

MEMO

TO: Mrs Angharad J Threadbone
Cc: Ms Conception [Possible Director]
Storey Borde [Designer]
FROM: Töppe Sellars, Head of Promotional Productions
DATE: 15 December 2019
SUBJECT: PROMOTING WHALES

Dear Mrs Threadbone

Please find below a transcript of the relevant part of a telephone conversation with WTB re their proposed project. Any thought welcome. It's a pretty clear brief with some scope and I imagine there's plenty of underwater stock footage we can play around with for starters.

Sincerely

Töppe

PHONE RECORD 14/12/19

TF: So, to be clear you want us to make a film promoting whales?

WTB: Yes that's right Wales

TF: Have you done anything like this before?

WTB: We've had a few goes with cine cameras and so on, but it's all a bit big for us. We don't have the equipment to go into it in the depth we'd like.

TF: So you want a film with depth?

WTB: Absolutely, the deeper the better - capture the majesty of the natural habitat as it were.

TF: Right. Any particular aspects you'd like us to concentrate on?

WTB: Well anything out of the usual stereotype really. We were thinking: breathtaking, awesome, bigger than you think sort of thing and then at the same time friendly, family-oriented, sort of wild but welcoming

TF: And feel? Any particular emotional impact you are looking for?

WTB: Well we thought: pack a punch like, make it a bit sentimental you know and definitely awe inspiring: sort of how small is man; how huge is nature. A bit like Born Free only with Wales at the centre

TF: Yes we've got that. Born Free but with whales

WTB: Yes we want to get away from the usual stuff about decline and being a sort of endangered species with funny habits and communicating in a strange language. We thought something more optimistic and forward looking. With lots of Wales songs

TF: Sorry, I didn't quite understand that: you don't want to stress the conservation aspects but you want lots of Whalesong?

WTB: Definitely yes to the singing it's central to the whole appeal and we definitely don't want to be down-in-the-mouth about it. Upbeat's more the thing - more like - with Wales it's different: we're proud and independent but well worth a look - you know perfectly capable of swimming on our own if we have to, though were quite happy to swim along with you if you want.

TF: Yes I like the swimming along with whales idea

WTB: That's the ticket. So we'll leave it with you then if you've got enough to go on.

TF: Yes quite enough thanks. We've got the general idea this end.