

[REDACTED]

From: [REDACTED]
Sent: 24 March 2022 17:03
To: [REDACTED] Communications Team [Distribution Group]
Subject: RE: Myth Busting video

Thanks [REDACTED], very useful.

The audio was just their demo, we'd have a professional voice actor so hopefully that would be better.

We'll incorporate these comments when we speak to them tomorrow/next week.

[REDACTED]

IPSA

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From: [REDACTED]
Sent: 24 March 2022 10:34
To: [REDACTED] Communications Team [Distribution Group]
<CommunicationsTeam@theipsa.org.uk>
Subject: RE: Myth Busting video

Hi all,

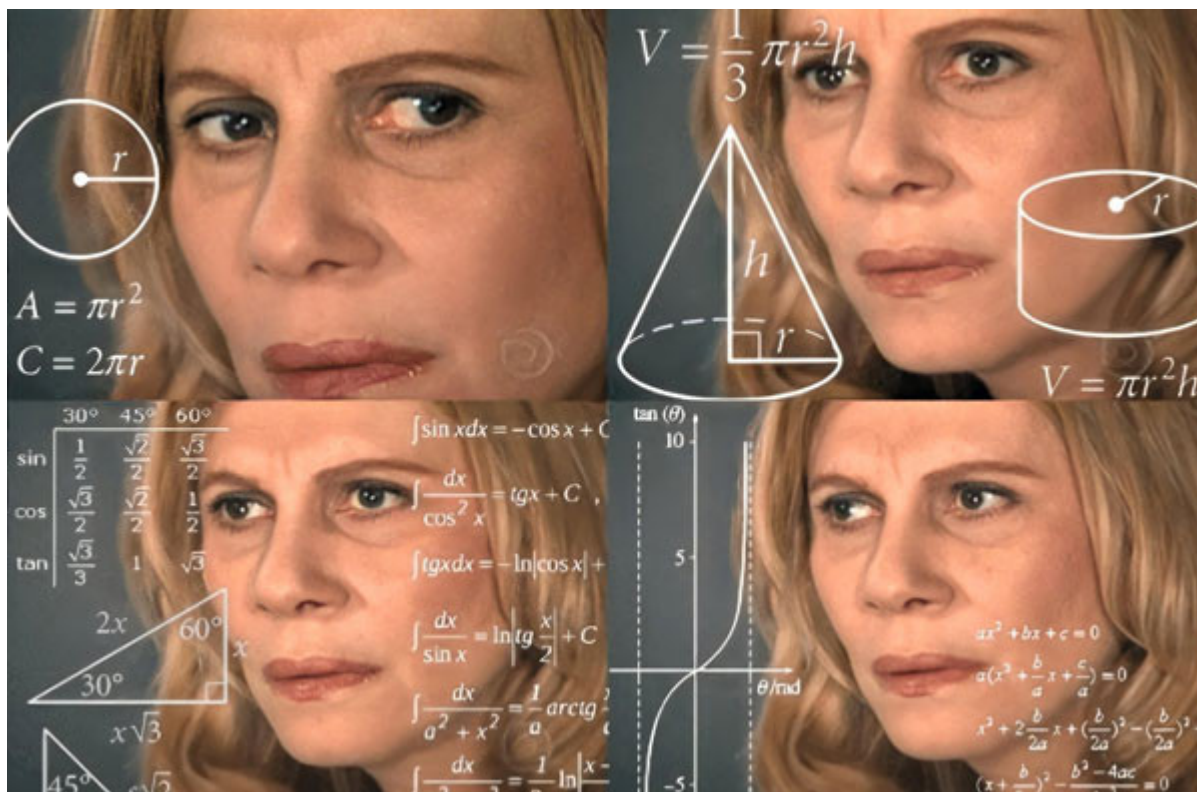
Agree with the comments below, I really don't like the STOP and I'm not sure I would like a sound of vinyl stopping either – it's a bit too comical/90's public information vid. I hope there could be something more subtle we can employ. Perhaps a dramatic shift from negative to positive isn't entirely necessary.

I really like the stock in general and the timing of it, agree with [REDACTED] that we can find some better clips for certain bits. I don't like the layering of footage of our staff with graphs. It reminds me of the below meme. Perhaps the camera could be slightly blurred instead? Don't know if that's possible post production.

I think it would be tricky to achieve the pace of the BTP film with the script we have – mainly because we have someone reading it, and the BTP film is just percussion and text with a lot of stats. However, is the audio in the clip the final product? It seems a bit low quality

Best,

[REDACTED]



From: [REDACTED]
Sent: 23 March 2022 16:53
To: [REDACTED] Communications Team [Distribution Group] <CommunicationsTeam@theipsa.org.uk>
Subject: RE: Myth Busting video

Hi

I thought it was 'OK' but agree the BTP one had a bit more pace about it.

Your comments make sense.

[REDACTED]

From: [REDACTED]
Sent: 23 March 2022 12:25
To: [REDACTED] Communications Team [Distribution Group] <CommunicationsTeam@theipsa.org.uk>
Subject: RE: Myth Busting video

Hi all,

[REDACTED] – here's the first draft for the public film and my draft feedback to [REDACTED] below.
<https://vimeo.com/691032874/49ff23b434> Nick and I aren't keen.

Please let me know your thoughts on the film and my feedback.

For reference, here is the BTP film: <https://vimeo.com/648933057/9e059ebcf7>

Cheers

Thanks [REDACTED]. It feels quite far from the pace and impact of the BTP film.

The opening footage of Westminster are good but could we have these with the colour overlay – or the overlay coming down as in BTP.

A lot of the scenes need the words on screen – is this due to be added?

9 seconds - the interview looks like an MP, is there anything that could look more like a member of the public being interviewed on a high street or somewhere local?

17 seconds - I don't like the 'stop', is there another way to switch from the negative to the positive? Like the old vinyl record being stopped sound and just the words 'This isn't the case'?

19 seconds I really like the newspaper cuttings but could we take out any reference to 'expenses'?

30 seconds – MPs don't decide their own business costs – could this be calculator footage instead of a keyboard

37 seconds – I like the graphs but are there any that don't show such high growth? Something with less of a gradient
40 seconds – the footage in this section doesn't seem to relate to spending money – the evidence footage is fine. Is there any footage to show an official in a local setting, community meeting, touring a factory, inspecting a farm, visiting a school, meeting families/refugees etc

55 seconds – is there any footage of an office or staff that looks less corporate?

1:10 – not sure of the reason for the receipt footage – perhaps it relates to the evidence section before?

1:20 – for working in 2 locations would it be possible to have a map of the UK with dots/arrows appearing for constituencies and travel to London?

1:45 – we like the Scheme footage but could we also change to the new Scheme?

[https://assets.ctfassets.net/nc7h1cs4q6ic/2etNPrnZy3ErzpDX30DwK0/53ade0347d0574c6a5ed200f26f1c5b3/Fourteenth Edition of the Scheme 2022-23_1 .pdf](https://assets.ctfassets.net/nc7h1cs4q6ic/2etNPrnZy3ErzpDX30DwK0/53ade0347d0574c6a5ed200f26f1c5b3/Fourteenth_Edition_of_the_Scheme_2022-23_1.pdf)

Final screen – I don't think this should be the title page layout. Like the BTP, could we have one frame with 'Visit our website for further information. www.theipsa.org.uk' and then 'We are IPSA' with our logo on the final frame?

I'd be happy to help source footage if there's a site I can visit.

We'd like [REDACTED] for the voiceover.

Thanks

IPSA

www.theipsa.org.uk

From: [REDACTED]

Sent: 22 March 2022 17:22

To: [REDACTED]

Subject: Myth Busting video

Dear [REDACTED]

Here's the first edit of the Myth Busting video. If you could let us know if there's any stock footage you don't like as these are just clips in draft with watermarks at the moment.

<https://vimeo.com/691032874/49ff23b434>

█ and I have produced a guide voice over track.

Here are a couple of voice over artists that we recommend.



Let me know what you think.
Many thanks

Best wishes █



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[**Watch our new showreel**](#)



AWARDS:

Finalist Brand Film Festival 2019 for **What We Do** for Sightsavers

Finalist Charity Films Awards 2017 for **Little Translators** for Children with Cancer

Finalist, Charity Film Awards 2017 for **Kelly and Ian's Story** for Dementia UK