The Television Pre-Bid Meeting

**OBJECTIVE**

* To review the creative approach that the agency recommends to execute the commercial.
* To clarify expectations regarding the scope of the project.
* To review the specifications that will be submitted to the production companies to receive fair and accurate bids

**AGENDA**

* Review advertising strategy
* Review test commercial or videoboard
* Review script and storyboard
* Review scene objectives
* Review production issues:

animation

casting brief

color‐correct packaging

graphics and supers

legal clearance

location or studio

music

new and non‐new

product demo

props

special effects

talent

versions

voice‐over

wardrobe

* Review proposed suppliers by showing reels and other examples:

animation, graphics or special effects companies, composers, editors, production companies and directors

* Review production budget including projected talent use for 1 year (or projected run)
* Review tax incentive options
* Review schedule