7 STEPS
to Efficient
Post-Production
PROJECTIVE
projective.io

Post-production is vitally important to the media supply chain, covering editing, sound design, color grading, and visual effects to bring creative visions to life and enhance viewer experiences. It's also notoriously chaotic: with scattered resources, inefficient workflows, and clunky approval processes slowing progress. Editors and creators often face tight deadlines and high expectations, but their tools and processes often make the job harder.

By implementing structured creative frameworks and streamlining workflows, teams can save time, reduce costs, and focus on what truly matters: creativity.

Here are seven actionable steps to transform your post-production process, giving you efficiency and scalability through a creative project framework.

These optimizations can save your **team up to 20 hours per user per week, while freeing 40%-80% of storage**—or even more—through an efficient creative project framework.

Read on!

Save up to

20 hours

per user per week

Free up

40%-80%

of storage

1 Eliminate Media Offline Errors

Nothing disrupts a video edit faster than a dreaded “Media Offline” error. These errors not only waste time but also create unnecessary frustration for editors. When artists can put content anywhere, they WILL put content everywhere, and media offline errors are assured/predestined.

With Strawberry’s project framework, every project is a self-contained workspace with a predictable structure that ensures media files are kept exactly where they should be.

Strawberry’s “Find Unmanaged Assets” feature protects your shared storage by preventing misplaced or lost content. Editors open a project in Strawberry and are presented with that self-contained workspace, so there’s never a Media Offline error. This also removes guesswork and prep time from the process.

CASE STUDY

Strawberry helped Arsenal Football Club eliminate interruptions in their production pipeline, ensuring efficient project setups and seamless teamwork for their in-house media team.

ESTIMATED TIME SAVED PER USER PER WEEK

1-2 HRS — Saved by eliminating Media Offline errors

TOTAL: **2 hours**

2 Find Content Quickly with Contextual Search

Searching for misplaced assets or specific footage can steal hours, delaying project delivery. Strawberry's **contextual search functionality** revolutionizes this process. Rushes rarely get tagged correctly, making traditional MAMs ineffective due to inaccurate metadata. Strawberry solves this with project-based organization, combining raw content with project-specific metadata, alongside automatically extracted technical and asset-based metadata. This ensures even incorrectly tagged assets can be easily found through their project context. The result? Faster, more efficient file searches, faster edits and quicker project turnovers.

REAL LIFE EXAMPLE

Swiss news powerhouse 20 Minuten used Strawberry to streamline editorial workflows, giving their editors the tools to locate assets quickly and update breaking news without delay.

ESTIMATED TIME SAVED PER USER PER WEEK

2-3 HRS Saved by integrating keywords, metadata and project context

TOTAL: 5 hours

3 Streamline Uploads and Downloads

Cloud storage platforms like Google Drive, Dropbox, Box, and WeTransfer offer a quick and affordable way to share files. However, there's a hidden cost many overlook. The repetitive upload and download process can consume significant time, especially during multiple collaboration cycles. Additionally, duplicated media weakens security and requires engineering teams or media managers to spend valuable resources cleaning up, relinking, and organizing content. For this reason, for larger projects, many teams still resort to shipping hard drives to freelancers—a method that is obviously time-consuming, costly, and insecure.

Enter the **real-time collaboration platform,** Strawberry Skies. With its real-time, cloud-based framework, Skies eliminates redundant file transfers, letting everyone work together seamlessly. Skies Drive handles file caching in the background, ensuring low latency and saving each editor 2–3 hours per week.

REAL LIFE EXAMPLE

TUI

TUI Group adopted Strawberry Skies to connect globally dispersed teams. Their production efficiency skyrocketed, with cloud-enabled collaboration eliminating the need for physical storage.

ESTIMATED TIME SAVED PER USER PER WEEK

3-4 HRS Saved with background file caching from Strawberry Skies.

TOTAL: 9 hours

4 Reclaim Storage Capacity with Deduplication

Video post-production is infamous for its insatiable demand for storage, especially with increasing resolutions and high shot ratios across multiple projects. But does your storage really need to be full all the time? With Strawberry, the answer is no.

Strawberry's project framework eliminates unnecessary duplication by linking content across projects. For one large media company, this approach saved **25% of their primary production storage—an impressive 500TB out of 2PB**. BBeyond just capacity, that's savings on secondary costs for power, cooling, backups, and snapshots that would have otherwise been wasted.

Additionally, Strawberry's **deduplication feature** actively identifies duplicate media, replaces it with hard links to the original files, and reclaims that wasted space. Arsenal Football Club saw a **300TB storage savings** simply by enabling this feature. Across a sample of our customers, Strawberry has delivered an average of 40–80% storage savings, streamlining workflows and reducing costs. **Consider this: what would you do with an additional 80% of your storage capacity?**

PRO TIP

Let Strawberry's deduplication service work behind the scenes, running constantly to keep your primary storage optimized and waste-free. With everything clean and efficient, you'll never have to give storage management a second thought.

ESTIMATED TIME SAVED PER USER PER WEEK

40-80% Storage savings through Strawberry de-duplication service.

TOTAL:	9 hours
STORAGE:	80% or more

5 Avoid the "Archive Black Hole"

Archiving often feels like putting your files into a black hole. First, you have to decide what to keep for the long term, and who is picking up the tab for storing it. Then there's the task of transferring assets to whichever opaque "IT system" is in use, and finally there's the fear that that data might need to be accessed in the future.

As a result, projects either never make it to archive, which has its own associated risks, or retrieving from archive becomes such a headache that producers and editors would rather recreate work entirely. Think re-shoot, re-edit or re-versioning old assets which are "somewhere in the system".

Even if content is being archived, when the retrieval step is too slow to meet editorial needs, editors and creatives still need to spend time doing work already done months or seasons ago.

With a well-structured project framework, your archive becomes a powerful tool that works for you, not against you. As Strawberry archives at the project level, the logical association between assets is maintained. Editors may not remember the name, metadata, or tag for a particular clip, but they'll typically remember the project they were working on. And, of course, with lightning-fast search and scrubbable proxy versions of the media automatically created, the entire archive becomes easily accessible.

Ultimately, if the archive becomes a visible and searchable part of the production environment, productions can turn around content more quickly and scale their production without constantly having to reinvent the wheel or add more primary storage.

CUSTOMER STORY

media prima

Media Prima's post-production team, part of Malaysia's largest and leading integrated media company, struggled with limited visibility into their vast media archive. With Strawberry's automated proxy creation and powerful search tools, they can effortlessly browse and retrieve archived projects. This transformation has enabled the post-production team to octuple their output.

ESTIMATED TIME SAVED PER USER PER WEEK

2-3 HRS saved wrangling data out of an opaque archive system, or worse: giving up to quickly re-cut or recreate footage that's in the archive.

TOTAL: 12 hours

STORAGE: 80% or more

6 Automate Reviews and Approvals

Manual review and approval workflows can be time-consuming and error-prone. Automating these processes is key to ensuring faster feedback cycles and efficient project delivery. Strawberry's built-in **Gallery function** allows teams to preview, annotate, and approve content directly, eliminating the need for third-party tools and empowering collaboration from anywhere in the world.

REAL LIFE EXAMPLE

A leading social media agency turned to Strawberry to streamline their post-production process. By addressing inefficiencies and eliminating approval delays, the agency expects to **save around 16 hours per user each month.**

ESTIMATED TIME SAVED PER USER PER WEEK

4 HRS saved eliminating approval bottlenecks.

TOTAL: 16 hours

STORAGE: 80% or more

7 Resource Management Made Easy

The unsung heroes of post-production are the producers, assistants, and technical teams who hold the workflows together. These are the people who handle the repetitive, yet essential tasks that keep everything running smoothly.

- Organizing folders and ensuring data is in the right place? That's a producer's job.
- Making sure editors know the correct job numbers or client IDs for their deliverables? Likely the role of the edit assistants.
- Ensuring the right users have proper permissions to access the data they need? That's where the technical team steps in.

Most post-production operations are powered by upstream systems for finance, booking, or project management. These systems house valuable client, job, and metadata that must remain consistent throughout every workflow to ensure accurate billing and seamless operation.

True efficiency lies in bridging the gap between upstream business systems and downstream workflows. Achieving this means complementing—not disrupting—the vital tasks performed by producers, assistants, and technical teams. It's about reducing friction, saving time, and streamlining processes without reinventing the wheel.

Take an advertising agency's editor, for example—they might handle the creative edit, finishing, and deliverables for 20 client campaigns each week (often more in this era of hyper-personalization). Setting up the working environment for each client could easily take 5-10 minutes for one of our unsung heroes. If jobs aren't set up properly, it can waste the editor's time or, worse, lead to missed deadlines or deliverables, costing the agency valuable revenue.

ESTIMATED TIME SAVED PER USER PER WEEK

4 HRS saved with effective automation of project and task creation.

TOTAL:	**20 hours**
STORAGE:	**80% or more**

Simplify, Simplify, Simplify

Simplify, simplify, simplify: These seven steps will transform your post-production pipeline, making every part of your workflow easier. From ingest to archival, security to project sharing, and editing, this efficient creative project framework streamlines it all—while enhancing security and fostering collaboration. **These optimizations can reclaim 40%-80% of storage, speed up uploads, and save each user up to 20 hours a week—or more!**

What would you do with an extra day per week? Want to see how Strawberry can simplify your post-production process?

Request a demo today and discover how Projective's tools can save time, reduce costs, and supercharge your creative output.

REQUEST DEMO

Total estimated savings

20 hours

per user per week

80%

storage savings

Scale Content Creation,
Simplify Collaboration.
PROJECTIVE
projective.io
community@projective.io