

BRANDS can no longer communicate through sporadic broadcast spots.

AUDIENCES are hungry.

They want it *all*.
They want it *now*.

MESSAGING no longer lives on a *single platform*.





CONSUMERS' ATTENTION
require brands to engage their
audiences **24/7**.

Retaining *interest* =
Retaining *loyalty*.

BRANDS are no longer simply
products - they are indicators of
lifestyles.

This can only be accomplished by speaking directly to your audience & approaching them where they live in the physical, social, digital, media, & retail spaces.



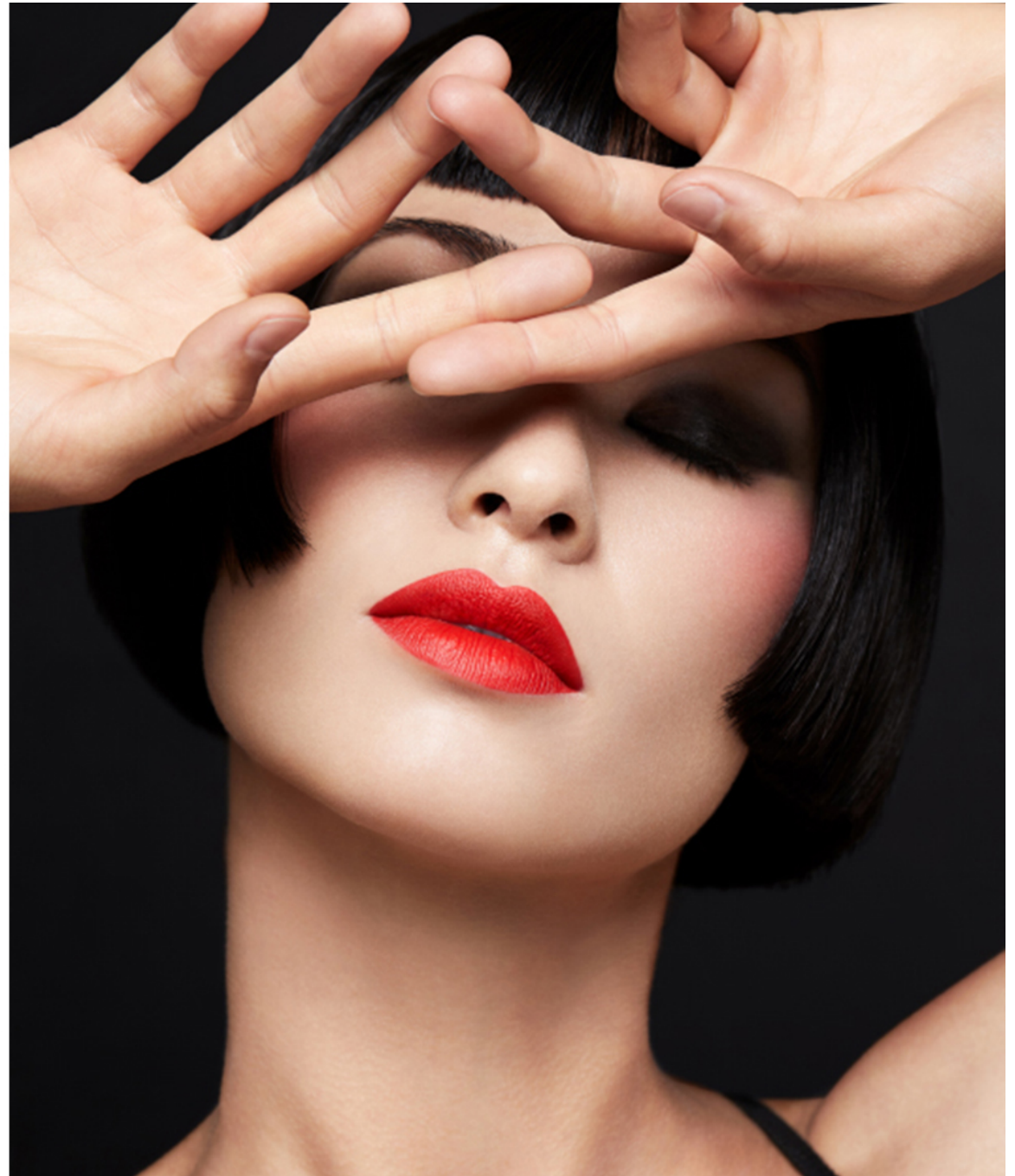


AUDIENCES drive
timelines & schedules now...

Their attention arrives on
foot & leaves on horseback.

DEMAND for quality content is growing across all touchpoints.

AUDIENCES don't care about shrinking timelines & budgets.



Luckily - ADC has

always done more

for less.

And making it

beautiful.

And effective.

And memorable.



ADC's Solution?

SHOOT 360

A new media landscape requires a new production model.



What is SHOOT 360?

We work directly with brands and/or their agency teams to determine a **targeted creative campaign** and fully - integrated, cohesive & consistent strategy.

Our **team** researches it.

Our **directors/creatives** ideate, concept, & write it.

Our **producers** deliver it.

ADC is the touchpoint for the **brand** and its various agency stakeholders: AORs, social, media, activations, PR, retail, ect...

Resulting in consistency, reduced costs, & faster deliverables across **all platforms**.

ONE SHOOT.
ENDLESS CONTENT.

Six months of assets for multiple purposes.





**ONE SHOP.
ONE STOP.**

We scale to any budget & campaign.

Without compromising *brand integrity* or the production *value/quality*.

Social Media? Check. Print/Retail? Our specialty.

Television?
You've definitely seen our work...



**So many consumers.
So many assets.
So many channels.**

**We were built for this.
We've got you.**





Digital

Print

OOH

.com

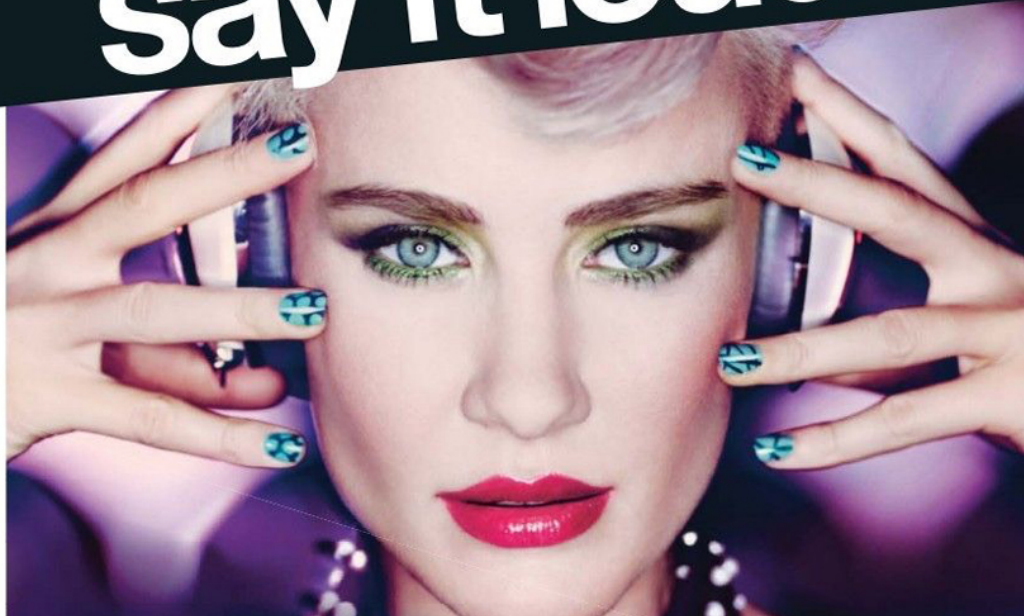
Retail

TV

Social



say it loud!



ADC was asked to concept, produce, & deliver **Covergirl x Nervo Twins** "Outlast" campaign.

To ensure that the clients left our set with an archive of assets, we used two crews and multiple sets to capture the amazing dynamic duo.

Take a look at how our **SHOOT 360** made this happen...

COVERGIRL - Main Campaign/Product Launch/ Web + Digital/Social/OOH/Retail + Point of Sale

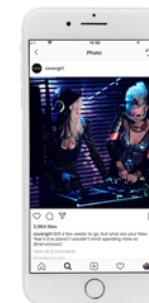
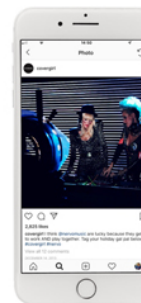


Every set was used for video and stills capture. As the talent filmed the video shoot, we captured as much behind-the-scenes content for the brand & the talent to use on their social media platforms, as well as for their respective websites. At every step of the way, we ensured we stayed on-brand in terms of messaging, style, & content.

This campaign allowed the client to use this content over a months-long campaign as broadcast spots, OOH, print, retail/point of sales, digital banners, web, & social – perfectly capturing how ADC's SHOOT 360 approach is necessary in today's media environment.

Our wealth of content was also featured across multiple platforms & publications, such as Vogue, Cosmopolitan, Rolling Stones magazine, among others.

We always think beyond the campaigns & focus on how our shoots can serve different purposes for each brand.





We have 25+ years of experience keeping global brands & IPS connected to international audiences.



THE OLD MODEL no longer applies.

That horse has already left the barn.

ADC is the future of production...

NOW.



Watch what we can do
for

YOU.

you know you're interested. *matteo@adcmedia.tv*