

Production Consultants List

2025 edition

Overview

Production consultants play a strategic role in helping brands produce creative assets more efficiently, cost-effectively, and compliantly. They bring deep expertise in production models, agency management, budgeting, and legal considerations. Their guidance spans in-house, external, and hybrid production approaches, with perspectives on emerging technologies and workflow automation tools to improve speed-to-market and creative consistency. The value of a production consultant lies in their ability to elevate both creative output and operational excellence. By uncovering efficiencies, optimizing agency relationships, and guiding production transitions, they help brands make smarter production decisions that drive business growth.

The following is a curated list of production consultants and other production specialists based on feedback from members of the Production Management Committee. This list is provided for informational purposes only. Inclusion in this list does not constitute an endorsement or recommendation by the ANA or its members. For an explanation of each capability, please refer to the definitions list on page 7.

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Production Consultants List

Alta Incentives Group

Contact Information

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Point of Contact: John Ryan, CPA, Founder & President

Email: info@altaincentives.com

Capabilities

- Production Tax Incentive Consulting
- Training & Education

APR

Contact Information

Website: www.aprco.com

Point of Contact: Jillian Gibbs, Founder & CEO

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Capabilities

- Agency Management
- Asset Lifecycle & Digital Asset Management
- Audit & Reconciliation Services
- Content Decoupling & Sourcing Strategy
- Global Production Oversight & Localization
- Live Action & Post-Production Bidding Strategy
- Post-Production Oversight
- Production Cost Analysis & Optimization
- Production Guidelines & Governance
- Production Process Consulting
- Production Staffing & Freelance Network Management
- Production Tax Incentive Consulting
- Risk Management & Insurance Advisory
- Strategic Production Planning
- Supplier Diversity Strategy
- Sustainability Compliance
- Talent & Rights Management
- Technology & Data Analytics
- Training & Education
- Virtual Production & Emerging Tech Advisory

BBS Worldwide Inc.

Contact Information

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Capabilities

- Agency Management
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- Technology & Data Analytics
- Training & Education

Claire Randall Consulting

Contact Information

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Capabilities

- Agency Management
- Asset Lifecycle & Digital Asset Management
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Direct Focus

Contact Information

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Capabilities

- Agency Management
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- Virtual Production & Emerging Tech

Ernst-Van Praag, Inc.

Contact Information

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Lakehouse Partners

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Capabilities

- Agency Management
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Maidstone Solutions

Contact Information

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Email: emily@maidstonesolutions.co

Capabilities

- Production Cost Analysis & Optimization
- Sustainability Compliance

MRA Advertising/Production Support Services, Inc.

Contact Information

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Capabilities

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Murphy Cobb & Associates (MCA)

Contact Information

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Capabilities

- Agency Management
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Prodigy by PostAds Group

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Capabilities

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SemiCircle Productions

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Capabilities

- Agency Management
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TPC

Contact Information

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Capabilities

- Production Tax Incentive Consulting

West & Company

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Capabilities

- Audit & Reconciliation Services
- Global Production Oversight & Localization
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- Technology & Data Analytics

Definitions of Production Consultant Services

The companies included in this list were asked to identify their capabilities against a common list of offerings shown below.

Agency Management - Evaluation and negotiation of agency agreements, agency sourcing, RFP/RFI management, and rate card analysis.

Asset Lifecycle & Digital Asset Management - Support in organizing, tagging, and managing creative assets across campaigns and platforms, often integrated with DAM systems.

Audit & Reconciliation Services - Historical audits, asset reconciliation, and financial oversight to ensure transparency and accountability.

Content Decoupling & Sourcing Strategy - Advising on decoupling creative and production services to optimize vendor selection and increase value.

Global Production Oversight & Localization - Expertise in managing multi-market productions, including local agency sourcing, cultural adaptation, and regulatory compliance.

Live Action & Post-Production Bidding Strategy - Strategic guidance on structuring competitive bidding processes for live action shoots and post-production agencies to ensure transparency and cost control.

Post-Production Oversight - Management of editorial, versioning, and transcreation

processes, including cost control and quality assurance.

Production Cost Analysis & Optimization - Review, negotiation, and benchmarking of production budgets to ensure cost efficiency without compromising creative quality.

Production Guidelines & Governance - Development of standardized production guidelines, approval processes, and governance frameworks to ensure consistency.

Production Process Consulting - End-to-end guidance on production workflows, from pre-production through post, to improve efficiency and reduce risk.

Production Staffing & Freelance Network Management - Assistance with sourcing, vetting, and managing freelance production talent, including crew, editors, and producers.

Production Tax Incentive Consulting - Guidance on leveraging regional and international tax incentives, rebates, and credits to reduce production costs.

Risk Management & Insurance Advisory - Support in navigating production insurance, liability coverage, and risk mitigation strategies for complex or international shoots.

Strategic Production Planning - Long-term planning support including budgeting, calendar alignment, and integration with marketing strategies.

Supplier Diversity Strategy - Development of supplier diversity programs, including identification and vetting of minority-owned suppliers.

Sustainability Compliance - Implementation of environmentally responsible production practices.

Talent & Rights Management - Oversight of talent usage, licensing, and performance rights across media platforms, including negotiations and compliance.

Technology & Data Analytics - Use of proprietary tools and platforms to track production spend, analyze trends, and provide real-time insights.

Training & Education - Workshops and training programs for brand teams and marketers on production best practices, cost drivers, and emerging trends.

Virtual Production & Emerging Tech Advisory - Consulting on the use of virtual production, LED volumes, and real-time rendering tools to reduce costs and increase flexibility.

About the ANA

The Association of National Advertisers (ANA) is the definitive voice of the marketing industry. Since 1910, we have set and advanced the agenda for marketing transformation, connecting over 1,600 member companies to an influential global network, insights and resources that drive growth. Our members represent 20,000 brands and \$400 billion in annual marketing investment. Through industry-leading research, the CMO Growth Council, and our proprietary Growth Agenda and Practices, the ANA empowers marketers to shape the future of marketing and create lasting impact for their organizations and the industry.

Acknowledgements

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