

INTERNATIONAL ROAD MAP



FOR PRODUCER
SUCCESS 365

About

Creatives Loop was founded in 2006 by Nicola Pinder and Simon Preston, who are still the main driving force behind the business.

In 2010 Creatives was presented the prestigious 'Going Global' award by the UK Department of International Trade for it's innovative services to export and was showcased nationally.

Since 2012 Creatives has been working with trade promotion organisations, screen agencies and with regional, national and international creative clusters.

In 2014 Creatives Loop International was founded with an office in Berlin as a joint venture with AHP International, one of Germany's leading business development organisations.



236 projects



758 deals



Emerging to Mid-Seasoned Producers



Budgets \$1m - \$110m



Network of 29 territories

Who:

Our Creative clients range from individual Producers, through to leading names in Film, TV and Gaming:

- Broadcasters
- Streaming Platforms
- Distributors
- Sales Agents
- Independent Producers & Production Houses
- International Trade Organisations & Networks
- Gaming Studios

Where:

Our clients and projects are worldwide but our key territories include:

- Europe with Baltic States & Nordic Countries
- North America
- Australasia
- SE Asia
- Latin America

Our offices are based in London and Berlin

Clients and Stakeholders include:



International Road Map for Independent Producers

The International Road Map is a tailored consultancy service which supports individual Content Producers on their journey to selling into the international marketplace.

It involves working closely with the Producer over a 12 week period to devise a tailored commercial strategy and budget plan, to produce effective project marketing materials and a verbal pitch, and to select the best-fit Buyers and Partners for their project. It also includes outreach to those targets.

The International Road Map produces a focused route for the Producer's project. It can be implemented independently of markets and festivals and can also complement campaigns and meeting planning for industry markets.

It is an effective model that has been 100% successful in securing a route to market for content in key genres including:

- Animation
- Children's
- Drama - Features & Series
- Documentaries
- Factual & Reality Entertainment



“Business is about connections
without connections you don't have dialogue
and without dialogue, you don't have Business”

Key Benefits for Screen Agencies:

- Efficient use of budget by selecting and paying only amount of professional assistance and support each Producer requires
- Accelerates the process of project to international audiences
- Promotes a message of pro-activity to local Producer communities
- Dilutes the cyclical seasonality of Festivals and Markets
- Screen Agency Branding on each Road Map with promotion of location, cash rebates, tax incentives, crew and facilities - as an inward destination of choice for production

Key Benefits for Producers:

- Professional expertise to devise a bespoke strategy to suit their project needs
- Explore opportunities with more territories
- Greater availability of international Broadcasters, Distributors and Production Partners for meetings - compared to Festivals and Markets
- Acquire the latest market intelligence and trends from CL-INT
- Lower cost base for a range of in-market meetings
- Access to brand new contacts in Production, Sales and Distribution

How it Works:



Project Qualification Criteria

- The Producer must have availability to attend a short but informative online Briefing about the Programme
- They must also attend an Initial Project online pitch to Screen Agency and Creatives on a set date (max 45 min with discussion)
- Provide a well-developed concept / draft script or synopsis outline
- Commitment of one key Content Producer contact in the company who will be the main contact to Creatives throughout the 12-week consultancy period. This person should ideally be involved in the commercial development of the Project and authorised discuss the finance plan, sales strategy, and related materials
- Available for regular online meets and emails



Consultancy Services provided by Creatives

- Creatives can help the client to promote an open invite to Independent Producers in their network, who have content in development, aimed at the international marketplace, to receive a tailored consultancy service
- Projects are selected according to potential appeal to international audiences, Demonstration of a clear intention and commitment to work on the commercial development of the project at an international level in an 8 - 12 week time period
- The Programme Focus is determined by the Sponsoring agency. Serialised Content can include web series, multi-platform, mini and full series



Producer Commitment

- Initial written and verbal evaluation of project and visuals
- Improvement suggestions including proof-reading, editing and also imagery with our in-house graphics team
- Sparring & discussion session around commercial strategy and finance plan including: Co-Production Partners, Pre-Sales, exploitation of regional and national Cash Rebates & Tax Incentives
- Identification of Potential Target markets and key industry players with profiling of decision-makers, such as Commissioners, Acquisition Heads across linear and streaming network providers, checking their requirements, market trends and strands within genres
- Assistance to setting-up 1-2-1 Meetings in market and at event with recommendations to the best approach/path & timing



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