

**From:** [Langton Rosie](#)  
**To:** [Curtis Paul](#); [Long Sue](#)  
**Subject:** RE: Ocado Zoom video & updates  
**Date:** 09 March 2021 14:57:02  
**Attachments:** [image001.jpg](#)

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Great, thanks Paul. I've scheduled some social promo for the new Ocado Zoom video.

Thanks again,  
Rosie

**Rosie Langton | Social Media Community Manager**

Customers, Communication and Technology | Digital Comms | Transport for London  
8<sup>th</sup> Floor, Blue Zone | 5 Endeavour Square, Westfield Avenue, London E20 1JN

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From: Curtis Paul <Paul.Curtis[REDACTED]>

Sent: 09 March 2021 10:33

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

Subject: Re: Ocado Zoom video & updates

Hi Rosie,

I've updated the SRT file anyway - just so our Youtube version is correct as well, (don't forget about Youtube by the way).

Link is as follows :

[paulcurtis\[REDACTED\]](#)  
sent you some files

2 items, 23.3 MB in total ▪ Expires on 9 March, 2022

Film and subtitles file

[Get your files](#)

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Download link

<https://tfvisualsecurityservices.wetransfer.com/downloads/c3d93c287736701c678a4d6051fcb6c620210309103017/b851f7fee335eb97bad5bd3375a24cb220210309103017/103fab>

Paul

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From: Langton Rosie <[RosieLangton](#)>

Sent: 09 March 2021 09:31

To: Long Sue <[SueLong](#)>; Curtis Paul <[Paul.Curtis](#)>

Subject: RE: Ocado Zoom video & updates

I can open the SRT file in Notes on my Mac so for ease, I can update it based on Sue's feedback and get this scheduled if you could please send me the video file [@Curtis Paul](#)?

Thanks,

Rosie

**Rosie Langton | Social Media Community Manager**

Customers, Communication and Technology | Digital Comms | Transport for London

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

Sent: 09 March 2021 09:30

To: Curtis Paul <[Paul.Curtis](#)>

Cc: Langton Rosie <[RosieLangton](#)>

Subject: RE: Ocado Zoom video & updates

Hi Paul,

Only a few small changes:

- Uppercase Z on Zoom across the video
- Change a 'for' to 'from' – demand from our communities
- Change 'i've' to 'I've' – every time I've used them
- Change i to I – than I was expecting
- Add an I to 'I think it's important'

Thanks,

Sue

**Sue Long**

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

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



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

Sent: 08 March 2021 17:46

To: Long Sue <[SueLong](#)>

Cc: Langton Rosie <[RosieLangton](#)>

Subject: Re: Ocado Zoom video & updates

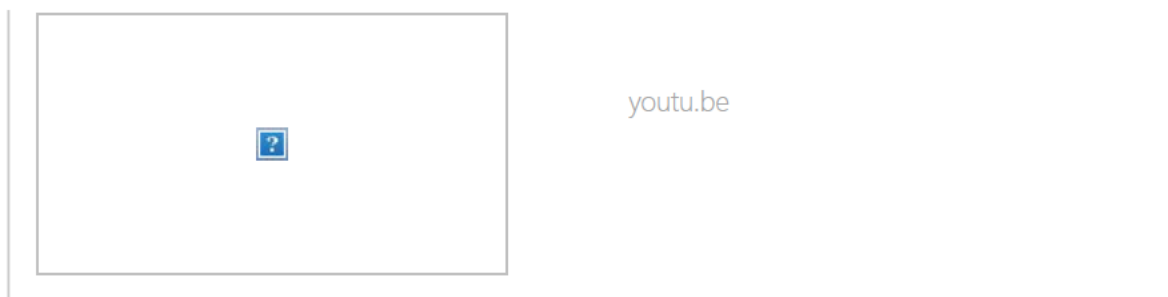
Hi Sue,

If you watch in youtube - you can view them that way

Link is : <https://youtu.be/1iXfN3Dnc1s>

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[Ocadozoom V4](#)



Many thanks

Paul

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

Sent: 08 March 2021 17:44

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

Subject: RE: Ocado Zoom video & updates

Thanks Paul, unfortunately I can't open the subtitles attachment. Can you send over in another format?

Thanks,

Sue

**Sue Long**

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

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

Sent: 08 March 2021 17:43

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

Subject: Re: Ocado Zoom video & updates

Hi Sue,

Subtitles are attached.

Would you mind doing a quick proof to check for any typo's please

<https://youtu.be/1iXfN3Dnc1s>



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

Sent: 08 March 2021 13:57

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

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

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

Sent: 05 March 2021 18:12

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

Subject: Re: Ocado Zoom video & updates

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



Paul

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

Sent: 25 February 2021 11:28

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

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](#) ██████████



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

Sent: 24 February 2021 17:54

To: Langton Rosie <[Rosie.Langton](#) ██████████>; Long Sue <[SueLong](#) ██████████>

Subject: Ocado Zoom video & updates

Hi Sue/ Rosie

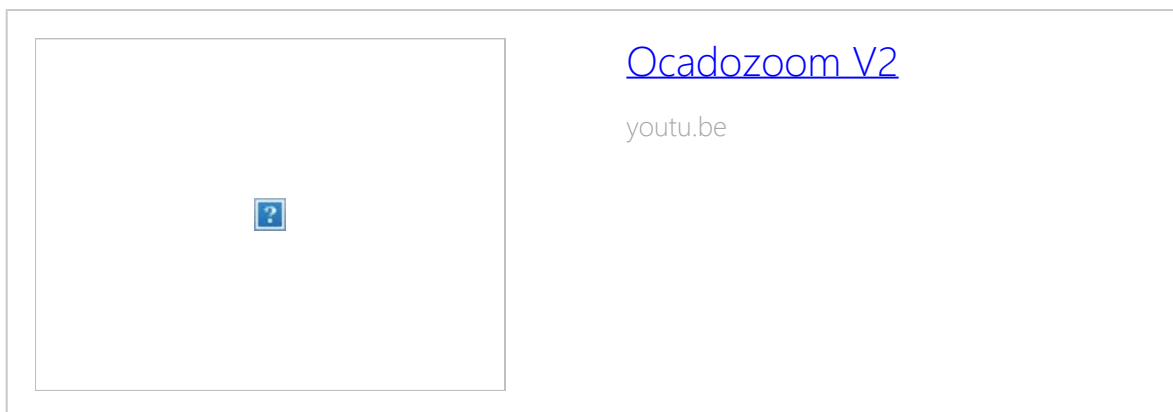
A quick update

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