

# Finding the Solution by Re-thinking the Question



CASE STUDY | Chloé Resolves Campaign Dilemma, Saves Two Million Dollars

## EXECUTIVE SUMMARY

It often takes both expert negotiating skills and a bit of ingenuity to turn an ad agency's creative vision into a workable and practical reality.

When it comes to transforming an idea that looks good on paper into a full-blown production, there are literally hundreds of variables to consider, deadlines to adhere to, and industry practices that must be carefully and painstakingly considered.

Chloé doesn't shy away from challenges like these, but rather embraces them as opportunities. With many years of established industry relationships, we support our clients with know-how and real-world strategic solutions.



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## CHALLENGE

Chloé's client, a beloved U.S. brand, planned a major campaign with a huge cast including dozens of SAG singers, dancers, and models, in addition to an A-List celebrity. The client was committed to a union shoot. The projected cost for talent in the United States, however, left them with only two options: go outside the U.S. or come up with an entirely new concept.

Neither alternative was viable, so the client turned to Chloé to find a solution.

## CHLOÉ'S UNIQUE SOLUTION

Chloé closely analyzed the client's existing scripts, looked at the "must haves" vs. what could be modified, and developed a strategy based on our knowledge of talent costs, union rules, and the client's overall creative vision. Keeping the shoot within the U.S. was a key objective, so Chloé worked diligently back and forth between SAG and the client, developing and agreeing upon a workable solution.

## RESULTS

Chloé found the solution by re-thinking the question. The shoot remained union and within the U.S., benefiting both our client and SAG members. It was a win-win for everyone. The agency and client were able to produce the campaign they envisioned at a savings of close to \$2 million, and the shoot remained compliant with all union rules and regulations.

Want to know more?

SEND US A MESSAGE



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*It took some hard-line decisions and a lot of back and forth, but finally everybody realized that Chloé's solution was the smartest for everyone concerned. We saved our concept, kept our union commitment, and were able to reduce production costs by 40%. None of this would have been possible without Chloé!*

—SENIOR DIRECTOR, HEAD OF MARKETING