

CONCEPTS AND COPY

Script

Client: XXXXXXXX Group
 Job number and title: XXXXX internal comms video
 Length: approx 4 mins
 Client contact: XXXX XXXX
 Date: 27 April 2010

SENT TO CLIENT FOR APPROVAL midday 27 April

Recap

A four-minute video aiming to unite XXXXX staff and create feelings of pride, trust and a sense that the company cares for staff. The tone is uplifting, aspirational and contemplative throughout – using a documentary style, freeshooting technique to capture footage of real employees and customers. The music is Poppiholla by Chicane – approx. 3 mins 10 secs long.

TREATMENT 1

Working together as one: making XXXXXXXX Group real to employees

Key message: As a part of XXXXXXXX Group you make a difference to communities and lives in lots of ways – the work we do today has real benefits for real people. Let's all be proud of what we are working together to achieve.

Rationale: XXXXXXXX Group is large and has many different areas. Some employees are not aware of the excellent work being done in other departments, and of the importance of their contribution to communities. The film shows a broad range of the practical ways XXXXXXXX does this – both on the front line and via support staff. By showing that the Group is achieving common goals (really making a difference to people's lives), and encouraging employees to feel that they are working as one, staff will feel proud, motivated and inspired to work harder and more willingly.

Theme: A day in the life of our employees

Filming notes: We have adjusted the running order of the film to help the narrative further. You will note that we have grouped together the environmental, compliance and training themes to keep the logical progression of the piece, rather than flit from one to the other. This will also help build a stronger 'day in the life' narrative. We have also suggested additional shots to create a stronger bridge between certain sequences/transitions and between the main body of the film and the final reprise.

Titles are indicated in red.

Suggested storyboard	Narrative – guide to themes	Notes for DoP
INTRO Close-up on one XXXXXXXX employee Fade to black	Text: " What we are doing today has real benefits for real people. "	Intro music starts
OPENING Sun rising over a building Close up shots of brooms and spades being removed from a rack. Close up of	The start of a new day and people across XXXXXXXX are getting ready to go about their work.	

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<p>man putting on Xxxxxxxx jacket – we catch a glimpse of the logo.</p> <p>Xxxxxxxx van leaves depot.</p>		
<p>Environmental: street cleaning</p> <p>Quiet streets in early morning.</p> <p>Xxxxxxxx employee on cleaning machine clearing the curb [littered street] in a social housing estate by a row of shops. As he does so, someone comes out of the bakers in a hurry, but smiley – they exchange friendly morning greetings.</p>	<p>It's early in the morning but Xxxxxxxx is already making a difference to our lived environment.</p> <p>Stat graphic: "In 2009 we kept the streets of xx neighbourhoods in the UK clean."</p> <p>Text alternative: "We create a cleaner, more pleasant place for people to live."</p>	<p>Be sure to capture the change in facial expression – possibly to use in slowmo, to show positive reactions.</p>
<p>Environmental: electric utilities maintenance</p> <p>Shots of pylons with overhanging trees and Xxxxxxxx guy clearing vegetation around it, then filming to move to cable area.</p> <p>A closeup of someone switching on a light switch and then an empty office has a bank of lights coming on from one end of the office to the other.</p>	<p>Still early in the day.</p> <p>It's not always obvious but we make a difference from behind the scenes.</p> <p>Text alternative: "Your work means millions of homes and businesses stay connected."</p>	
<p>Build up and music changes pace.</p>		<p>At 53 seconds.</p>
<p>Man jumps in van as if heading out on a job.</p>	<p>This shot is there to move the day on and create pace.</p>	
<p>And so on...</p>		

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TREATMENT 2

Xxxxxxxx is breathing new life into communities

Key message: You make Xxxxxxxx what it is. Together we make can make a positive, sustainable difference to people's lives and communities.

Message extension: We are transforming communities for the better and improving people's lives – we value you and your contribution to helping us achieve this.

Rationale: Xxxxxxxx Group and its employees are on a journey together – changing and growing as new challenges emerge. People may not know how their work supports others in the business to be successful, productive and efficient... But we are all working as one. This film aims to connect with employees on an emotional level, creating a sense of pride and identification with the work of the company. While it's not necessary to show every part of the business in action, it's important to take key examples of how Xxxxxxxx employees are transforming people's lives and communities, and show how both front line and back office/support staff are making it happen.

Theme: You work for a company that is making Britain a better place.

Filming notes: We have adjusted the running order of the film to help the narrative further. You will note that we have taken communities and training as the film's starting point, moving through the back office functions into the benefits for people. This helps to make a stronger connection between the work of Xxxxxxxx employees and communities. We have also suggested additional shots to create a stronger opening focus on communities and a stronger bridge between certain sequences/transitions.

Titles are indicated in red.

Storyboard	Narrative	Notes for DoP
<p>INTRO</p> <p>Slowmo shots of community interaction and recognizable projects – eg Xxxxxxxx log cabin (Birmingham), community sports volunteering (Exeter), any community regeneration volunteer work that is being done to help revitalize buildings/gardens/playgrounds across the UK.</p> <p>Fade to black</p>	<p>This is where we are now. It's the truth and we know it's how you feel.</p> <p>Text: "What you do makes Britain a better place."</p>	<p>Intro music starts</p>
<p>OPENING</p> <p>Sun rising over a building</p> <p>Close up shots of brooms and spades being removed from a rack. Close up of man putting on Xxxxxxxx jacket – we catch a glimpse of the logo.</p> <p>Xxxxxxxx van leaves depot.</p>	<p>The start of a new day and people across Xxxxxxxx are getting ready to go about their work.</p> <p>Text: "In these tough times, your work is more important than ever."</p>	<p>Piano comes in 8 secs</p>
<p>Head and shoulder shots of Xxxxxxxx employees looking straight to camera and faces changing from resting facial</p>	<p>Gives impression of diversity of Xxxxxxxx employees and that there is a lot to feel positive about.</p>	<p>Be sure to capture the change in facial expression – possibly to use in slowmo, to show positive reactions.</p>

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<p>expression to smile.</p> <p>See the following video for inspiration – especially around 57 secs – and a guide to how this could work in practice.</p> <p>http://www.youtube.com/watch?v=eMkvSc2f_pc</p>	<p>Stat: "Across the UK all 10,000 of us are making positive and lasting changes to people's lives."</p>	
<p>Health and safety consultancy</p> <p>Xxxxxxxx employee with clipboard assessing H&S on a construction site.</p> <p>Xxxxxxxx consultant carries out inspection of food standards.</p> <p>Cut to Xxxxxxxx consultant smiling with satisfaction.</p>	<p>We help to keep people safe at work – to maintain and raise awareness of standards there to protect them.</p> <p>Stat: "32,000 people received our health and safety training last year, keeping people safe where they work, live and play*."</p> <p>*Note to query use of this phrase with client.</p>	<p>Morning shooting.</p>
<p>Training and investing in people</p> <p>Xxxxxxxx trainer giving training session.</p> <p>Close up shots of engaged students asking questions, looking thoughtful or responding to discussion.</p>	<p>We support learning and create jobs for people in the communities we serve..</p> <p>Text: "We're taking an active role in communities – giving people the chance to learn a trade."</p> <p>Text alternative: "Your work means millions of homes and businesses stay connected 24/7."</p>	<p>Late morning/before lunch shooting.</p>
<p>Build up and music changes pace.</p>		<p>At 53 seconds.</p>
<p>Man jumps in van as if heading out on a job.</p>	<p>This shot is effectively there to move the day on and create pace.</p>	
<p>And so on...</p>		