super Shoot production planning stage).
- Pencil assets should avoid using campaign Voice Over due to high costs associated with talent voice over fees and usages.

Why: Planning VO upfront ensures language versioning can scale without re-opening post production in every market and paying high cost voice over talent usage fees that would require the BG Creative Agency to manage.

** Voice Over Cloning – Process Overview

1. **Source Voice Over recording is required for cloning and must be planned early.** Voice over cloning workflows require the original voice talent to record a dedicated "source" voice over for cloning purposes; planning this upfront ensures production scheduling and budget alignment for talent fees and avoids delays during asset remixing.
2. As this requires funding - **BG and Local teams should align early on budget funding for the Voice Over fees and sound recording session .**



3. This work can be executed by the brand's UniAdapt supplier (Tag or Hogarth) during the master adaptation execution or the Brandtech Group (who manage Pencil).
4. Where the cloning is done by the UniAdapt supplier, the brand must instruct the UniAdapt Supplier to provide the files to Pencil upon completion.
5. **Voice over usage rights must be secured at the appropriate level.** Voice over talent for cloning should be contracted either **in perpetuity** or at a **campaign level usage**, to prevent ongoing rights management complexity and additional usage fees as assets are scaled and remixed.

Music

Pencil assets will use:

- Music sourced from **Platforms Commercial Music Libraries only**
- Pencil assets should avoid using campaign music tracks to avoid rights infringements.



Why:

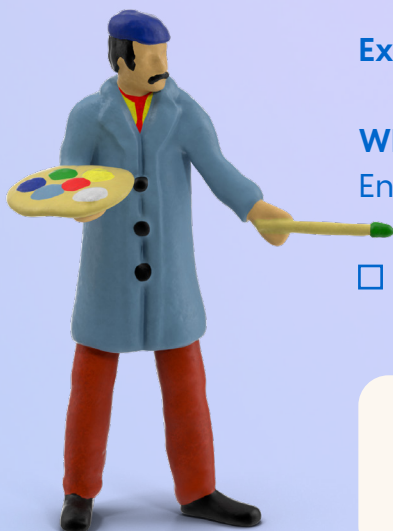
- Modular assembly at scale depends on flexible inputs so variations can be generated without re-editing audio for every output.
- This supports effective recombination in asset remixing tools such as Pencil, which are optimised for assembling modular content rather than re editing or restructuring music or voice-over downstream.
- Social Platforms explicitly recommends using sound/music and points advertisers to the Commercial Music Library as part of performance best practices. This importantly avoids high cost rights infringements associated with misuse of licensed music.

Post Production Gate

Extend Selects for Flexibility

Where Feasible and within Budget - Supply Additional Footage to Enable Asset Variation & AI Use

- Where feasible, add short handles (approximately 1 second on either side) to selected clips that are being graded.



Why: Providing small handle extensions increases flexibility for asset remixing and allows smoother transitions in AI enabled assembly without requiring re editing or re grading later.

Where Feasible and within Budget Grade Additional Shots for Storytelling

- Identify and grade a small number of additional reaction shots, consumption moments, or cutaways that could act as bridging content.

Why: A limited set of well chosen supplementary shots can significantly enhance storytelling options and improve the quality and variety of downstream edits and remixing without materially increasing post production effort.

Deliver Clips in an AI Friendly Format

- Supply selected footage as individual clips or short reels of selects, following a consistent naming convention across all clips in the sequence.

Why: Delivering content in clearly structured, consistently named clips supports efficient AI processing and asset assembly, reducing manual intervention and ensuring assets can be reused at scale.

Post Production File Requirements

- Modular clips graded and exported individually
- Clean audio layers supplied (split tracks)
- AOR Deliverables: Approved Masters uploaded to Asset Bank (TAB)
- Assets ready for:

- Pencil (AI remixing)
- UniAdapt project files output for UniAdapt Ingestion (complex localisation)

- Complex adaptations (pack changes, CGI, motion graphics, legal) completed via **UniAdapt**.
- UniAdapt masters output for Pencil meeting Pencil master delivery technical specifications. (Brand Lead to brief UniAdapt supplier)



Master Delivery Requirements For Pencil

Requirement	Responsible to supply to Pencil	Input
Modular "Super Shoot" clips supplied (as per Pencil output specifications)	Agency of Record (AOR) e.g. Lead Creative Agency	Post-Production Supplier
Clip metadata and naming aligned for Pencil ingest (as per Pencil output specifications)	AOR	Post-Production Supplier
Superless masters delivered (no baked-in text or graphics, per Pencil output specifications)	AOR	Post-Production Supplier
No burned-in supers, language, legal, or CTA Format-ready framing (assets suitable for planned aspect ratios)	AOR	Post-Production Supplier
UniAdapt masters output for Pencil, meeting Pencil master delivery technical specifications	AOR	Production Company & Post-Production Supplier
Voice Over Cloning files (where executed by UniAdapt) output to Pencil audio technical specifications	UniAdapt Supplier	UniAdapt Supplier (briefed by Brand Lead)
UniAdapt masters output for Pencil, meeting Pencil master delivery technical specifications	UniAdapt Supplier	UniAdapt Supplier (briefed by Brand Lead)
Complex adaptations completed prior to Pencil ingest (pack changes, CGI, motion graphics, legal)	UniAdapt Supplier	UniAdapt Supplier (briefed by Brand Lead)
Final approved masters uploaded to Asset Bank (TAB) for Pencil access	UniAdapt Supplier	UniAdapt Supplier
	AOR	Post-Production Supplier

Why: Along with the previous post production framework defined in 2025 these steps reinforces requirements to ensure Super Shoot content is handed over in a modular, technically ready state that aligns with how downstream tools and suppliers operate. This is imperative to enable efficient AI led remixing in Pencil and seamless complex localisation via UniAdapt reducing re editing, re formatting, or re work.

PENCIL TECHNICAL SPECIFICATIONS:

RESOLUTION

MASTER MATERIAL VISUALS

MASTER MATERIALS AUDIO

FORMATTING

DIGITAL TWINS 2D FILES SPECIFICATIONS

PENCIL SUPER SHOOT CONTENT NAMING CONVENTIONS



PPM AGENDA

1

FORMAT & FRAMING CONFIRMATION

- Platform ratios confirmed (9:16 / 1:1 / 4:5 / 16:9)
- Shots requiring multi capture identified
- Safe zones approved (face, product, hair/skin detail)

2

MODULAR SHOT LIST LOCK

- All modules reviewed and approved
- No narrative dependency between shots
- Clean start/end confirmed
- All joiner shots agreed and included in shooting schedule

3

TALENT HANDSHAKE

- Global + Local talent approval confirmed
- Usage, markets, AI rights cleared
- Local reuse commitment confirmed.
- Have we confirmed that each talent has usable footage across the agreed modules (and SKUs where required), rather than partial or uneven coverage?
- Is talent coverage balanced across modules to ensure all talents can be effectively used in remixing and performance variations?

4

COHORT SPECIFIC IMAGES

- Cohort specific visual coverage confirmed (including AI extendable non face assets where appropriate): Yes / No

5

AUDIO STRATEGY

- VO approach confirmed (Synthetic / Cloned)
- Language requirements confirmed
- Music confirmed from platform libraries

6

ADAPTATION

- All adaptation scope defined for UniAdapt
- UniAdapt suppliers SOW briefed.
- UniAdapt suppliers briefed to provided adapted Masters to Pencil

7

MASTER DELIVERY CONFIRMATION

- Superless masters required
- Pencil + UniAdapt workflows confirmed
- No additional shots post PPM



DO / DON'T BEST PRACTICE FOR ASSET REMIXING

DO

- ✓ Shoot for **vertical first** (when relying on automated cropping for all aspect ratios)
- ✓ Capture clean, modular shots.
- ✓ Keep framing centred and flexible.
- ✓ Deliver superless masters.
- ✓ Use platform music libraries.
- ✓ Plan VO for AI reuse.
- ✓ Capture generic, reusable actions (turning, reaching, entering/exiting frame) alongside category specific moments.
- ✓ Plan variable moments as close ups or macros (e.g. different product applications) to enable flexible AI driven customisation.
- ✓ Think in **systems, not hero films.**



DON'T

- ✗ Lock VO or music into masters.
- ✗ Assume Pencil can fix editing structure.
- ✗ Supply Pencil supered master material.
- ✗ Design TV-first narratives.
- ✗ Rely only on wide shots for moments with product or SKU variation.
- ✗ Assume AI tools can compensate for missing close ups or reusable actions.
- ✗ Treat every shot as one off, non reusable content.



Decision Tree

Content Requirements

What are your content requirements? [Select all that apply]

- Modules / Modular System
- Social Native Content
- Hero Storytelling
- Replication / Adaptation
- AI

Includes Modules / Modular System



Super Shoot needed

Modules +

- Hero → Integrate hero capture
- Social
- Replication → Plan for adaptations during localisation
- AI → Integrate hero capture



Is primary capture required?



Yes

- Hero only → Hero shoot
- Social only → Social native
- Hero + social → Hero shoot + Social native workstream



No

- Replication adaption: Hero shoot
- AI: AI First

