

Marketing Process for Production

Every marketing campaign is bespoke and specific details will be discussed on a per project basis. Please familiarize yourself with some of the general marketing processes, key milestones, and information that will come into play across pre production, production and post production phases of a show or film.

Pre Production & Production

- **Talent Agreements:**
 - YouTube appreciates transparency when it comes to what is being written into talent deals in regards to obligations to support show marketing.
- **Arrangements to capture marketing assets:**
 - YouTube will look to synchronize with production planning and determine how and when to secure access to talent for marketing assets. In most cases, this window of availability will fall during production. Some services we will consider include but are not limited to:
 - Unit photographers to capture production stills
 - Gallery photographer to obtain plate shots
 - Unit publicists embedded in production to explore press angles, collaborate with unit photographer, and facilitate interviews with cast
 - Behind-the-scenes (BTS) production crew to capture electronic press kit (EPK) footage, promotional callouts from cast, interviews, production processes, off screen cast interactions, etc.
- **Strategic and Creative Campaign Development:**
 - YouTube will begin to develop the overall strategic and creative campaign direction, collaborating closely with production and, where relevant, lead talent to ensure alignment with show content, messaging, and tonality.

Post Production

- YouTube will set up a regular cadence of meetings with Producer to ensure proper communication of marketing plan and timelines.
- YouTube will present concepts for show art and branding, collaborating with Producer to incorporate feedback.
- YouTube Marketing and PR will endeavor to share all assets as they are finalized including artwork, trailers, ancillary content, social content, and press releases. YouTube operates in a spirit of collaboration with Producer and we welcome partner feedback. However, final creative approval and decisions reside with YouTube.

- YouTube will endeavor to share finalized marketing plan with Producer 6 - 8 weeks prior to launch.
- Producer typically provide the YouTube Titles & Descriptions for the main content and episodes in a series through a template ([Series Titles & Descriptions Template](#) | [Movies Titles & Descriptions Template](#)) that covers all episode and ancillary content titles and corresponding content descriptions that will be published on the platform.
 - *Once submitted YouTube cannot amend this information as it is passed through YTO Localization teams for translation in international markets.*
- During post production, YouTube will work with the Producer and channel owner(s) on content curation strategy. YTO Media Operation team will contact channel owner(s) to [obtain necessary permissions](#) and access to execute the agreed upon strategy. This may include but is not limited to:
 - Hero positioning for trailers / show episodes / feature
 - Re-ordering of channel shelving in line with agreed partner strategy
 - Amending channel header art / branding
 - Approval for notification of subscribers
 - Playlist and series creation
 - Uploads and all video set-up + launch