

From: [Long Sue](#)
To: [Langton Rosie](#)
Subject: RE: Ocado Zoom video & updates
Date: 25 February 2021 11:20:47
Attachments: [image001.jpg](#)

Thanks Rosie, will feed this back.

Thanks,

Sue

Sue Long

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

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[suelong](#) [REDACTED]



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From: Langton Rosie <RosieLangton [REDACTED]>

Sent: 25 February 2021 11:14

To: Long Sue <SueLong [REDACTED]>

Subject: RE: Ocado Zoom video & updates

Hi Sue,

I don't mind the music – think it makes it feel a little fun/jaunty (weird way to describe it!). I think the voice is a little quiet at times though so everything needs to be balanced out.

I think the opening sequence is too long. I 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.

I didn't notice him calling them delivery vans but that line needs to be reviewed then as it's confusing!

We'll definitely get more comments about free advertising but it's meant to show what people are doing to be greener so we can rework the lines I used to respond to similar comments on the Peddle Me vid.

Think the ending where they're cycling away is nice

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

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

Sent: 25 February 2021 10:59

To: Langton Rosie <[RosieLangton](#) [REDACTED]>

Subject: FW: Ocado Zoom video & updates

On the Ocado Zoom video:

- I'm not sure about the music – might just be me though!
- 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 here. He also calls them delivery vans – they're e-bikes.
- The focus is on Ocado so I'm sure they'll be happy with this 'free' advertising!

What do you think?

Thanks,

Sue

Sue Long

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

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

Sent: 24 February 2021 17:54

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

Subject: Ocado Zoom video & updates

Hi Sue/ Rosie

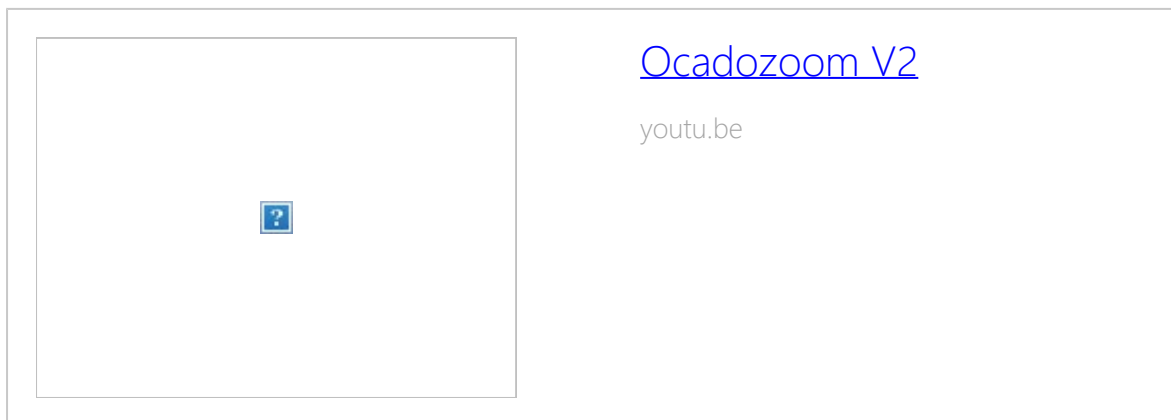
A quick update

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