

[REDACTED]

From: [REDACTED]
Sent: 07 April 2022 11:26
To: [REDACTED] Communications Team [Distribution Group]
Subject: FW: Myth Busting video

2nd version of the video and it's much better! See below.

[REDACTED]

IPSA

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From: [REDACTED]
Sent: 07 April 2022 11:08
To: [REDACTED]
Subject: Re: Myth Busting video

Hi [REDACTED]

Thank you very much.

Here's V2 of the video.

<https://vimeo.com/696641789/be8009921a>

I think it's working much better. Obviously the the stock images have watermarks on them at the moment which will be removed once footage is paid for.

The news library footage is very specific to particular events and people and wasn't that useful in the end, as it featured MPs who were all recognisable.

Let us know your thoughts.

Best wishes [REDACTED]

[REDACTED]

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[Watch our new showreel](#)

Magneto Films

AWARDS:

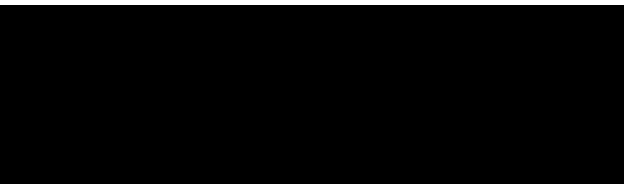
Finalist Brand Film Festival 2019 for **What We Do** for Sightsavers

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

On 7 Apr 2022, at 09:20, [REDACTED] wrote:

Great, thanks [REDACTED], I'll get that processed.



IPSA

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From [REDACTED]
Sent: 06 April 2022 17:56
To: [REDACTED]
Subject: Re: Myth Busting video

Dear [REDACTED]

I am sending you the updated budget which includes the stock footage usage and voice over costs. We agreed on a buy out with [REDACTED] which gives you unlimited use in perpetuity. We have also used slightly more time on editing and graphics than allowed in the original budget. Until the myth busting film is signed off we can't finalise the exact stock video usage figure, but we have calculated usage based on the current amount of clips in the film and this is currently standing [REDACTED]

-
To date you have paid [REDACTED]. The invoice for the balance [REDACTED] which we will send over now.

Best wishes [REDACTED]



[Watch our new showreel](#)

<image001.jpg>

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

On 6 Apr 2022, at 11:48, [REDACTED] wrote:

Fab, thank you!



IPSA

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From: [REDACTED]

Sent: 06 April 2022 11:45

To: [REDACTED]

Subject: Re: Myth Busting video

Dear [REDACTED]

Thank you. Will be able to get it to you later on this afternoon.
The Myth Busting film will be with you soon. It's working much better.

Best wishes [REDACTED]

[REDACTED]

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On 6 Apr 2022, at 11:39, [REDACTED]
[REDACTED] wrote:

Hello,

I hope all is well.

Are you able to send me the invoice today?

[REDACTED]

[REDACTED]

IPSA

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On 1 Apr 2022, at 11:26, [REDACTED]
[REDACTED] wrote:

Thanks [REDACTED]

Tone and style: The magneto promo is probably too bouncy for us but I think you said that the BTP film worked better for them because they were using data. Ideally it would be a combination of the two – the pace and professionalism of BTP but the warmth of the promo. It's difficult because we are a service provider and a regulator, our official tone is both authoritative and collaborative. But we need it to engage people who would not otherwise watch a film on MPs expenses. Ideally professional and warm if such a combination exists.

Agree about [REDACTED] not saying the numbers.

Agree, just say visit our website if that's what people usually do.

Yes, the vox pop would be better as a different male voice.

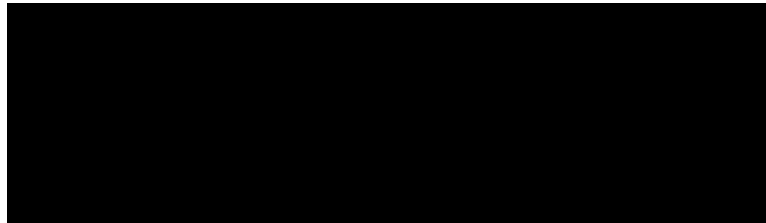
I looked at the factory footage and that would work but it probably needs an overlay to make it look a bit less bleak. We can't use any with real MPs unfortunately.

I clicked the other links but the videos don't play for some reason. Do I need to register? The thumbnails look good though.

<image002.png>

Could you send me the invoice for the full amount and then when everything has been done let me know what proportion of the work was done before 31 March and what proportion was done after? As I mentioned, I'm just going to ask [REDACTED] to change the title again too. I need to submit the invoice before Wednesday.

Thanks



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From: [REDACTED]
Sent: 30 March 2022 13:33
To: [REDACTED]
Cc: [REDACTED]
Subject: Fwd: Myth Busting video

Dear [REDACTED]

Thank you very much for this. Well done on getting the script down.

Please could you confirm the tone of voice and music style you would like for your film.

The music and voice over style for the Magneto promo are very warm and bouncy which is quite a different feel to the other film you liked from BTP.

We can definitely get [REDACTED] to do the voice over. I was thinking it might be better if she didn't say the numbers. What do you think?
What shall we do about the web address? We usually would just finish on "visit our website for more information" rather than giving out the address.

What do you want to do about the Vox pop voice? Should this be a separate male voice say?

We've been looking through some other footage libraries. Here are some clips that we have found. The issue we have is that stock footage is generic but can look set up or corporate. News footage tends to be about recognisable individuals. Here are some examples. Could you tell us what you like the look of please.

Great that the training films have gone down well.

What would you like to do about invoicing as the year end is fast approaching?

Best wishes [REDACTED]

<https://www.istockphoto.com/video/business-team-on-a-factory-visit-gm956862178-261265772>

Some AP library links for reference:

Street interviews stock news footage (no camera or interviewer in shot):

<http://www.aparchive.com/metadata/UK-Royals-Interview-Londoners-Reaction/a71440826326456e81f3f40af7c4504a?query=UK+street+interview¤t=2&orderBy=Relevance&hits=31&referrer=search&search=%2fsearch%2ffilter%3fquery%3dUK%2520street%2520interview%26from%3d1%26orderBy%3dRelevance%26a>

<http://www.aparchive.com/metadata/UK-Stones-Shop/db0c54123bf74e87a696d369ef5a55cf?query=UK+street+vox+pops¤t=1&orderBy=Relevance&hits=5&referrer=search&search=%2fsearch%3fstartd%3d%26enddd%3d%26allFilters%3dA169%253AAspectRatio%252CColor%257CTrue%253AIsColor%252CTrue%253AIsDigitized%26ptype%3dIncludedProducts%26%3d1648633209282&allFilters=2020%3aDecade%2cA169%3aAspectRatio%2cColor%7cTrue%3aIsColor%2cTrue%3aIsDigitized&productType=IncludedProducts&page=1&b=c4504a>

Street interviews stock news
footage:

<http://www.aparchive.com/metadata/UK-Stones-Shop/db0c54123bf74e87a696d369ef5a55cf?query=UK+street+vox+pops¤t=1&orderBy=Relevance&hits=5&referrer=search&search=%2fsearch%3fstartd%3d%26enddd%3d%26allFilters%3dA169%253AAspectRatio%252CColor%257CTrue%253AIsColor%252CTrue%253AIsDigitized%252CHD%253AIsHd%252C2020%253ADecade%26query%3dUK%2bstreet%2bvox%2bpops%26advsearchStartDateFilter%3d%26advsearchEndDateFilter%3d%26decadeddl%3d2020%26searchFilterHdSDFormat%3dAll%26searchFilterDigitized%3dAll%26searchFiltercolorFormat%3dAll%26searchFilteraspectratioFormat%3dAll&allFilters=A169%3aAspectRatio%2cColor%7cTrue%3aIsColor%2cTrue%3aIsDigitized%2cHD%3aIsHd%2c2020%3aDecade&productType=IncludedProducts&page=1&b=5a55cf>

Factory visit (Boris Johnson):

<http://www.aparchive.com/metadata/UK-PM-Nissan-Factory/1425631a1f434a699e100bea1a2c7bf1?query=UK+factory+visit¤t=4&orderBy=Relevance&hits=11&referrer=search&search=%2fsearch%2ffilter%3fquery%3dUK%2520factory%2520visit%26from%3d1%26orderB>

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From: [REDACTED]
Sent: 30 March 2022 10:09
To: [REDACTED]
Subject: Fwd: Myth Busting video

Begin forwarded message:

From: [REDACTED]
Subject: RE: Myth Busting video
Date: 28 March 2022 at 17:06:58 BST
To: [REDACTED]
Cc: [REDACTED]

Thanks [REDACTED]
please find our answers below.

1 – Type of Media
(Free Entry - Exhibition, Fee Paying - Exhibition, TV only, TV /

Online, All Media
inc SVOD, Feature
Documentary (All
Media including
Cinema), Feature
Film (All Media
including Cinema),
Online Only,
internal corporate,
external corporate,
TV commercial etc)

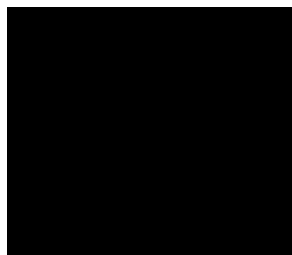
Online only

2 – Length of
license (we provide
licenses from 1 day,
to 5 years, 10 years
and in-perpetuity)

5 years

3 – Territories (one
location, one
country only / UK
only, one continent
/ Europe only,
worldwide etc)

UK



IPSA

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From: [Redacted]
[Redacted]

Sent: 28 March
2022 10:22

To: [Redacted]
[Redacted]

Cc: [Redacted]
[Redacted]

Subject: Re: Myth
Busting video

Morning [REDACTED]

Hope you had a good weekend.

Thanks for your mail. Happy to arrange a call, but I think you need to decide the mood and tone of the film you are after.

If you want something very punchy like the BTP that means cutting down the script and dropping the voice over.

Do you have examples of films that have the tone you are after?

We can search other libraries. Some of the footage you are requesting is very specific. We may need to search news archive sites. These are more expensive but as you say there is budget.

They will want to know exactly the purpose, where the film is being shown and how long the licence needs to be for usage, also, if there will be any paid spend behind the film

Information required.

1 – Type of Media
(Free Entry - Exhibition, Fee Paying - Exhibition,

TV only, TV /
Online, All Media
inc SVOD, Feature
Documentary (All
Media including
Cinema), Feature
Film (All Media
including Cinema),
Online Only,
internal corporate,
external corporate,
TV commercial etc)

2 – Length of
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licenses from 1 day,
to 5 years, 10 years
and in-perpetuity)

3 – Territories (one
location, one
country only / UK
only, one continent
/ Europe only,
worldwide etc)

I am in the office
today and on
Wednesday if you'd
like to discuss.

Do you have any
other comments on
the training films
please?
Thank you

Best wishes

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[www.magnetofilms.
co.uk](http://www.magnetofilms.co.uk)

**Watch our
new showreel**

<image001.jpg>

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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
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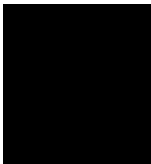
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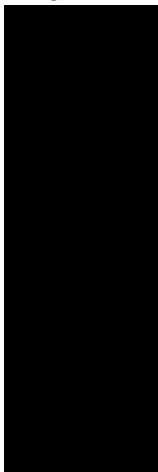
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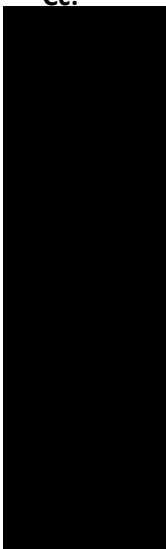
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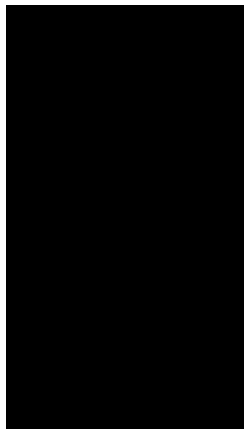
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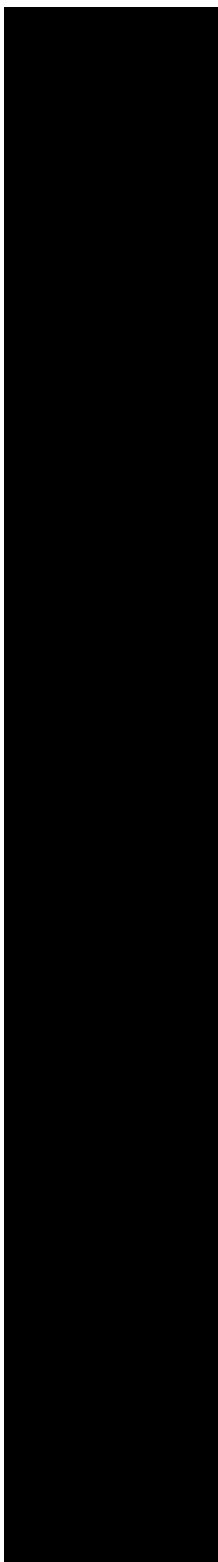
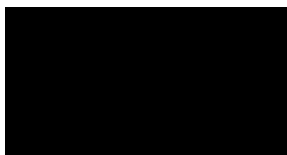
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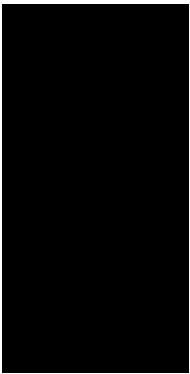
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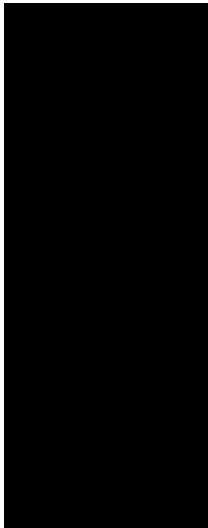
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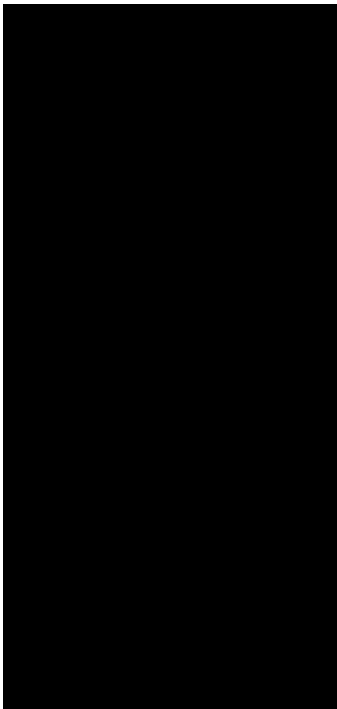




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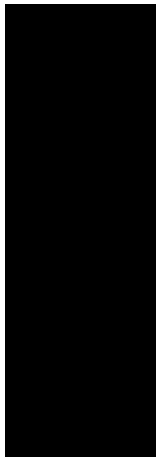
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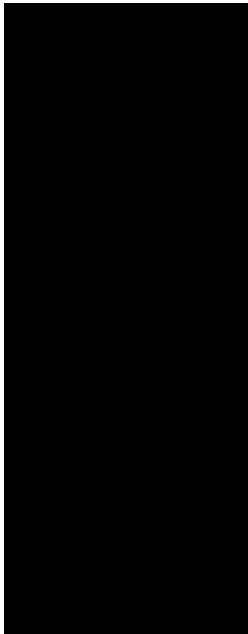
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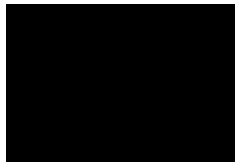
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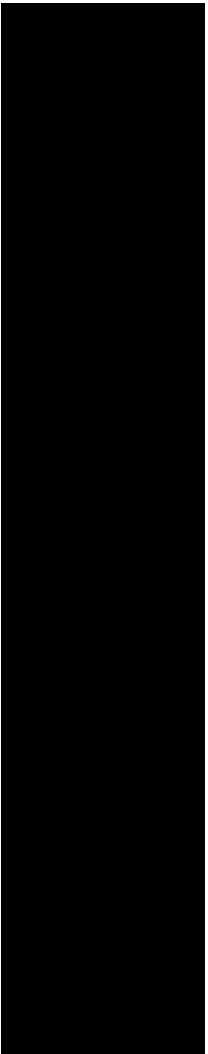
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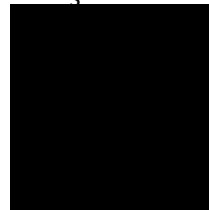
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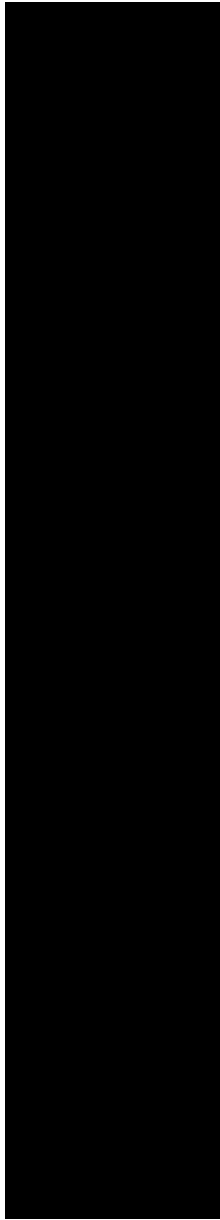
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