Stephanie Payne

From: Jess Burvill <Jess.Burvill@glueisobar.com>
Sent: 23 February 2011 10:23
To: Chrystyna Chymera; Samantha Mills; Iredia Oboh
Cc: Caley Smolska; Alex Jena
Subject: RE: Victor the Vote Counter Storyboard

Hi Chrys

Within the costs we provided (ie £31,200 - £33,600), you would only be able to have one outcome as YouTube cannot randomly generate different endings the way you can in Flash. We could write the script so that there is a winner after 3 rounds of elimination so that the viewer sees the various elimination rounds and explain in the story that you can have a winner after 1 or 2 rounds of elimination too.

Alternatively if you really wanted to show the different endings, we could add in links at the end of the film to say something like 'To see an example of an election with where there is a winner after 1/2 rounds of elimination click here' but that would require additional illustration/animation time to create that those extra sequences.

Hope that helps?

Thanks Jess

From: Chrystyna Chymera [mailto:CChymera@electoralcommission.org.uk]
Sent: 22 February 2011 16:57
To: Jess Burvill; Samantha Mills; Iredia Oboh
Cc: Caley Smolska; Alex Jena
Subject: RE: Victor the Vote Counter Storyboard

Hi all, I can just see one question with Victor – will there be alternative endings to AV (as in will there be a round where it goes to the second round, one when it goes to the third?)

Regards

Chrys

From: Jess Burvill [mailto:Jess.Burvill@glueisobar.com]
Sent: 21 February 2011 18:03
To: Samantha Mills; Chrystyna Chymera; Iredia Oboh
Cc: Caley Smolska; Alex Jena
Subject: Victor the Vote Counter Storyboard

Hi team

Please find attached the storyboard for Victor the vote counter. As mentioned we've simplified the detail in Victor and now it's in pen it looks closer in style to the Vote Factor.

Note that as it's such a detailed script we haven't been able to include all the script on the storyboard, but there's enough to follow the story.

Cheers Jess

Jess Burvill | Account Director| glue Isobar
t: +44 20 7033 4739 | [redacted] | http://www.glueisobar.com
Unit 7.01 | The Tea Building | 56 Shoreditch High Street | Shoreditch | London | E1 6JJ

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

The content of this email should not be considered as an acceptance of any offer unless we previously review and expressly approve in writing your terms and conditions relating to the subject matter of this email.

The information in this email is private and confidential. If you are not the intended recipient(s) or have otherwise received this email in error, please delete the email and inform the sender as soon as possible. This email may not be disclosed, used or copied by anyone other than the intended recipient(s). Any opinions, statements or comments contained in this email are not necessarily those of glue Isobar. If you wish clarification of any matter, please request confirmation in writing.
glue Isobar, a trading division of Aegis Media Limited, registered in England and Wales No.1939690
Registered office: Parker Tower, 43-49 Parker Street, London WC2B 5PS

We take precautions to minimise the risk of this email containing a software virus but you should use virus checking software.

The content of this email should not be considered as an acceptance of any offer unless we previously review and expressly approve in writing your terms and conditions relating to the subject matter of this email.

The information in this email is private and confidential. If you are not the intended recipient(s) or have otherwise received this email in error, please delete the email and inform the sender as soon as possible. This email may not be disclosed, used or copied by anyone other than the intended recipient(s). Any opinions, statements or comments contained in this email are not necessarily those of glue Isobar. If you wish clarification of any matter, please request confirmation in writing.
glue Isobar, a trading division of Aegis Media Limited, registered in England and Wales No.1939690
Registered office: Parker Tower, 43-49 Parker Street, London WC2B 5PS

We take precautions to minimise the risk of this email containing a software virus but you should use virus checking software.