

Producer Report
Maisy Norwood
Word Count- 2536

Who will be discussed?



Sean Connolly, Director and Producer



Carolina Lobo Nunes, Cinematographer *Stay Quiet*



Jade Nicholson Lamb played Olivia Davies in *Stay Quiet*



George Nicholls, director of the Quadrant Rebrand



Rowan Biddiscombe, Cinematographer for Quadrant



Lando Norris, Founder of Quadrant

Intro-

In this report, I will gain an understanding of a producer in the filmmaking and advertising world. I also explain how a producer can problem solve whilst on the set and how to go about it. I have interviewed Sean Connolly, a producer/director, to gain further knowledge. Sean gave me insight into what he has done as a producer and the best ways to creatively stand out.

Sean Connolly -

Sean Connolly went to the University of Leeds and earned a degree in graphic design, where he caught the bug of filmmaking. He then moved to London and began working for a publishing company, Type Inc., where he met the video type and became obsessed with what they did. His role at Type Inc. shifted from a graphic designer to a video producer, where he made social media content. Even though Sean was in a commercial environment, he knew he wanted to be in filmmaking, specifically fiction films. He went into freelancing and wanted to find any way possible to make films. He is a writer, director, and producer in marketing and filmmaking. He likes to make films based on people and who they are. He has one award for two of his films, called *Stay Quiet* and *LOBO*.

Stay Quiet-

Sean and his partner were sitting on the sofa one evening when they decided to challenge themselves and make a film in one week. That's when they came up with the idea of *Stay Quiet*. *Stay Quiet* went on to many film festivals, including the London Directors Award, where it won Best Direction Thriller.



Stay Quiet follows Olivia Davies, who works as an NHS GP. When returning home after a difficult night shift, she is on the phone with her mother, who is warning her of a missing person from her area. Once Olivia gets into the house, she starts to notice noises which intensify as she is making her dinner. The nightmare unravels as the phone goes on, and the audience discovers where the noises are coming from. The viewer also gains an insight into Olivia's life and what she is like in the comfort of her home.

Pre-Production Stay Quiet-

When discussing *Stay Quiet* Sean talked about his plans, “I set myself a week’s deadline. I said to Carolina find all the kit you can rent for free... in terms of budget I think I put £100 to it. We used my house and we used our space”(20:21). With such a small budget you have to do a lot more work in every department. Sean had to take over and even run the special effects.

As they were making this film in a week, Sean knew he didn’t have time to get all the equipment, crew, and cast he needed, so he was on a mission. His partner, Carolina Lobo Nunes, was able to gather equipment for free and a gaffer who is one of her friends. He reached out and put a casting call out on Mandy, where he received a tape and hired his actor. On reflection, Sean wished he had given himself more time to find an actor, as he did not think the actor was exactly what they wanted. Sean explained how important it is to make these connections to get a deal or know people who can get you equipment for free. They decided to film at their house as it would allow them to film as much as possible in a week. As it was a last-minute film, they had a small out-of-pocket budget of £100, which they used to buy props they found online. Knowing he had a small budget, Sean had to make the money stretch as far as possible.



Stay Quiet won best director for thriller at the London Director Awards in 2018. It was also nominated for The Day Horror fest in 2023, Shorts on Tap London in 2023, and GASP! Horror Film Festival in 2024. Even though all of this came from the short film, Sean reflected and said, (21:44) “We did it in a day. There were a lot of shots that I could have cut out, which was a big learning curve. It is important to just learn through doing.”

Quadrant Rebrand-

The Quadrant rebrand video is Sean’s most recent release, which he produced. The Quadrant rebrand video follows many different people experiencing motorsport and shows

that motorsport can be done by everyone. The video was directed by George Nicholls, with the guidance of the Quadrant creative team. The video has over 230,000 views on YouTube and many more views on other social media platforms such as Instagram and TikTok.



The campaign is known as the “make your mark” campaign to show off Quadrant’s new logo and rebrand. Quadrant was an online brand in 2020, founded by McLaren F1 driver Lando Norris; however, they wanted to expand into the Motorsport World. Lando was a huge part of the process of this video by giving notes, feedback, and showing them the direction he wanted the rebrand to go. They wanted to expand their brand, especially for Quadrant, displaying the accessibility of motorsport to people around the World. The big idea of the video centralizes a theme, conveying a more active pursuit of being distinctive in your life.

Quadrant Budget-

The shoot had a bigger budget than most of the films he had worked on before. Although this film had a bigger budget than he was used to, he still stuck to his playbook.. Sean negotiated to get a deal for the locations they wanted to use. They knew they wanted to use the airstrip, which would be a difficult location at a high price. They made the owners believe that their film was worth their time and at a 50% lower price than they were originally asked for. Sean explained how negotiating is a huge part of a producer’s tasks. No producer wants to waste their money anywhere. They want it to spread as far as they can; however, they do not want to have money left over at the end.

Quadrant Problem Solving-

Whilst on the set of the Quadrant shoot, they were filming on an old airfield where they would drive a drift car, which had a loud engine that would echo. When getting permission from the airfield owners, Sean promised they would not be too loud and they would make sure they would be quiet before it got dark. The person driving the car decided he wanted to have fun with the car and was speeding it up and down the runway. The owners of the runway were calling Sean, telling him that they needed to get out as they were making too much noise, which was disturbing the neighbours, however, they still had not gotten the shot they needed. While on the phone, Sean was trying to talk down the owner so he would allow

them to finish up their filming. In the Quadrant BTS Video you can see him talking them down and telling them, "...was just the last set up in the last 20, is that okay? And then we are literally out of your hair"(19:43). He was telling the owner after they got their last shot they would never have to deal with them again. The owner was coming to kick them out, which Sean knew, so he decided the best thing for them to do was to stop arguing with them and get the last shot done so they could wrap and get it by the time they had agreed to. Due to Sean's planning leading up to the shoot, everyone understood what they needed to do to get it done.



Sean had to do a lot of problem-solving whilst on the Quadrant shoot, from dealing with location problems to changes of schedules on the day. On three of the five day shoot, they ran into quite a few problems. On the third day of shooting, he had to deal with a change of schedule as he had scheduled some things to be shot in the morning, however, the director and cinematographer thought it would be much better shot in the dark. Sean had to reorganise the original plan. Upon further discussion with the director, they were able to reorganise, which left Sean to inform the rest of the crew what they needed to do to keep the shoot moving and to get everything done.

They had been planning the schedule for months leading up to the five-day shoot, and the changes threw them off the original plan. In the interview with Sean, he explained at 12:38, "We had to cut the days on the airstrip as it cost £2500 a day". This already put a lot of stress on Sean and the crew as they knew they had very technically difficult shots to shoot, but also with less time than they needed. Sean explained in the Quadrant How We Made Our Rebrand Film at 13:45, "We are prepping for three very logistically hard shots we have to shoot during blue hour, so that means we have to get three shots in a thirty-minute window". Although this proved very difficult to do and get done, Sean's relationship with the director allowed him to voice his concerns on how they are going to get it done. His relationship to the crew and being able to explain the importance of the shots allowed them to get it done in time.



Sean discussed how, as a producer, you need to be on top of everything as much as possible. He would have an iPad on which he had all of the schedule and any other information needed for the production. With great communication with the crew, he was able to move things around to complete the shoot. He received a call in which he needed help to fix a bike they were hoping to use for the shoot however, the bike had some issues with the chain so he decided they did not have time to waste but used walkie-talkies to make sure they could communicate what was going on with the shot instead of having someone cycling and watching to give directions.

After the call from the owner of the airstrip, they were told they would only have one shot to get exactly what they wanted. The car was being driven, however, it was quite a hard car to drive, especially when changing gears. Once reviewing the footage, Sean, George, and Rowan decided the gear changing was not what they wanted and did not look good enough. Sean decided that they would shoot the still car and have crew members jumping on the car to make it look like it was moving. In doing this, they were able to get the shot and make sure it looked great to include in the video.

In the interview when discussing the Quadrant Rebrand Film, Sean said, “When you look at the video, look at the images, you get to the edit all of that stress you are sitting there and you’re smiling and you are like wow its all worth it if you put in the effort”(17:56).



Set Design Quadrant-

In terms of set design Sean and George worked with the art team to make sure the design of Quadrant's art studio to reflect the rebrand. They want to have the process of the rebrand they and so many others had been working on for over six months. The background was key to making the viewers believe that is an authentic place that the brand would work in.



Becoming a Producer-

Sean gave me some advice on becoming a producer and what I need to be able to put into it. He explained as a producer, you need to be able to talk to people and negotiate, especially when it comes to prices, so you can use your budget to the best of your ability. You need to network and make yourself known. Networking allows you to connect with people over many different things you might never expect. Putting yourself out there as a producer is a great way to continue getting jobs. He explained while he was on the Quadrant shoot, they were filming some mechanics working. They had ordered a mechanics outfit, and Sean understood the wardrobe department would make it look worn in, but when it came to the day, he discovered it looked brand new. Sean took it upon himself to put on the outfit and roll around in the oil to make it look as realistic as possible. He believes small details like this and his communication with the owner of the airfield allowed him to be considered to sign a deal with the director and continue working with them. Sean said in the interview, "Putting in that extra effort, going above and beyond for the director, has now landed me a potential six-month contract with them. He noticed that and said by the way, if I even need work, I am coming to you" (19:04).



In able to keep your passion for filmmaking when getting paid to make things you don't have so much creativity in, to keep making films. It is important to have a group of people to let creativity flow and who can have fun, but also help you make the best films. Sean said, "You have to work with people who are better than you or as good as you. Working with people who aren't will be learning from you, and you won't. And shoot on the side, even if it's just a one-day thing, just keep keep shooting"(23:21).

In his years in the film industry, he has had his partner Carolina working with him along the way, "I think I am the filmmaker I am today because of her pushing me and constantly questions me."(21:24). He pushes me to know that you need to have people to push you to be the best you can be in the industry.

Conclusion-

The conversation I had with Sean was insightful to understand someone who has not come into the role of a producer in the most conventional way. Sean was able to give me some great advice as to what it takes to stand as a producer in a World full of so many. This report has allowed me to understand the process of making films with little to no budget and films with a bigger budget. Through talking to Sean about the *Quadrant Film Rebrand* and *Stay Quiet*, I was able to get a great insight into what it takes to make these films as a producer. Sean's diversity in filmmaking has opened my eyes to what it takes to be a producer across so many different media.

Reference list

Anon, (n.d.).

Biddiscombe, R. (2025). *Blocked*. [online] Rowanbiddiscombe.com. Available at: <https://rowanbiddiscombe.com/> [Accessed 5 May 2025].

Connolly, S. (2016a). *SeansFilms - Director*. [online] mysite. Available at: <https://www.seansebastianconnolly.com/> [Accessed 5 May 2025].

Connolly, S. (2016b). *Stay Quiet | Work*. [online] mysite. Available at: <https://www.seansebastianconnolly.com/?pgid=l8n1awo13-24e5406f-7e41-4702-b0e2-4badfed9c534> [Accessed 5 May 2025].

Linkedin.com. (2025). *LinkedIn*. [online] Available at: <https://uk.linkedin.com/in/sean-connolly-96a59456> [Accessed 5 May 2025].

Quadrant BTS (2025). *How We Made Our Rebrand Film*. [online] YouTube. Available at: <https://www.youtube.com/watch?v=jKnqolhPYjM> [Accessed 5 May 2025].

Sean Interview- [Sean Connolly Interview.MOV](#)