



Adfilm Production Cost Audit helps a leading Retail Client streamline its processes besides bringing in huge savings

12 films across mass, premium and niche brands

₹8cr total spends with range of ₹26 lakhs to ₹ 1.7cr per film

₹1.2cr scope for cost savings, 14% of the overall budget

Background and Approach

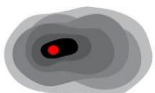
A leading retail client with several verticals mandated SA to conduct a Post Audit Analysis for 12 TV ad films. The adfilm production cost budgets of the films ranged from ₹ 26 lakhs to ₹1.70crores. Spatial Access analysed films on an individual and also at a group level.

- A benchmarking exercise was conducted for all films across all line items & cost heads
- Possible cost efficiencies for all TVCs were arrived at
- Weighted scores were assigned to all films across different parameters
- Relevant insights, patterns and parallels were studied
- Slippages and gaps in the processes were identified

Results and Recommendations

Spatial Access compared data shared by client with hundreds of films from its own database and created clusters depending upon spends, treatment and nature of films and arrived at the following:

- On a total spends of ₹8 cr at a group level, SA demonstrated a cost efficiency of 14%, which could have resulted in a possible savings of ₹ 1.16 cr.
- Scope for cost reduction across projects was detailed out and SA Scores captured how individual films fared in the analysis
- Deep dive threw up interesting learnings such as differential rates being charged by the same Production House during the same period for different clients
- SA recommended developing a Rate Card for post production jobs and empanelling of Production Houses for quick turnaround jobs



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Spatial Access is a media audit and advisory company that helps advertisers increase their media ROI. We use proprietary processes to analyse a marketer's spends in traditional as well as digital media, print production, BTL, Ad Films, agency partnerships etc. and give them specific recommendations on how improve both efficiency and impact. We work with clients with spends ranging from a few million to few billion – Indian start-ups and conglomerates as well as global MNCs.

Ad Film Production Audit and Analytics is a specialised division of Spatial Access that advises clients on cost benchmarks for their creative projects that include ad films for TV and digital media, print production and radio spots. This team comprises of experts from the film production background and data scientists that help clients derive the best value for their budgets.