

CPB - Line Wide Works

Module 01 - The Vision

Video Outline



Everyday
Extraordinary



Module 01 - The Vision

This project is ultimately about people – and we are passionate about creating a legacy that will improve every day lives of Sydneysiders and in particular the communities of Western Sydney.

In this vision outline we will articulate that we will show the greatest care for the biggest & smallest detail, making customer experience, safety and program certainty ultimate project priorities.

We'll take responsibility for delivering success, and communicating effectively about the project so that everyday people can understand how they will benefit.

We outline the vision anchored around the three key points below

What does the client want to hear & see?

- **A Focus on Customer Experience**
- **A Commitment to Safety**
- **Program Certainty**
- **Key Milestones**
- **Connection to Country**

On-Camera Spokesperson/ Authority

Project Director – Scott Hunter

Cathy Hayes



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Module 01 - The Vision

Video 01 - 60-90 secs

Interview with Scott Hunter

- Main Interview in CBD office
- B-roll with Scott in-situ at station site and / or on metro
- Overlay Cathy
- B-roll Indigenous community leader
- B-roll with Scott in-situ at station site and / or on metro

Interview with Cathy Hayes

- Main Interview in CBD office
- B-roll with Scott in-situ at station site and / or on metro
- Overlay with Scott
- B-roll Indigenous community leader
- B-roll with Scott in-situ at station site and / or on metro

Video 02

- Project visualisation - aerial footage & motion graphics with top & tail brand gfx & VO



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Module 01 - The Vision

Intro - (60secs)

We introduce the project with an emotive / big picture intro

- Aerial overlay - Ideally with Scott in chopper
- Station sites - The Bays / Victoria Cross / Barangaroo
- Scott and or Cathy in chopper on aerial survey

WIP intro script - text over footage and emotive music

With opportunity comes responsibility

To go above and beyond for the people of Sydney

Together with our partners we will EXCEL TOGETHER

We'll CHAMPION CERTAINTY through innovation & efficiency

Working to deliver a best in (world) class metro system

Where culture, opportunity & experience will THRIVE through connection

Where safety & care will DEFINE every journey, everyday

Where we will DRIVE greater value for our customers

Together we are committed to creating EVERYDAY EXTRAORDINARY...



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Module 01 - The Vision

Main Interviews (2mins)

- **Scott Hunter**

Main interview location CBD office

B-roll at The Bays station site

Questions/ talking points

- What is the vision for this project?
- What impact will this project have to help connect the people of Sydney?
- How will the project deliver value for customers?
- Why is CPB best positioned to deliver the project?
(**brand value points: certainty, care, value, excellence, teamwork**)

- **Cathy Hayes**

Main interview location CBD office

B-roll at Barangaroo or Victoria Cross

B-roll w/ Scott

Questions/ talking points

- Why is collaboration and innovation important?
- What is unique about the project?
- What makes the people at CPB and UGL so special?
- How will CPB and UGL make the project Everyday Extraordinary



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Additional overlay / shotlist

- **Feature some of the team we will see in the separate module videos to follow (Tarkan, Simon, Jess)**
- Office stand-ups
- Ideation sprints - assessing models/ plans/ drawings/ visualisations
- Collaboration & teamwork

Brand point supers throughout B-roll overlay

- **Bring the Extra**
High performance team, Innovation
- **Excelling Together**
Collaboration, Accountability, Minimising risk
- **Championing Certainty**
Operator led approach, Prioritise a seamless customer experience
- **Caring Everyday**
Project is about people, Communication, Taking responsibility
- **Driving Greater Value**
Innovative solutions driving better outcomes



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Wrap Up (30 - 40secs) - emotive & inspiring

WIP VO script - to wrap up video? Tbc

Improving the human experience is at the heart of what we do

Where the customer experience is put front and centre

Our vision is to deliver a landmark metro system

That opens up opportunities and experience for the people of Sydney

A metro system that becomes the heartbeat of our city - connecting

us to our future where everyday is extraordinary



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Thank You



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Contact

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