

FAQ\_DECK

# ROGUE CAPTAINS

COLLABORATIONS FOR CAUSE

### WHAT DO YOU DO?

We develop and produce multi-platform experiences that self-generate symbiotic content linking together as campaigns in support of social causes.

### HOW DO YOU DO IT?

We create experiences that inspire and incite. Our ad agency partners curate connections between individual works, forming broader integrations that are underwritten by brand partners.

### WHAT IS THE OUTCOME?

We generate powerful means for spreading awareness about the world's most important social causes, and share possible solutions.

### WHAT IS YOUR PROCESS?

We identify a cause and engage artists for inspiration and ideas. Our advertising agency partners strategize to expand and amplify these as a wider campaign. We execute these initiatives in step with our brand partners expanding scope based on benchmarks.

### WILL YOU TAKE ON PROJECTS THAT ARE NOT FOR SOCIAL CAUSE?

No.

### WHY DO YOU FOCUS ON SOCIAL CAUSE PROJECTS?

We believe in providing brands, their shareholders and society with an effective and more authentic means for marketing that also benefits humanity. We believe this process works when we are all serving something bigger than ourselves.

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### WHAT ARE YOU LOOKING FOR IN AN ARTIST?

Rogue Captains artists are creators who embrace self-expression and collaboration as a means to communicate for greater good, using multiple mediums and technology platforms.

### CAN YOU GET ANY ARTIST TO WORK ON A PROJECT?

Yes, we will engage any artist through our network and beyond. Our model inspires outreach, but limitations on specific engagement are of course based on availability, interest and conflicts.

### HOW ARE YOU DIFFERENT FROM OTHER PRODUCTION COMPANIES?

Traditional companies produce “one-offs” FOR their clients. We are a crossmedia studio, developing and executing ideas WITH our agency and brand partners.

### DO YOU HAVE A CONVENTIONAL ROSTER OF ARTISTS?

Yes, we have a core of artists but we continually adapt our teams to include expanding capabilities, new technologies and visionaries.

### WHAT ARE YOUR INTERDISCIPLINARY CAPABILITIES?

Installations, Live Events, Live Streaming, AR/VR, Motion Video, Influencer Casting, Fabrication, Photography, Music, Post Production, Episodic storytelling and Integrated Technology.

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### ARE YOU EXPENSIVE BECAUSE OF THIS DIFFERENT WAY OF WORKING?

No but It's not an "apples to apples" comparison because we are not restricted by reactive cost drivers. Our method offers greater control over big picture and therefore greater value. We ideate for initial budget and then scale up based on the success of pre-agreed benchmarks.

### WHY AREN'T YOU JUST CALLING YOURSELF AN AD AGENCY?

Ad agencies bring heavy hitting expertise that we simply do not have: namely, creative strategy and media buying. Additionally, as brand managers, agencies are the lynchpin that connects resources and capabilities.

### WHAT'S MOST IMPORTANT FOR YOU IN PARTNERING WITH AN AD AGENCY?

We want to work with pros who LOVE what they do. We look for mutual respect. We look for partners with a willingness to adapt and evolve their talents and means for greater good.

### WHAT IS THE INCENTIVE IN WORKING DIFFERENTLY?

We see greater flexibility for brands in this new context so long as they are willing to embrace it. The Rogue Captains of the 17<sup>th</sup> and 18<sup>th</sup> centuries faced similar circumstances and prevailed. Our model is for brand partners who embrace "big picture" thinking. Artists expertise connects in a true manner while ad agencies link works together to expand the audience. The connection is more organic.

### HOW DO THE AGENCY CDS WORK WITH YOUR ARTISTS? WHO OWNS THE IDEA?

Gifted creative directors think in grand metaphors born of statistics, trends and human behavior. In our model, we look to their insight and leadership as curators. Artists own their individual IP and the CDs form singularly focused themes for messaging those works that connects them all on a wider level.

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### HOW DO BRAND MANAGERS INTERFACE WITH ARTISTS AND CREATIVES?

The Conventional process places enormous responsibility for details onto brand managers. This tends to slow the creative process and in some cases distance them from the very teams they build and the goals that they initiate. In our model, we serve the cause by staying in our own lanes. Brand managers drive “big picture” decision making.

### LIKEWISE, HOW DO YOU ENSURE ARTISTIC FREEDOM?

Artistic freedom is exactly the point of Rogue Captains. We invite individuals who WANT to work as part of a team for greater good. We aren't interested in lone-wolves but imposing on creative freedom is counterproductive. We do not intend to muddle with artist work because it loses vibrancy, relevance and honesty – and that would endanger our collective pursuit.

### WHO OWNS THE WORK?

Individual artwork (IP), is owned by the artist. However, it is commissioned by the brand to be used on behalf of the cause for a specified time. Artists work will be used within a given project, in combination with other artists work according to the original agreement. We negotiate specific terms of permanent installations but will always strive for fair practice. Peripheral support (truss, electronic components) and site-specific elements (architecture, public space etc.) will remain the property of the brand.

### HOW DO ARTISTS GET PAID FOR THEIR WORK?

An artist project fee is in the initial quote. We are all serving causes but we intend for brands to derive a great deal of benefit for their bottom line from our mutual endeavor. Artists are therefore provided with the resources necessary to execute shared vision and are paid well for the work they create.

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### WHERE WILL THIS WORK BE SHOWN AND FOR HOW LONG?

We envision the introduction of artwork into geographic and cultural locations where this kind of work is not readily available to the general public under normal circumstances. We envision connecting installations via live streaming channels around the world. However, this is all on a case-by-case basis but clearly agreed upon prior to engagements.

### WHO GIVES ARTISTS THEIR PARAMETERS AND HOW STRICT ARE THEY?

The Executive Producer negotiates details up front and will serve as liaison between artist and project. Artists working as Rogue Captains are invited based on their previous work and willingness to collaborate.

### CAN ARTISTS WORK WITH OTHER PRODUCTION COMPANIES/AGENCIES?

Yes, Rogue Captains is project based and encourages artists to connect their vision with the world through as many outlets as possible. We work hard to engage with artists to avoid scheduling conflicts as we endeavor to maintain close relationships. We have no interest in blocking opportunities.

### WHAT KIND OF CONTRACT WILL I BE REQUIRED TO SIGN?

We believe that the highest form of trust in a business relationship is a contract. However, as written above, we have no interest in preventing opportunities for our artists. Therefore, a simple work for hire deal memo will suffice as a contributor in our portfolio with more involved contracts in place on a per project basis.

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THANK YOU

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