ELECTORAL COMMISSION /COI

1. VICTOR THE VOTE COUNTER

What?
This interactive video will introduce us to 'Victor the Vote Counter', an animated character who helps explain the two voting systems as he goes about his daily work.

Victor is responsible for counting every single vote in his illustrated world, deep in the Ministry of Adding Things Up. It's a tough job, but someone's got to do it.

Who better then to explain how your vote works inside the two voting systems of FPTP and AV?

How?
Housed on the about my vote website, and Youtube, in this non interactive animated video we'll watch the hilarious consequences as Victor's work is disrupted by an over-eager, enthusiastic 'voice of god' character, who is introduced to his office in order to gain his expert advice explaining voting to people in our world. Eager to please, Victor will step up his game to help out – but it's a big task and things are bound to go wrong!

Viewers will be encouraged to watch the film with a simple call to action:
Make sure your vote counts on May 5th. Press play.

Together with the VO, Victor will guide viewers through the two systems in the way he knows best – by actually counting them. Building giant stacks of ballot papers that resemble bar graphs, viewers will be able to see the dynamics of either system in action as Victor moves froms from one column to the next, and so on – and thus how their votes move through them.

Victor's story is told through an ultra-simplistic animation style. Vibrant blocks of undetailed colour and barely dressed backgrounds help bring the focus right in to the interplay of Victor, our votes, and his expressions as the VO talks to him from above. Tonally, his actions will be dramatic, comedic and curiously repetitive.

By the end, with both FTPT and AV explained, users are reminded about the referendum details (*On May 5th, we're counting on you to choose the way your vote is counted.')* before an avalanche of 'Yes' and 'No' ballots drown poor Victor in preparation for his next big counting job.

The end frame will also feature the url linking to the about my vote website.

Why?
A character driven animation allows us to explain typically dry material in a more engaging manner, with some humour and emotional engagement to aid learning and

address voter apathy. It also allows us to show both systems in a clear, visual manner that people can grasp more simply.

Simple video is also easy to share through social platforms, and an unexpected way of explaining dry information could really aid a natural spread.

SCRIPT INTRO

We open with a 50's style circle-wipe to the exterior of a fantastic, abacus shaped building as a keen, eager voice over sets the scene.

VO: "Welcome to the *Ministry of Adding Things Up*! Now 'why' I hear you call, are we here? Because…(trying to be booming and deep) REFERENDUM IS COMING!" (Clearing his voice, a bit embarrassed) "Ahem. It might sound big, but it's really nothing to be worried about. And with a little help from my friends here, you'll be an expert in no-time. Come inside!"

Wipe to the Ministry's 'REFERENDUM PRACTISE BOOTH'. A queue of very simply drawn characters are trooping behind the curtain one by one, and emerging again to drop a ballot slip down a chute. One in, one out, like a production line.

VO: "So, what is this referendum about anyhow? It's simple, really! On May 5th, you'll be asked to vote on the way you vote in elections, by choosing between either the current system or a different one. Let's find out what they are, shall we?"

With the sound of a penny whistle, we follow one of the ballots through the chute as it slides and loops through pipes, finally dropping onto the desk of a small, busy man sat behind his desk in a large room. He's eagerly sorting the falling papers into piles.

VO: "Voter, meet Victor! (he waves) Victor is our most important counter here at the ministry. He's the man in charge of counting every vote in our elections, and he's very, very good at it. Whaddaya say Vic, are you ready to help explain the two voting systems?"

Victor nods enthusiastically, picks up his piles of votes in either arm and wobbles precariously across the room with the nervous skill of a novice tight-rope walker.

"OK! So, there are two systems. The first is called 'First Past The Post'"

Victor drops one of his piles of paper onto a switch on the floor, lighting up a big 'FIRST PAST THE POST' flashing sign – nearly losing the other pile in the process.

"And the other is called 'Alternative Voting." (Victor drops the other pile, lighting another sign). "Lets start with First Past the Post?"

2. THE VOTE FACTOR

What?
This interactive animation, will teach viewers about the two voting systems by getting them to actually vote in a fun mock election and watch how each system affects the outcome.

How?
Housed on the about my vote website, and Youtube, we will get viewers to vote X factor style on a four potential candidates. However, to inject some fun and to distance from the political arena, they'll be voting on dancing animals.

Viewers will be encouraged to watch it with this call to action:
Will you change the way we vote forever? On May 5th YOU decide!

It might be fun to use someone like Peter Dickson – the voice of X Factor – to narrate along with some suitably blockbusting sound design. Contrasting this overblown style with a simple, charming black and white animation might work well.

Users will be able to pick a voting system then vote for their favourite dancing animal and watch the result. For the Alternative Vote, viewers we will be able to pick their first choice and we will automatically select a 2nd, 3rd and 4th choice for them.

At the end of each short animation, viewers will be able to start again choosing a different voting system or dancer.

The end frame will also feature the url linking to the about my vote website.

Why?
This animation will teach people about the two voting systems by getting them to actually vote. They learn by doing.

Its humorous nature will also make it more appealing for users to share.

SCRIPT INTRO

This is the first video in the sequence. Everybody would start here.

Type appears on screen: Welcome to THE VOTE FACTOR

Peter Dickson Style VO: "*Welcome THE VOTE FACTOR.*
On May 5th the nation will vote in a referendum on how we will vote in the future.

Choosing from two different ways to elect MPs to the House of Commons.

First Past the Post or Alternative? Will you change the way we vote forever? On May 5th YOU decide!

Today, you'll discover the difference between the two.

But rather than voting to elect an MP, you'll be get to practice by voting on YOUR FAVOURITE DANCING ANIMAL.

Ladies and Gentleman. It's time. To face. The creature candidates."

A curtain raises to reveal four dancing animal characters (EG: Squirrel, badger, fox and mouse). They bow and wave before starting to dance.

VO: "*Please pick a voting system to find out more."*

Two buttons appear:

<Alternative Vote> or <FPTP>

3. THE SUPER SIMPLE GUIDE TO YOUR VOTE

What?
On May 5th the whole of the UK will be invited to vote on how we vote in the future. In this interactive animated guide to voting, viewers can learn about their individual vote (initially represented as an animated X character which morphs into numbers), the two voting systems and the importance of voting in the referendum.

How?
Housed on the about my vote website, Youtube, this interactive animation will be presented in a 'Hitchhikers guide to voting' style. It will feature simple, educational, unbiased and fun graphics about both voting systems accompanied with a clear but amusing voice over (ideally someone like Stephen Fry who voiced the Hitchiker's book in the film).

Viewers will be encouraged to watch it with a simple call to action:
On May 5th will you change the way your vote is counted? Read on to decide.

The animation will be chaptered allowing viewers to watch all or skip to a chapter that most interests them.

The end frame will also feature the url linking to the 'about my vote' website.

Why?
This animation focuses on how the two voting system affects an individuals vote. It will bring both systems of voting to life in a fun, simple, memorable way whilst still being educational and informative. The graphic style of the approach is very similar in look and feel to the brochure illustrations.
It also starts the debate and conversation on social sites.

SCRIPT INTRO

This is the first video in the sequence. Everybody would start here.

It would be animated in a clean simple graphic way. Although colourful, no one colour dominates.

A guide book reading ' THE SUPER SIMPLE GUIDE TO YOUR VOTE' pops onto screen.

We hear a Voice over: " Welcome to The Super Simple Guide To Your Vote. Impressive isn't it. Soon you'll learn all about your vote and how it might change after May 5th. Don't worry I promise it won't be as dull as most politicians".

The book opens.

VO: " So, without further ado, let me introduce you to your vote".

An animated X with a cute smiley face cartwheels onto the screen.

VO: "Say hello to your voter, vote."

The X waves.

VO: " Ahh, how cute."

The X starts to shake before popping to become a 5**.** The 5 smiles as MAY 5th fades up around him.

VO: " Ah yes, as I was saying on May 5th there will be a UK referendum on the way you will vote to elect MPs. Don't worry if you don't know what a referendum is, you'll be able to learn all about it in another chapter of this wondrous guide."

VO: "Now, this voting referendum palavar might sound a little boring but it is really, really important that you know about the two voting systems. If you don't vote for the one you like best you might not like the result.

The 5 splits to become the original X and a 1,2,3 &4.

VO: "So what would you like to learn about first? Either click on the 'First Past The Post X' or the 'Alternative Vote numbers'. If you're still not sure what a referendum is, just click the I'm not sure what a referendum is or INSWARI button in the top corner at any time".