

'RECKITT VIRTUAL PRODUCTION'

Reckitt with Murphy Cobb

“ Really exciting creative technique that will no doubt change the way we produce advertising and films in future.

- Campaign Ad Net Zero judge. ”



Challenge

Traditional video productions were proving highly carbon intensive, with elaborate set builds, travel and logistical complexities all contributing to a large carbon price tag on production.

Brief

Change the way advertising production was executed, moving away from traditional in-person sets to virtual production.

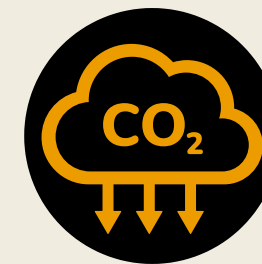
Solution

Use new technologies that allow filmmakers to transport actors to any location or even fictional worlds at the click of a button, massively reducing CO2e emissions.

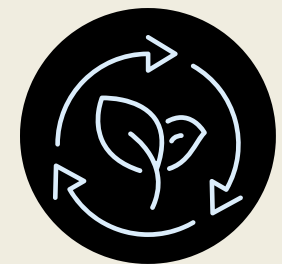
Execution

- Embraced Virtual Production; an emerging technology that combines live actors with CG backgrounds on a vast LED "volume"
- By June 2023, over 50% of Reckitt's advertising video productions in the EU were created using virtual studios, achieving up to 75% CO2 emissions savings per shoot day.

Results



66% reduction in absolute carbon emissions.



94% of supplier factories achieved zero waste to landfill status.