

Poorooshasb, Nammi GCPE:EX

From: Fillion, Corinna GCPE:EX
Sent: August 20, 2020 6:42 PM
To: Poorooshasb, Nammi GCPE:EX
Cc: Hold - 200921 - Harrison, Veronica EDUC:EX; Hold - 200921 - Farrance, Melissa EDUC:EX
Subject: Re: Dr. Henry 30

Thanks Nammi, appreciate it

Sent from my iPhone

On Aug 20, 2020, at 6:03 PM, Poorooshasb, Nammi GCPE:EX
<Nammi.Poorooshasb@gov.bc.ca> wrote:

Hi all,

We've heard from Dr. H and she is also feeling good about the spot. I would just ask that the DM share this latest version: <https://spaces.hightail.com/receive/nrplJYjXy2>

This version will still undergo some minor tweaks, so it should be described as a draft. And ideally, the ad will be played via some sort of screen share or in person, and not by sharing the link.

Hope all that works for you guys!

Nammi

From: "Fillion, Corinna GCPE:EX" <Corinna.Fillion@gov.bc.ca>
Date: Thursday, August 20, 2020 at 8:52 AM
To: "Poorooshasb, Nammi GCPE:EX" <Nammi.Poorooshasb@gov.bc.ca>
Cc: Veronica Harrison <Veronica.Harrison@gov.bc.ca>, "Farrance, Melissa EDUC:EX" <Melissa.Farrance@gov.bc.ca>
Subject: Re: Dr. Henry 30

Hi Nammi, Education DM is meeting with superintendents on Friday and is wondering if he can show this video to them - is that ok?

Sent from my iPhone

On Aug 19, 2020, at 5:42 PM, Poorooshasb, Nammi GCPE:EX
<Nammi.Poorooshasb@gov.bc.ca> wrote:

Apologies. Resending with Veronica Harrison and will reach out to Megan Harris (who is totally awesome) and ask her to disregard.

From: "Poorooshasb, Nammi GCPE:EX" <Nammi.Poorooshasb@gov.bc.ca>
Date: Wednesday, August 19, 2020 at 5:40 PM
To: "Farrance, Melissa EDUC:EX" <Melissa.Farrance@gov.bc.ca>, "Harris, Megan AG:EX" <Megan.Harris@gov.bc.ca>, "Filion, Corinna GCPE:EX" <Corinna.Filion@gov.bc.ca>, "Finn, Heather GCPE:EX" <Heather.Finn@gov.bc.ca>
Cc: Sara Thaw <Sara.Thaw@gov.bc.ca>, Karl Hardin <Karl.Hardin@gov.bc.ca>
Subject: Dr. Henry 30

Hi team,

As I mentioned to Melissa on the phone, the animated spot that you've all seen will start on TV by tomorrow. We had the opportunity to get it going sooner and seized on it so thanks for all your support getting that thing together.

As you also know, Karl and Sara's team did a shoot with Dr. H last week — her answering questions from kids. The shoot went really well and the team is working away at it those individual videos but we also have what we think is a really excellent 30 second spot that we think we could cycle in alongside the animated ad.

At the link below are two assemblies of the ad. They both still need a little tweaking but I think they're looking pretty great and are very topical. Please let us know what you think. There are two different options for music, so open to advice on that too. We'll also be sharing with Dr. H for her approval.

<https://spaces.hightail.com/receive/6W5QCfBrUh>

Nammi

Poorooshasb, Nammi GCPE:EX

From: Hold - 200921 - Farrance, Melissa EDUC:EX
Sent: August 20, 2020 8:46 AM
To: Fillion, Corinna GCPE:EX; Poorooshasb, Nammi GCPE:EX
Cc: Hold - 200928 - Finn, Heather GCPE:EX; Hold - 200921 - Harrison, Veronica EDUC:EX; Hold - 200928 - Thaw, Sara GCPE:EX; Hardin, Karl GCPE:EX
Subject: RE: Dr. Henry 30

Also agree with the team. Just chiming in to note she is wearing her shoes! Nice!

Thanks all!

From: Fillion, Corinna GCPE:EX <Corinna.Fillion@gov.bc.ca>
Sent: August 19, 2020 9:09 PM
To: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>
Cc: Farrance, Melissa EDUC:EX <Melissa.Farrance@gov.bc.ca>; Finn, Heather GCPE:EX <Heather.Finn@gov.bc.ca>; Harrison, Veronica EDUC:EX <Veronica.Harrison@gov.bc.ca>; Thaw, Sara GCPE:EX <Sara.Thaw@gov.bc.ca>; Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>
Subject: Re: Dr. Henry 30

Hi Nammi, thanks for the update. The Dr Henry ad looks great!! Personally, I prefer the music in the second one - it's less intrusive to my ears and has a natural crescendo that's fits well.

C

Sent from my iPhone

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