

FUTURE FIT



THE VALUE OF THIS PROJECT

Creating audience engagement and generating investment, opportunity and growth by showcasing Screen Yorkshire as world class in the screen and film industries.

HOW

With a leading, dynamic website that matches your stature and growing reputation.

*You have the right story,
it just needs telling.*



YOUR CONTEXT

Screen Yorkshire is known as a pioneer, constantly evolving to adapt to the changes in the industry and now's the time to showcase the organisation of today – and tomorrow.

The website has to:

- Speak to and engage your key audiences
- Reflect your ambition, success and expertise
- Be modern, be visual, and be inspiring.

You're going to provide the content and visual elements for the site but welcome advice around the section headers, how it can accommodate additional sections, social media feeds and a relevant level of interactivity to engage audiences with your story.

We would usually start with a period of review of your culture, the dynamics of the current site and explore the key audience segments in more detail, but you've already started this work, especially around audiences, and have a clear picture of what, you want.

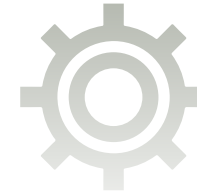
So, our proposal is based on using that insight to go pretty much straight to delivery.

WHAT WE'RE PROPOSING



Content

- Story-led
- Media rich
- Visually inspiring



Technical

- WordPress site
- Custom theme
- Safe and secure

WHAT: CONTENT

Story-led approach

You have a great story to tell and narrative to share. From location and skills, to people, portfolio and growth, the story is far more than just the productions shown on the current site.

Your story says who you are as an organisation, where you've been, where you are, why, and where you are going. It paints a picture of how value is created, why you exist and what makes you unique. You have a clear vision but getting this message across to new and international markets is important as they may not be as familiar with you, or Yorkshire & Humber and need the story to be told efficiently.

Our proposal sees your stories being brought closer to the surface and shared in longer form on the site. This will better articulate the breadth of opportunity and possibility offered by Screen Yorkshire – and the region.

Going deeper into the projects in progress, the creative team behind them and the fabulous regional locations highlights the interesting detail that grabs attention, engages your key audiences and wins awards.





WHAT: CONTENT

Media rich

You want a more dynamic site that invites people in and holds their attention. You're producing high-quality productions and we want the audience to experience that quality and excitement for themselves through rich media:

Video

- Broadcast quality output that does justice to productions
- Displayed boldly, filling the screen – eye catching and memorable
- Multiple teasers for living pages.

Social media

- Aggregated feeds of all content
- Pulling together multiple channels
- Basic and advanced options offered.

Visually inspiring

We've created modern, contemporary and clean layout and design that's heavily image led:

- You have amazing imagery that's currently under used; not telling the stories
- Renowned actors and production companies should be captioned to stand out more
- Combining 'production in-progress' shots with narrative to capture the excitement and creativity
- Making more of the magical scenery and locations you have on your doorstep.

WHAT: TECHNICAL

WordPress site

We have based the design on a WordPress site, because your brief said it would be preferable to continue with this as the CMS of choice. We agree it is a good solution that's right for you now and for the future:

- An industry standard
- Hugely supported
- Future-proofed
- Regularly updated
- What you currently have
- What we are experts in
- Almost infinite possibility.

Custom theme

We would design and then create a custom theme to have the impact your project deserves:

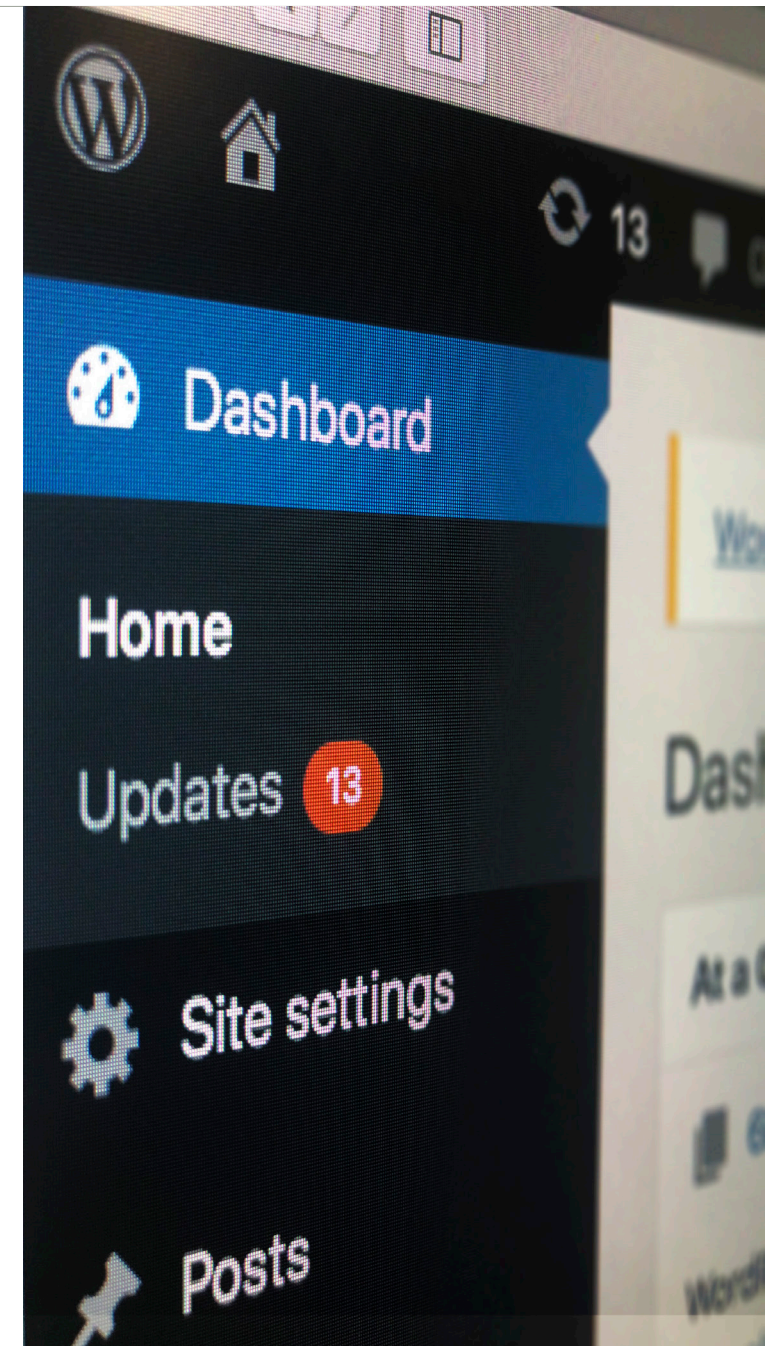
- Unique to you
- Based around your story
- Fully mobile and device responsive

- Supports all modern systems and browsers
- Advanced search capability
- Multiple options for page layouts
- Measurable
- Interactive.

Safe and secure

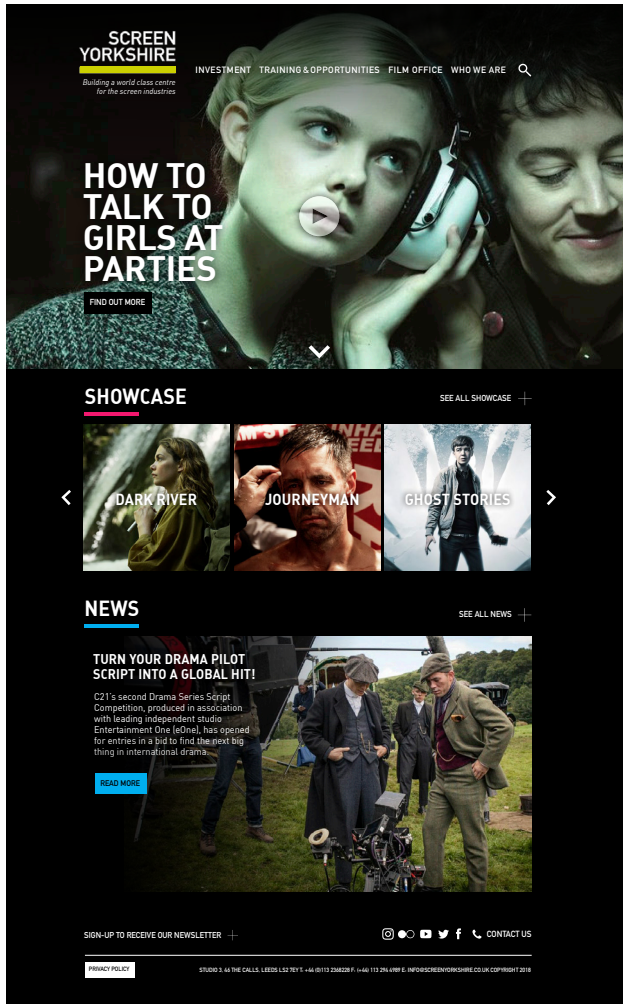
We care about security and your reputation, so the site will be built with safety and security as a top priority:

- We build to highest standards of security (OWASP Top 10)
- Keep sites up to date with latest patches
- Host in dedicated/protected environment (optional); regularly tested by third party specialists.



THE DESIGN

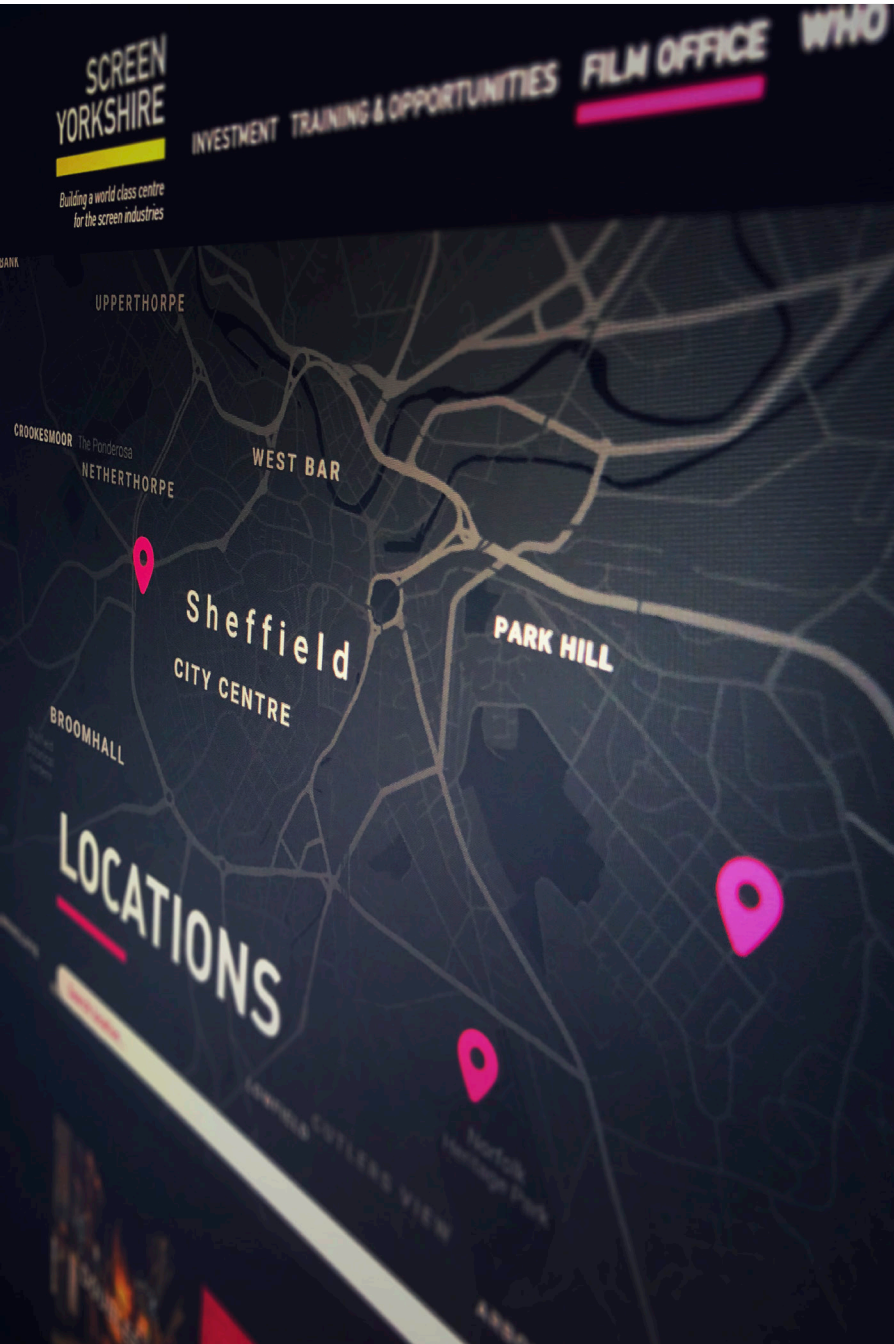
We have designed two creative approaches for the website:



Repurposed

Reimagined





THE DESIGN: *Repurposed*

This creative option is based on the current site structure as a repurposed progression of where you are now.

It's an easy transition from your current site and addresses your challenge of overcrowding, too much text and lack of dynamism. It repurposes current assets and content, allowing for 50 per cent of the current content to change. It can therefore be delivered on a smaller budget and would be quicker to market.

We've aimed to make the website more connected, creating better links between sections. We have made more effective use and increased the impact of the hero area by featuring a key production/video at the top of the page. We've introduced stronger

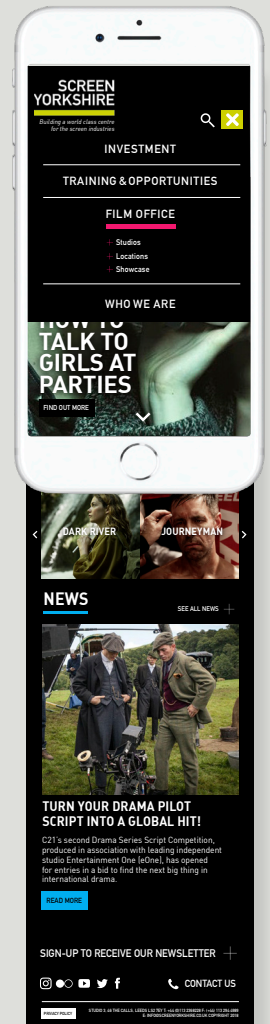
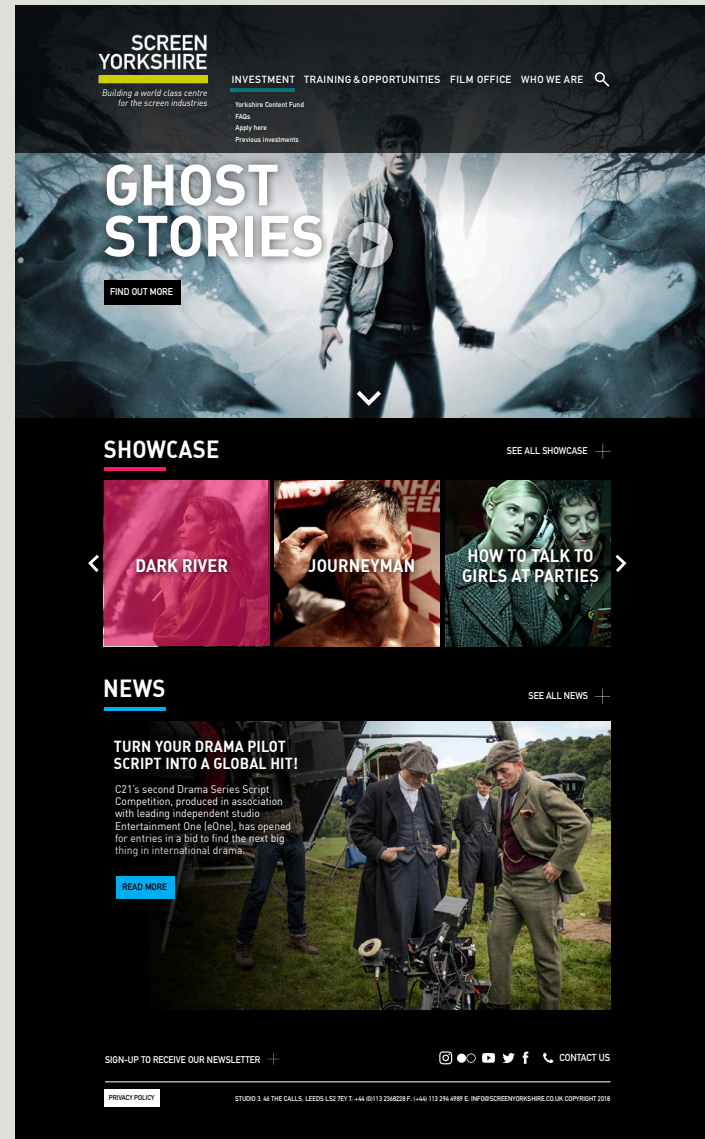
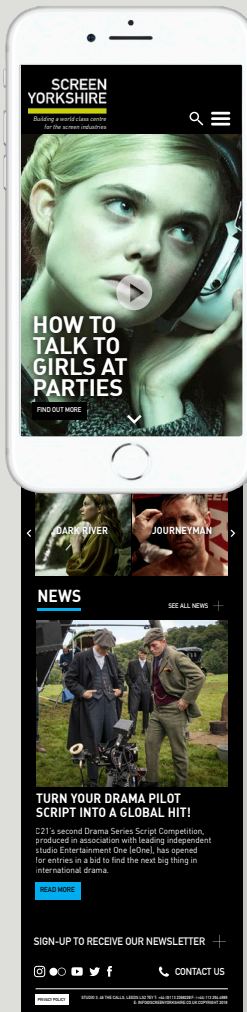
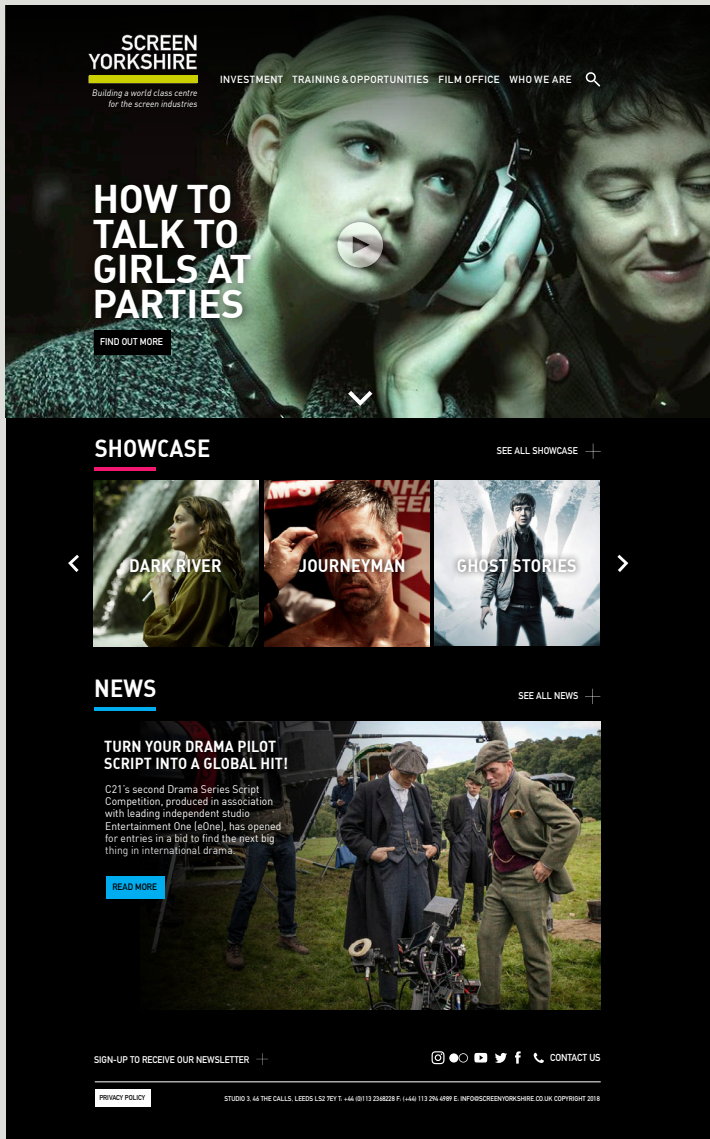
colour and highlights to draw the audience in and lost the dated 'blocky' layout.

We have also reduced the black background of the current site but propose to keep an element as a great backdrop for your work.

Sections – such as the showcase – are easier to navigate, featuring an infinite scroll.

Interactivity and engagement is pushed through adding social icons, relevant information and map locations.

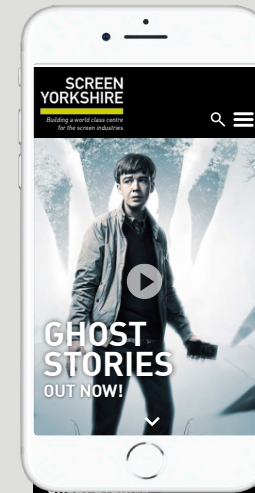
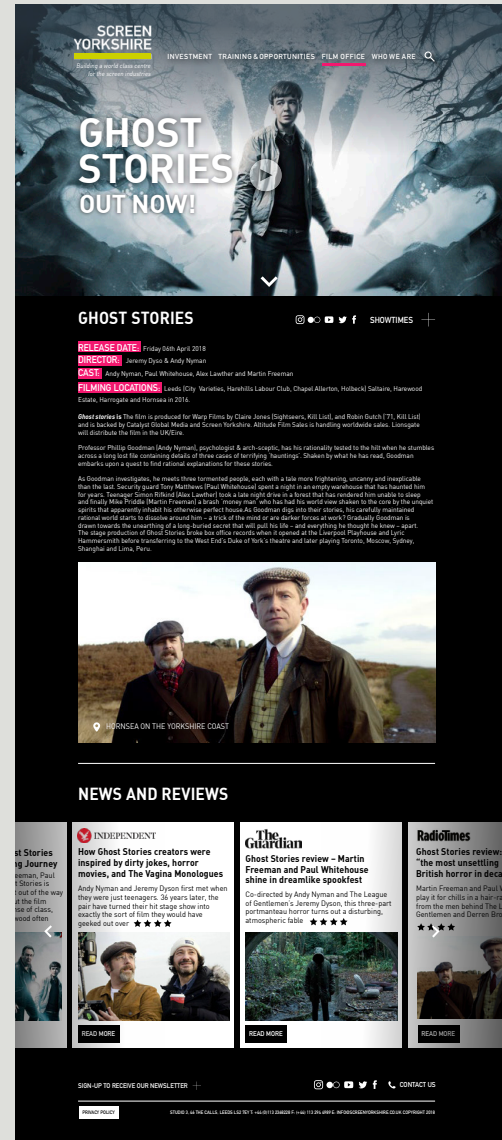
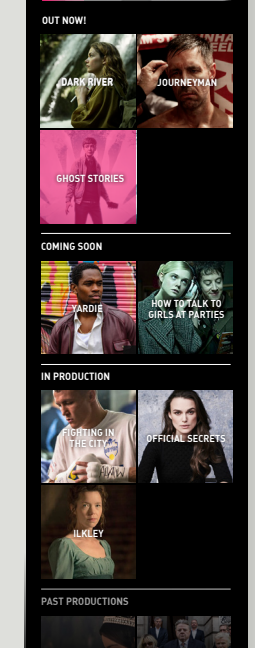
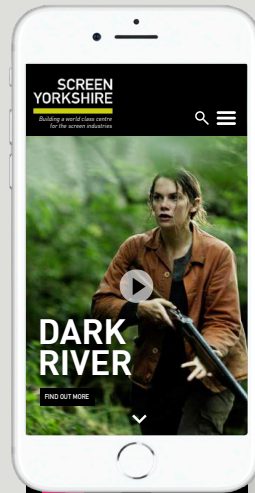
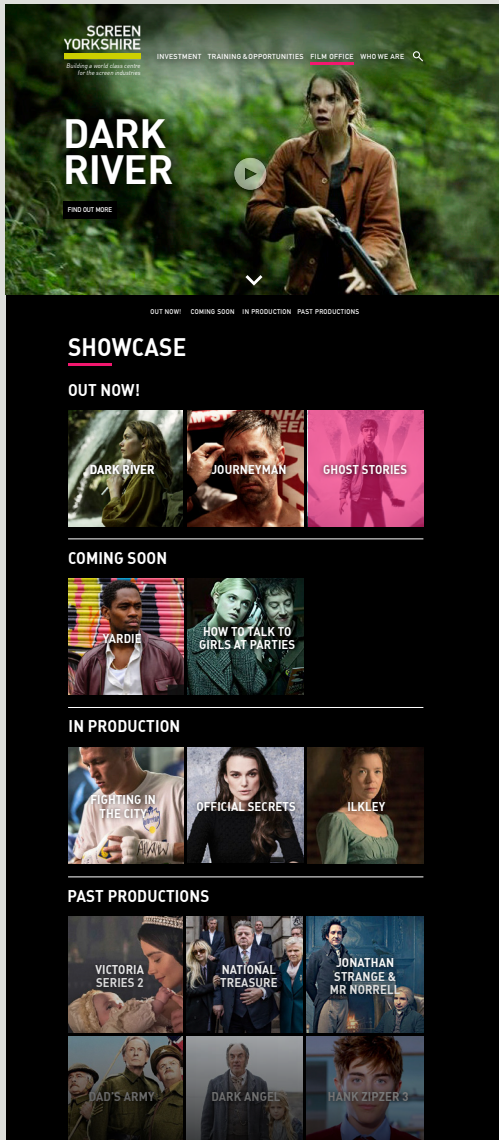
THE DESIGN: *Repurposed*



HOMEPAGE

HOMEPAGE - EXAMPLE OF MENU DROPDOWN

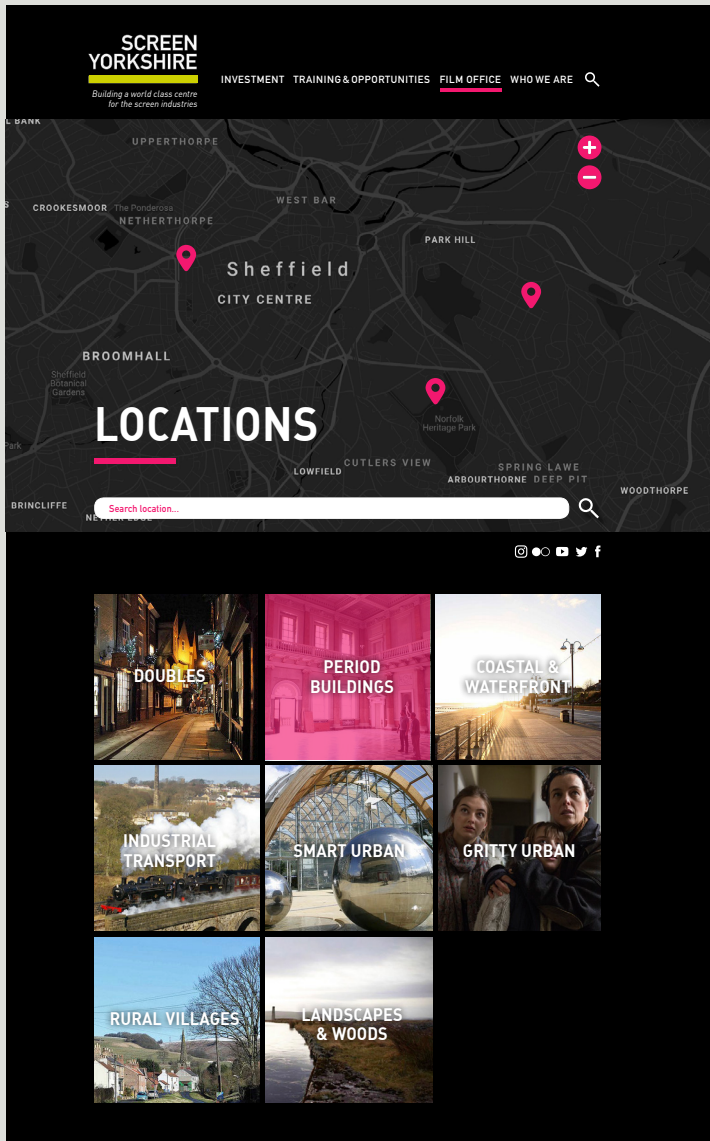
THE DESIGN: *Repurposed*



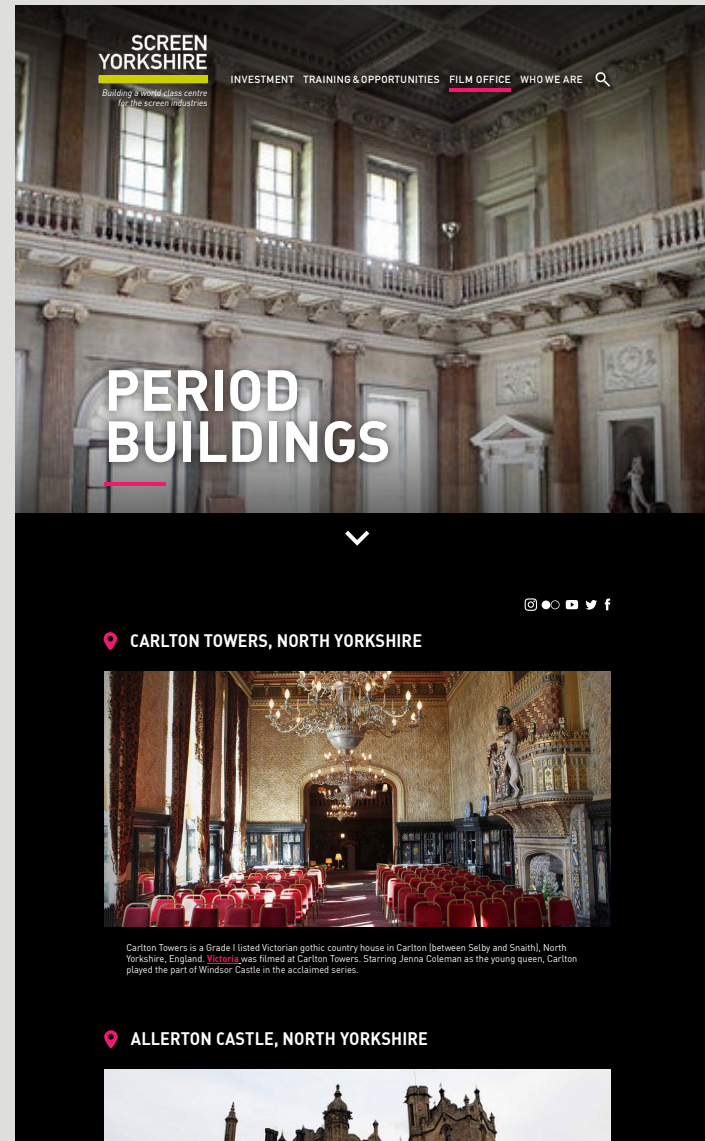
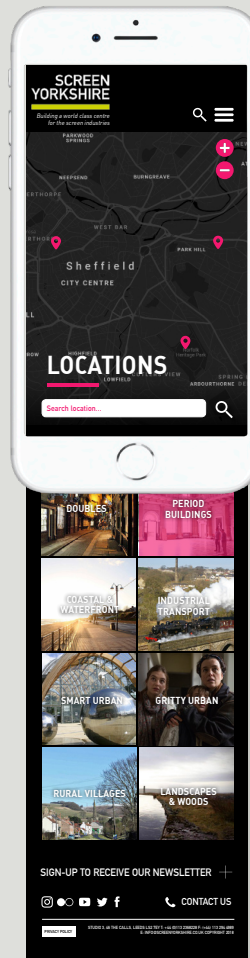
SHOWCASE

SHOWCASE – GHOST STORIES

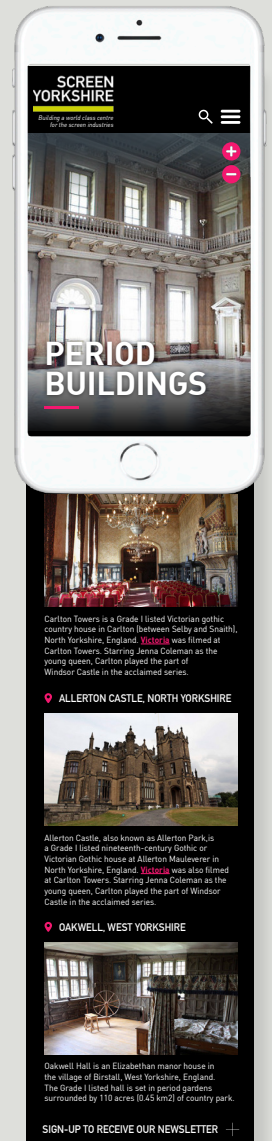
THE DESIGN: *Repurposed*



LOCATIONS – WITH INTERACTIVE MAP



LOCATIONS – PERIOD BUILDINGS



THE DESIGN: *Reimagined*

This creative approach reflects your vision and matches your aspirations to be seen as leading, world-class, strong and driven.

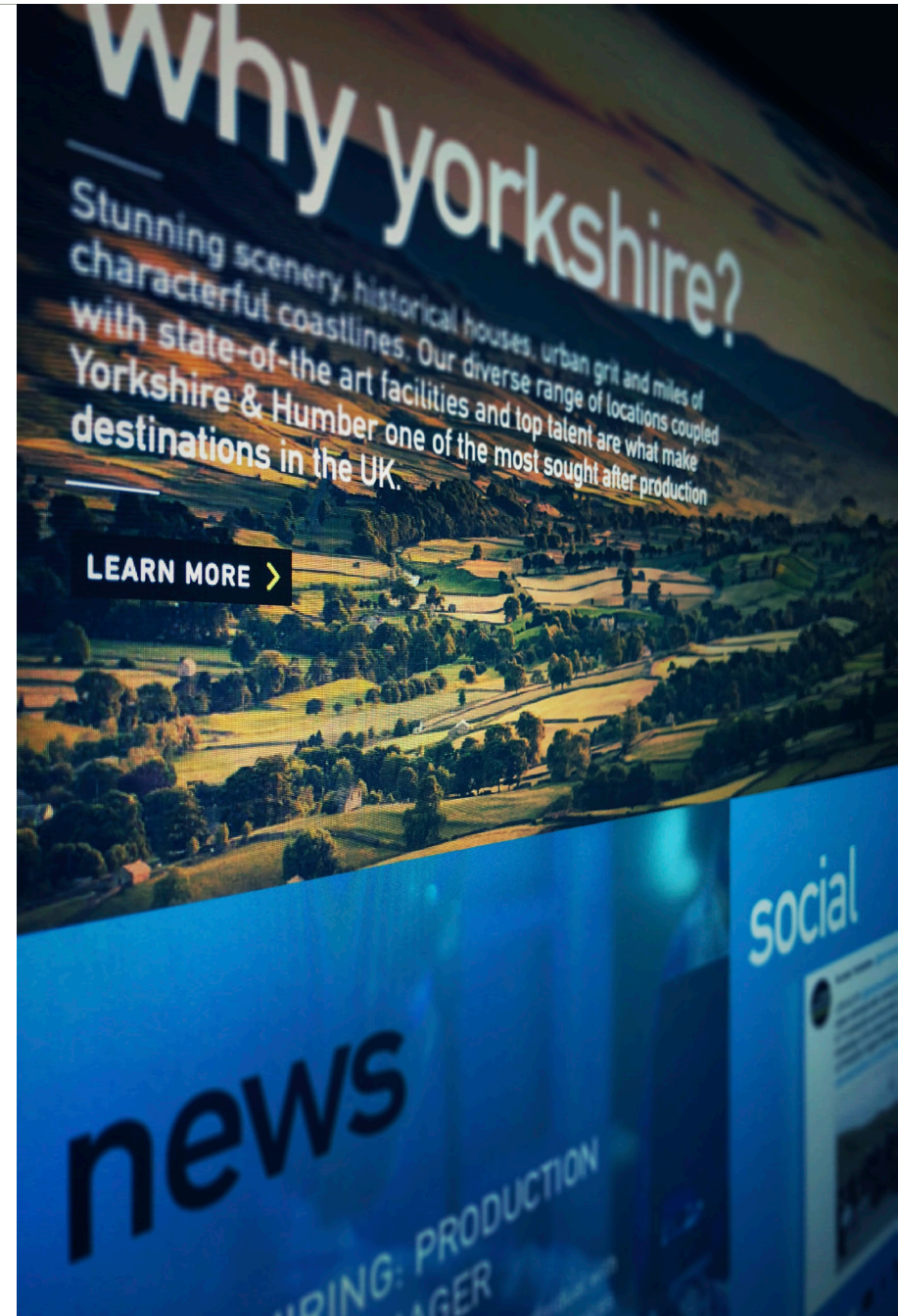
It's a step change from your current site and will set you above the crowd.

The proposed brand style is to visually split the homepage into two – 'Screen + Yorkshire' – matching production to location; making the best of the "beautiful, varied regional landscape" that Sally Joynson says makes you unique.

This design reflects our recommendation to adopt a story-led approach, using narrative to weave together new content that effectively blends production, location and legacy.

The high-impact homepage is easy to use and provides an initial top-level story that unfolds as you navigate, scroll or interact with the site, providing something for the different attention spans and needs of your different audiences. We also recommend the two advanced options of social media and the location map.

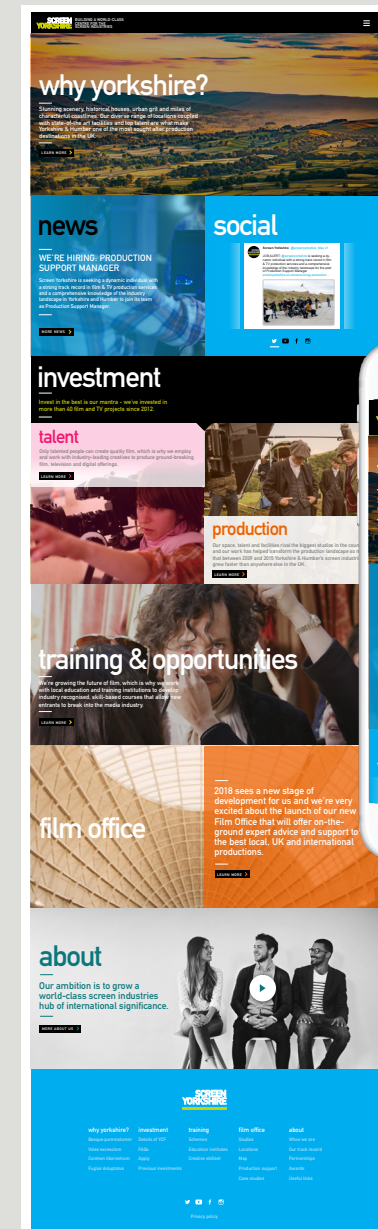
Although the site would cost more, we believe it will deliver the value this project needs, showcasing Yorkshire as the hub for world-class creatives.



THE DESIGN: *Reimagined*

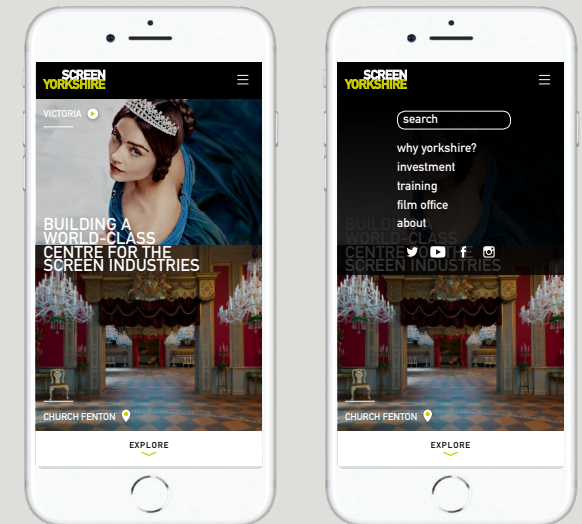
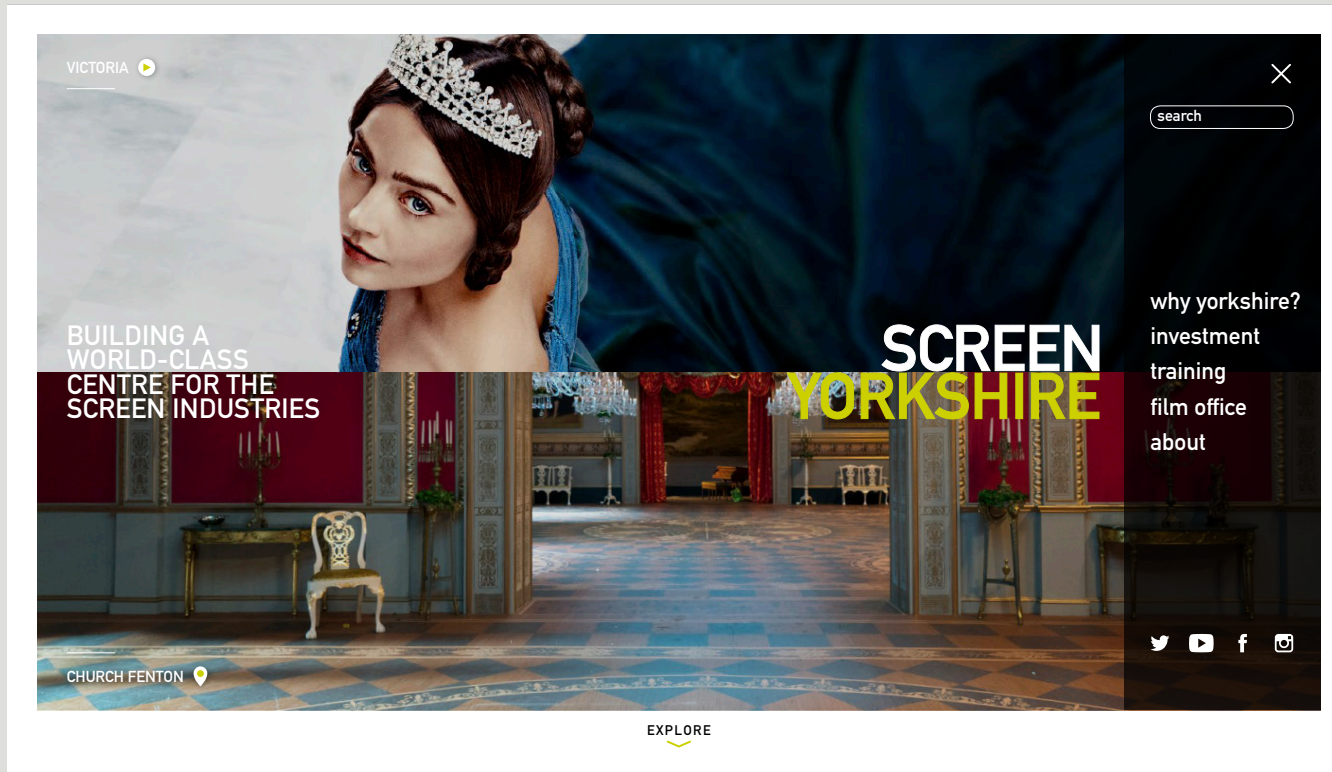


HOMEPAGE -
WITH SPLIT VIEW OF
PRODUCTIONS AND
LOCATIONS



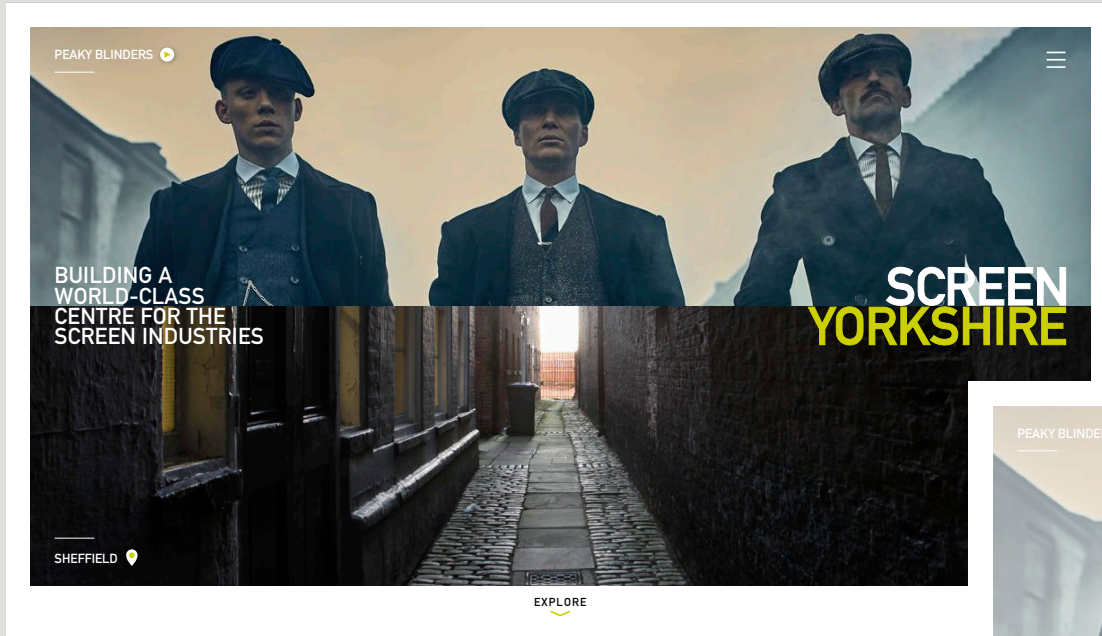
HOMEPAGE -
CONTINUED BELOW
EXPLORE BUTTON

THE DESIGN: *Reimagined*

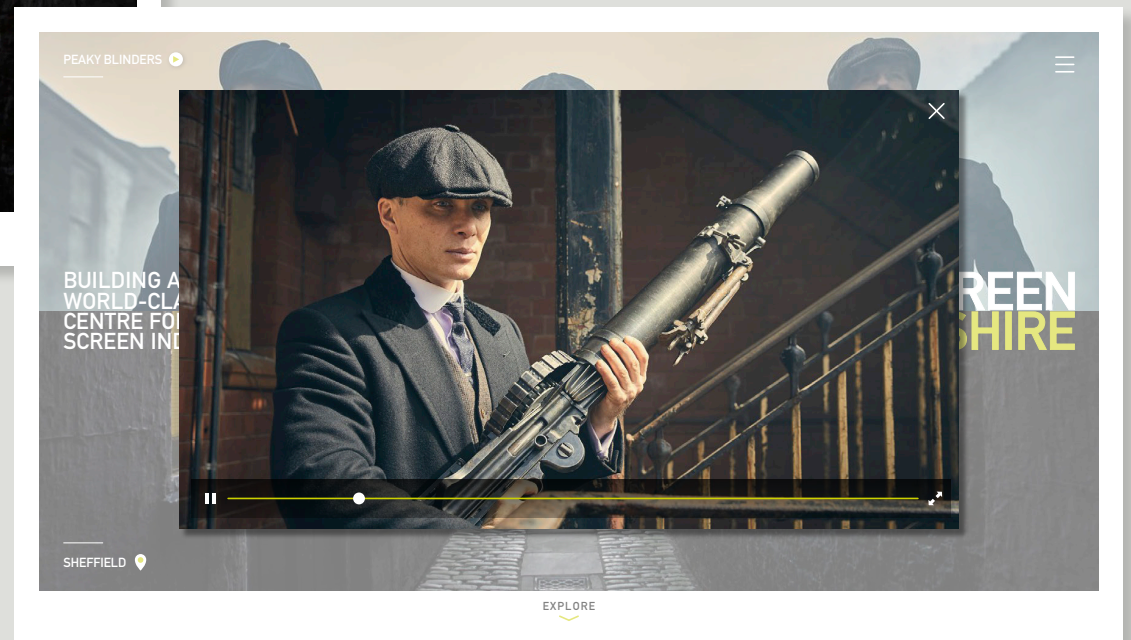


HOMEPAGE – SLIDE-OUT NAVIGATION

THE DESIGN: *Reimagined*

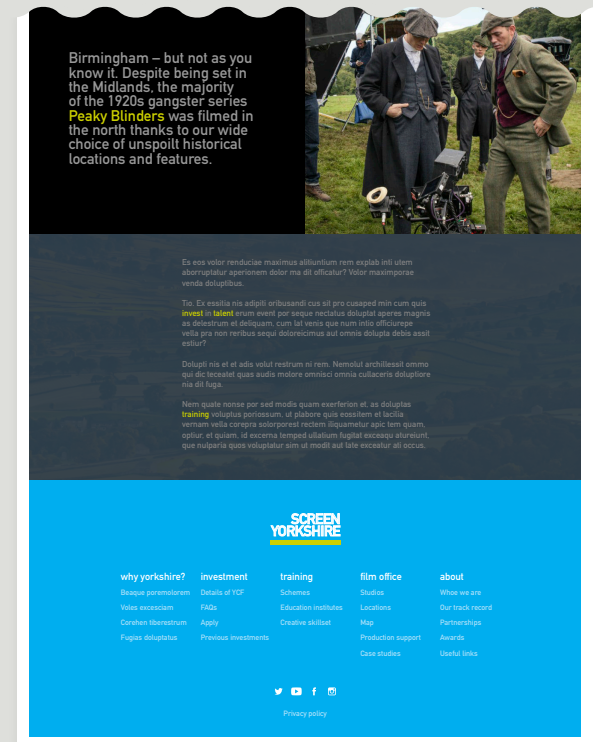
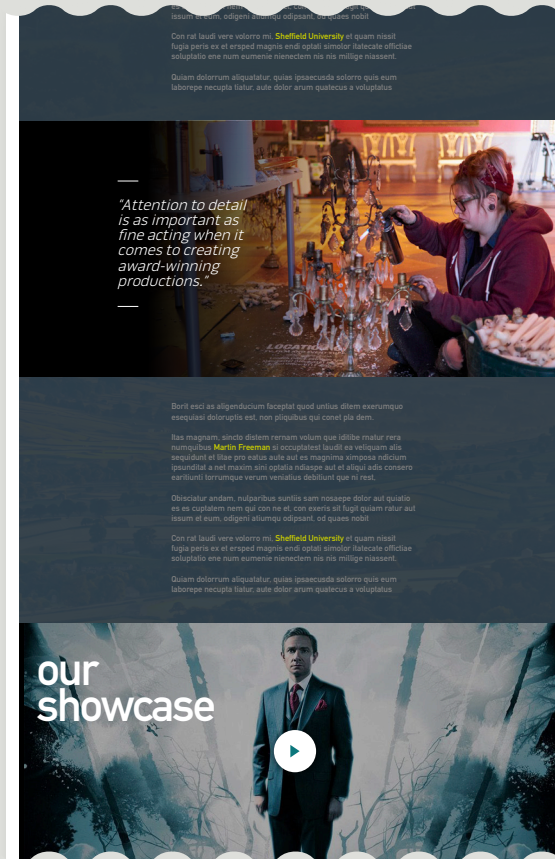
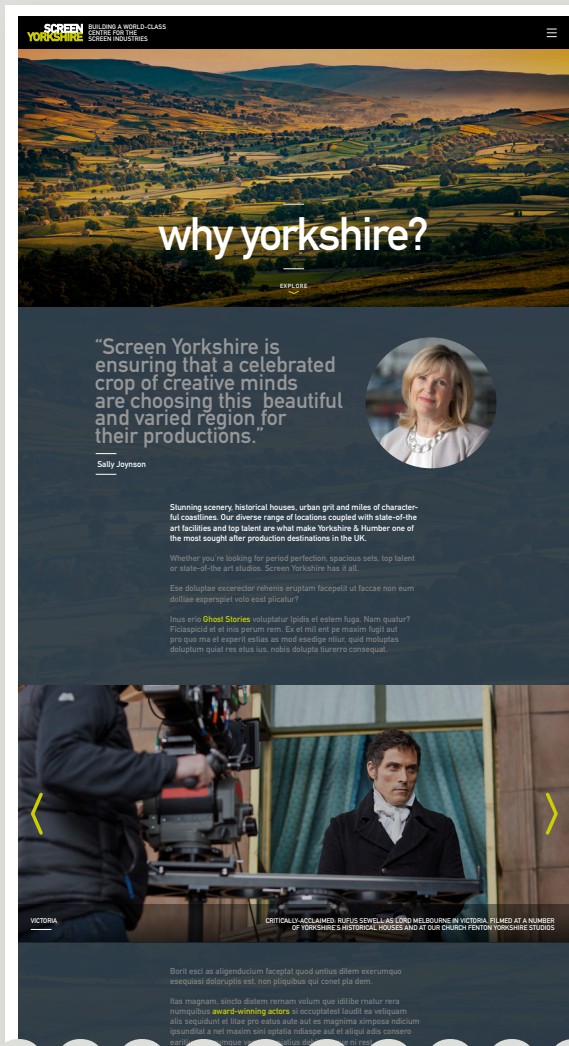


HOMEPAGE



HOMEPAGE – POPUP VIDEO

THE DESIGN: *Reimagined*



TIMELINE: SUGGESTED PROJECT PLAN AND SCHEDULE FOR DELIVERY

	25-Jun	02-Jul	09-Jul	16-Jul	23-Jul	30-Jul	06-Aug	13-Aug	20-Aug	27-Aug	30-Sep
Design and build											
Planning and structural input	█										
Design and artworking	█	█	█								
Build core theme				█	█						
Optional / additional features											
Social media aggregator							█				
Interactive map						█	█				
Technical											
Back up old site, setup development and build test site		█									
Input new content into new theme						█	█	█			
Measurement setup and KPIs		█									
Testing phase											
Testing on browsers								█			
Testing responsiveness								█			
Sign off											
Allowing for additional / changes to content								█	█	█	
Sign off on content									█	█	
Sign off on site										█	
Go live											█

OUR TEAM AND WORKING WITH YOU



CHARLES FENOUGHTY,
Digital Media Director

"I'll make stuff work."

Charles has great skill in being able to take strategic insight and technical issues and work across client teams to find solutions. Charles's first hand web and marketing experience and insight add value to projects.



NIGEL WOOD,
Head Of Digital Design

"Bringing engagement and strategy to life through the latest digital thinking, on any device, with great design and usability at its heart."

Nigel has been with Sequel for more than 10 years as a digital and print designer and developer. His experience is in creating innovative and relevant creative design for client projects and audiences.



ROZI PEARSON,
Project Manager

"I will be the glue, bringing all the day-to-day delivery elements together and managing internal resources for effective delivery."

Rozi is an experienced digital project manager whose great skill is in managing client projects with multiple aspects calmly and efficiently. She works with the relevant Sequel people to bring the project to life. She has worked on projects including web and microsites, mobile and internal campaigns for clients including FremantleMedia, NATS, Heineken, Takeda, Astellas Pharma and Fujitsu.



JESSIE WATTS,
Designer

"Putting myself in the shoes of the reader means I always keep the audience in mind in my design work."

Jessie has been with Sequel for six years, starting as an 18-year-old apprentice in the design studio. Her understanding of digital design and accessibility has been learned on the ground and she is valued by clients for her fresh thinking and enthusiasm for client projects.

OUR TEAM AND WORKING WITH YOU



SUZANNE PECK,
Account Director

"My role is to make sure we deliver what we promise."

Sequel MD Suzanne is responsible for overall delivery. Sheffield-born, she's a former regional journalist (*Sheffield Star, Nottingham Evening Post*) and has worked in communications for Marks & Spencer, Shell, and GSK as well as managing accounts and projects agency-side for 25+ years. She is President of industry body the Institute of Internal Communication and President-elect of FEIEA, the European Association for Internal Communication.

We are communications and engagement specialists. Our skills and experience are firmly rooted in this specialism which brings a deep, practical understanding of engaging diverse audiences and in delivering communications that are 'audience first'. Being clear about what we want audiences to think, feel and do as a result of our work creates the framework for all we do.

We build strong working partnerships with clients. We've worked with Smith & Nephew for 22 years, with FremantleMedia, Bupa, Nationwide and RBS for 10 years and take pride in being proactive, fresh-thinking and an extension of clients' in-house team.

We'd assign a blended team to your project, working under a Sequel day-to-day account manager to bring it all together and to be your primary contact. Underpinning our business is our ISO 9001:2015 accreditation which provides a framework for how we work.

Clients say that we quickly get under the skin of an organisation whether it be food manufacturing, legal, banking, construction, travel, TV entertainment, pharmaceuticals or the NHS.

COSTS: *Repurposed design version*

SECTION

Design and produce theme

Creation and art direction of ideas, senior technical input, main designer, developer to build, allow for three rounds of client amendments

COSTS

£7,630

Technical set up

Back up old site, migrate and update content, measurement and KPIs, project management

£7,175

Total:

£14,805

OPTIONAL EXTRAS

Social media aggregator

£3,150

Interactive map with locations linked to type

£3,780

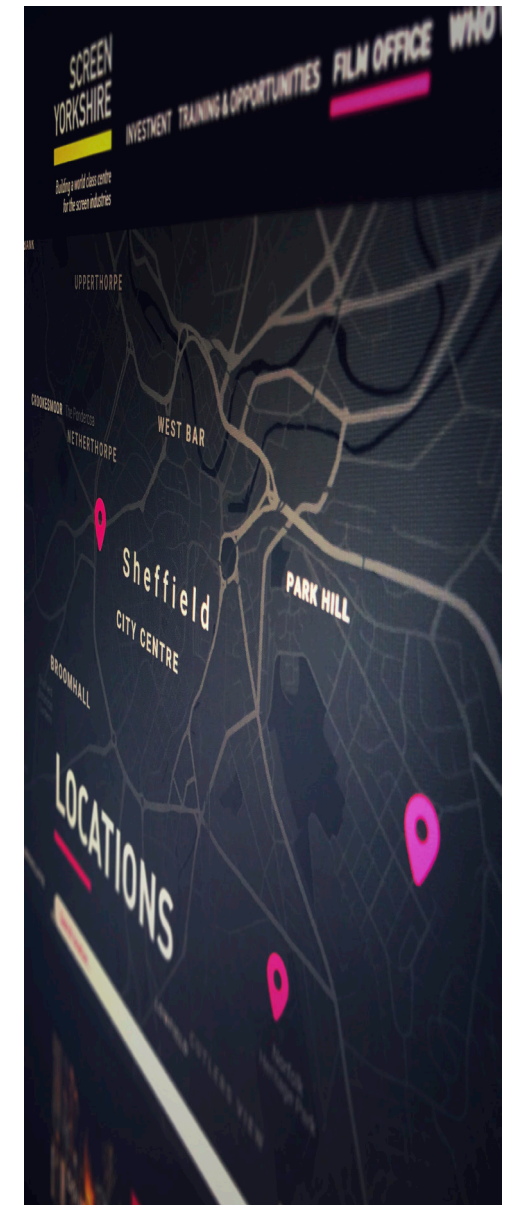
Hosting

£400

Annual support, two hours per month

£2,160

All costs exclude out of pocket expenses such as VAT and are subject to confirmation of project brief. Additional work not detailed above may be charged as extra with your consent.



COSTS: *Reimagined design version*

SECTION

COSTS

Design and produce theme

Planning and structural input, art director, main designer, developer to build, allow for three rounds of client amendments

£10,920

Technical set up

Back up old site, input new content into theme, measurement and KPIs, social media aggregator, project management

£12,145

Total:

£23,065

OPTIONAL EXTRAS

COSTS

Interactive map with locations linked to type

£3,780

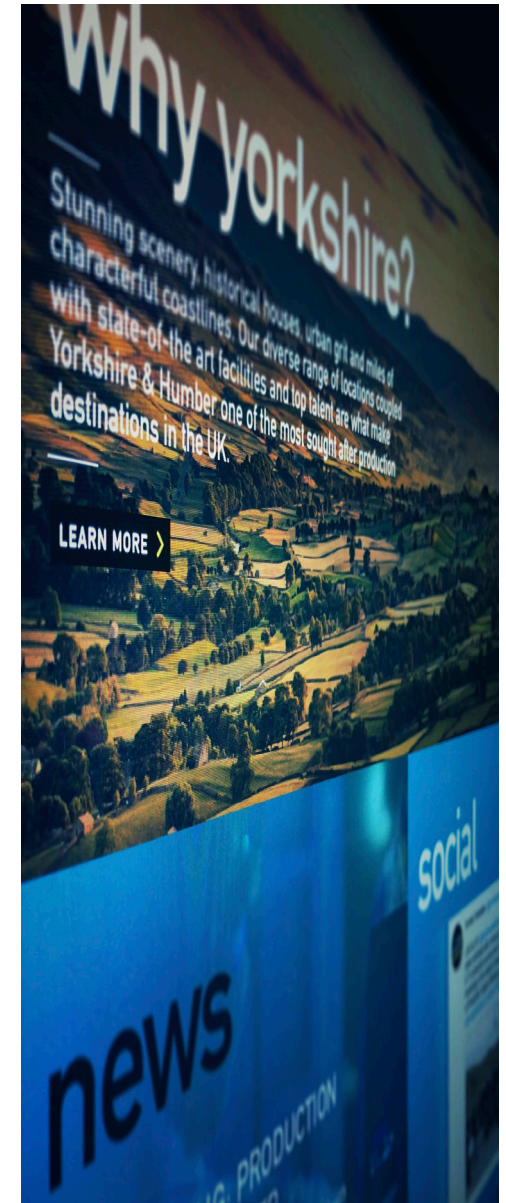
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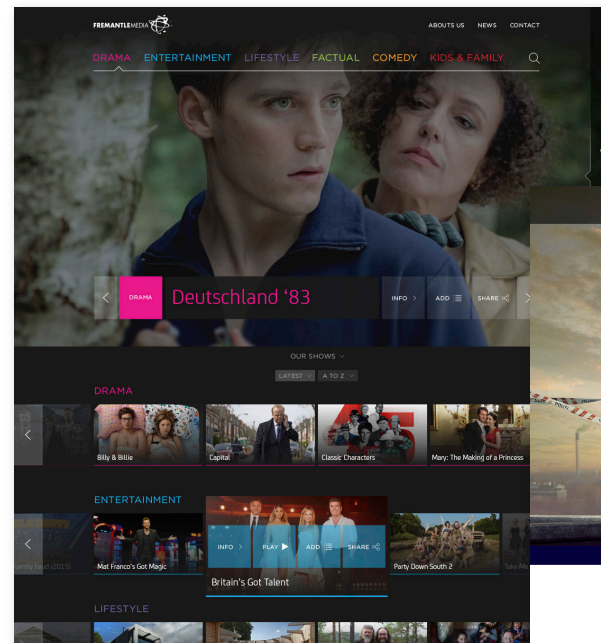
THIS IS SEQUEL: 27 people – writers, designers, film makers, editors, developers, coders, illustrators, strategists and project managers



CASE STUDY: *FremantleMedia.com*

We've designed and built
Fremantlemedia.com,
Fremantlemediauk.com,
Boundless,
Euston Films,
Thames,
Talkback.
And designed FM Screenings.

FM SCREENINGS

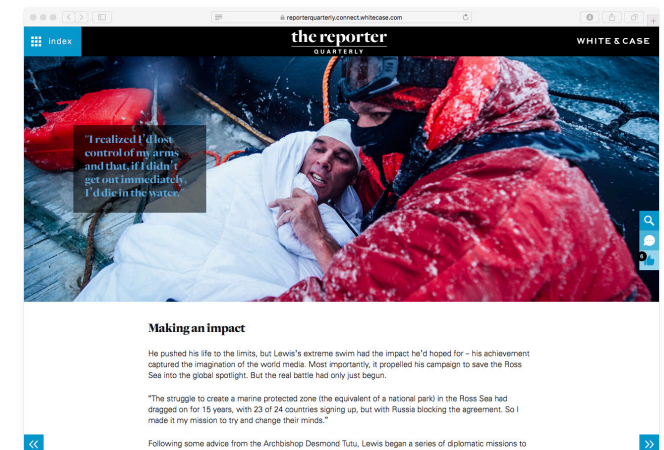
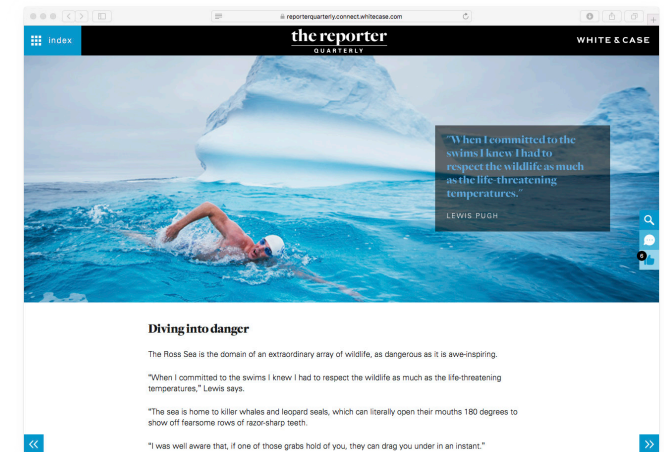
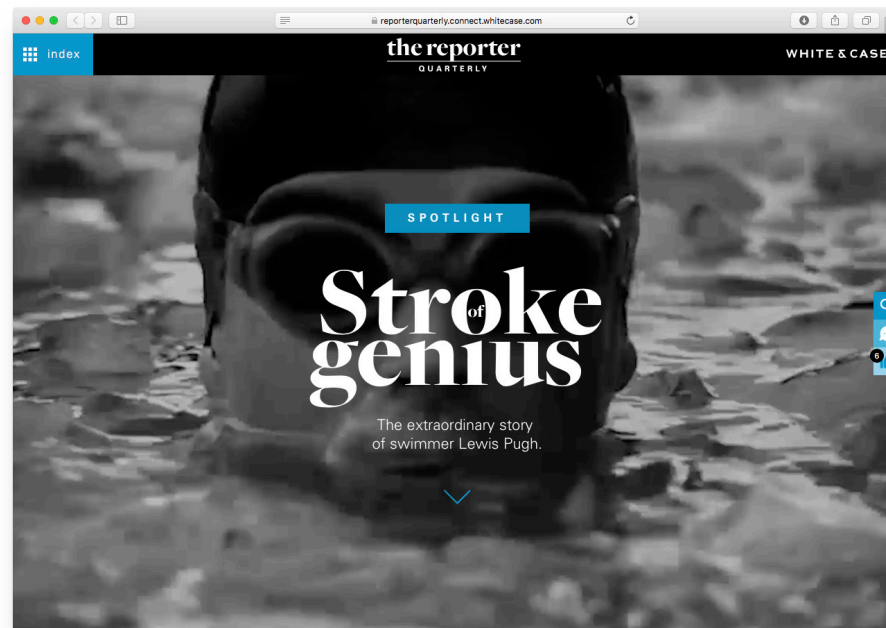


CORPORATE SITE ORIGINAL CONCEPT



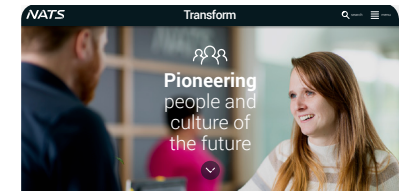
CASE STUDY: *White & Case digital magazine*

- Uses same great CMS we've proposed for you
- Tells inspirational and engaging stories
- Uses design for impact and to make the complicated simple



CASE STUDY: *NATS Transform* microsite

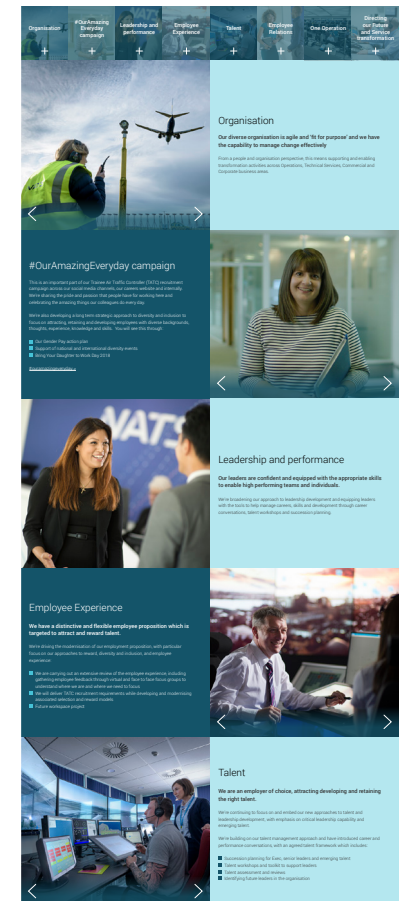
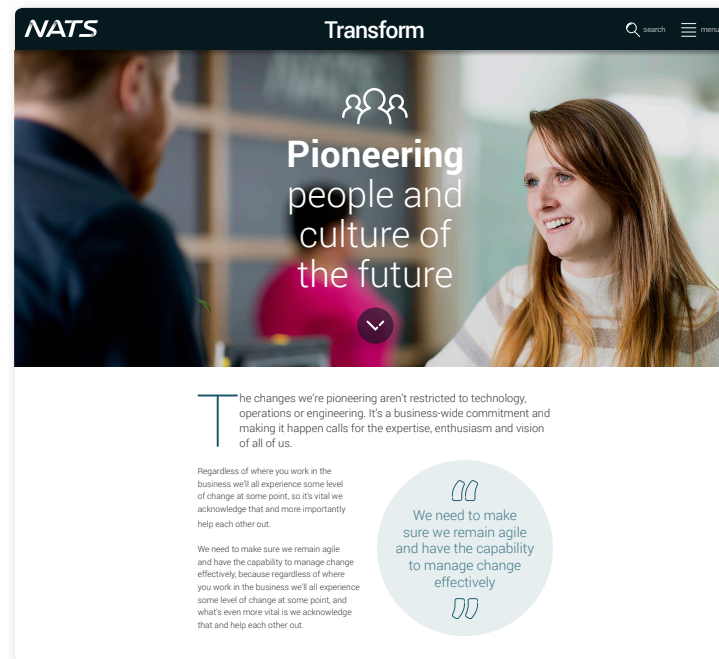
- People centric to tell a complex technology story
- Fully responsive
- Great use of the tech we've proposed for you



The changes we're pioneering aren't restricted to technology operations or engineering. It's a business-wide commitment and making it happen calls for the expertise, enthusiasm and vision of all of us.

Regardless of where you work in the business we'll all experience some level of change at some point, so it's vital we acknowledge that and more importantly help each other out.

We need to make sure we remain agile and have the capability to manage change effectively because regardless of where you work in the business we'll all experience some level of change at some point, and what's even more vital is we acknowledge that and help each other out.



There's more about us at
www.sequelgroup.co.uk

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SEQUEL

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APRIL 2018

Yorkshire?
Stunning scenery, historical houses, urban grit and miles of
characterful coastlines. Our diverse range of locations coupled
with state-of-the-art facilities and top talent are what make
Yorkshire & Humber one of the most sought after production
destinations in the UK.

LEARN MORE >

"Attention to detail
is as important as
fine acting when it
comes to creating
award-winning
productions."