



Production Bid Specifications

MULLENLOWE

General Information

Date:	10.30.17	Executive Producer:	Brian Smith
Client:	JetBlue	Executive Creative Directors:	Tim & Dave
Product:	Coke co-sponsorship	Creative Directors:	Amy & Julia
Job #:	JET1-17-03663	Art & Copy:	Ira & Evelynne
		Business Affairs Manager:	Amy Keddy

Commercial Information

Title/ Length/ Code	Shooting Format	Finishing Format	Studio or Location	Sound
Shared Plate Approx 2-3 min	NTSC HD	HD	Location	Sync

Proposed Production Schedule

Bids Due:	Start of business 11.3	Shoot:	Two shoot days, tentatively 12.5 & 6
Award:	11.7.17	Synced Dailies Due:	US Start of Business 12.6 & 7

Elements & Materials (P=Production Company, A=Agency/Client)

P	A		P	A		P	A	
X	X	Casting	X		Hairstylist			Screening
	X	Talent Payments	X		Home Ec.	X		Set Design/Construction
	X	Talent Travel & Exp.	X		Food Ingredients			Animals
	X	Client Products		X	Titles	X		Work Permits
	X	Color Correct Pkgs.			Stock Footage	X		VTR Playback
X		Stylist	X		Existing Footage		X	Production Insurance
X		Wardrobe		X	Animation		X	Special Insurance
X	X	Location Search		X	V.O. Recording		X	Copyrighted Materials
X	X	Location Fees		X	Sound Effects			Weather Contingency
X		Props		X	Music	X		Footage Transcoding
X		Make-Up		X	Mixed Tracks		X	VFX
		Special Effects			Picture Vehicles			Car Prep

Bidding Info

Firm Bid: X	Cost Plus Fixed Fee:	Cost Consultant: Coke / tbd
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Notes & Comments/Details on HD Specs

Production Company should include the following in the AICP:

- FIRM BID through delivery of dailies / hard drives to post house each morning following each shoot day. Production company to adhere to awarded editorial companies specs for transcoding.

- Agency/Client responsible for all JFK location & security fees.
- Production responsible for commissary kitchen location.

- Agency/Client responsible for chef & team's casting & selection
- Production responsible for all other casting. SHARED PLATE

* Please note that agency requires simultaneous notification of any insurance claims via email when claims are submitted for review. All production claims should be submitted within 30 days when possible.