This is an interview series for senior agency producers, chief production officers and heads of production at agencies and in-house at brands’ production units. We want to find out about the nitty gritty of how production is changing. There are no hard and fast rules about what a production department looks like and what sort of output it produces - which is exciting and exhilarating but it also takes a particular kind of mind to navigate it. We think that understanding production is absolutely pivotal to understanding the future of advertising and marketing.

We understand that there are a lot of questions below but there’s a lot to ask you! Please answer as many as possible but if some aren’t applicable to you feel free to skip them.

Cheers!

* What lasting impact has the experience of the pandemic had on how you and your agency think about and approach production?
* Aside from Covid-19, what have been the most disruptive forces to hit agency production in the past few years?
* A good producer should be able to produce for any medium, from film to events to digital. Do you agree or disagree with this statement? Why/why not?
* And leading on from that, when it comes to building up your team at the agency, what’s your view on the balance of specialists vs generalists?
* What’s your own pathway to production? When you started out, what sort of work were you producing and what lessons have stayed with you in that time?
* If you compare your role to the role of the heads of TV/heads of production when you first joined the industry, what do you think are the most striking or interesting changes (and what surprising things have stayed the same?)
* There are so many models for the way production is organised in the advertising industry - what set-ups have you found to be the most successful and why?
* When working with a new partner or collaborator, how do you go about establishing trust?
* - How important is it to you there is diversity across all partners on a production? Do you have any measures to promote diversity when it comes to production?
* - Speaking of casting, what is your approach to this side of a production? How do you work with directors to ensure a fair and fruitful process?
* - Sustainable production is also, understandably, a big talking point and will continue to be so moving forward. How are you navigating this as an agency?
* - Has the pandemic accelerated this conversation at all, in your opinion? (ie, the number of people on set, less people flying around the world, etc.)
* - What conversations are you having with clients about issues such as diversity and sustainability? Is it something that clients are invested in or more that agencies need to take the lead on?
* What are your thoughts on the involvement of procurement in production?
* When it comes to educating producers how does your agency like to approach this? (I know we’re always hearing about how much easier it is to educate or train oneself on tech etc, but what areas do you think producers can benefit from more directed or structured training?)
* Should production have a seat in the c-suite - and why?
* How have you approached integrating data with production workflows and processes? And, generally, how has data and the fact that we have constant live feedback on content performance changed production?
* Clients’ thirst for content seems to be unquenchable - and they need content that’s fast and responsive! What’s the key to creating LOTS of stuff at SPEED - without sacrificing production values? Is it even possible?
* To what extent is production strategic - traditionally it’s the part that comes at the ‘end’ of the agency process, but it seems in many cases production is a valuable voice to have right up top - what are your thoughts/experiences of this?
* What’s the most exciting thing about working in production right now?
* And what advice would you give to an aspiring agency producer?