



SEVEN PRODUCTION MANAGEMENT

# 7AM to 7PM: A ONE STOP SHOP

Seven Production Management (7PM) is the full-service production arm of Seven Artist Management (7AM) providing production services for print, digital and motion content in the Fashion, Beauty, Advertising and Entertainment Industries.

7PM facilitates all production needs, lowers costs by eliminating the need for third parties, and maintains quality control and creative consistency for our clients.

We believe in the value of clear communication, creative collaboration and personal attention to client needs.

Our long-standing relationships and resources allow us to cut through the red tape and accomplish anything.

While our primary office is located in Los Angeles, we have “boots on the ground” in New York, London, Chicago, Palm Springs, & San Francisco - enabling us to produce anywhere in the world.

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# SERVICES

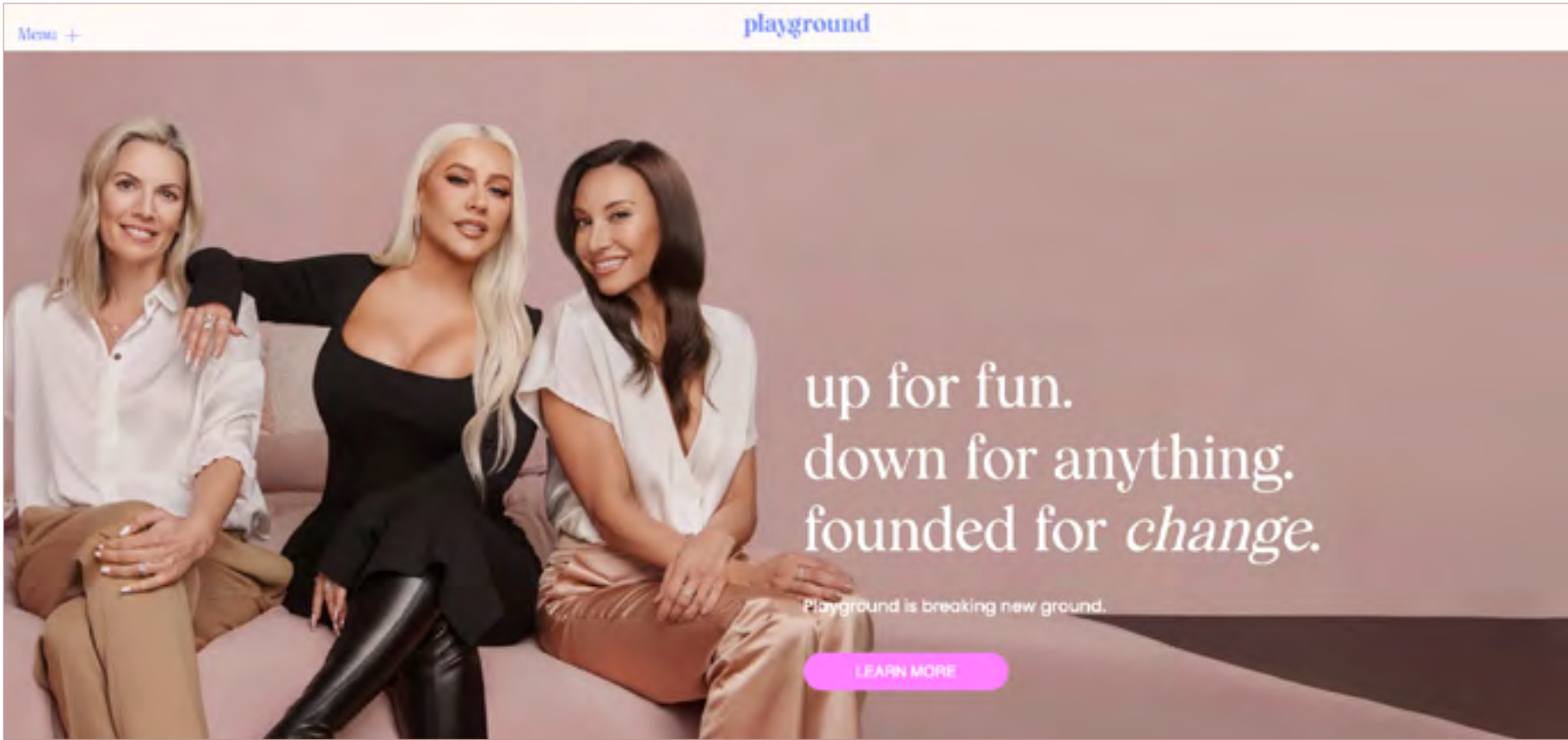
- Establish project schedules & maintain accountability
- Line Production & Budgets
- Mood Boards & Creative Direction
- Locations & Studios
- Equipment Rentals
- Obtain competitive rates & award vendor contracts such as:
  - Model, Influencer & Talent Casting
  - Hair & Makeup
  - Wardrobe Stylist
  - Set Design & Prop Styling
- Production Insurance
- Permits
- Catering
- Travel
- Shoot schedules & shot list preparation
- Call Sheets
- Parking
- Accounting & Vendor Invoicing
- Post Production (Video Editing, Photo Retouching, Music Composition, etc)





# PLAYGROUND x CHRISTINA AGUILERA

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## THE ASK

Women's sexual wellness brand brings on world famous pop diva as founder and needs print, digital, & TVC materials to launch.

## THE CURVEBALL(S)

1 shoot day, short notice to capture full range of content including campaign stills, press & promo founder stills, TVC including 3 camera interview setup with notorious pop diva & shall we say an *extensive* rider and limited time with talent.

## THE OUTCOME

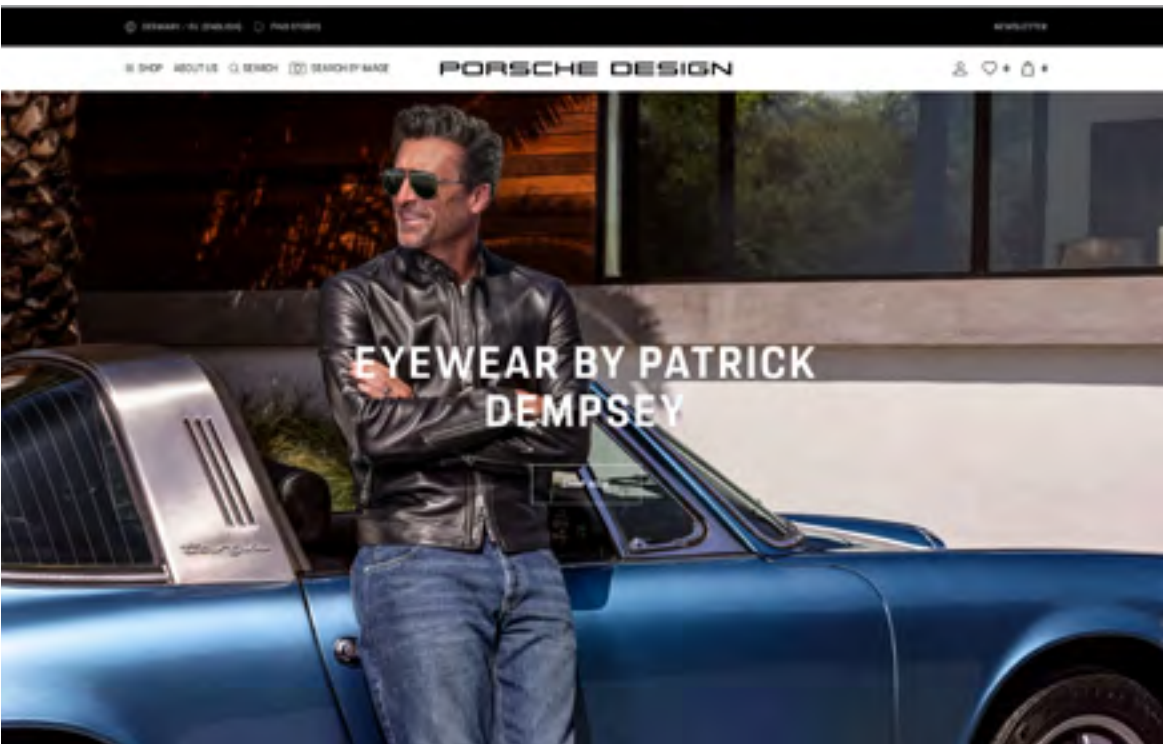
Global viral campaign with every major news outlet picking up content and promoting the brand. Every asset captured & we'll never tell how long GLAM ate into our shoot day. ;)

## THE FEEDBACK

"We could not have done this without you. You absolutely share and should take credit for these amazing assets. As always, you are a joy to work with." - CEO Playground



# PORSCHE DESIGN x PATRICK DEMPSEY [View WEBSITE](#)



## THE ASK

Capture A-list face of brand with 4 hours max, source very specific location and car(s) on short notice, get clients in from Germany during COVID and deliver 15 campaign worthy assets. Easy!

## THE CURVEBALL(S)

Notoriously picky global brand needs 7PM to source very specific Malibu mansion w/ 2 weeks notice. A-list talent dyes hair white 2 days before shoot for a TV show which cannot be undone - the famous "we'll comp it in post" REALLY applies here.

## THE OUTCOME

Global launch delivers major ROI, we wrapped 3 hours early and no one would ever know the hair is comped!

## THE FEEDBACK

"Thank you for your enormous attention to our project. The client had so many compliments about everything - and they rarely give compliments. We cannot thank you enough for your continued partnership." - M&C Saatchi team



# PEOPLE MAGAZINE x JENNIFER HUDSON

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## THE ASK

People Magazine cover shoot with Jennifer Hudson for their annual "People of the Year" issue.

## THE CURVEBALL(S)

Need a "very unique" location within 1 mile radius of talent home w/ 5 days' notice to source, lock, permit, & produce shoot!

## THE OUTCOME

PR blitz w/ talent's own talk show & socials promoting, maximum social traction and widespread circulation for client's biggest issue of the year.

## THE FEEDBACK

"The shoot is so LOVELY! It looks so good-- and I loved Jennifer's posts. Can't wait to work together again soon!" - Photo Director



# ADIDAS x SAN FRANCISCO TAKEOVER



WATCH A CLIP ►

## THE ASK

Longterm client M&C Saatchi needs us to produce content around a 48 hour takeover of San Francisco from Adidas' top 40 athletes/influencers. Produce campaign visuals including stills & video all while Adidas takes over SF for a marathon across the Golden Gate Bridge & athletic events across the city.

## THE CURVEBALL(S)

How can we permit the Golden Gate Bridge for drones when it is "impossible" w/ city code? Call in a personal favor to world famous architects of SF Ferry Terminal - mission accomplished! Rainstorm for the entire 48 hours while we capture content ENTIRELY outside across the city? No problem!

## THE OUTCOME

With a shift in concept to accommodate rainstorm, we worked with the agency and client to pivot & rebrand - "athletes can endure any kind of weather in the UltraBoost". Content ended up being enhanced by the weather leading to a "happy accident". Campaign helped cement UltraBoost shoe the status it still has today.

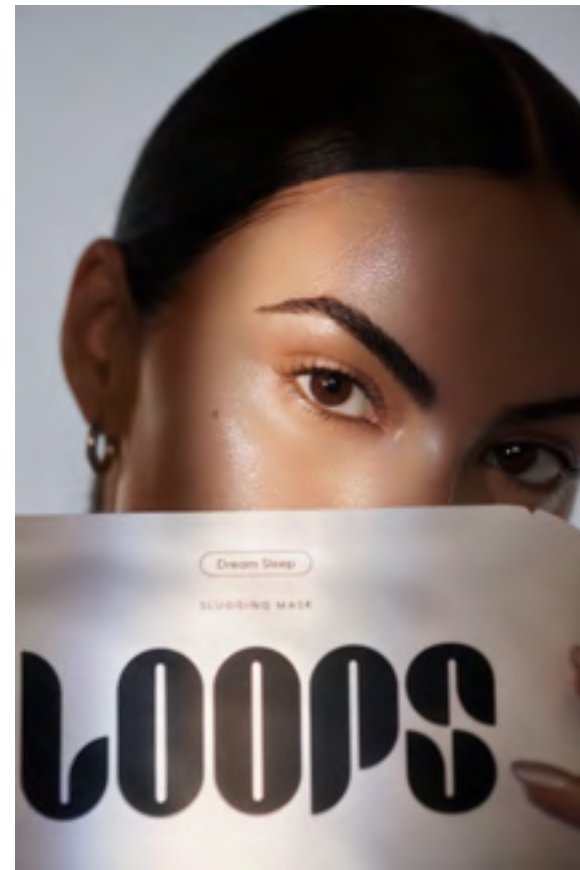
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CASE STUDIES:

# LOOPS BEAUTY x CAMILA MENDES

[View WEBSITE](#)



## THE ASK

Startup beauty brand fronted by young TV star & influencer needs to launch campaign stills & motion assets w/startup budget (but look like a million bucks)!

## THE CURVEBALL(S)

Talent is in the middle of filming the final series of a hit TV series, has 1 day to shoot (spoiler alert - it's 4 days away and hope she can wrap in time the night before to catch flight from Vancouver). Need set builds + stills & motion assets, all on a startup budget.

## THE OUTCOME

Product flies off shelves in Target & Ulta upon content launch. Can't be kept in stock... A clearer ROI doesn't exist!

## THE FEEDBACK

"The shoot turned out amazing! Can't wait to work together again. Truly flawless - not often you can say that!" - CEO Loops Beauty

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# CLIENTS

Adidas  
Amazon  
Atlantic Records  
Biossance  
Capitol Records  
Dior  
Estee Lauder  
Game Show Network  
Glamour Magazine  
Halston  
Harper Collins  
Harper's Bazaar  
iHeartMedia  
Nike  
People  
Porsche  
RCA  
Reebok  
Sephora  
Shea Moisture  
Showtime  
Sony Music  
Uberliss  
Unilever  
Universal Music Group  
Victoria Secret  
Warner Bros.  
Westward Leaning  
W Magazine



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