

Message

From: Snow, Angela K [/O=EXXONMOBIL/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=██████████]
Sent: 11/16/2016 2:48:32 PM
To: Walton, Gantt H [██████████@exxonmobil.com]
CC: Rodgers, Abigail L [██████████@exxonmobil.com]; Fowler, Brandon [██████████@bbdo.com]
Subject: Re: animatics and quick hit notes

This is great feedback and I really like the music ideas on Simply Put. Those are good additions to spice it up.

Sent from my iPad

On Nov 16, 2016, at 8:42 AM, Walton, Gantt H <██████████@exxonmobil.com> wrote:

I had a chance to show the spots to Suzanne this morning. She really likes the work – well done.

Her feedback is in red below in Brandon's note.

From: Rodgers, Abigail L
Sent: Tuesday, November 15, 2016 9:41 AM
To: Walton, Gantt H <██████████@exxonmobil.com>
Cc: Snow, Angela K <██████████@exxonmobil.com>
Subject: Fwd: animatics and quick hit notes

Sent from my iPhone

Begin forwarded message:

From: "Fowler, Brandon" <██████████@bbdo.com>
Date: November 15, 2016 at 9:28:28 AM CST
To: Abigail Rodgers <██████████@exxonmobil.com>, Angela Snow <██████████@exxonmobil.com>
Subject: animatics and quick hit notes

The link below contains 8 animatics: Two versions of "whistle", Pacman/ccs, Drive my car/algae, Gearheads/algae, Simply put (ccs, algae, natgas).

<https://www.filecargo.ca/message/QSvOMke9dkx1IzTg7CpggE>

Per our conversation this morning, we are going to address the following notes...

Algae

Look for replacement line to "figured out" to make the solution more future-focused. AGREE

Will continue to search for alt music options and should hear back from Rascal Flatts today or tomorrow.

CCS/Pacman

Look to simplify either Vijay's set-up to more directly introduce the metaphor with same language, or see & say with the supers on screen.

Will replace any lines that imply the technology is live today, and more the solution more future focused (e.g. we're building a plant to test this...)

Gear heads

Will replace any lines that imply the technology is live today, and the solution is more future focused (e.g. this could be a biofuel in the future...)

NEED TO ADD MORE SCIENCE TO UNDERSCORE POINT THAT THIS IS IN THE RESEARCH PHASE...MAYBE ADD IN THE PETRI DISH FROM RASCAL FLATTS VERSION WHEN VIJAY ISENTERS THE TUNNEL. CAN REEMERGE TO DAYLIGHT AND THE BUMBER WHEN HE 'REACHES THE OTHER SIDE OF THE TUNNEL'
END WITH 'COULD BE AWESOME'

Whistle

Will show employees in the order the jobs have been affected – start with Exxon/Baytown jobs and expand to 4.3MM examples.

LOVES THE ENDING OF THE SHORT VERSION – DON'T CHANGE A THING TO THE ENDING – BRILLIANT

AROUND THE 11-12 SCOND MARK...HOLD THE BEAT ONE MORE NOTE TO COMPLETE THE UPBEAT IN THE WHISTLE – I CAN EXPLAIN IF NECESSARY

Simply Put (all spots)

Will work to increase comprehension on back end of spots – increase read-ability of supers, consider see & say.

LIKES THE SPOTS AND AGREES THAT WE NEED VO TO READ THE SUPPERS
WOULD LIKE THE UPFRONT MUSIC TO BE MORE HARRY POTTER-ESQUE – MORE OF A TINKERING, WONDERMENT TYPE OF MUSICE, THEN HARD RECORD
SCRATCH AND MOVE TO NEW UPBEAT NOTES. SIMILAR TO THE STYLE NOW BUT MAYBE PLAY WITH THE MUSIC A BIT. AGAIN, I CAN EXPLAIN IF THIS DOESN'T MAKE SENSE. COMMENT APPLIES TO ALL THREE SPOTS

Simply Put/CCS

Will replace any lines that imply the technology is live today, and the solution is more future focused (e.g. we're building a plant to test this...)

Simply Put/Algae

Will replace any lines that imply the technology is live today, and the solution is more future focused (e.g. this could be a biofuel in the future...)

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