

Ollie's Bargain Outlet Animation TVC Project Timeline

(Please note this is subject to potential Sponsor delays)

Launch Project: 7/29/20

Pitch Phase: 7/29 – 8/5

Tongal Sends Curated Client Selection List of Pitches to Ollie's: 8/6

Sponsor Selects Pitch Winners: 8/13 12pm PT

Kickoff Call w Tongal/Brand/Filmmaker: 8/14 (hold 30-45mins 7:30am-2pm PT)

Pre-Production: 8/14 - 9/1 (BH = Script + Animatics Approvals)

Script:

- Filmmaker provides Script: 1st drafts (TV, Digital, Radio) due 8/17 12pm PT. The following scripts will be due Branded Spot :30 & :15, Holiday Spot :30 & :15, Black Friday Spot :30 & :15 and Offers Template :30 & :15. Radio spots will mirror the :30 and :15 second spots.
- Ollie's consolidated feedback due: 8/19 12pm PT
- Filmmaker revises and provides 2nd draft to all spots: 8/20 12pm PT
- Ollie's final review and approval on Scripts due: 8/21 3pm PT

Animatics:

- Filmmaker provides 1st Animatics: 8/17 7am PT
- Ollie's consolidated feedback & revision notes due: 8/25 12pm PT
- Filmmaker revises, 2nd cut of Animatics due: 8/27 7am PT
- Ollie's final review and approval on Animatics due: 9/1 12pm PT

Animation Framework Video Production: 9/2 – 9/14

First Cuts due to Tongal for Producer Notes: 9/14 7 am PT

Tongal Sends Ollie's First Cuts of Videos: 9/16 12pm PT

Ollie's Provides Consolidated Feedback on First Cuts: 9/23 by 2pm PT

Filmmakers Revise Videos: 9/23-
9/25

Revised 2nd Cuts Sent to Ollie's: 9/25 by 3pm PT

Ollie's Provides 2nd Round of Consolidated Feedback: 10/1 by 12pm PT

Filmmakers Revise Videos: 10/1- 10/2

Revised 3rd Cuts Sent to Ollie's: 10/2 EOD

Ollie's Provides Final Round of Consolidated Feedback: 10/6 9am PT

Filmmakers Revise Videos: 10/6 - 10/7

Final Videos Sent to Ollie's: 10/7 by 12pm PT

Ollie's Approves Animation Framework for Videos: 10/8

Ollie's provides B-Roll of "Branding(2)+Holiday(2)+Blk Friday(2)+Product Offers (12) & Deals" for Animator to insert into videos: 10/8-10/16

Filmmaker to insert B-Roll of Product Deals into all framework videos: 10/16-10/21

Ollie's Approves Final Cuts: 10/22-10/26

Final Mastering of Approved Final Videos: 10/26 – 10/27

Final Video Files Sent to Ollie's: 10/28 8am PT