

**From:** Amy Duffy <aduffy@scprt.com>  
**To:** Veldran, KatherineKatherineVeldran@gov.sc.gov  
**Date:** 3/27/2014 8:51:58 AM  
**Subject:** FW: RBC Heritage Welcome Video

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Video – have not watched it yet

**Amy Duffy**  
Chief of Staff  
SCPRT



:60

mac

<http://media.bfgcom.com/links/HERITAGE60-ver6-c.mov>

windows

<http://media.bfgcom.com/links/HERITAGE60-ver6-c.wmv>

:30

mac

<http://media.bfgcom.com/links/HERITAGE30-ver9-c.mov>

windows

<http://media.bfgcom.com/links/HERITAGE30-ver9-c.wmv>

Let me know if you have any questions.

Thanks,  
Kevin

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**From:** Andrea Ferre  
**Sent:** Tuesday, March 25, 2014 11:11 AM  
**To:** Beverly Shelley  
**Cc:** Tammy Strawbridge; Ryan Clark; Kevin Basirico  
**Subject:** RE: RBC Heritage Welcome Video  
**Importance:** High

Hi Beverly –

The revised video is on our schedule to send to you for final review with the Governor's office tomorrow; however if it is ready today Kevin will definitely pass this along.

As confirmation, the feedback you provided that we are addressing includes:

- ? Opening- Remove SC Just Right logo and replace with (white) SC Just Right For Business logo. (See files folder)
- ? Remove "Means Business" under the RBC logo
- ? Increase the size of the RBC logo (keep wave effect)
- ? Move the Governor's name higher in the screen

- ? Insert black & white light house photo between flyover over of Harbour Town and the Shelter Cove Mall rendering (:28-:29)
- ? Remove 2nd rendering of bridge
- ? Tighten VO in the pause from :32-:36
- ? Closing - Remove "RBC Heritage" text and replace with RBC Heritage, Presented by Boeing logo (same logo used in the opening)
- ? Add "Governor Nikki R. Haley" tag when she is speaking in the closing of the video

Please feel free to reach out to Kevin directly with any questions.

Thanks!

Dre

**andrea ferre**

account supervisor

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**From:** Kevin Basirico  
**Sent:** Tuesday, March 18, 2014 1:51 PM  
**To:** Beverly Shelley  
**Cc:** Tammy Strawbridge; Andrea Ferre; Ryan Clark  
**Subject:** RE: RBC Heritage Welcome Video

Sounds good, thanks Beverly!

**kevin basirico**

account coordinator

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**From:** Beverly Shelley [<mailto:bshelley@scprt.com>]  
**Sent:** Tuesday, March 18, 2014 1:48 PM  
**To:** Kevin Basirico  
**Cc:** Tammy Strawbridge; Andrea Ferre; Ryan Clark  
**Subject:** RE: RBC Heritage Welcome Video

Kevin – We’re shopping this across the way. Will let you know when we have feedback.

BSS

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**From:** Kevin Basirico [<mailto:kbasirico@bfgcom.com>]  
**Sent:** Tuesday, March 18, 2014 12:17 PM  
**To:** Beverly Shelley  
**Cc:** Tammy Strawbridge; Andrea Ferre; Ryan Clark  
**Subject:** RBC Heritage Welcome Video

Hello Beverly- Please find the link the :60 work in progress and the teams feedback in red below.

- ☐ -Add text identifying **Governor Nikki R. Haley** in shots where her image appears  
I will be sure to have the team add this text to ALL shots of Governor Haley in the next rounds of edits.
- ☐ -Instead of using the footage of the mom and two kids on the beach – do we have any beach footage that depicts ethnic diversity? (Check our archive: The kid on the skim board? A couple? A family? If not, let it go.)  
The child on the skim board is actually Caucasian with a dark shadow over him. Please find attached, the alternate screen grabs the team has proposed. Also, keep in mind, this footage was not shot on Hilton Head and the team will do their best to crop the footage of any features that make them recognizable to another location.
- ☐ -As far as the 60 second spot – Governor’s Office wants us to try to add some footage that shows some of the “business” this administration has recruited...Boeing, Continental Tire, and any others of note.  
I’ve just received word from Kelly at BMW that she is extremely busy and will do her best to upload the footage in the “next few days.” Additionally, the team is concerned that this footage will seem a bit out of place as there is no reference (other than “presented by Boeing”) in Governor Haley’s VO.  
  
-There’s also a scene in another video that’s in circulation that they especially like...that includes some black and white footage of the light house...could it be included in the section where the Governor talks about the renovations on the island? (I’ll check with RBC Heritage contact to see if they have that b-roll.)  
These are still photos that the editor did a “move” on. The team believes it will look out of place going from full color treated footage to black and white images. Also, it may be a bit confusing to the viewer since the VO is referencing current renovations and the black and whites are referencing growth that took place on the island during that late 60s.

<http://media.bfgcom.com/links/HERITAGE60-ver3-c.wmv>

Let me know if you have any questions.

Thanks,  
Kevin

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