
From: Zdenka Jasura
Sent: 5/11/2012 2:57:34 PM
To: Vasie Papadopoulos; Stephanie Trendocher
Subject: FW: REVISED PRESTO Story Board
Attachments: PRETOVIDScript R3.5.pdf

Just an fyi on the latest version.....

From: Jessica Snook [mailto:jessicas@duenorth.com]
Sent: Thursday, May 10, 2012 5:16 PM
To: Brent McIntosh
Cc: Garrick McIntosh; Zdenka Jasura; Rob Nadler
Subject: REVISED PRESTO Story Board

Good afternoon Garrick,

I've just reviewed the revised story board, the revisions are fairly minor and I don't feel its worth taking up your time on a call. However if you do have any questions or would like to discuss something further, I'm more than happy to give you a call. For the most part, the changes help to better explain what will be happening in each shot, but here's the differences from the previous version:

- Frame 3: we now have explained how/where the logos will pop in and glow
- Frame 4: we added the requested changed from Garrick, "Whether transferring between buses or trains.."
- Frame 8 & 9: go into better detail of what the shots will be
- Frame 10: this frame was originally our last frame but felt it worked much better here as there was more copy vs pictures
- Frame 11: added the requested change from Garrick, replacing "switching buses" with "transferring between buses"
- Frame 14: we have shortened the copy here while still maintaining the same message, we felt it was a lot of copy for the one shot
- Frame 16: we added this last slate to the end. We were thinking we would try to get a shot of the side of the bus and this would appear on the bus king posters on its side.

Again they're all pretty small revisions, have a look and let us know what you think.

Thanks,

Jessica Snook | Account Coordinator

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