

Strategic Alliances

Subcontracting is a viable option for Duck Soup. The largest projects which are subcontracted are cel animation. Duck Soup traditionally out-sources up to 40% of cel work. The reason being that this is the smallest in-house department. On the other hand, the computer graphic work is performed fully in-house.

As Duck Soup's capacity needs change, there will be a greater need for freelance workers. One would expect the greatest need to be with computer graphics workers.

The qualities valued in a strategic alliance partner are the physical quality of the animation and the partner's level of interest in the work. This may be better expressed in terms of both management teams having the same creative goals and of having a similar frame of reference to physical quality. Duck Soup also looks for something from the creative channel. Each partner must bring a fresh concept!

Some of the most successful alliances have been with: R.F. Fly Films, TBWA Chiat/Day, Leo Burnett, Saatchi & Saatchi, Disney, FOX TV and CBS. No comment on failures with collaborative partners.

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