Stephanie Payne

From: Samantha Mills
Sent: 28 March 2011 16:14
To: Chrystyna Chymera
Cc: Iredia Oboh
Subject: RE: Updated INTRO, FPTP, AV, END animation for final review

Yes, you're right – just checked the two of them side by side and it has been updated on the latest version. However, the wording is still in CAPS – which was Clint's concern. I know Glue mentioned it couldn't be changed into lower and upper case – did we establish why?

If there's any way it can be changed then Clint would be happier, but if it's going to cause delays then we can go with it as is.

Sam

From: Chrystyna Chymera
Sent: 28 March 2011 16:02
To: Samantha Mills
Cc: Iredia Oboh
Subject: RE: Updated INTRO, FPTP, AV, END animation for final review

I think those amends were made to be in line with the ballot sent over.

What are Clint's concerns about it?

Chrystyna Chymera
Senior Campaigns Officer
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Please consider the environment before printing this email.

From: Samantha Mills
Sent: 28 March 2011 15:58
To: Chrystyna Chymera
Cc: Iredia Oboh
Subject: FW: Updated INTRO, FPTP, AV, END animation for final review

Just on this – do you know if Glue are going to make any further amends to the ballot paper as per the version Iredia sent through earlier, or is the one in the latest video the final version?

S

From: Clinton Proud
Sent: 28 March 2011 15:55

To: Chrystyna Chymera; Alex Robertson
Cc: Iredia Oboh; Samantha Mills
Subject: RE: Updated INTRO, FPTP, AV, END animation for final review

Only concern is about the ballot paper as discussed with Sam

From: Chrystyna Chymera
Sent: 28 March 2011 15:44
To: Clinton Proud; Alex Robertson
Cc: Iredia Oboh; Samantha Mills
Subject: FW: Updated INTRO, FPTP, AV, END animation for final review
Importance: High

Hi both,

Here is Victor for final approval. I am looking through now to check everything is in as it should. Please can you confirm sign off by 4.30pm.

Please note there are still amends to SFX to be made as listed in the email below.

Many thanks

Chrys

From: Alex Jena [mailto:Alex.Jena@glueisobar.com]
Sent: 28 March 2011 15:15
To: Chrystyna Chymera; Iredia Oboh
Cc: Samantha Mills; Lea Bertrand; Caley Smolska; Jess Burvill
Subject: RE: Updated INTRO, FPTP, AV, END animation for final review

Hi Chrys,

Please find the link below to download the movie files. Ben has amended the ballot paper at the end to have a similar feel to the example you sent through. We've also spaced out the text to improve legibility.

One final point to note on the animation is that on the end sequence, we have a flicker present so that it doesn't feel like a static or stuck image on the screen BUT the flicker needs to be reduced.

The animations now have the sound effects added. We're pleased with how these are adding to the overall animation but there are a few tweaks we want to make this afternoon. Please see below.

Please take a look at the video and confirm (by COP today) that you are happy with our addressing of all actions as per the final change order from Friday afternoon. At this stage further additional animation requests will impact on when the video can be uploaded to Youtube.

Many thanks,
Alex

Link to download video files: http://files.glueisobar.com/COI/VictorVoteCounter/version3_28thMarch11/

Internal amends to be actioned for the SFX:

INTRO
1/ pen noise at the start needs to be louder.
2/ pen noise circling the date sounds like its writing. Drawing a circle you wouldn't lift the pen from the paper, so should probably be a more constant sound.

3/ can there be a sound when the teacup hits the table?

FPTP
1/ the ballots falling from the net should be noisier I think

AV
1/ needs a slap sound when he wipes his hands after the first count.
2/ subtle crack needed when he cracks his knuckles before lifting
3/ very subtle straining sound as he lifts the pile, and a thud as he drops the pile
4/ paper sound as he pulls the ballot from the removed pile D
5/ again, more of a constant pen squeak rather than a scribble as candidate B is circled on the ballot paper
6/ pen sound needs to synch better when the cross is drawn on the ballot paper
7/ very subtle straining sound as he lifts the pile, and a thud as he drops the pile
8/ paper sound as he pulls the ballot from the removed pile C
9/ again, more of a constant pen squeak rather than a scribble as candidate B is circled on the ballot paper

ENDING
1/ should the draw thump the desk when victor closes it?
2/ I liked it when he made a disgruntled sound when the light switches off
3/ it sound like he's limping when he leaves the room. His walk needs to be a bit more normal I think.

From: Chrystyna Chymera [mailto:CChymera@electoralcommission.org.uk]
Sent: 28 March 2011 11:40
To: Alex Jena; Iredia Oboh
Cc: Samantha Mills; Lea Bertrand; Caley Smolska
Subject: RE: Updated INTRO, FPTP, AV, END animation for review

Hi yes please work with the example Iredia sent

Many thanks

Chrys

From: Alex Jena [mailto:Alex.Jena@glueisobar.com]
Sent: 28 March 2011 11:37
To: Iredia Oboh; Chrystyna Chymera
Cc: Samantha Mills; Lea Bertrand; Caley Smolska
Subject: RE: Updated INTRO, FPTP, AV, END animation for review

Thanks Iredia,

Chrys, in your feedback you had specified that the YES /NO should be on the left but the example below has it on the right of the screen. Should we work with the existing example in the URL below?

Thanks,
Alex

From: Iredia Oboh [mailto:IOboh@electoralcommission.org.uk]
Sent: 28 March 2011 11:23
To: Chrystyna Chymera; Alex Jena
Cc: Samantha Mills; Lea Bertrand; Caley Smolska
Subject: RE: Updated INTRO, FPTP, AV, END animation for review

Hi Alex,

Here's a copy of the example ballot paper.

http://www.electoralcommission.org.uk/guidance/resources-for-electoral-administrators/forms-and-notices-for-poll-on-5-may-2011/?a=108489

This is an example we've issued to local authorities so we don't want it to be an exact replica of this, however if it can be worked to be apparent that it is part of the animation.

Thanks

Iredia

From: Chrystyna Chymera
Sent: 27 March 2011 20:11
To: Alex Jena
Cc: Samantha Mills; Lea Bertrand; Iredia Oboh; Caley Smolska
Subject: RE: Updated INTRO, FPTP, AV, END animation for review

Hi sorry I didn't see this.

Very strange that it can't be lower case! We won't have actual ballot papers – just example layouts – it would be better to keep the same font etc throughout the animation so I suggest you mock one up. Having it is that font also makes it clear it's not the exact ballot paper – so we don't open ourselves to any criticism when people's ballot looks slightly different (as each local authority prints their own)

Chrys

From: Alex Jena [mailto:Alex.Jena@glueisobar.com]
Sent: 25 March 2011 17:56
To: Chrystyna Chymera
Cc: Samantha Mills; Lea Bertrand; Iredia Oboh; Caley Smolska
Subject: RE: Updated INTRO, FPTP, AV, END animation for review
Importance: High

Hi Chrys,

Long shot that you'll see this now, but regarding the feedback on the end sequence with the ballot paper, Ben mentioned that its not possible to use that font in lower case. He thinks the easiest solution would be to replicate the ACTUAL voting slip in an illustration and use this.

Might this be something you can send over?

Thanks,
Alex

From: Chrystyna Chymera [mailto:CChymera@electoralcommission.org.uk]
Sent: 25 March 2011 14:15
To: Alex Jena
Cc: Samantha Mills; Lea Bertrand; Iredia Oboh; Caley Smolska
Subject: RE: Updated INTRO, FPTP, AV, END animation for review

Shouldn't be anymore from here but yes 3.30pm would be fine and will give Caley a chance to comment too. Also, as you are working over the weekend on this – I will check my emails at various points in case you need anything clarifying or you can give me a call on 07734393815.

Thanks

Chrys

From: Alex Jena [mailto:Alex.Jena@glueisobar.com]
Sent: 25 March 2011 14:13
To: Chrystyna Chymera
Cc: Samantha Mills; Lea Bertrand; Iredia Oboh; Caley Smolska
Subject: RE: Updated INTRO, FPTP, AV, END animation for review

Hi Chrys,

Glad to hear that Victor has been received well. Have passed on all of this to the team and will come back to you if there are any queries.

If you feel like more time is needed to review, we could perhaps draw a line under further feedback at say, 15:30?

Thanks,
Alex

From: Chrystyna Chymera [mailto:CChymera@electoralcommission.org.uk]
Sent: 25 March 2011 14:03
To: Alex Jena
Cc: Samantha Mills; Lea Bertrand; Iredia Oboh; Caley Smolska
Subject: RE: Updated INTRO, FPTP, AV, END animation for review

Hi Alex, sorry we just noticed two other things:

1. In both AV and FPTP at the start – the first ballot shown - both show candidate B as first preference – Victor then goes and puts them in candidate A's pile – can you change so he puts them in candidate B's pile – that's significant as we can't have Victor committing electoral fraud!
2. In AV – when candidate C's ballots are being redistributed there are originally three pinks in that pile. Victor holds 2 ballots up – looking at the votes the one on the left would have been a pink one and the one on the right a green one. When we go back to seeing the pile – there is now only one pink in the pile (suggesting Victor has two pinks in his hands) – this needs to be changed so there are two in the pile. He is also walking with two ballots and puts a pink on Candidate B's pile. It is fine for him to put one on there but technically if he is putting those two that were shown – one should be green and one pink. As this won't work we suggest he just has one in his hand when he is walking so if anyone were to look that closely he has put the green one back where it was and is just redistributing the pink one. Sorry I know that is so confusing but to summarise there are two things we would suggest changing:
    a. There should be two pinks in the pile after we have seen the tow ballots on screen
    b. Victor walks with only one ballot in his hand

I have now banned anyone else from looking at it so that should be final!

Regards

Chrys

From: Chrystyna Chymera
Sent: 25 March 2011 13:32
To: 'Alex Jena'
Cc: Samantha Mills; Lea Bertrand; Iredia Oboh; Caley Smolska
Subject: RE: Updated INTRO, FPTP, AV, END animation for review

Hi Alex,

Here is the feedback, as mentioned – people really like it and there have been a lot of comments about how clear it makes AV so that is fantastic! My comments are in bold:

FPTP:

- Where the ballot paper appears on screen, we feel that the vote should ALREADY be marked and then Victor points to it with his finger. **We think it works best in AV if they appear as they are spoken – but Victor's finger pointing would also help too if we can do both? It would need to happen the same for FPTP too.**
- Ben feels the grey pile needs to be slightly darker as it is currently quite similar to the room itself **Fine**
- **When you are working on audio – please be careful to make sure the whistling doesn't clash with the talking**

AV:

- When we close up on the ballot paper being filled out, the numbers animate in the boxes but we feel that Victor still needs to point to these with his finger **Agree**
- Victor needs to leave the room slightly later; i.e. when the VO say's 'Thank you Victor!' **Agree**

END:

- When Victor is taking viewers through what they'll see on 5 May, we feel that he should be pointing to Yes and then No with his finger in time with the animation. Would this be problematic? **Agree that is fine**
- **Amend ballot so it more similar to an actual ballot paper – i.e. yes and no one above the other (yes top) on the left and the box to put cross on the right**
- **The capitalised text is inaccessible as caps are harder to read – it doesn't matter so much for the signage etc when there are just a couple of words but it really stands out on the ballot paper where there is a lot of text so can you put it in sentence case as it is in the booklet – including having the inverted commas too (")**

AOB:

- You may notice that when the FPTP winner is revealed Victor doesn't celebrate, but when the AV winner is announced he does (arms in the air). Clearly this is wrong. Our recommendation would be for Victor to be celebrating the winner for BOTH outcomes – identical celebrations for each. Would this be problematic? If there is a preference for no celebrations at all then do let us know but it would be a shame to remove this. **Fine to celebrate but he has to do it for both systems**

- AV + FPTP: Regarding the colours of the ballots in their piles, we have used a generic orange in both occasions. It wouldn't make sense for ballots to appear as different piles (every voter uses the same coloured ballot paper in real life) and the ballots shouldn't be coloured until they are counted. **Fine**
- AV + FPTP: Ben wants to add some more furniture in this room, so that it is balanced with the AV room **Fine**
- IF THERE IS TIME, Ben would like to add some very subtle wallpaper with a simple, minimal pattern to the rooms. **Fine as long as it doesn't clash with anything**
- **Throughout – when he goes into his office – would be good if 5 May is circled on the calendar**

Hope you agree that the VO (audio is yet to be fully optimised don't forget) really adds to the animation and Victor himself is now more adorable than ever ☺ **Agree ☺**

Thanks

Chrys

From: Alex Jena [mailto:Alex.Jena@glueisobar.com]
Sent: 25 March 2011 10:22
To: Chrystyna Chymera
Cc: Samantha Mills; Lea Bertrand; Iredia Oboh; Caley Smolska
Subject: Updated INTRO, FPTP, AV, END animation for review

Morning all,

Please find attached the updated animations for your review today at 10:30. Amends as per the change order have been addressed, but please take the following points into consideration with your review:

FPTP:

- Where the ballot paper appears on screen, we feel that the vote should ALREADY be marked and then Victor points to it with his finger.
- Ben feels the grey pile needs to be slightly darker as it is currently quite similar to the room itself

AV:

- When we close up on the ballot paper being filled out, the numbers animate in the boxes but we feel that Victor still needs to point to these with his finger
- Victor needs to leave the room slightly later; i.e. when the VO say's 'Thank you Victor!'

END:

- When Victor is taking viewers through what they'll see on 5 May, we feel that he should be pointing to Yes and then No with his finger in time with the animation. Would this be problematic?

AOB:

- **You may notice that when the FPTP winner is revealed Victor doesn't celebrate, but when the AV winner is announced he does (arms in the air). Clearly this is wrong. Our recommendation would be for Victor to be celebrating the winner for BOTH outcomes – identical celebrations for each. Would this be problematic? If there is a preference for no celebrations at all then do let us know but it would be a shame to remove this.**
- AV + FPTP: Regarding the colours of the ballots in their piles, we have used a generic orange in both occasions. It wouldn't make sense for ballots to appear as different piles (every voter uses the same coloured ballot paper in real life) and the ballots shouldn't be coloured until they are counted.
- AV + FPTP: Ben wants to add some more furniture in this room, so that it is balanced with the AV room
- IF THERE IS TIME, Ben would like to add some very subtle wallpaper with a simple, minimal pattern to the rooms.

Hope you agree that the VO (audio is yet to be fully optimised don't forget) really adds to the animation and Victor himself is now more adorable than ever ☺

Also – timing plan that was updated yesterday is now attached.

Speak to you soon,

Alex

From: Chrystyna Chymera [mailto:CChymera@electoralcommission.org.uk]
Sent: 24 March 2011 17:11
To: Alex Jena
Cc: Samantha Mills; Lea Bertrand; Iredia Oboh; Caley Smolska
Subject: RE: Updated animation for review

Great thanks.

Caley – is Rachel going to be available to check the Welsh on Wed too? I am just trying to get someone in our Wales office to do it as our Wales comms officer is out all day Weds.

Chrys

From: Alex Jena [mailto:Alex.Jena@glueisobar.com]
Sent: 24 March 2011 17:11
To: Chrystyna Chymera
Cc: Samantha Mills; Lea Bertrand; Iredia Oboh; Caley Smolska
Subject: RE: Updated animation for review

Hi Chrys,

Yes, when a video is uploaded to YT it can be set on a private link. This can be switched to public last minute.

Regards,
Alex

From: Chrystyna Chymera [mailto:CChymera@electoralcommission.org.uk]
Sent: 24 March 2011 17:06
To: Alex Jena
Cc: Samantha Mills; Lea Bertrand; Iredia Oboh; Caley Smolska
Subject: RE: Updated animation for review

Hi Alex, no problem to get you feedback by 1pm tomorrow and if those changes are made them shouldn't be anything to change on AV and FPTP and hopefully minimal if anything on start and end. Will also block in the time for the Wales office to watch the Welsh one on Weds.

When you upload the videos onto Youtube – is there a way it can be done so it doesn't go live until exactly the time we specify or is there no way of controlling it?

Thanks

Chrys

From: Alex Jena [mailto:Alex.Jena@glueisobar.com]
Sent: 24 March 2011 17:03
To: Chrystyna Chymera
Cc: Samantha Mills; Lea Bertrand; Iredia Oboh; Caley Smolska
Subject: RE: Updated animation for review

Afternoon Chrys,

Correction on the below. The version you'll see tomorrow AM <u>will</u> have the English VO. The quality of the VO itself is yet to be optimised but it will still be audible. I do have the updated timing plan but I've just noticed one amend on it which has to be amended. However just to summarise the KEY timings:

- glue to submit animation with English VO by 10:30am on 25/03/11. We aim for this version to have all of the feedback as per the change order addressed.
- EC meeting to review at 10:30
- Ideally, could all feedback be sent to us before 1pm? We really hope that at this stage, the feedback is minimal given the approval and feedback from all stakeholders that we've had to date.
- This allows for the afternoon to review and consolidate the feedback
- glue Isobar then have all amends before the weekend.
- glue isobar to submit the updated animation on Monday 28/03/11 AM (with updated sound and sound effects)
- **EC then provide any ABSOLUTE FINAL amends/tweaks/minor changes by COP Monday 28/03/11**
- glue Isobar action the final minor changes by Tuesday 29/03/11 PM
- glue Isobar finalise the WELSH version of the film ready for approval by Tuesday 29/03/11 PM
- **EC to sign off the English and Welsh versions of the film – Tuesday 29/03/11 PM = Wednesday 30/03/11 5pm (EC's COP)**
- glue to upload the final videos WITH description copy and closed captioning by Wednesday 30/03/11 COP (glue's COP!)

So we're currently lined up to have the videos uploaded to Youtube by 30/03/11 COP. This allows for 31/03/11 for QA of the URLs with Redweb.

If you foresee any issues with the timings here please let me know. We'll be resending the timing plan tomorrow with the animation and that will have the full detail.

Many thanks,
Alex

From: Alex Jena
Sent: 24 March 2011 14:43
To: 'Chrystyna Chymera'; Caley Smolska
Cc: Samantha Mills; Jess Burvill; Jess Burvill; Lea Bertrand; Iredia Oboh
Subject: RE: Updated animation for review

Hi Chrys,

Great to hear that your CEO is pleased with it. Okay, Lea is aware of the 10:30 deadline and we're working to that for the animation. However I'm afraid this version will not have the latest VO on top as the animations being worked on at the moment impact on the layout of the VO itself.

We're updating the timing plan now and will be sending this to you soon. This will detail when you'll see the animation with the English VO and when the Welsh animation + VO will be ready.

Also, please find attached an updated change order document. I've added our responses to yesterday's feedback.

Thanks,
Alex

From: Chrystyna Chymera [mailto:CChymera@electoralcommission.org.uk]
Sent: 24 March 2011 14:06
To: Alex Jena; Caley Smolska
Cc: Samantha Mills; Jess Burvill; Jess Burvill; Lea Bertrand; Iredia Oboh
Subject: RE: Updated animation for review

Cheers Alex

Regarding sign off, I have booked time with relevant people for sign off 10.30am tomorrow so please have the latest version with VO and intro and ending with us by then.

Our CEO has now seen it and likes it and has no further amends so that is good news!!

Thanks

Chrys

From: Alex Jena [mailto:Alex.Jena@glueisobar.com]
Sent: 23 March 2011 18:48
To: Caley Smolska; Chrystyna Chymera
Cc: Samantha Mills; Jess Burvill; Jess Burvill; Lea Bertrand; Iredia Oboh
Subject: RE: Updated animation for review

Hi Chrys, Caley,

Okay, so we've had a bit of a debate around the clock. Originally we felt that it was essential to keep it in so that the movement of time was purposefully reinforced – i.e. if the clock didn't move, Victor's quick movements might make it seem like the count was being rushed.

But if there is a fear of sparking debate about how long the counts take then we'll leave it out. Having Victor sip some tea in FPTP is no problem either. I've attached a change order that has collated all of the changes requested today. They are all being addressed in the studio at the moment.

We hope for the Intro and ending to be with you on Friday morning for review. Hopefully there is a slot for Clinton, Alex, CEO, Chairman et al to review, ideally before lunch? This way we'll have the definitive feedback on the animation by **Friday COP ready to be actioned over the weekend**. If you foresee any issues with this please let me know.

Kind regards,
Alex

Alex Jena | Account Manager| glue Isobar
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[redacted]

The Sunday Times 100 Best Small Companies To Work For 2010
Campaign Digital Agency of the Year 2009
Top 10 in Gunn Report 2007 & 2008

You can also find us here:
http://www.facebook.com/glueisobar
http://twitter.com/glueisobar

From: Caley Smolska [mailto:Caley.Smolska@coi.gsi.gov.uk]
Sent: 23 March 2011 16:41
To: Chrystyna Chymera; Alex Jena
Cc: Samantha Mills; Jess Burvill; Jess Burvill; Lea Bertrand; Iredia Oboh
Subject: RE: Updated animation for review

Thanks for the confirmation Chrys. Let's see what Glue come back with in terms of creative representation.

Kind regards,

Caley

Caley Smolska
Interactive Services **I** COI
t. 020 7261 8879

From: Chrystyna Chymera [mailto:CChymera@electoralcommission.org.uk]
Sent: 23 March 2011 16:29
To: Caley Smolska; Alex Jena
Cc: Samantha Mills; Jess Burvill; Jess Burvill; Lea Bertrand; Iredia Oboh
Subject: RE: Updated animation for review

It definitely has to either not move or not be there – we definitely don't want to open up the debate of them taking the same amount of time or not – obviously though it may be.

Thanks

Chrys

From: Caley Smolska [mailto:Caley.Smolska@coi.gsi.gov.uk]
Sent: 23 March 2011 16:29
To: Alex Jena; Chrystyna Chymera
Cc: Samantha Mills; Jess Burvill; Jess Burvill; Lea Bertrand; Iredia Oboh
Subject: RE: Updated animation for review

Hi Chrys/Alex,

I think it would look a little strange if the clock didn't move, don't you? It would definitely draw more attention to it, and if the Commissioner doesn't want it to move then maybe we should just replace it with a picture? On the other hand we could potentially fix the clock so it looked like it took roughly the same amount of time to count both, although I would have thought that it was obvious anyway that the AV counting process will probably take more time then the FPTP process.

Thanks,

Caley

Caley Smolska
Interactive Services **I** COI
t. 020 7261 8879

From: Alex Jena [mailto:Alex.Jena@glueisobar.com]
Sent: 23 March 2011 16:23
To: Chrystyna Chymera
Cc: Samantha Mills; Jess Burvill; Caley Smolska; Jess Burvill; Lea Bertrand; Joolz Pohl; Iredia Oboh
Subject: RE: Updated animation for review

Thanks Chrys,

Passing back to the team and will get back to you.

Do you envisage any major feedback from your CEO? Has s/he seen the scripts/storyboards/earlier animations at all?

Thanks,
Alex

From: Chrystyna Chymera [mailto:CChymera@electoralcommission.org.uk]
Sent: 23 March 2011 16:07
To: Alex Jena
Cc: Samantha Mills; Jess Burvill; Caley Smolska; Jess Burvill; Lea Bertrand; Joolz Pohl; Iredia Oboh
Subject: RE: Updated animation for review

Hi Alex,

Our Commissioner has now watched Victor and there are a couple of bits of feedback. Our CEO wasn't able to see it today and will see it tomorrow morning.

Feedback is:

- Don't have the clock moving (as you mentioned it would yesterday) – we would come into criticism both if it took the same amount of time to do FPTP and AV and if it took longer to do AV so it's just not worth it
- We don't mind Victor ducking off for a cup of tea as long as he does it both for FPTP and AV

Many thanks

Chrys

From: Alex Jena [mailto:Alex.Jena@glueisobar.com]
Sent: 23 March 2011 14:09
To: Chrystyna Chymera
Cc: Samantha Mills; Jess Burvill; Caley Smolska; Jess Burvill; Lea Bertrand; Joolz Pohl; Iredia Oboh
Subject: RE: Updated animation for review

Thanks for this Chrys,

I saw your latest email about the feedback on the piles of votes and have passed this back to Ben.

What time are you seeing the CEO this afternoon? We won't be able to action everything right now.

Regards,
Alex

From: Chrystyna Chymera [mailto:CChymera@electoralcommission.org.uk]
Sent: 23 March 2011 12:35
To: Alex Jena
Cc: Samantha Mills; Jess Burvill; Caley Smolska; Jess Burvill; Lea Bertrand; Joolz Pohl; Iredia Oboh
Subject: RE: Updated animation for review

Hi, to finish off the feedback:

On the first point, the net is fine but we will need to do it for both systems.

On the second point, agree static images won't work. Happy for the cross and the numbers to just magically appear as he holds the ballot paper – as long as there is no pencil.

On the third point, we've discussed again and it is fine to keep as it was (i.e. showing two ballot papers).

Our CEO will see it this afternoon so I will let you know how it goes – if there are any updated versions before then please send through.

Many thanks

Chrys

From: Alex Jena [mailto:Alex.Jena@glueisobar.com]
Sent: 23 March 2011 10:51
To: Chrystyna Chymera
Cc: Samantha Mills; Jess Burvill; Caley Smolska; Jess Burvill; Lea Bertrand; Joolz Pohl; Iredia Oboh
Subject: RE: Updated animation for review
Importance: High

Morning Chrys,

The feedback below does raise a few queries, especially as these are all elements that were present in the approved script and were visually represented in the storyboards submitted. Nevertheless I've included some rationale/recommendations under each point so please take a look. Perhaps we can jump on a call to discuss this collectively . . .

Hi Alex,

Here is further feedback from our director. Unfortunately we haven't had chance to show our CEO and won't be able to today but we don't anticipate any additional comments really apart from what we have listed below:

- The arrangement of the ballot papers should be the same in both the FPTP and AV scenarios, so we shouldn't have them stacked in a pile for FPTP but in a net hanging from the ceiling in AV. **For both FPTP and AV, please can they be stacked in a pile on the floor** when Victor first enters the room – as per the current FPTP set-up.

Approved script outlined that different arrangements of the votes for each system. Plus we strongly feel that Victor's pulling the votes from the suspended net is one of the more interesting, playful parts of the animation that adds an element of fun to what viewers are watching. If there is a preference of using the same method, could both FPTP and AV use

the suspended net animation? We feel that it's important to retain the humour and charm of Victor and using the suspended drop to introduce the votes will support this. If we are stripping out so much of the entertaining parts, the animation will become flat and lose its appeal to be a more engaging, sharable experience in comparison with the PDF download.

- When we cut to the close up of the ballot paper being filled out, it could be misinterpreted as Victor filling out the form. Could we therefore show a close up of a ballot paper but not make it look like Victor is filling it out – we suggest no pencil is used – or if you have another suggestion on how this can be done…

We don't want to have a static image on the screen and we feel it is important for Victor take users through the ballot entries in time with the VO. Our recommendation would be for Victor to be holding the ballot with the entries then popping up sequentially (similar to how 'D' on the floor marking pops away when Victor carries the pile away).
Alternatively we see Victor holding the ballot paper with the entries already present but he is pointing to each one with his finger sequentially rather than entering them with a pencil.

- In the AV video: For the **3rd round of counting,** can we take out the close up of the filled in ballot papers and just cut to Victor allocating the papers? The explanation in the voice over is fine, but the visuals with ballot papers marked up makes it feel quite confusing so it would be better not to show the detail of the papers in this round. The close up of the completed ballot papers in the 2nd round is really clear and gives a good illustration of how the system works.

Whilst the process is explained in the second round, we feel that it is important to be consistent and have a visual representation at each count. Also, If this was removed and the VO explanation present, users (esp. those that are seeing this for the first time) might actually feel more confused as they're having to follow the VO but have no on-screen reference.
In order to make this less confusing on screen, our recommendation is to keep the ballot paper on the left and drop the one on the right. This single ballot paper could also have a single strike through the bottom two candidates for a tidier appearance. We feel that this is a strong compromise that works better than having dead space, which would need to be filled in with something else happening on screen.

- In the final round the pink bits of the two piles are increasing as well as the green. That shouldn't happen – only the green should.

As there are pink votes left to be distributed when candidate C is eliminated the pink parts of the piles should increase. HOWEVER, we currently have this increasing more than the three pink slips that are left. We'll therefore only ensure that candidate A and B's piles are increasing by this amount.

Please let me know if you have any queries on any of the above at all.

Thanks

Chrys

From: Chrystyna Chymera
Sent: 22 March 2011 12:47
To: 'Alex Jena'
Cc: Samantha Mills; Jess Burvill; Caley Smolska; Jess Burvill; Lea Bertrand; Joolz Pohl; Iredia Oboh
Subject: RE: Updated animation for review

Hi, I will send Clinton the files to looks at though I can't guarantee everyone will have checked it by tomorrow lunchtime.

My initial feedback is:

FPTP

- As mentioned FPTP still has work but one of the points I just want to check is that you will add labels to the piles (A-D)
- FPTP – Victor needs to put rosette on winning pile
- Please change colour of the cross on the ballot from magenta (as previously mentioned the yes and no campaigns are pink and purple so best to avoid where poss)
- Change the pile of ballots from magenta to something else – possibly a mix of colours?

AV:

- After candidate D is eliminated and it shows two ballots – they are still wrong – please check the script as it is correct on there
- Please change colour of the numbers on the ballot from magenta (as previously mentioned the yes and no campaigns are pink and purple so best to avoid where poss)
- In the final round the pink bits of the two piles are increasing as well as the green. That shouldn't happen – only the green should.

In terms of pace I think it's perfect and everything is there so shouldn't be an issue for using it this aft.

Chrys

From: Alex Jena [mailto:Alex.Jena@glueisobar.com]
Sent: 22 March 2011 12:13
To: Chrystyna Chymera
Cc: Samantha Mills; Jess Burvill; Caley Smolska; Jess Burvill; Lea Bertrand; Joolz Pohl; Iredia Oboh
Subject: Updated animation for review

Hi Chrys,

Please find the updated animations that we'll be referencing in this afternoon's VO. These are further developed from the animatics you had previously seen but there is still fine detail to be added, especially when the winner on each voting system is revealed and on FPTP in general.

Regarding the environment/background, Ben (illustrator) is still hoping to add in some objects into the room (pictures, furniture etc). the signs in the office will also have some light added to make them feel lit up. Other than that, the creatives are keen to work with the neutral background that we have. We wouldn't want to introduce colours that could link with political parties and keeping the colour centred on Victor and the graphs helps bring this to the forefront.

Appreciate that you are out this afternoon , but it would be ideal to get full, **consolidated feedback with Clinton, Alex et al** on the two animations by tomorrow lunch time. If this might not be possible please let me know. In the meantime we're continuing on the intro and ending and doing our best to get things complete as quickly as possible.

Speak to you soon,

Alex

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The Sunday Times 100 Best Small Companies To Work For 2010
Campaign Digital Agency of the Year 2009
Top 10 in Gunn Report 2007 & 2008

You can also find us here:
http://www.facebook.com/glueisobar
http://twitter.com/glueisobar

From: Chrystyna Chymera [mailto:CChymera@electoralcommission.org.uk]
Sent: 21 March 2011 15:23
To: Alex Jena; Joolz Pohl; Joolz Pohl; Iredia Oboh
Cc: Samantha Mills; Jenny Smart; Jess Burvill; Michael Smith
Subject: RE: Updated Victor SOW + Timings + WIP Animatics

Hi, additional feedback for AV:

- When it shows two ballot papers they are incorrect. The final script said: *Two ballot papers slide in front of the screen, one in each of Victor's hands. The number 1 vote on both (both for candidate D) is crossed out. One has a number 2 (B) and number 3 vote (A) on it. The other has no other votes.*

Many thanks

Chrys

From: Chrystyna Chymera
Sent: 21 March 2011 09:56
To: 'Alex Jena'; Joolz Pohl; Joolz Pohl; Iredia Oboh
Cc: Samantha Mills; Jenny Smart; Jess Burvill; Michael Smith
Subject: RE: Updated Victor SOW + Timings + WIP Animatics

Hi Alex thanks for sending these through – it looks really great even at this stage! I can't wait to see the whole thing now!

Obviously we understand they are WIP but there a few points that are probably worth picking up on now:

FPTP:

- Ballot paper should say Candidate A, Candidate B etc
- Each ballot paper pile should be a different colour
- The first pile should be the winning pile
- I think we need to label the piles (A to D) – it is more important in AV but both videos should match where possible

AV:

- On the ballot paper, the 4th candidate needs to be filled out
- Should the pile of ballots be multi-coloured – or at least not pink since one of the piles is pink?
- I think we need to label the piles (A to D) to make it a little clearer
- When Victor is first putting the ballots into the piles – there is a point when he looks like he has eaten a ballot!
- At the point it says 'Victor can start round 2' – some pink ballots appear on top of pile 2 (the grey pile) without it having shown Victor moving them there (he is still moving the pile to the site of the screen). There is something wrong with the sequencing of this whole section because when the VO says the ballot is added to candidate B – the graphic shows the ballots moving to candidate A.
- When candidate C's pile is being carried to the side – it is pink – it needs to be green
- In the final round – can you make sure only the green ballots cross over the line (as in the booklet)

Many thanks

Chrys

From: Alex Jena [mailto:Alex.Jena@glueisobar.com]
Sent: 18 March 2011 16:24
To: Joolz Pohl; Chrystyna Chymera; Joolz Pohl; Iredia Oboh
Cc: Samantha Mills; Jenny Smart; Jess Burvill; Michael Smith
Subject: Updated Victor SOW + Timings + WIP Animatics

Afternoon all,

Please find attached the updated SOW document following the additional comments on mobile accessibility. Following a discussion with RedWeb, the most suitable option will be for the aboutmyvote.co.uk page on mobile to include some copy to describe the availability of accessible versions when used on a computer.

The other inclusion in this SOW is the update of the Evaluation section outlining that glueisobar will build the Youtube results and analysis into M4C's delivery dashboard. I'm yet to see an example of their reporting but I'm hoping that it's a series of tabs within Excel. We'll create a Youtube report within this dashboard so that we have media and Youtube performance on one document.

Also, please find attached the WIP animatics for FPTP and AV sections of the overall animation. The creatives had some feedback on the Introduction so I'm afraid we don't have this to share just yet. **Please note that these are first stage animations and there is a lot of detail yet to be added.** Specifically, detail around the background environment of Victor's office, the smoothness of his movements, characteristics of his facial expressions are all thing that we're progressing with over the weekend and early next week.

Nevertheless we've made great progress in the two fundamental sections of the video and we hope this gives you a sense of what the final animation will feel like to view. I guess you may want to review these with Chrys on Monday so I'll chase up for feedback then.

Kind regards,
Alex

From: Joolz Pohl [mailto:Joolz.Pohl@coi.gsi.gov.uk]
Sent: 14 March 2011 16:45

To: Alex Jena; Chrystyna Chymera
Cc: Samantha Mills; Iredia Oboh; Jenny Smart; Jess Burvill
Subject: RE: SOW

Hi Alex,

Thanks for sending this through.

Please find attached the SOW with a few more comments added. (I have used this version to raise the CE against). Please can you confirm when this can be updated.

Re the reporting, I would suggest that a call is set up to discuss.

Kind regards
Joolz

Joolz Pohl
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E: joolz.pohl@coi.gsi.gov.uk

From: Alex Jena [mailto:Alex.Jena@glueisobar.com]
Sent: 14 March 2011 13:01
To: Chrystyna Chymera; Joolz Pohl
Cc: Samantha Mills; Iredia Oboh; Jenny Smart; Jess Burvill
Subject: RE: SOW

Hi Chrys,

Please find the SOW attached. Apologies for the delay but hope you appreciate that there are many stakeholders that need input into this and we wanted to make sure things had their approval.

Perhaps the Evaluation section will still need to be refined, as in terms of process, EC will have access to all Youtube dashboard metrics/hotspots that would serve the purpose of how this can be evaluated. Will there be a system of sending out regular reports for analysis?

Additionally, we need to collectively agree on some KPIs to evaluate the content with. Can you confirm what, if any have been set for the wider GFK reporting? OR if there is a realistic target to work on based on previous Youtube/content based activity.

Thanks,
Alex

From: Chrystyna Chymera [mailto:CChymera@electoralcommission.org.uk]
Sent: 14 March 2011 11:28
To: Alex Jena; Joolz Pohl
Cc: Samantha Mills; Iredia Oboh; Jenny Smart; Jess Burvill
Subject: SOW

Hi all, do you have an ideas when we will get the SOW and up to date timing plan?

We are out from 3pm to go to our radio pre production meeting so need time to review, COI to raise CE and us to raise PO before then.

Many thanks

Chrys

Chrystyna Chymera
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