Marketing & Press Deliverables Overview

***Disclaimer: This document is not a comprehensive deliverables list, and you should also refer to our in-depth guide, which includes our deliverables deadlines**

Paramount+ will be home to big, headlining entertainment available on demand, supplying subscribers with phenomenal originals and exclusives that make Paramount+ the streaming service always worth watching. Our deliverables for marketing and publicity enable our subscribers to become immersed in the mountain of content.

Before filming commences, please ensure that you reach out to the press and marketing teams to provide **series treatments, scripts, production schedules, casting grids** and **mood boards.** This will allow us to develop our creative briefs for key art and press specials photography, and to also start drafting our announcement press release. We will optimise your production schedule to produce assets as relevant.
For the Marketing Team, please contact: ParamountPlusUKMarketing@vimn.com
For the Press Team, please contact: ParamountPlusUKPress@vimn.com

Marketing deliverables overview:

- **Title Treatment:** A PDF go-to bible on the series including series overview, style guide, synopses, tone, key hooks, character development and mood boards to give marketing teams an overview on the content and establish overarching marketing propositions.
- **Branding:** Any defined logos, graphics, titles, fonts etc. that is used in production that can cohesively translate and emulate into marketing assets.
- **Tag Line:** Any tagline that can be defined in early stages of production.
- **Key Art:** P+ Originals Key Art will be produced by our in-house team in collaboration with production. For Exclusives we have acquired there may already be existing key art which must be supplied as layered PSDs in Portrait, Landscape, Super Landscape and Square.
- **Trailer/Promo:** If any promos/trailers have been produced by production for non-marketing purposes (e.g. sales) please provide as a steer for marketing. Promos for the UK campaign will be produced by the in-house team.

Press Team deliverables overview:

- **Unit Photography:** Episodic and BTS stills. Unit Photographer must be on set to capture photography for each episode. Please reach out to the Press Team for Photographer suggestions. Note that imagery captured on phones is not acceptable.
- **Gallery Photography (Scripted Only):** gallery photography of individual cast captured against Colorama (typically used for TV listings/supplement covers).

Please refer to our Paramount+ pictures guide for more details.

- **Synopses:** 200-word series synopses, 300-word synopsis per episode.
- **Character Descriptions:** Approx. 200 words per character.
- **Talent Bios:** Approx. 200 words per cast member. For scripted series, please supply official bio from respective agents.
- **EPK:** Scripted original series require EPK captured on set (B-Roll, talent interviews and social media quizzes/BTS Content). Please reach out to us in good time so that the press and social teams can feed into EPK briefs.
- **Viewing links:** The press team require links to view the episodes for features writers, previewers, and critics.

Time with Talent:

- A minimum of 5 contracted press and marketing days for Paramount+ talent. If talent representatives request negotiation on this, please reach out to the press and marketing teams for approval.
- Talent must support the campaign on their social media platforms with a minimum of 30 posts throughout the duration of the campaign.