

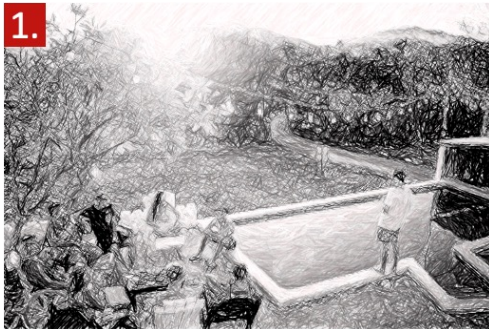
EDITING EXAMPLE 1

Seltzer Company – Flavor Change

Marcus, Isselin, & Partners is creating a commercial for Tootie Fruity Seltzer; they want to switch the flavored cans that the OCP is holding.



Production boards



They are shooting a :30 commercial showing a variety of friends hanging by the pool. The spot is called “Getting Fruity.”



In one scene, they cut to a product shot with one performer holding Strawberry Seltzer.



They want to do the same shot with 4 different flavors.

The performer shooting the change gets an additional session fee for each product change shot.

They are not shooting the other performers so no additional session payments would be due to them.

Post-production editing

When the spot is edited, they decide they only want to use the Strawberry scene and they do not use the additional footage. No further payment is due as there are no paid edits made. Instead, they create the following:

Getting Fruity :30	Main Commercial	--
Getting Fruity :15	Shorter/Longer Version	Free
Getting Fruity :30	Shorter/Longer Version; slightly different footage from the :30	Free
Getting Fruity :08	Shorter/Longer Version	Session fee due
Getting Fruity :07	Shorter/Longer Version	Confidential 30% session fee due

US Credit Card Company – Card Change

Stevens Agency is creating a commercial for their client, US Card, a new credit card company. There are two types of the credit cards: US Pink and US Blue.

Production boards



They are shooting a :30 commercial with 2 women shopping in a clothing store (with a plan to edit to a :15 commercial also). The spot is called “US Fashionista”.



In the first version, they want one of the women to be shown paying at the register with a US Pink card.



In the second version, they want one of the women to pay at the register with a US Blue card.

The performers shooting the change get an additional session fee for shooting with the Blue card.

This second version would be a paid edit as they are changing the product beyond the nature of a tag.

Post-production editing

Assumption that all performers are in all versions:

US Fashionista/Pink :30	Main Commercial	--
US Fashionista/Pink :15	Shorter/Longer/Same Length Version	Free
US Fashionista/Blue :30	Paid edit	Session fee
US Fashionista/Blue :15	Paid edit	75% session fee

Confidential