LOVE ISLAND - UK AND AUS

CASE STUDY

Produced by: ITV
Commissioned by: ITV2 / Nine Network

SHOW OVERVIEW

The challenge for each new Love Island production team is to keep the casting pool live and active throughout the casting process and into production.

Depending on what happens during the shoot, the team need cast options available at a moment's notice.
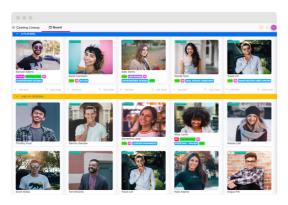
HOW LUMI HELPS

Love Island UK and Australian teams stay on top of all applicants individually, keeping everything together.

Insights and observations about every applicant in the live pool, made by many members of the production team over time, are impossible to keep track of without software.

Lumi provides the team with a central digital hub where information about each applicant grows over time in a single place, giving the team a complete picture of every individual.

The ability to access real-time information and manage workflow digitally means that even when working remotely, they are still able to function effectively as a team.

Example: Top 50 Applicants Visual Board

AT A GLANCE

Challenges

- Information all over the place
- Keeping on top of all the cast individually as they move through the process.
- Being able to see the cast as a whole.
- Communication with applicants hard to keep consistent and visible.

Benefits

- Communication Centre
- Overview
- Transparency
- 3D visual 'drag and drop' boards

"Lumi enabled us to bring our casting boards to life and worked incredibly well remotely, with our casting team presenting to the executive and network team.

We tracked our cast through our shortlisting process and it was fantastic to have all our casting cards in one virtual place."

Lewis Evans

Series Producer
Love Island UK
ITV Studios Entertainment

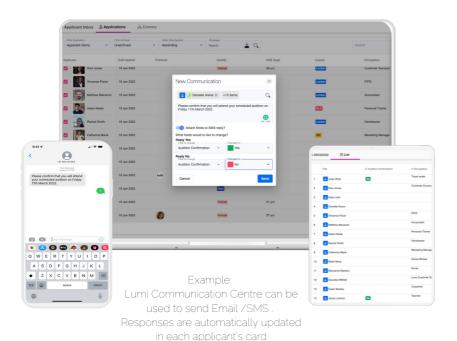# LOVE ISLAND - UK & AUS

CASE STUDY

How Lumi helps
Communication Centre

Dynamic, real-time communication module

Keeping a large cast pool live and active requires regular, strategic communication to keep track of everything.

The communications module means the team can create and send templated emails and text messages (SMS) to applicants from within the platform. Producers send and receive files, reels, contracts and consents and have responses automatically stored against the relevant applicant's card, keeping everything in one place.

The ability to communicate with the casting pool in bulk and then capture, collate and store responses improves team efficiency, reduces duplication and ensures that communication with applicants is consistent and trackable at all times, no matter which member of the team has reached out.

AT A GLANCE

Highlights - Nurturing Applicants

- Improved visibility of communication with applicants.

- Templates create a consistent way to engage with applicants.

- Real-time information reduces duplication and rework.

Example:
Lumi Communication Centre can be used to send Email /SMS .
Responses are automatically updated in each applicant's card

"Being able to filter and batch communicate to a subset of people was awesome. Before we had Lumi that wasn't easy to do."

Josie Steele
Series Producer
Love Island Australia
ITV Studios Entertainment
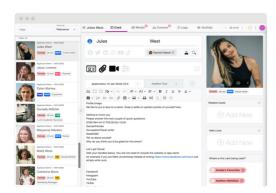
www.lumi.media

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CASE STUDY

How Lumi helped

Applications, interviews, assessment & ratings

The team is able to set rapid review filters to sort and refer by the most important criteria, to process thousands of applications quickly.

The central inbox allows the team to see applicant responses, view media, assign a producer, and make initial comments in a single view.

Example: Central Inbox

Information about each applicant grows over time in a single place. Notes from every conversation, observations and insights, recordings of meetings, "highlights" packages for key story elements, photos, and videos are captured, along with production-related information.

Additional targeted casting is actioned using an application form created quickly and easily in the Lumi form builder. Individuals are invited to apply via a mobile accessible custom link and applications received in the central inbox. Tweaks and changes are easily made by the production team as they go - no need to wait for third-party operators to make changes for you.
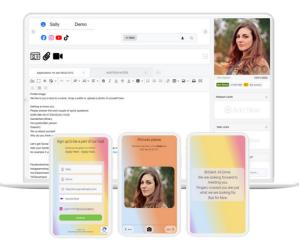
Kanban "do, doing, done' tools are used by the team to move applicants through workflows, diligence checks, auditions and travel details.

Lumi provides immediate access to real-time information ensuring everyone is on the same page at all times.

AT A GLANCE

Highlights - Casting

- Mobile friendly application forms easily created in Lumi form builder.

- Central inbox enables rapid processing of applications.

- Simple applicant template for consistency & reduced duplication of effort.

- Everything about individual applicants captured in one place.

- Production tracker pulls together paperwork for every applicant in one place with updates visible in real-time
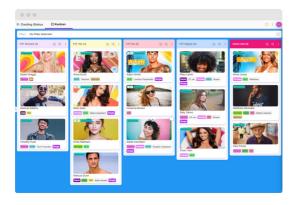

Example: Application Form & Applicant Card

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CASE STUDY

How Lumi helps
Audition tour

The audition tour is managed digitally - planned, executed and virtually paperless - all in Lumi.

Rundowns and trackers are dynamic, so can be changed as needed without having to reprint and redistribute. Everyone can access from their device and see the changes live from wherever they are.

Example: Casting Status

On audition days, applicants are registered in Lumi as they arrive and status updates and producer notes are visible as each applicant moves through the audition stages.

A one-page cheat sheet on each applicant, containing custom field values and bio information, is created via Lumi custom export functionality. The quick glance information is generated from within Lumi, pulling directly from each applicant's card into a pre-designed template by pressing one button, saving the production team hours.

AT A GLANCE

Highlights - Audition Tour

- No need to print and distribute information - everything is live and accessible.

- Streamlined workflow and instant visibility as things changed.

- Custom exports of quick glance information on every applicant auditioning saves the production team hours.

"Having a live document that multiple casting producers could comment in at the same time was a game changer. By the time the applicant exited the room we already knew whether they were a yes or a no without having to say a word to one another!"

Alex Mavroidakis
Supervising Executive Producer
Love Island Australia
ITV Studios Entertainment

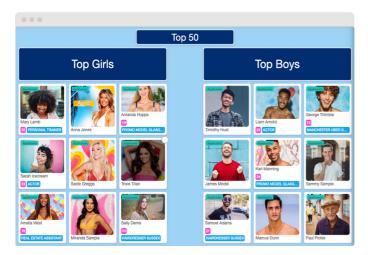# LOVE ISLAND - UK & AUS

CASE STUDY

How Lumi helps

Pitch

Producers are able to prepare bios and pitch documents directly in Lumi, making effective use of templates to ensure consistency of information and to increase efficiency.

Pitch meetings to the Client network are enhanced with a digital presentation directly from the platform, presenting casting options dynamically rather than spending hours laminating bios and photos.

Visual boards bring casting to life with multiple cast "options", including backups/alternatives, helping all involved to imagine the cast.

The team is able to play around with pairings, turn relevant information on and off, show options as refinements are made, and note any decisions made during meetings all in one place.

AT A GLANCE

Highlights - Pitching

- 3D visualisation boards and trackers help "imagine" the cast.

- Final cast presented to the Client dynamically using a live board

- Templates ensure consistency of information and increase efficiency.

Example: Digital Pitch Board

"We loved using Lumi.

There is no other product out there with a backend like Lumi's."

Lewis Evans

Series Producer
Love Island UK
ITV Studios Entertainment

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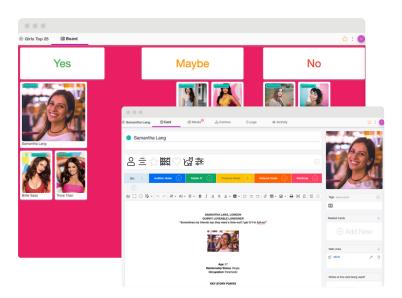# LOVE ISLAND - UK & AUS

CASE STUDY

How Lumi helps
Production

Casting for Love Island doesn't stop when the shoot starts - it is constantly evolving with cast coming in and out, meaning the team needs to be armed to react accordingly. Other systems lacked the depth and agility to go the distance with this team.

Using Lumi, when something happened in the field, producers were able to go back to the visual boards from wherever they were to see approved cast options.

The 3D nature of the boards meant the team could access both a high-level overview and in-depth information for each applicant, ensuring they had all the information needed on hand to decide whom to insert next.

AT A GLANCE

Highlights – Production

- Able to keep the casting pool live and active during production.

- Continuous consistent communication with applicants to keep track of everything.

- Production has visibility of communication with applicants across the whole project.

Example: 3D Boards - high level overview, one click for detail