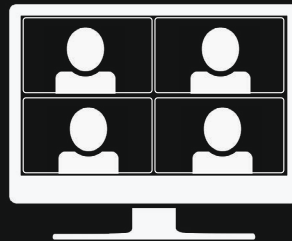
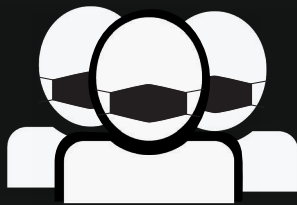


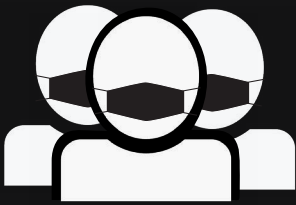
SCENICRD

Creative Video Solutions for Social Distancing

During these tumultuous times, video has changed. Scenic Road is prepared to take your video project from concept through completion using socially-distanced approaches and enhanced postproduction techniques.

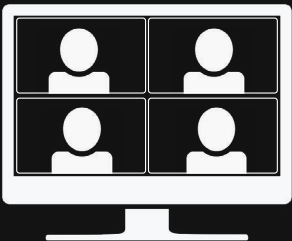


Our Process



In-person Production:

- Small crews of up to 3 people
- Masks
- Shoot outdoors when possible
- Socially distance from any talent
- Sanitize high-touch areas such as doorknobs and light switches
- Hand sanitizer stations
- Individually packaged meals



Virtual Production:

- Virtual location scouting and talent scouting via Zoom
- Oversight of interview setup and lighting via Zoom
- Virtual in-person interviews via Zoom
- Sanitizing stations/masks/rules for social distancing
- Before and after clean-up of locations

Case Study:

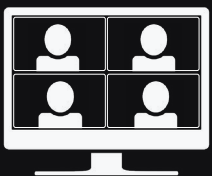
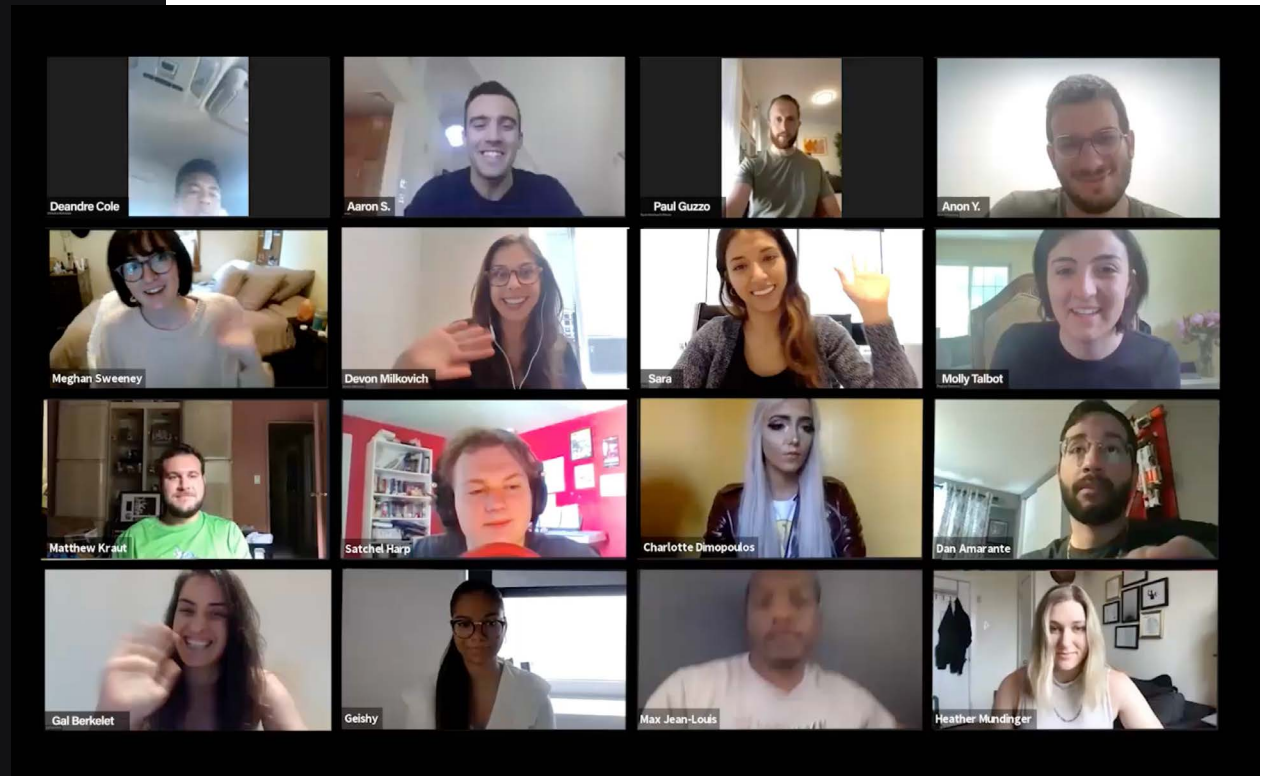
Remote Capture

Scenic Road is currently working with an Israeli cybersecurity education company in order to tell its global brand story.

We scouted locations in Tel Aviv, NYC, and Singapore via Zoom, using a local crew to act as our eyes and ears.

On each day of production, our producer was virtually on location via Zoom, overseeing local crew and working with our clients to meet any challenges that arose. We oversaw b-roll from an iPad, and then Scenic's director of photography worked with on-site crew members to frame and light the interview shots.

Finally, a Scenic Road interviewer directed interviewees via Zoom, capturing sound bites over the course of a series of one-hour interviews.



Case Study: Experiential Content

As social distancing and fears of traveling are forcing the cancellation of events, we're using technology [like 360 and VR to transport viewers](#), virtually, to the heart of the action.

This spring, an international herbicide brand was forced to cancel its annual plot tour event. Scenic sent its 360 video crew to capture nine plot tour sites, and in postproduction, viewers were able to interact with the content through clickable graphics and sound bite moments.

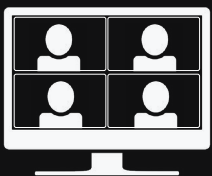


Case Study:

Zoom interview-driven videos

Scenic is currently producing a series of produced Zoom videos for Bayer Crop Science and Bayer Hematology.

In advance of each shoot, we send a best practices document to talent, detailing recommendations on wardrobe, lighting, webcam placement, etc. We then conduct the interview as we would on any traditional shoot, and in postproduction we combine unscripted sound bites with full-screen animation, library b-roll, or simple chapter card graphics.





Case Study: **Footage Replacement**

We can update old products, logos, and packaging, as we did in [this example](#).