**Schiphol Media: Process for Filming at the Airport**

As a client advertising with Schiphol Media, you may wish to shoot a film at Schiphol Airport. We offer our clients the option to commission Schiphol Media to shoot the film for you – this is known as a “case film”. The steps in the process are outlined below:

1. **Briefing**: Schiphol Media first creates a briefing document together with the client to agree:
   1. the look & feel of the film, the objectives of the campaign, the target audience, etc.;
   2. which elements may be shot and which not;
   3. requirements for logos and other files;
   4. actors, to be selected by Schiphol Media based on the budget and target audience;
   5. the client’s preferences with regard to the image and packaging of the film.
2. **Script**: Based on the briefing outlined above, Schiphol Media then prepares a script, which is sent to the client in advance for information. This script may only be revised if there are major issues such as incorrect brand identity of inaccurate information. The final decision lies with Schiphol Media.
3. **Figures**: In the case of a promotional spot being sold, the client is asked whether figures may be shared in the case film, and if so, which (type of) numbers.
4. **Approval**: The final version of the film is sent to the client with a request to approve it for publication.