

From: [Thomas Sara](#)
To: [Thomas Sara](#)
Subject: FW: Ocado Zoom video & updates
Date: 24 March 2021 11:17:46

From: Langton Rosie <[Rosie.Langton](#) [REDACTED]>
Sent: 08 March 2021 14:27
To: Curtis Paul <[Paul.Curtis](#) [REDACTED]>; Long Sue <[SueLong](#) [REDACTED]>
Subject: RE: Ocado Zoom video & updates

Ah-ha, good to know as that was a comment from me. Thanks Paul.

Will look out for the SRT and video files later this afternoon.

Thanks,
Rosie

Rosie Langton | Social Media Community Manager
Customers, Communication and Technology | Digital Comms | Transport for London
8th Floor, Blue Zone | 5 Endeavour Square, Westfield Avenue, London E20 1JN

TfL CONFIDENTIAL

From: Curtis Paul <[Paul.Curtis](#) [REDACTED]>
Sent: 08 March 2021 14:26
To: Long Sue <[SueLong](#) [REDACTED]>; Langton Rosie <[Rosie.Langton](#) [REDACTED]>
Subject: Re: Ocado Zoom video & updates

Hi Sue,

There is no fade to black on the edit - I think it's a YouTube thing - it tends to cut to black while it uploads another video

I'll do the SRT's though and get that across later this afternoon

Paul

From: Long Sue <[SueLong](#) [REDACTED]>
Sent: 08 March 2021 13:57
To: Curtis Paul <[Paul.Curtis](#) [REDACTED]>; Langton Rosie <[Rosie.Langton](#) [REDACTED]>
Subject: RE: Ocado Zoom video & updates

Hi Paul,

One final change:

- Remove the fade to black - our style is to just finish and not have a fade to black on all

videos.

Please can you remove this ASAP and send us the SRT later today/first thing tomorrow so we can schedule this as per our plan.

Thanks,
Sue

Sue Long

Digital Communications Lead (active travel) | Customer Information Design and Partnerships

[REDACTED] (auto [REDACTED] | [REDACTED] | 8th Floor, Blue Zone | 5 Endeavour Square, Westfield Avenue, London E20 1JN |

[suelong](#) [REDACTED].



Please send new content requests to the [Digital Content Desk](#)

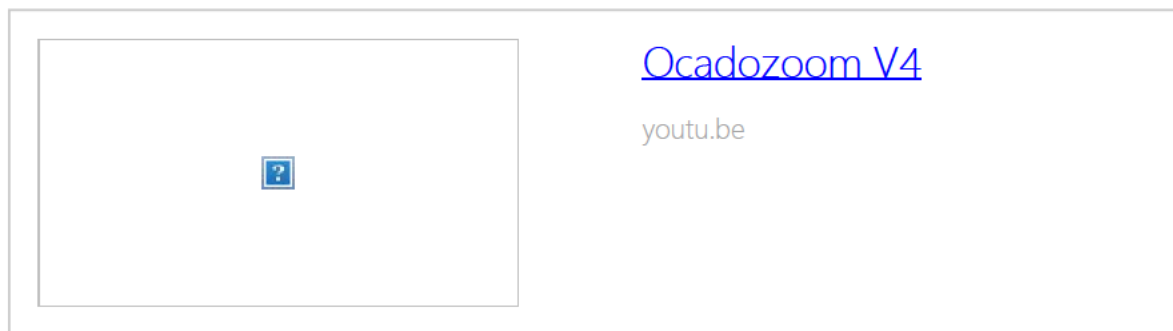
From: Curtis Paul <[Paul.Curtis](#) [REDACTED]>

Sent: 05 March 2021 18:12

To: Long Sue <[SueLong](#) [REDACTED]>; Langton Rosie <[RosieLangton](#) [REDACTED]>

Subject: Re: Ocado Zoom video & updates

The updated version is as follows : <https://youtu.be/1iXfN3Dnc1s>



Paul

From: Long Sue <[SueLong](#) [REDACTED]>

Sent: 25 February 2021 11:28

To: Curtis Paul <[Paul.Curtis](#) [REDACTED]>; Langton Rosie <[RosieLangton](#) [REDACTED]>

Subject: RE: Ocado Zoom video & updates

Hi Paul,

Thanks for this. Looks good so far. Our video feedback:

- The voice is a little quiet at times so everything needs to be balanced out.
- The opening sequence is too long. Really like the different camera angles of a person riding the bike but 8 seconds of this is too long. People decide if they're interested in a video within the first 3 seconds so we want it to be a little punchier and get into the intro by c.3 secs in.
- At 30 secs, the customer who is being delivered to is talking but it stays on the delivery driver and I think that's a little confusing – should show the customer and driver here.
- The customer being delivered to calls them delivery vans – that's a little confusing as it implies a motorised vehicle. They're electric bikes. Is there anything you can do with this?
- The ending where they're cycling away is nice

Looking forward to hearing about your AR game ideas tomorrow and the Santander script on Monday.

Thanks,
Sue

Sue Long

Digital Communications Lead (active travel) | Customer Information Design and Partnerships

██████████ (auto ██████████) | ██████████ | 8th Floor, Blue Zone | 5 Endeavour Square, Westfield Avenue, London E20 1JN | [suelong](#) ██████████



Please send new content requests to the [Digital Content Desk](#)

From: Curtis Paul <[Paul.Curtis](#) ██████████ >
 Sent: 24 February 2021 17:54
 To: Langton Rosie <[RosieLangton](#) ██████████ >; Long Sue <[SueLong](#) ██████████ >
 Subject: Ocado Zoom video & updates

Hi Sue/ Rosie

A quick update

We're looking to film another hyper lapse this Friday as the weather is looking good. We're taking the last feedback into account and will plan a bit more dwell time on key monuments. I'll look to have a route across to you tomorrow to have a look at on it. Can you let me know if you're happy for me to make the edits as per my e-mail suggestions?

Ocado Zoom - first edit of that film is ready and you can view it here : <https://youtu.be/cdwwGoK4z58>.. Ocado Zoom have also asked to have a quick look at it - so will also share with them so they can confirm that all the procedures are correct.



Let me know what you think?

The Gamification piece we're still working on the concept. It's taking a tiny bit more time - as we have to have a slight variation between the Instagram / Facebook / Snapchat version - and a version that can work on Tik Tok. So it's all doable - but the concepts I may need until Friday to finalise. Will have them sooner if possible.

Script for the Santander hires video - will have across to you on Monday.

Let me know what you think of the Ocado Zoom piece?

Paul

TfL CONFIDENTIAL