Stephanie Payne

From: Samantha Mills
Sent: 21 February 2011 09:26
To: Chrystyna Chymera; Iredia Oboh
Subject: FW: Storyboard illustration

Hi,

Here are the comments from Caley. She's also provided some further rationale re. the Vote Factor which might be good for Clinton to have when he talks through the concepts later. Also, if you scroll down you'll see she's chased Glue on the display costs breakdown, pros and cons, and timeline.

Sam

From: Caley Smolska [mailto:Caley.Smolska@coi.gsi.gov.uk]
Sent: 21 February 2011 09:02
To: Samantha Mills
Subject: Fw: Storyboard illustration

Hello again,

I meant to make it clearer in my previous email that I have already gone back to Jess with my high level comments I outlined in my email to you.

I also asked Glue to provide some additional articulation of the rationale for the concepts to help with your internal presentations, and here it is:

_____

With relation to the dancing animals, we believe they will be effective as we need something that will cut through, entertain and engage an apathetic audience who typically find politics boring. If we're asking people to vote on something, what they're voting on needs to be sufficiently interesting enough – otherwise they will just ignore it.

We have tried to make a topic which is quite dry and complex more interesting by creating an analogy to something with mass awareness and popularity with the public, ie X Factor. The widespread appeal and reach of reality TV means people are familiar with the idea of voting on contestants.

Victor the Vote counter equally makes a dry topic more fun and engaging, but will not be as effective at educating the audience as there is less interaction and 'learning by doing'.

_____

Thanks,

Caley

From: Caley Smolska
Sent: Monday, February 21, 2011 08:46 AM
To: 'SMills@electoralcommission.org.uk' <SMills@electoralcommission.org.uk>
Subject: Re: Storyboard illustration

Hello Sam,

I hope you had a lovely weekend.

I feel that the sample storyboard Jess supplied on Friday is really a little too rough and even presenting it as a single line drawing would be an improvement (also making it clearer, and more consistent with the mood boards presented at the original concept presentation). I don't work on Mondays so please provide your thoughts back to Jess as soon as possible this morning.

I have also chased Jess on the display costs breakdown, pros and cons, and timeline (use of the tool in the creative).

Thanks,

Caley

From: Samantha Mills [mailto:SMills@electoralcommission.org.uk]
Sent: Friday, February 18, 2011 05:16 PM
To: Jess Burvill <Jess.Burvill@glueisobar.com>
Cc: Caley Smolska; Alex Jena <Alex.Jena@glueisobar.com>; Chrystyna Chymera <CChymera@electoralcommission.org.uk>; Iredia Oboh <IOboh@electoralcommission.org.uk>
Subject: RE: Storyboard illustration

Hi Jess,

I'm afraid I need to leave the office now and don't have remote access to my emails from home. However, a simplified storyboard is absolutely fine – we just need something that will help bring the idea to life when it's presented internally.

Many thanks and have a good weekend.

Sam

From: Jess Burvill [mailto:Jess.Burvill@glueisobar.com]
Sent: 18 February 2011 17:12
To: Samantha Mills
Cc: Caley Smolska; Alex Jena
Subject: Storyboard illustration

Hi Sam

We're still working on a sample frame for the storyboard – apologies it will probably be about another 30 mins.

I also need to point out that due to the complexity of the Victor the Vote Counter script, we are going to have to really simplify it down to create the storyboard, because we don't have the time or budget to create frames for the full story. That means we'll illustrate selected scenes and have a larger section of copy to explain what's going on underneath it.

Hope this is OK.

Thanks 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.

This communication is confidential and copyright.
Anyone coming into unauthorised possession of it should disregard its content and erase it from their records.

The original of this email was scanned for viruses by Government Secure Intranet (GSi) virus scanning service supplied exclusively by Cable & Wireless in partnership with MessageLabs.
On leaving the GSI this email was certified virus free.
The MessageLabs Anti Virus Service is the first managed service to achieve the CSIA Claims Tested Mark (CCTM Certificate Number 2006/04/0007), the UK Government quality mark initiative for information security products and services. For more information about this please visit www.cctmark.gov.uk