

Dear HHC Team,

Thank you so much for the feedback from our pitch a few weeks ago. As an update from that with this letter you'll find our animatic. We've taken on board your comments and have adjusted the script and developed on our initial idea. Obviously, there is more development to come but we're excited at the promise the current animatic shows. We hope you like the animatic, we do have a few changes we are planning to make that we wish to mention in advance to set an outline for the future timeline of our 'Connect' themed piece. We have put a time code onto the animatic so you can match the moments up and see how we're envisioning the piece in the weeks to come.

- 00:06 – We are aware the scene change is a bit rushed and blurry, which can come across as a little confusing. This will be adjusted and smoothed out to avoid any confusion.
- 00:10 – It's been highlighted that the characters thought bubble could be a bit confusing and distract from the following action, so we're going to review this and see how we can change it or whether it would be better to remove the thought bubble entirely. Any feedback on this would be greatly appreciated!
- 00:13 – This scene is meant to transition from dull, drab colours to bright, deep colours to help show how connecting can boost the world around us. This doesn't convey quite as well as we would've hoped in the scene, so we'll be going back to this and adjusting it to really help drive the message across. We're thinking of going from black and white to bright colour to help make our meaning obvious. Please let us know if you have any other suggestions.
- Some of the lines in the narration overlap with the next scene, confusing the narrative a little. We'll be going over this and ensuring the narration precedes the visuals, to ensure the visuals are explaining what we mean instead of foreshadowing in a confusing way.
- 00:26 – This scene is supposed to show the transition from night to day, We are going to revisit this and smooth it out to make this clearer. At the moment the transition is a little harsh and confusing so we will make sure this transition is clear and helps the piece rather than confusingly hindering it.
- 1:06 – We are going to be reworking this bit to avoid information overload on the part of the viewer. We plan to use the circular logo on its own, then lead this into the informational text we have before the end slate. Hopefully this will help to streamline the end of the piece and keep the viewers' attention right until the very end.

These are the main adjustments we're planning to make right now. If there are any others you can see/think of, please do let us know and we can review and adjust the piece accordingly. We look forward to hearing your thoughts!

Kind regards,

Elly Willats, Hal Gilkes, Jacqui Harrington and Kate Akisheva