

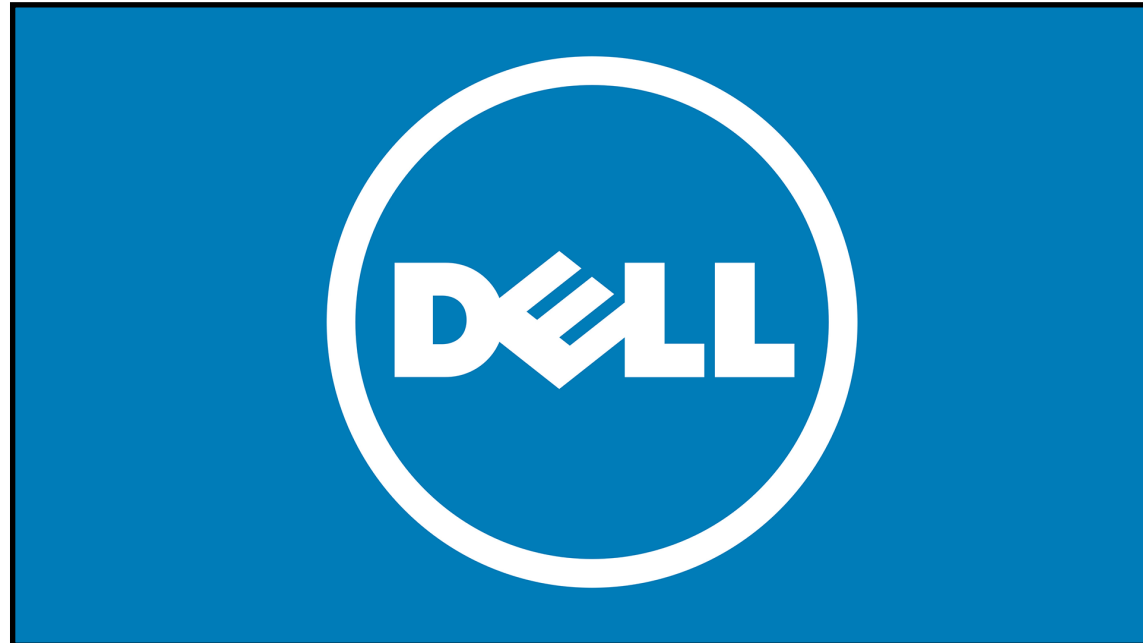
## CONCEPT & SHOOTING BOARDS

“Inside The NCC” - 5:00

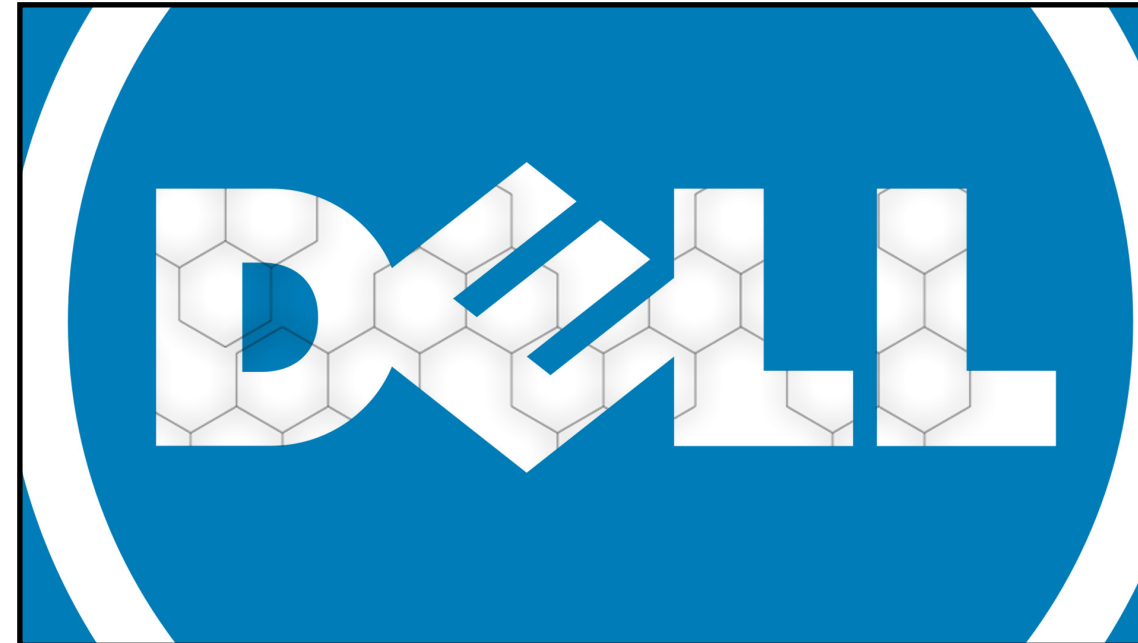
Go West Creative’s goal is to bring Dell’s Nashville Configuration Center (NCC) to life through a dynamic piece of content that will be both informational and entertaining to its viewing audience. The well-scripted tour will incorporate a personable host, engaging interviews with key Dell stakeholders, on-brand motion graphic transitions, and powerful music.



# “Inside The NCC” - 5:00 (page 1)



With a deep understanding of the brand guidelines, a key objective will be to incorporate Dell branding throughout the piece. The GWC team will collaborate with the Dell team to find graphic elements that are in brand but also unique to this video.



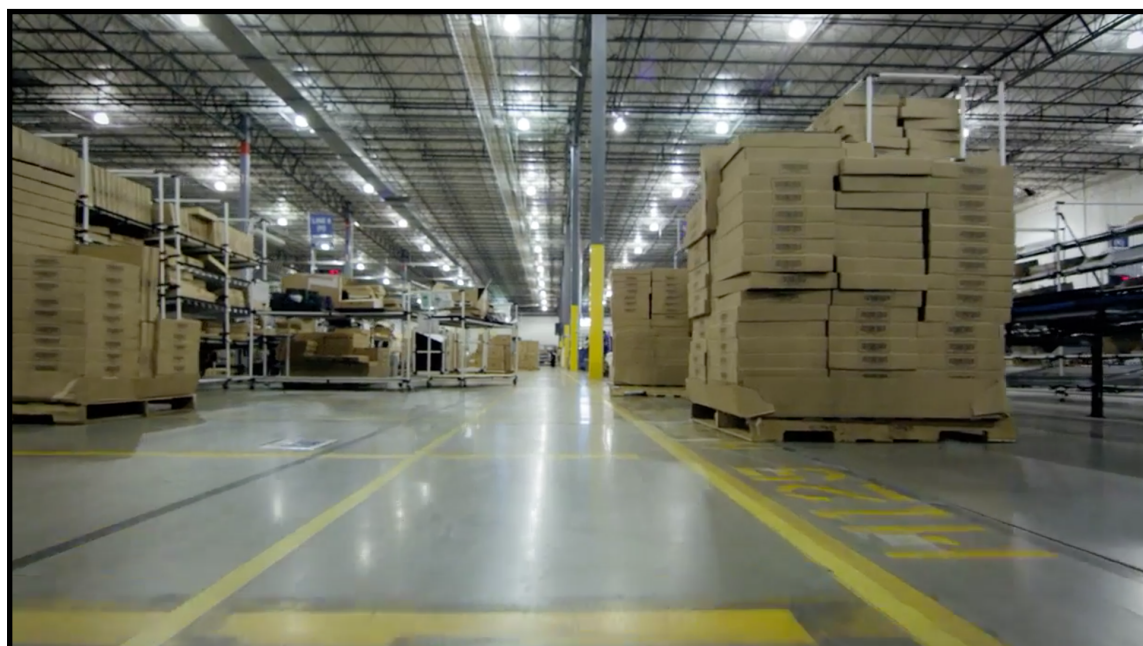
For example, using the hexagon shape that is prominent in so many products, used as a transitional element. The camera would zoom into the logo to further develop the theme of being “Inside The NCC”.



To drive the human progress component of the video, a host will be used (both on-camera and through voice over) to help drive the story and quickly move the audience from one stop of the tour to the next.



Supplied client footage and pre-existing motion graphics will be used throughout the video. These moments will help maintain the messaging that the Nashville based facility has a global reach.



The Go West video director will make it a priority to make each shot visually appealing, with the use of low angles, foreground elements, and various other camera techniques.



The host will be hands-on, helping bridge the gap between the technical advancements and the human connection required to execute on all levels.



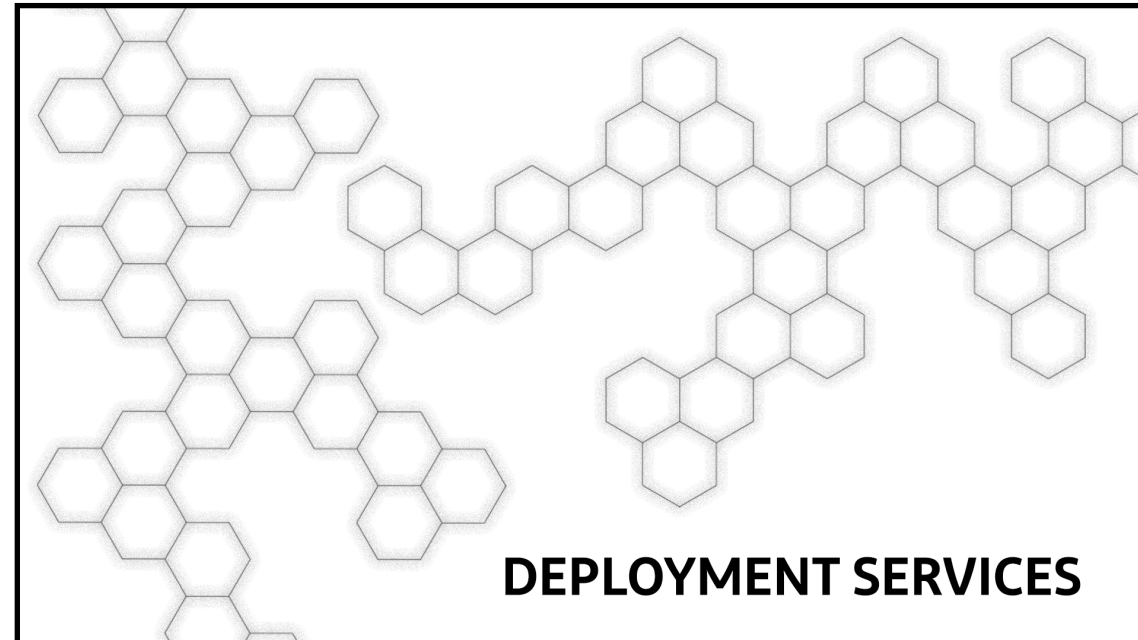
The hexagon asset will be both a background layer and a foreground layer, reversing from a grey theme to a white element. Drone footage will be shot in interiors and exteriors to help emphasize the large capacity and capabilities of the facility.



Interviews with key stakeholders will be shot against a green screen to allow for flexibility in post-production and to help accommodate potential revisions and extending the shelf life of the content.



# “Inside The NCC” - 5:00 (page 2)



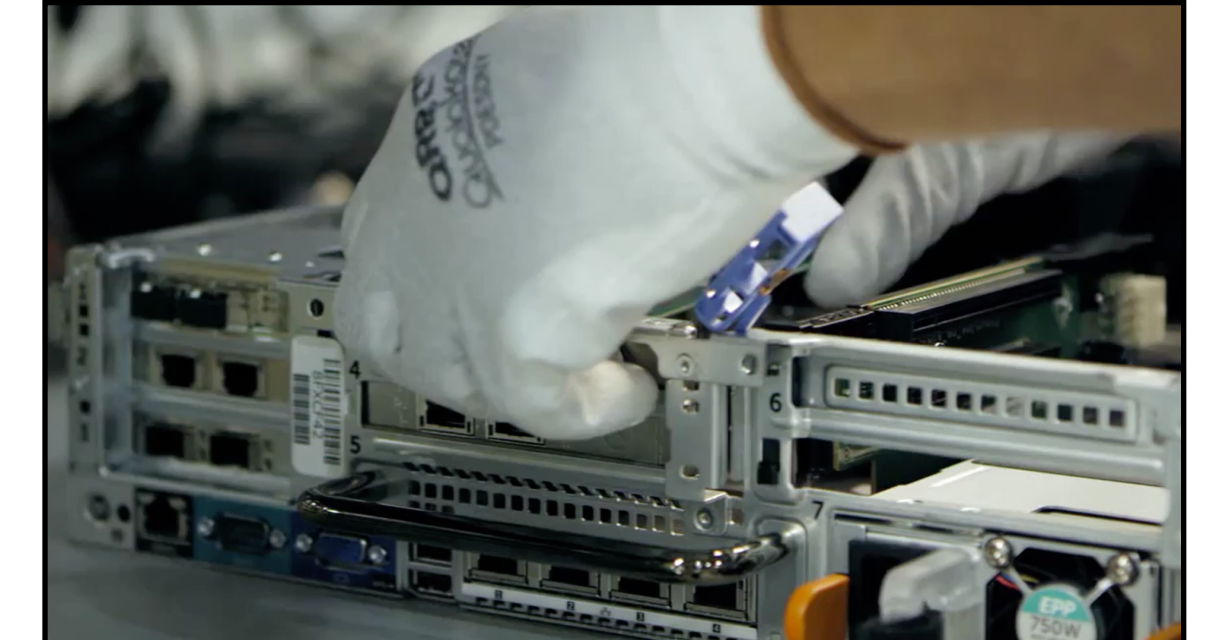
The hexagon element will also serve as a facility map, helping delineate one department and service specialty from another.



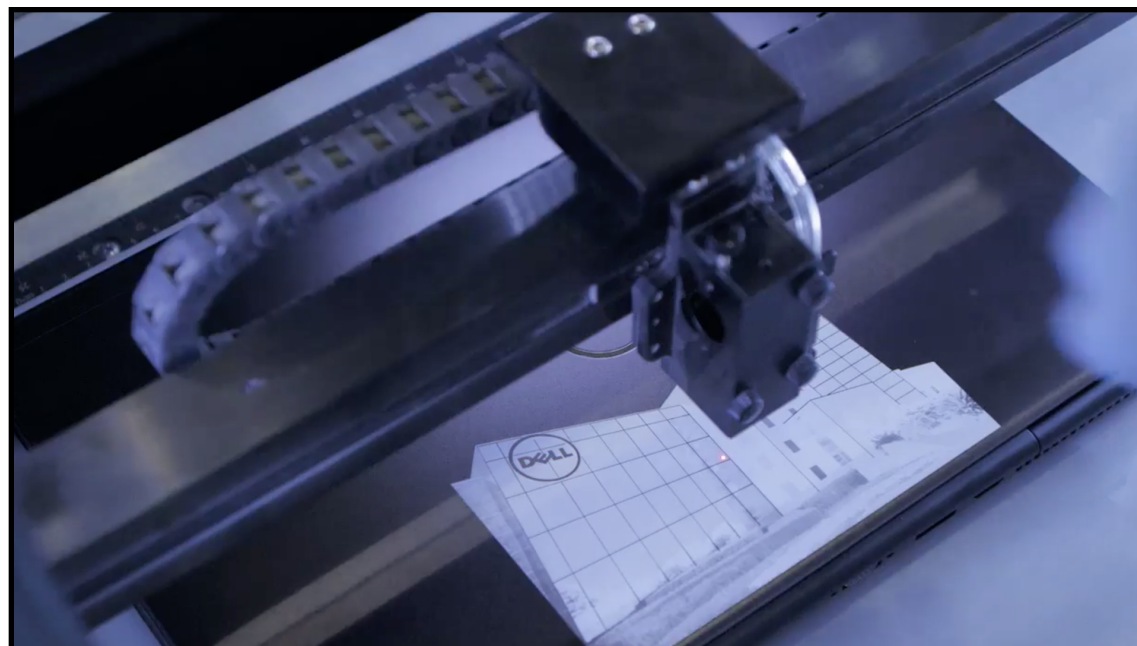
The camera will zoom into an individual hexagon as it reveals the service offering outlined in the script.



The host and her script will bring energy and enthusiasm to the tour. The person cast should be both knowledgeable and trustworthy - professional and friendly.



Well shot b-roll footage will be critical to the success of this piece of content and its potential use across various other marketing collateral.



The b-roll shot list will be very detailed, with attention put into taking the required time for the best lighting scenarios and camera blocking. In many cases, not just capturing the content, but staging the scene to ensure a longer shelf life.



Interviews will be purposeful in nature, outlining exactly what decision makers need to hear regarding the benefits of the facility and how the Dell team can be the solution to their needs.

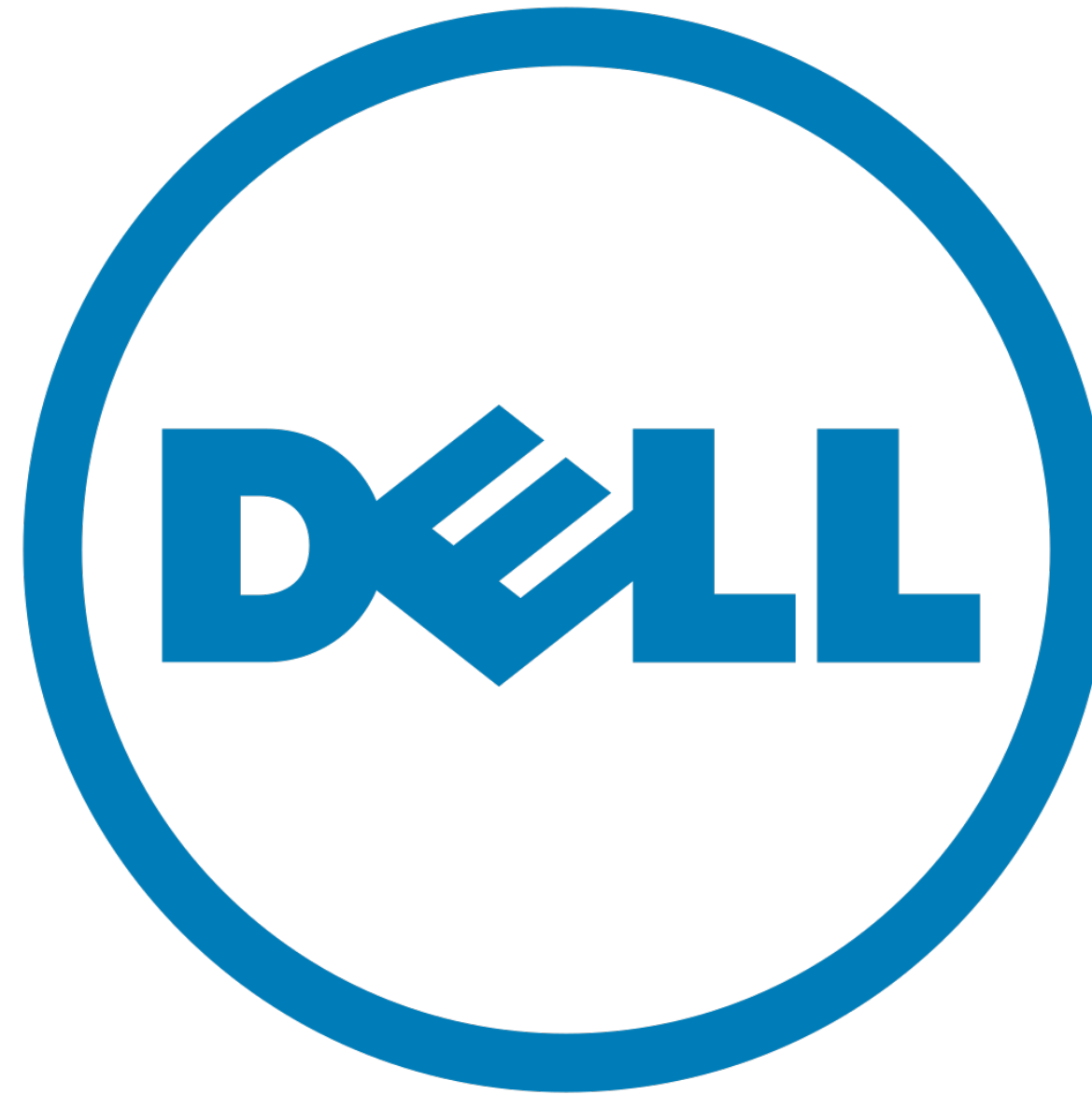


The GWC production team will insure diversity will be at the forefront of decision making when shooting in the facility.



The Dell team will receive a project archive upon completion of the project. This archive will include raw camera footage edit sequences, motion graphic assets, talent releases, original music splits, etc.





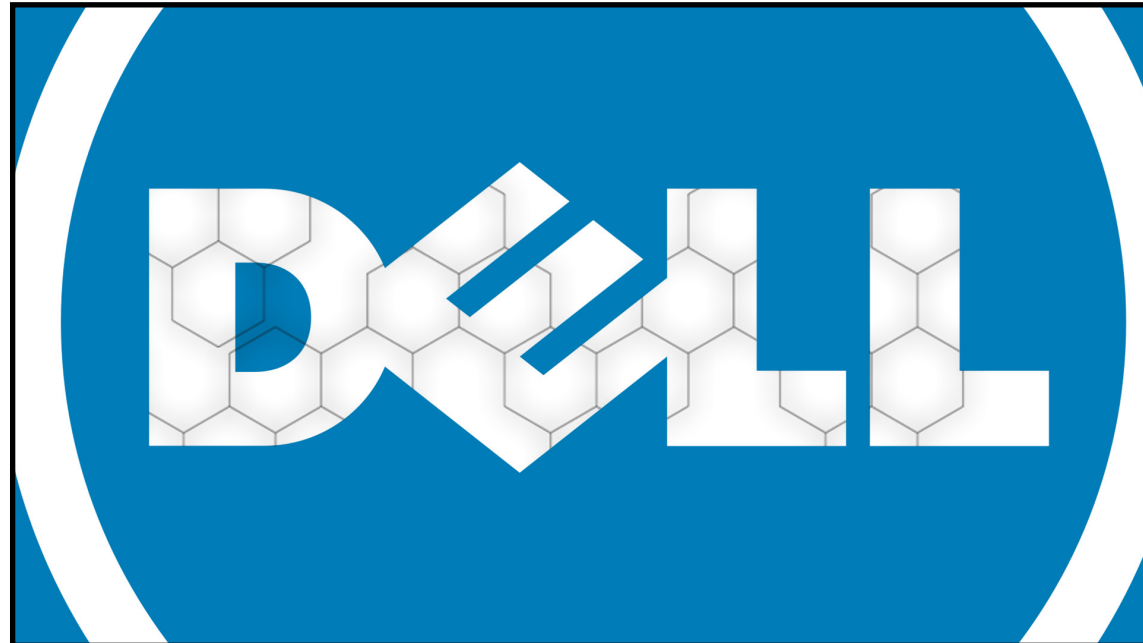
## CONCEPT & SHOOTING BOARDS

“Inside The NCC” - :60

The :60 version of “Inside The NCC” will be much more flashy than its 5:00 counterpart, as the B-roll footage and graphics will be edited to a customized up-tempo music track that highlights the Nashville Configuration Center. In addition to kinetic typography replacing some of the key soundbites from the 5:00 piece, the tour host will also deliver some on-camera lines from the studio, to continue to drive the human component of NCC.



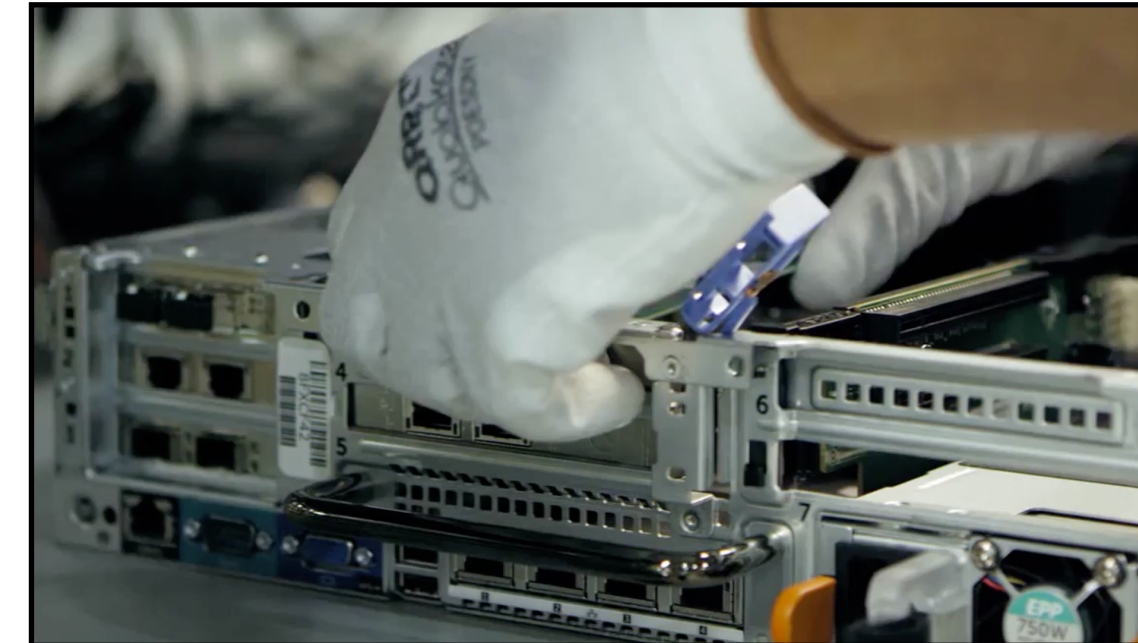
# “Inside The NCC” - :60



The :60 version of “Inside The NCC” will move at lightning speed to high energy music tracks. The script will support kinetic typography and various sound bites captured throughout the filming.



The host will appear in-studio for the :60 version, as a consistent thread between all of the B-Roll footage and motion graphics.



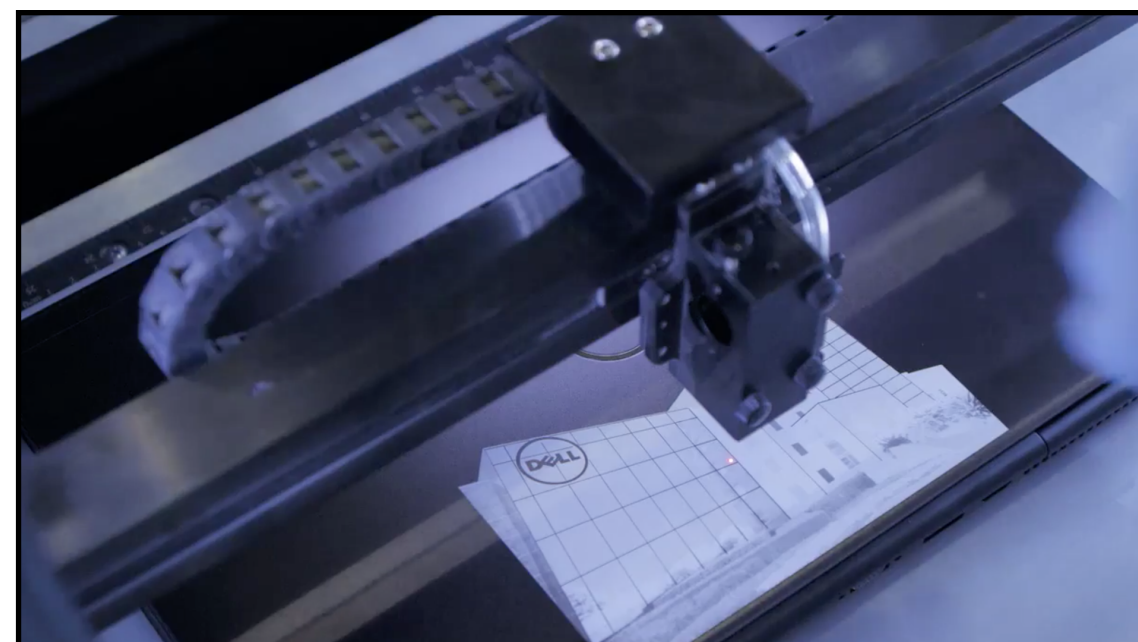
The highly stylized B-roll footage will be heavily utilized on the :60 to help tell the story.



The same motion graphics/effects (supplied by the client) will be utilized in the :60 version.



The emphasis on a diverse staff and product line will continue in the :60 version.



A separate shot list for the :60 will ensure that this piece stands out on its own, and the timing of camera moves are consistent with the up-tempo edit.



The hexagon pattern will also be used in the :60 version, along with the drone footage and various other effects originated in the 5:00 piece.



An understanding of the distribution for this piece will help determine how much branding is included in the storyboard frames.