



June 2026

CLIENT

Coca- Cola

AGENCY

McCann

DIRECTOR

Rodrigo García Lopez

PHOTOGRAPHER

Gabriel Scholnick

EXEC PRODUCER

Daniela Hornazabal

AGENCY PRODUCER

Danny De Cespedes

SUN	MON	TUE	WED	THU	FRI	SAT
31	1 JUN Brief Received	2	3	4 Treatment & Bid	5 Treatment Call	6 Crew Booking
7	8 Kickoff Meeting ★ Award Wardrobe Specs	9 Art Specs Casting Specs Location Specs	10 Location Search Casting Scout	11	12	13
14 ← Location Search	15 ← Casting Scout Art & Wardrobe Moodboards	16 Director's Location Pre-Selection	17 Casting Day 1	18 Casting Day 2	19 Selects for Callbacks Shooting Board Session	20
21	22 Location Presentation to Agency Callbacks Prep	23 Callbacks Day 1	24 Talent Approval Location Agency Feedback	25 Wardrobe Prep Talent Booking Sheet Talent Confirm	26 Director's Scout	27



July 2026

CLIENT

Coca-Cola

AGENCY

McCann

DIRECTOR

Rodrigo García Lopez

PHOTOGRAPHER

Gabriel Scholnick

EXEC PRODUCER

Daniela Hornazabal

AGENCY PRODUCER

Danny De Cespedes

SUN	MON	TUE	WED	THU	FRI	SAT
28 ← Wardrobe Prep	29 Location Final Approval	30 Shooting Board Review	1 JUL Fitting Day 1	2 Wardrobe Approval	3 ★ Pre-Production Meeting (PPM)	4
5	6 Tech Scout	7 Final Call Sheet Shooting Schedule Shared	8 Shoot Day 1	9 Shoot Day 2	10 Shoot Day 3	11 Media Ingest & Backup
12 Edit Prep	13 Offline Edit	14	15	16	17 Internal Edit Review	18
19	20 Edit Revision Round 1	21 Client Edit Review	22 Edit Revision Round 2	23 Picture Lock	24 VFX Prep	25



August 2026

CLIENT
Coca-Cola

AGENCY
McCann

DIRECTOR
Rodrigo García Lopez

PHOTOGRAPHER
Gabriel Scholnick

EXEC PRODUCER
Daniela Hornazabal

AGENCY PRODUCER
Danny De Cespedes

SUN	MON	TUE	WED	THU	FRI	SAT
26	27 VFX Review	28 Graphics	29 Online Conform	30 Color Grade	31 Sound Design	1 AUG
2	3 VO Record	4 Music Final	5 Audio Mix	6 Final Post Review	7 Client Final Approval	8
9	10 Versioning	11 Master Delivery	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29