

CASE STUDY

Beyond Productions



Pooch Perfect USA





WHO Beyond Productions

Pooch Perfect USA

Beyond International is a global producer of television content and distributor of television programs, feature films and home entertainment.

Since its establishment in 1984 the company has produced over five thousand hours of television programs for broadcast internationally.

Beyond International worked with ABC America to produce Pooch Perfect, the "ulti-mutt" dog grooming competition, an eight-episode series showcasing 10 of the best dog groomers in the USA.

Objective

Beyond International has long had models of shooting in one territory and editing in another. However, the Covid-19 pandemic turned the production of some of their shows on their heads. Restrictions (especially in the US) shrunk schedules, raised limitations, and dealt them extraordinary challenges – all of which had to be worked around

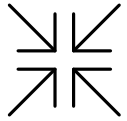
Challenge

Production of Pooch Perfect was squeezed to a seemingly impossible timeline meaning the producing line needed to be as tight as possible. The producer in the field needed to be almost the same person as the one in post however the two producers were in two different continents (Aust and the US) on different time zones. The faster they could get that through-line, the faster they could work. To do it quickly, the person who has to cut the vision needs context; they needed to understand the decisions made by the producer on location as the filming took place. They needed to put the location and post producer in the same room.

Solution

Lumi enabled Pooch Perfect to be made in its new shortened time frame and reduced budget by providing one source of truth - in real time, searchable ,accurate and complete

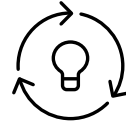
Results



Bring everything into one place

Lumi has allowed us to have many contributors to compile all of our information together in one place while making it simple to find and use the relevant information." *Judy Tanner - Post Supervisor*

"For me and the post team on Pooch Perfect (Disney) Lumi worked like a magical wallet to pull everything together in one place." *Nicole Anthony – Co-Executive Producer*



Simplify production management & make better production decisions

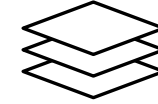
Multiple rounds of screening notes are often hard to track-however, on Lumi we got into a rhythm of saving them each time they came in. Being able to jump between trailer scripts and story trackers also made the post experience so much more streamlined... a game changer on a production with an unforgiving schedule. *Nicole Anthony – Co-Executive Producer*



Access information from anywhere

"Lumi helped the teams hit the ground running and stay connected." *Caroline Audcent – VP Production Operations and Business*

"Being able to invite editors in Queensland or Melbourne or Producers in LA to be a part of our team has meant we have been able to get them everything they could possibly need without the need for emailing hundreds of documents dozens of times." *Judy Tanner - Post Supervisor*



Streamline information and communication

"I like it (Lumi) because it's all there in front of me, it's very visual and I don't have to go searching through drives and bins and folders that I can't remember the name of." *Sonya Wilkes – Executive Producer*

"I've been remoting for 3 or 4 years and its so clear the communication game needs to improve. Email and telephone don't cut it. Being able to just hit the Lumi tab and step into it was so much easier than trying to wade through information on a common drive." *Derek Jones – Editor*

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Our dynamic hub brings real-time knowledge, clarity and unity to everyone, maximizing your ideas, resources and time.

Lumi connects the entire team to the whole story enabling you to reach new heights of creativity and productivity.

To learn more about Lumi.Media's dynamic content production hub, visit our website lumi.media.

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