

COMPANY

DDB Group
www.ddb.co.nz

LOCATION

New Zealand

SOFTWARE

Autodesk® Smoke®

Autodesk Smoke increases DDB's creative capabilities

DDB New Zealand enhances its high-end production and workflow with Autodesk Smoke

Smoke is extremely fast and very efficient. It provides a single integrated solution that enables us to complete editing, color grading, visual effects and finishing jobs in-house.

—**Steve Gulik**
Senior Editor
DDB New Zealand

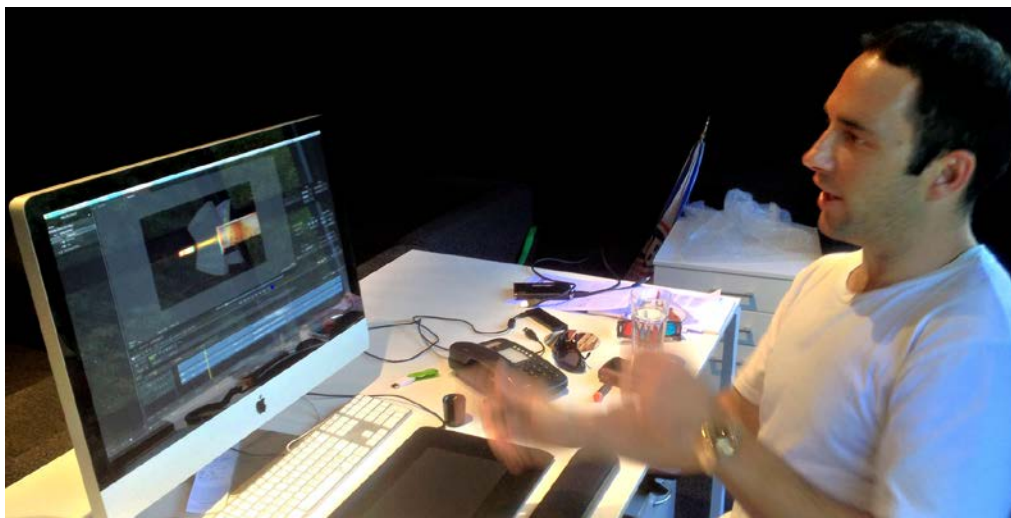


Image courtesy of DDB New Zealand

DDB: A growing international agency

Located in Auckland, New Zealand, DDB New Zealand is a branch of DDB Worldwide and currently has 220 staff. The creative agency works on many high profile clients including McDonalds, NZ Lottery, Sky TV and Cadbury and provides an end-to-end advertising and marketing service to its clients including branded TV and radio commercials, retail and experiential solutions. They are an award-winning agency and this year won a Silver and Bronze Lion for their Hutchwilco 'Secret Fishing Spots' mobile application at the Cannes Mobile Lions Awards.

Enhancing efficiency through technology

The DDB New Zealand production team consists of producers and editors that predominately work across multiple television and radio commercials. On video projects, the DDB team found that the workflow between multiple applications for editing, effects, and colour was difficult when frequent editorial changes had to be made.

"We quite often are required to make editorial changes quickly and it became very difficult to work shot by shot," said Steve Gulik, Senior Editor,

DDB. "Performing the edits was messy and involved constantly going back and forth. Also, it was hard to time work with audio and these disruptions meant time was wasted."

The DDB team was also looking to enhance their 3D visualisation capability with improved 3D graphics and text which was hard to achieve with their existing video production and post pipeline.

DDB team started looking at Autodesk® Smoke® software and downloaded a free trial*. Once they were comfortable with the technology, Autodesk Partner DVT Solutions helped DDB set up the hardware and software solution with assistance from Autodesk technical expert Rob O'Neil who provided hands-on training to the team.

Streamlined workflow

Autodesk Smoke video editing and effects software enabled DDB producers to work efficiently with essential video editing and high-end effects tools. Smoke helped the producers to easily make changes during the production and make precise timing decisions quickly.

"Smoke has really changed our workflow. Everything is right there on our timeline, we no

longer have to export out and don't have to outsource for colour grading. If there is an editorial change you can simply drag it out and go from there and create versions," said Gulik.

"In the past, the number of versions we had to create was extremely difficult and frustrating. Now we can do it all-in-one through Smoke and it is flexible. Workflow is the key reason we use Smoke, it enables us to complete projects twice as fast as before," he added.

"To be competitive in our line of work you need to be equipped to produce high-quality content and make edits very quickly, often with clients waiting or even watching you work. Smoke is extremely fast and very efficient. It provides a single integrated solution that enables us to complete editing, colour grading, visual effects and finishing in the one suite and all in-house," said Gulik.

Improved flexibility by bringing editing and effects together

With Autodesk Smoke, the production team is now able to complete entire projects within one application. They've eliminated the wasted time of exporting and creating versions when moving between multiple applications.

“Our production team is usually given raw footage which we must edit, grade and produce visual effects and graphics. Smoke enables us to take projects from the raw footage right through to the final output. Its intuitive user interface and enhanced workflow capabilities means a quicker turnaround and higher standard achieved for our clients,” said Gulik.

Bringing high-end solutions back in-house

Smoke has finishing tools for 3D compositing, colour correction, and motion graphics which was an important draw card for DDB, whose clients expected 3D technology and high-end production results.

“With Smoke we can push to do more work in-house. In the past, footage would be shot and then sent out to an external facility to be graded. Now we have the confidence to keep those jobs in-house and deliver the best possible solutions for clients,” said Gulik.

“Being able to take a lower budget production and give it higher production values is something we can now achieve easily with Smoke. There have now been quite a few cases where we have included 3D graphics for clients. Our capacity to produce this level of 3D integration really impressed them and was a capability we did not have before Smoke,” said Gulik.

Looking Ahead

Gulik sees a huge potential for DDB New Zealand with Autodesk Smoke and is very keen to increase his team’s use of the software for upcoming projects this year. The company is looking forward to adding more seats of Smoke to help expand its

creative department.

“Smoke is a one-of-a-kind tool and we are excited to continue to use it to deliver great results for our clients and increase our business profile. Smoke has increased our creative capabilities and reduced the need to outsource work. We will certainly be using the software for high-end production work in future,” said Gulik.

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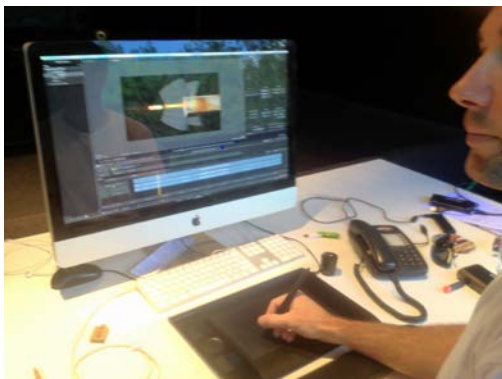


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