

From: [Long Sue](#)
To: [Langton Rosie](#)
Subject: RE: Ocado Zoom social plan
Date: 03 March 2021 13:18:43
Attachments: [image001.jpg](#)

Looks good thanks Rosie. Let's see what type of response we get with this by not using the brand in copy.

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](#)



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From: Langton Rosie <RosieLangton >

Sent: 03 March 2021 12:18

To: Long Sue <SueLong >

Subject: Ocado Zoom social plan

Hi Sue,

I know we don't have the final version of the Ocado Zoom video yet but I've put together a brief [social plan](#) for it.

We got quite a few comments calling out our Peddle Me video as advertising so I'm taking a slightly different approach here and not directly mentioning the brand name in our copy. I'll monitor responses and we can look to add more posts in future once we know how this is being received.

Let me know if you have any feedback. I'm hoping to get the video this week but can change the dates on the plan if necessary.

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

[rosielangton](#)

