

Email communication between the Welsh Government and Golley Slater in relation to Goldie Lookin Chain – Get the Job Done vaccination activity.

From: Golley Slater 1

Sent: 06 September 2021 13:57

To: Official 1 (HSS - DHP - Healthcare Quality)

Subject: RE: GLC cost reconciliation

Hi

Yes, I've had an interim report sent over at the end of last week, it came in a little late to share. I'll feed all the final numbers into the evaluation, along with the media monitoring, but the partnership has/is performed very well. Headlines are:

- Over 14k views of the article
- Over 11k views of the video within the article
- (REDACTED – S43) achieved 190k reach
- (REDACTED – S43) impressions
- Engagements at 7,600 (likes/shares/comments/ reactions/retweets etc)

As a benchmark Walesonline tell me the targets their journalists aim for are 1.5k views for articles /their own news stories and about 500 engagements for an organic news story so it's gone very well and when added to the media we've generated plus the social media reach from all sources we'll be well ahead of the expected reach.

The other elements of the partnership, have not finished completely yet so we'll have full numbers to share soon.

Regards

Golley Slater 1

From: Official 1 (HSS - DHP - Healthcare Quality)

Sent: 06 September 2021 13:44

To: Golley Slater 1

Subject: RE: GLC cost reconciliation

Thanks Golley Slater 1

That all looks reasonable.

Have we had any feedback on the performance of the Wales Online partnership?

Official 1

From: Golley Slater 1

Sent: 06 September 2021 13:34

To: Official 1

Subject: GLC cost reconciliation

Hi Official 1

Further to my email earlier this morning and as promised, please see below final costing for the GLC activity.

The original estimate was:

- (REDACTED – S43)

As previously flagged there has been some movement from the original estimate, (REDACTED – S43), we did manage to negotiate down some costs to come in just under forecast however, in terms of our fee there has been additional partnership management time.

Budget breakdown:

Activity/ production cost	Cost
Agency fee: (REDACTED – S43)	£13,000
GLC talent costs (REDACTED – S43)	£7,000
Media Wales partnership (REDACTED – S43)	£10,713
Influencer amplification	Costs covered by existing contracts
Photography costs	£471
Film venue costs	£230
Media monitoring	£322
Translations	£53
Total	£31,789 (REDACTED – S43)

In terms of the additional query in the FOI regarding a list of 'any external arts body or third party that was involved in the creation of the GLC song/video', I can confirm Newport Live who own and operate the Riverfront Arts Theatre Centre in Newport were involved in providing access to a small theatre at this site. A small fee was paid to hire this facility and to cover the cost of a technician staying on after normal working hours (see film venue costs above).

There were no other external arts body involved. Aneurin Bevan University Health Board provided access to the vaccination centre at the Newport Centre.

I trust this is in order.

Regards

Golley Slater 1

From: Official 1

Sent: 06 September 2021 11:38

To: Golley Slater 1

Subject: RE: Goldie Lookin Chain collab

Lovely, thanks Golley Slater 1

From: Golley Slater 1

Sent: 06 September 2021 10:32

To: Official 1

Subject: RE: Goldie Lookin Chain collab

Hi Official 1

Hope you are well and had a good weekend

Please see link below to the widescreen version of the GLC behind the scenes edit for YouTube

<https://wetransfer.com/downloads/d474bdee82465bc254ff73e75eb4559d20210906092457/c3dd7c27660f306346150b4f991542e820210906092535/e00145>

I'll get across the final costs you this morning for this activity.

Regards

Golley Slater 1

From: Official 1

Sent: 03 September 2021 09:12

To: Golley Slater 1

Subject: RE: Goldie Lookin Chain collab

Thanks Golley Slater 1,

I've just been asked the following by the central social team: "Do we have a 1080 version of this also that we could use on YT? "

Do we have this or are we able to provide the WG version of the Behind the Scenes film in that size?

I meant to ask you, do you know how the band is feeling given their positive results? Are they doing ok?

Official 1

From: Golley Slater 1

Sent: 02 September 2021 16:52

To: Official 1

Subject: RE: Goldie Lookin Chain collab

Yes of course.

Here's the link to the behind-the-scenes films:

<https://wetransfer.com/downloads/76112b4dac83093b724b65d5a11ffcaf20210902154917/36cb257b9c5fe384d8c8d72a8aa72fd420210902154941/eaafc8c>

From: Official 1

Sent: 02 September 2021 15:57

To: Golley Slater 1

Subject: RE: Goldie Lookin Chain collab

Great news!

Can you re-send me the Behind the scenes films please?

I can then arrange to get this out on WG social channels.

Thanks.

Official 1

From: Official 1

Sent: 02 September 2021 15:32

To: Golley Slater 1

Subject: FOI GLC - additional query

Hi Golley Slater 1,

In addition to the final figures for the GLS work – with a breakdown of the costs – I will also need information to help me answer this query:

A list of “Any external Arts body or third party that was involved in the creation of the GLC song/video”

Thanks.

Official 1

From: Golley Slater 1

Sent: 02 September 2021 14:04

To: Official 1

Subject: Goldie Lookin Chain collab

Hi Official 1

Good news, GLC have signed the updated contract including the (REDACTED – S43) and the behind-the-scenes film edit has been posted across their YouTube, Instagram and Twitter accounts, so fine for Welsh Government channels to now post also.

I trust this is all in order.

Regards

Golley Slater 1

From: Golley Slater 1

Sent: 02 September 2021 08:37

To: Official 1, Golley Slater 2

Subject: RE: GLC

Hi Official 1

Further to your note below, I have caught up with Rhys at GLC they have approved the behind-the-scenes films for use on Welsh Government channels and on their own selected channels, (REDACTED – S43)

They have posted the BTS film to youtube yesterday and I will follow up with regards timings for twitter and with the signed updated contract.

Kind regards

Golley Slater 1

From: Golley Slater 1

Sent: 27 August 2021 14:19

To: Official 1

Subject: RE: GLC

Hi Official 1

Thanks for sharing - all very clear. We'll chat to GLC and come back to you with a recommendation.

Cheers,

Golley Slater 2

From: Official 1

Sent: 27 August 2021 13:56

To: Golley Slater 2

Subject: RE: GLC

Hi Golley Slater 2

I have spoken to Official 2 about this.

(REDACTED – S43) - as we would need to post the film on the WG channels and then pay for it to be promoted.

If we are unable to secure the extra work within these figures, we will just need to park the behind the scenes film and related work.

Happy to discuss if that would help.

Official 1

From: Golley Slater 2

Sent: 26 August 2021 13:19

To: Official 1

Subject: RE: GLC

Hi Official 1

Of course.

See below summary of what they initially agreed to do:

(REDACTED – S43)

We can of course add to this list if there was anything else that you wanted to include.

Any questions, let me know.

Cheers,

Golley Slater 2

From: Official 1

Sent: 26 August 2021 12:40

To: Golley Slater 2

Subject: GLC

Hi Golley Slater 2

We discussed this briefly at the team meeting and we are all torn, but slightly coming down on the side of the original contract / agreement.

Is it possible to get a breakdown of what they agree to do for the original contract (it can be bullets) and what you are suggesting that we might ask them to do as the additional task/s for payment?

Official 2 wants to be able to see the value in the additional spend before we commit to anything.

Thanks.

O

From: Golley Slater 2

Sent: 24 August 2021 13:41

To: Official 1

Subject: RE: GLC

Absolutely and no problem at all.

Copying Golley Slater 1 so he can pull together on his return and once all conversations with GLC are finalised.

Cheers,

Golley Slater 2

From: Official 1

Sent: 24 August 2021 13:11

To: Golley Slater 2

Subject: RE: GLC

Thanks Golley Slater 2

We now have a second FOI on the costs involved in this work.

I have some time before I need to draft the responses, but I'd be looking to get as final figures (as per the breakdown you sent across previously) as possible by midday Monday 6th September.

Thanks.

Official 1

From: Golley Slater 2

Sent: 24 August 2021 11:19

To: Official 1

Subject: GLC

Hi Official 1

Just a quick note to say that we are still liaising with Rhys from GLC.

As per our conversation on Friday, Golley Slater 1 has been continuing comms with him. He and Rhys haven't spoken yet, but that's because of Rhys's availability. We'll update you as soon as we can.

Cheers,

Golley Slater 2

From: Golley Slater 2

Sent: 20 August 2021 12:22

To: Official 3, Golley Slater 1, Official 1

Subject: RE: GLC collab update and BTS films

Thanks for the feedback Official 3

We're waiting for Rhys to give us a shout back today but will certainly chat to him then about the BTS film and let you know their thoughts asap.

I've shared all the costs with Official 1 but please let me know if you'd like me to forward to you too?

(REDACTED – S43), but Golley Slater 1 connected me with Rhys and I'll let you know any developments.

Cheers,

Golley Slater 2

From: Official 3

Sent: 20 August 2021 12:03

To: Golley Slater 1, Official 1

Subject: RE: GLC collab update and BTS films

Hi all,

The behind the scenes videos are both excellent – love the bit when he says “Drakeford is gonna love this”.

I'd be very happy for us to share this or for it to come from GLC themselves, but I am a little concerned about whether the band will want to share any more on this for the reasons Golley Slater 1 has raised below. I know Official 1 was gonna pick this up with you guys at Golleys too, (REDACTED – S43)

Just so you are all aware – and as expected – we have received a number of FOIs on how much they've been paid for this, so we'll be approached by the FOI team to provide those figures shortly.

Provided we're happy that everything is OK with the band, I'd love to share from WG or the FM and say:

It's an honour to have Newport's finest @theGLC's support on this campaign.

Getting fully vaccinated is scientifically proven to reduce your chance of becoming seriously ill should you get coronavirus.

If you haven't already, please get the jab done 🙌

<https://gov.wales/get-your-covid-19-vaccination>

Diolch,

Official 3

From: Golley Slater 2

Sent: 20 August 2021 11:36

To: Official 1, Official 4

Subject: RE: GLC cost reconciliation

Hi Official 1

Please see below the live budget for the GLC activation. The original estimate was:

(REDACTED – S43)

From both a fee and costs perspective things have moved around slightly. For example, from an agency perspective we've upweighted the PR and partnership management time, but removed the creative and art-working time we originally thought would be required, as this was done by WG. As with all activity at month end we will run our timesheets and finalise the detail.

From a costs perspective we managed to negotiate down some costs, so they've come in a little under our forecast.

(REDACTED – S43)

Chat at 2pm.

Cheers,

Golley Slater 2

From: Golley Slater 2

Sent: 20 August 2021 10:52

To: Official 1, Golley Slater 3, Golley Slater 3

Subject: RE: GLC

Hi Official 1

I'll give you a shout shortly to discuss, but we have been in ongoing conversations with them throughout the campaign to share updates and to offer our support. Golley Slater 1 called them again last night, but they weren't available to chat, so followed up with an email.

They've not come back to us so far this morning and haven't raised the additional money question with us at any point.

Overall, the conversations they've had with us have been more positive – though they are concerned about the and the negativity of some of the online commentary.

I'll get you the costs ahead of calling you, so I can answer any further questions.

Cheers,

Golley Slater 2

From: Official 1

Sent: 20 August 2021 10:06

To: Golley Slater 2, Golley Slater 3, Golley Slater 1

Subject: GLC

Importance: High

Hi All,

I'm getting a little concerned about GLC.

Can you please confirm:

- That there is a signed contract in place
- That they have been given an update on the performance of all the activity
- That there is ongoing discussions with them to help support them through the negativity being generated by the anti-vaxxers.

You have already agreed to send over the breakdown of costs for this work. I look forward to receiving this.

Also, Official 3 received a text asking for additional payment due to brand damage. She mentioned this to Golley Slater 1 and directed them back to Golleys as you did the negotiating. Have they been in touch about this?

Thanks.

Official 1

From: Golley Slater 1

Sent: 19 August 2021 16:16

To: Official 1, Official 3

Subject: RE: GLC collab update and BTS films

Hi Official 1/Official 3

In terms of an update with GLC before I go on leave, we're in regular contact with them and understand it's the anti-vax brigade that are being negative towards them, rather than any fears around their credibility for 'selling out'

Our counsel has been that there's also lots of positivity from the coverage - they've reported themselves growth in their social following – and with 90% of the population pro vaccination, as they are themselves, they shouldn't listen too closely to the echo chamber of social platforms.

We will continue to speak to them to assuage their concerns. Although we are not planning on doing any further active media beyond the ongoing Walesonline media partnership we shouldn't lose sight that there has been a great deal of positivity generated from the content, which helps raise profile ahead of their tour.

Best regards

Golley Slater 1

From: Official 1

Sent: 19 August 2021 14:25

To: Golley Slater 1

Subject: RE: GLC collab update and BTS films

Hi Golley Slater 1

Official 5 and I are happy with the BTS film.

I was also hoping to get clearance from Official 3 given she is the WG Facebook and Twitter channel manager, but she is out of the office this afternoon.

I believe that she is back in the morning. Can we hold off on the WG version of this, until she is content please? I'll come back tomorrow once she's managed to look at it.

Official 1

From: Official 1

Sent: 19 August 2021 11:06

To: Golley Slater 1

Subject: RE: GLC collab update and BTS films

Hi Golley Slater 1

I'm trying to get people to look at the film now, but I need to flag something.

Official 3 has spoken to GLC and they are feeling quite down about the negativity.

Is there anything we can do to help address some of that?

Official 1

From: Official 3

Sent: 19 August 2021 08:30

To: Official 6, Golley Slater 1, Official 7, Official 4, Official 1, Official 5, Official 8

Subject: RE: GLC collab update and BTS films

Absolutely amazing! Thank you for sharing all the figures and channels Golley Slater 1

Do you know if any of the media has approached the GLC for interviews?

Diolch,

Official 3

From: Official 6

Sent: 18 August 2021 17:48

To: Golley Slater 1, Official 7, Official 4, Official 1, Official 5, Official 7

Subject: RE: GLC collab update and BTS films

Hi Golley Slater 1

Congratulations to you and team!

Also spotted video in this article on BBC online : [Covid: All 16 and 17-year-olds in Wales to get job offer - BBC News](#)

Thanks

Official 6

From: Golley Slater 1

Sent: 18 August 2021 17:43

To: Official 4, Official 1

Subject: FW: GLC collab update and BTS films

Hi both

Further to my earlier note below we now have the Behind the scenes edits to share with you also. There are two versions, one without audio for Welsh Gov channels given it's not bilingual, and a second version which we would like to share with GLC for them to use including some commentary with Rhys from GLC.

To review please download: <https://we.tl/t-QAmoXYw2pf>

Best regards

Golley Slater 1

From: Golley Slater 1

Sent: 18 August 2021 17:20

To: Official 7, Official 4, Official 1, Official 5, Official 6

Subject: GLC collab update and BTS films

Hi All,

Ahead of our call tomorrow, I wanted to share an update on the Goldie Lookin Chain release following the first 24 hours since release.

Social media has provided really strong engagement with 111,000 views of the short form version of the track on their Twitter account alone, plus an additional 4k views on Instagram and 10k Youtube, 19k facebook for the full version of the track.

The media coverage has been brilliant also – with over 5k views of the article on Walesonline by first thing this morning - and that's before the boosting had got going and the Homepage placement was a nice bonus even if we half expected it. The video has run on main brand WalesOnline Facebook again this morning as an added extra (over 750k followers): <https://www.facebook.com/watch/?v=904556543490249> and for each of the 3 posts on their Twitter, they have 270k followers.

The Facebook ads (Cardiff and NewportOnline) are performing well and are also planned for pan-Wales boosting, likewise the display and programmatic native ads are all planned for pan-Wales coverage too.

As well as all the positive comments, which there have been many, it would only be honest to acknowledge that the anti-vax brigade are commenting also, however I think it's fair to say most of these have been discussing GLC's involvement with vaccination, rather than a criticism of Welsh Government and many have shared congratulations of this campaign activity.



Peter Gillibrand @GillibrandPeter

In Wales, we have Goldie Lookin Chain asking people to get the vaccine, what do you have?

Get g g g g g, get the jab done
It's time to get your vax-inay-ehun

0:22 115.3K views

From goldie lookin chain

6:10 PM · Aug 17, 2021 · Twitter for iPhone

123 Retweets · 20 Quote Tweets · 541 Likes

Owen Williams @OwsWills

That @welshgovernment allowed GLC to film at Cathays Park, and that all of them are now far older and greyer than when we saw them last adds volumes to the charm of this rather brilliant new video

John (Eggy) @EggyGLC · Aug 17
Get the Jab Done.
youtu.be/75gv0ttrWig

0:27 30.7K views

7:22 PM · Aug 17, 2021 · Twitter for iPhone

56 Retweets · 6 Quote Tweets · 423 Likes

David Owens Retweeted @asoundreaction

"It doesn't take two long, in fact two ticks I can't do another year doing PE with Joe Wicks"

Undoubtedly the best thing you will watch today and possibly all year.

All hail the @WelshGovernment's special rap unit @theGLC

Watch the brilliant video from GLC urging over 16s to get vaccinated. It appears the Welsh Government have enlisted their special rap unit headed up by Goldie Lookin' Chain to deploy their crack rhyming skills to get the message ...

5:00 PM · Aug 17, 2021 · Twitter Web App

14 Retweets · 2 Quote Tweets · 49 Likes

We're tracking the earned media we've generated and we have social listening set up. Media highlights so far include Daily Mail, The National, Nation.Cymru, South Wales Argus, Wales 24/7, South Wales Life, GTFM, Gwent Radio, Newport City Radio, BGMF, Gwent Events, Retro Sound, Swansea Bay News and the track is available on Spotify also and may feature on ITV Wales tonight.

Catch up tomorrow.

Regards

Golley Slater 1

From: Golley Slater 1

Sent: 17 August 2021 17:46

To: Official 7, Official 4, Official 1, Official 5, Official 8, Official 6

Subject: GLC collab live

Hi all

Hope this email finds you well.

As you may well be aware, GLC have posted the content live across their channels and on Spotify, whilst the media partnership with Walesonline is also now active and it looks fab.

GLC tweet: <https://twitter.com/theGLC/status/1427647455395524626> and Youtube post with a link to how to get a job is here:

<https://www.youtube.com/watch?v=75qvO5ttrWg>

The Walesonline article link is here <https://www.walesonline.co.uk/special-features/first-look-goldie-lookin-chains-21277452> and it's displaying on the homepage now. The same link to Welsh Gov website is available through the Minister's quote towards the end.

The programmatic native ads will start in the morning driving more views. The main brand WOL FB post link is

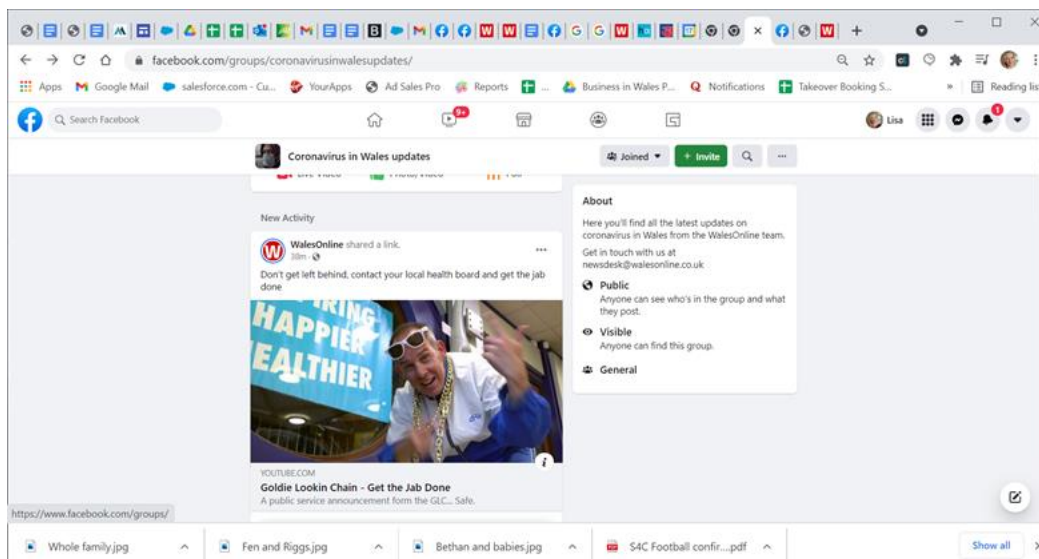
here <https://www.facebook.com/WalesOnline/posts/10158650236937183>

The FB (CardiffOnline and the NewportOnline) boosted posts have started

The 1st main brand tweet has gone out (two more to go)

<https://twitter.com/WalesOnline/status/1427664015153565705/photo/1>

And the post has gone out on the WOL coronavirus group



The digital display campaign and the preroll also started at 5pm and are live. The videos are attracting strong attention with about 5k views on twitter as I was writing

this. For sure there will be some negative sentiment in amongst the positive although comments are switched off on this coronavirus FB group currently.

Enjoy your evening,

Best regards

Golley Slater 1

From: Official 3

Sent: 17 August 2021 16:09

To: Golley Slater 1, Official 7, Official 1, Official 6

Subject: RE: GLC Collab - Facebook campaign proofs

Hi all,

Just to keep you in the loop on social media plans now it's "out there".

I'm on duty tonight, so will keep an eye on how the video goes, but we might like to wait until tomorrow before sharing from our channels as we have quite a serious Afghanistan post going out shortly.

When does the Wales Online piece go live?

Here are our plans:

Share from FM:

Diolch bois!

If you haven't had a vaccine yet, it isn't too late 🙏

<https://gov.wales/get-your-covid-19-vaccination-if-you-think-you-have-been-missed>

Share from WG:

Look familiar? 🙏🙏

If you haven't already, please follow @theGLC's footsteps and contact your local health board to "get the job done" 🙏

<https://gov.wales/get-your-covid-19-vaccination-if-you-think-you-have-been-missed>

Diolch,

Official 3

From: Official 5

Sent: 17 August 2021 11:44

To: Official 5, Golley Slater 1, Official 4, Official 1

Subject: RE: Welsh Government Proofs - facebook - GLC Collab

Agreed! Thanks Golley Slater 1 looking good

From: Official 7

Sent: 17 August 2021 09:18

To: Golley Slater 1, Official 4, Official 1

Subject: RE: Welsh Government Proofs - facebook - GLC Collab

Hi Golley Slater 1 – they look great. Love the shorter edit and that last scene. I'm literally in tears with laughter!

From: Golley Slater 1

Sent: 16 August 2021 19:16

To: Official 7, Official 4, Official 1

Subject: FW: Welsh Government Proofs - facebook - GLC Collab

Hi all,

Further to our earlier email conversation, here's the updated copy for the Walesonline facebook/Instagram social campaign to go live tomorrow.

I'll sign this off approved tomorrow unless there's any amends.

Kind regards

Golley Slater 1

From: Official 6

Sent: 16 August 2021 18:02

To: Golley Slater 1

Subject: FW: Keep Wales Safe Goldie Lookin Chain Collab

Hi Golley Slater 1,

Hopefully these are ok but struggled to get text into small graphic size.

Thanks

Official 6

From: Golley Slater 1

Sent: 16 August 2021 16:04

To: Official 9, Official 6

Subject: RE: Keep Wales Safe Goldie Lookin Chain Collab

Thanks Official 6 and 9

This looks good to go to me, thanks for the super swift response. Let me know if any problems, if not will share with Walesonline before cop.

Regards

Golley Slater 1

From: Official 7

Sent: 16 August 2021 15:37

To: Golley Slater 5

Subject: RE: Goldie Lookin' Chain Influencer Content

Yes yes yes yes!!!! This is amazing!!

You're right with lyrics it will be perfect.

From: Golley Slater 1

Sent: 16 August 2021 15:33

To: Official 8

Subject: Keep Wales Safe Goldie Lookin Chain Collab

Hi Official 8

Hope you are well

Apologies, it appears that the incorrect spec was sent over for the mobile banner for the display ad for the GLC activity with Walesonline.

Is it possible the attached could be adapted to fit the spec below please? All the others are fine.

MOBILE BANNER

Initial dimensions (WxH) 320 x 50

Max load 40KB
Format JPEG/GIF
Looping limit No
Please advise
Kind regards
Golley Slater 1

From: Golley Slater 5
Sent: 16 August 2021 14:14
To: Official 7
Subject: RE: Goldie Lookin' Chain Influencer Content

Hi all,

Hope everyone's well and had a fantastic weekend!

Here is a link to (REDACTED – PERSONAL INFORMATION) draft for the Goldie Lookin Chain TikTok content: <https://we.tl/t-d1Ncz3vysC>

As mentioned in my previous email, (REDACTED – PERSONAL INFORMATION) wanted to utilise his character work in line with the key messaging in this video, which I think works brilliantly. We are going to recommend to him to subtitle this video to ensure that the lyrics/key messages are clear, and to ensure the content is accessible as he is wearing a mask while he mouths the lyrics.

We have briefed our other influencers who are prepared to go live with this on Thursday once (REDACTED – PERSONAL INFORMATION) post has gone live on the Wednesday. Having spoken to the influencers, we expect their versions to be similar, with them lipsyncing/dancing to the lyrics to stress the importance of the vaccine, and we will ask them to provide subtitles on their versions also.

Looking forward to hearing your thoughts on this! If you have any questions/concerns, please let me know.

Thanks,

Golley Slater 5

From: Official 7
Sent: 16 August 2021 14:03
To: Golley Slater 1, Official 4, Official 1, Official 3, Official 6
Subject: RE: GLC Collab - Facebook campaign proofs

Hi Golley Slater 1 – they look great. Slight tweak to the suggested copy

Don't get left behind, contact your local health board and get the jab done

Like the option for AB testing though.

Thanks

Official 7

From: Golley Slater 1

Sent: 16 August 2021 13:46

To: Golley Slater 1, Official 4, Official 1, Official 3, Official 6

Subject: FW: GLC Collab - Facebook campaign proofs

Hi all

Please see below link to Walesonline facebook social proofs for your review ahead of launch tomorrow. Running for 4 weeks from 17th Aug 5pm, examples:

Cardiff Online - <https://www.facebook.com/WalesOnline/posts/10158650236937183>

Newport Online -

<https://www.facebook.com/WalesOnline/posts/10158650236937183>

There's split testing on the copy to maximise engagement. The advice is generally best practice is 90 characters or less, more can be added, but it may get cut off on the mobile view as there's a very narrow 'scroll window' to grab attention.

Recommend to change the copy 'Don't get left behind, get the jab done. Book yours today' to read either:

(a) 'Don't get left behind, get the jab done. Book yours today. Contact your local health board'

Or if that's too clearly promotional, a more editorial option for the A/B Test may be along the lines of:

(b) 'Have you seen? Wales hip hop group encourages people to get their vaccine'

Let me know if you are happy with either of these and what amends you would like to make.

Once signed off we'll confirm with Walesonline social team to also post in the Coronavirus updates group too (rather than a set site like CardiffOnline etc - this is an editorial 'group' so sits with editorial team rather than Commercial FB team). It can look the same as they will receive approved proof.

In addition, we'd be hopeful of securing FB main brand coverage as well.

Regards

Golley Slater 1

From: Official 7

Sent: 16 August 2021 12:21

To: Official 3, Golley Slater 1, Golley Slater 4, Official 1, Official 8, Official 6, Official 5

Subject: RE: GLC Press release - translated

Fantastic – thanks all.

Our press team are doing a vaccination focussed press notice for Weds with young people being a key theme. So they'll link to the GLC video in the notes to editors too.

Thanks

C

From: Official 3

Sent: 16 August 2021 12:09

To: Golley Slater 1, Official 7, Official 4, Official 1, Official 8, Official 6, Official 5

Subject: RE: GLC Press release - translated

Amazing – thank you Golley Slater 1

We'll prep something from the FM and WG to share from GLC tomorrow.

Diolch,

Official 3

From: Golley Slater 1

Sent: 16 August 2021 12:02

To: Official 7, Official 4, Official 1, Official 8, Official 6, Official 5

Subject: GLC Press release - translated

Hi all

Hope you had an enjoyable weekend

Following approval of the English language version of the Goldie Lookin Chain press release last week, please see attached updated version with Welsh language translation now added.

Also here's a final look at the Walesonline article that is to go live tomorrow at approx 5pm following the release of the music video on GLC channels at 4pm. The music

video has now been embedded into the article ready for launch, to preview please click: <https://www.walesonline.co.uk/special-features/first-look-goldie-lookin-chains-21277452>

Best regards

Golley Slater 1

From: Golley Slater 1

Sent: 13 August 2021 15:45

To: Official 6, Official 5, Official 8, Official 6, Official 4, Official 1, Official 10

Subject: RE: Keep Wales Safe Goldie Lookin Chain Collab

Hi Official 7

Yes, I can confirm GLC will release the track first on their channels on Tuesday and that will be swiftly followed with the coverage secured through the media partnership with Walesonline to promote it. We have our influencers lined up with (REDACTED – PERSONAL INFORMATION) first on Wednesday using the audio of the song on tik tok and other influencers lined up to post from Thursday to further amplify.

Furthermore we'll endeavour to generate media interest with the guys at GLC offering to do interviews as required.

Thanks for signing off the Minister quote previously. I re-shared it yesterday due to the change in the quote from GLC along with the Walesonline article that they have asked for feedback on.

Best regards

Golley Slater 1

From: Official 7

Sent: 13 August 2021 15:41

To: Official 5, Golley Slater 1 Official 8, Official 6, Official 4, Official 1, Official 10

Subject: RE: Keep Wales Safe Goldie Lookin Chain Collab

This was the approved quote from (REDACTED – PERSONAL INFORMATION), via (REDACTED – PERSONAL INFORMATION) last week. So think we're ok

Eluned Morgan, Welsh Government Minister for Health and Social Services, said:

“We are really grateful to Goldie Lookin Chain for helping promote and support vaccine uptake, building on our fantastic programme to date and helping to protect more than 2m adults. We're now inviting 16 and 17-year-olds to get vaccinated before school starts again, in line with the latest advice.

“If you haven’t had a vaccine yet, it’s never too late. All health boards have appointments available.”

From: Official 7

Sent: 13 August 2021 15:29

To: Golley Slater 1, Official 5, Official 8, Official 4, Official 1, Official 10

Subject: RE: Keep Wales Safe Goldie Lookin Chain Collab

Just had a query about whether GLC are releasing this song and whether you’ll be able to access it on Spotify? Or will it just be organic?

From: Official 5

Sent: 13 August 2021 14:56

To: Golley Slater 1, Official 7, Official 8, Official 6, Official 4, Official 1, Official 10

Subject: RE: Keep Wales Safe Goldie Lookin Chain Collab

Copying to press office colleagues re: the quote. Happy with press release content, pleased to see the reference to 16-17 year olds in there

Thanks all

Official 5

From: Official 8

Sent: 13 August 2021 08:59

To: Golley Slater 1, Official 7, Official 5, Official 4, Official 1, Official 10, Official 6

Subject: RE: GLC music video

That’s magic.

It looks and sounds amazing.

Good work you guys.

Golley Slater 1 Can you let me know what the evaluation metrics please; just the basic estimated reach/costs will help.

Thanks all,

Official 8

From: Golley Slater 1

Sent: 12 August 2021 17:50

To: Official 7, Official 5, Official 8, Official 6, Official 4, Official 1, Official 10

Subject: Keep Wales Safe Goldie Lookin Chain Collab

Hi all,

Further to my earlier note with the GLC music video, we have now also received the proof of the Walesonline/North Wales Live article from their commercial editor. The link below is to a development or pre deployment server so not easily found online without the direct link.

When approved the video will be added to this article at the top, so the image is a placeholder within the article for now. The image will still be used on their website as a thumbnail and on social media.

Whilst I was off the guys at GLC came back with a request to edit their quote slightly, so this has been incorporated in the article along with the approved quote from the Minister. We have updated the previously approved release and attached.

Preview the Walesonline article here: <https://www.walesonline.co.uk/special-features/first-look-goldie-lookin-chains-21277452>

Please let us know any amends. Our preferred launch date would be Tuesday next week subject to agreement with MediaWales.

To recap to support this article through the media partnership we will be running (REDACTED – S43)

Regards

Golley Slater 1

From: Official 5

Sent: 12 August 2021 16:03

To: Golley Slater 1, Official 7, Official 7, Official 4, Official 1, Official 10, Official 6

Subject: RE: GLC music video

Looking great on first view, video is really nicely done – fair play to all involved in filming/ editing

From: Golley Slater 1

Sent: 12 August 2021 15:55

To: Official 7, Official 5, Official 5, Official 4, Official 1, Official 10, Official 6

Subject: GLC music video

Hi all,

We've received the music video from GLC, along with a 30 second sting for the video, and they are looking great.

Please see download link to review: <https://we.tl/t-NnL1OaiwO5>

I'm chasing MediaWales for an update on when we may receive the article so we can also share this and then finalise a launch date.

We look forward to getting your feedback on the films.

Best regards

Golley Slater 1

From: Golley Slater 5

Sent: 11 August 2021 17:24

To: Official 7

Subject: Goldie Lookin' Chain Influencer Content

Hi all,

Hope you're all well and having a great week so far!

We have had a conversation with (REDACTED – PERSONAL INFORMATION) who is leading our social media content for the Goldie Lookin' Chain rap.

For his TikTok video, (REDACTED – PERSONAL INFORMATION) would like to lipsync to part of the song for 30 seconds using different characters, particularly the lyrics:

Your mothers got a vaccine

Oh son your cousin got a vaccine

Oh son Your nephew got a vaccine

That's right it's time to get a vaccine...!

He will use an additional verse or two, but the main focus of the video will be these lyrics.

This audio will then be utilised by our fixed term influencers in line with the brief attached for your approval. Please note, this brief is a little more flexible as we're giving them the audio so the key messages are automatically included. For this reason, we have changed this section into a more instructional list – "things to note".

Any questions on any of the above, please do not hesitate to ask.

Looking forward to hearing your thoughts.

Thanks,

Golley Slater 5

From: Golley Slater 2

Sent: 09 August 2021 12:57

To: Official 7, Golley Slater 4; Golley Slater 3

Subject: RE: DRAFT Goldie Lookin Chain release and photos

Hi Official 8

The plan is to launch next Monday - the 16th – though we will take a final decision when we see a first draft of the film on Wednesday this week. Will share it for thoughts and approval asap!

Cheers,

Golley Slater 3

From: Official 7

Sent: 09 August 2021 12:42

To: Golley Slater 2, Golley Slater 4, Golley Slater 3

Subject: RE: DRAFT Goldie Lookin Chain release and photos

Hi Golley Slater 2,3 and 4 – just wondering if you have any update in terms of timing for the GLC release? Lots of people this end asking....all very excited!

From: Official 7

Sent: 06 August 2021 15:48

To: Golley Slater 3, Golley Slater 1, Official 4, Official 1, Official 10

Subject: RE: DRAFT Goldie Lookin Chain release and photos

Thanks Golley Slater 4 – yes consider this approved as I've shared it with everyone who would need to see it.

Thanks all and have a fab weekend

From: Golley Slater 4

Sent: 06 August 2021 13:21

To: Official 7, Golley Slater 1, Official 4, Official 1, Official 10

Subject: RE: DRAFT Goldie Lookin Chain release and photos

Hi Official 7

Thanks for this. I am assuming then that we don't need to send this press release to press office separately now the quote is approved?

We will get this across to Media Wales today and send the proofs back early next week. We have found with the partnerships that it is better to get the English proof signed off and then we translate that version into Welsh otherwise we have to do it twice. Hope that is ok?

Glad you like the photos they are fab!

Speak soon.

Gilley Slater 4

From: Official 7

Sent: 06 August 2021 12:00

To: Golley Slater 1, Official 4, Official 1, Official 10

Subject: RE: DRAFT Goldie Lookin Chain release and photos

Hi Golley Slater 1

Press release looks great. And we've just had the following quote approved by the Minister:

Eluned Morgan, Welsh Government Minister for Health and Social Services, said:

"We are really grateful to Goldie Lookin Chain for helping promote and support vaccine uptake, building on our fantastic programme to date and helping to protect more than 2m adults. We're now inviting 16 and 17-year-olds to get vaccinated before school starts again, in line with the latest advice.

"If you haven't had a vaccine yet, it's never too late. All health boards have appointments available."

Thanks again – the photos look amazing!

Official 7

From: Golley Slater 1

Sent: 05 August 2021 18:10

To: Official 8

Subject: RE: Assets for Golley Slater Media Partnership

Hi Official 8

Apologies for the slow reply, my last day in the office for a week so it's been a bit hectic and I wanted to chat this through with a colleague but have run out of time to do so today.

Nevertheless I've shared it with Golley Slater 1 and Golley Slater 4, so expect they will come back to you next week with our recommendation.

Kind regards

Golley Slater 1

From: Golley Slater 1

Sent: 05 August 2021 17:35

To: Official 7, Official 4, Official 1, Official 10

Subject: FW: DRAFT Goldie Lookin Chain release and photos

Apologies, I forgot to include the link to the photos which we have just had through from the photographer at the shoot. They can be found via Dropbox link here:
(REDACTED – Does not add further understanding)

They are exported both Hi-Res at 300DPI and Social Media / Low Res at 72DPI so it's easier to view the low res versions on screen.

We will make a recommendation for which pictures to use with the release next week, but in the meantime let us know if there are any favourites. The photographer (REDACTED – PERSONAL INFORMATION) certainly captured some of the fun moments from Tuesday's filming.

Regards

Golley Slater 1

From: Golley Salter 1

Sent: 05 August 2021 17:31

To: Official 7, Official 4, Official 1, Official 10

Subject: DRAFT Goldie Lookin Chain release and photos

Hi all

Hope this finds you well.

Please see attached draft Goldie Lookin Chain press release which serves two purposes:

1. As part of the media partnership we would like to get this across to mediawales soonest (by EOP tomorrow if possible) to help them produce the editorial for their website in their house style. This article will be shared with us for

approval prior to the agreed publication date – a benefit of the media partnership - and it will be optimised for the target audience.

2. We would aim to generate additional PR coverage using the release with the music video.

We expect to have a finished edit of the music video by next Thursday for you to review, ideally with a view to release of the music video the following week (w/c 16th Aug).

To retain the authenticity of the content as previously discussed, this draft release is written from the perspective of Goldie Lookin Chain, with little mention of Welsh Government. However, we feel it would be almost duplicitous to not include a short, punchy quote from a Minister, low down within the release, given that some level of collaboration is clear within the video. Alternatively, we have also drafted a longer quote should a fuller inclusion be preferred, so we can share this with you too. We don't need to share the minister's quote with mediawales at this stage if that helps with timings.

I'm disappearing off on annual leave for a few days, so Golley Slater 2 and 4 cc'd for your feedback, I'm returning to work next Thursday.

Kind regards

Golley Slater 1

From: Official 8

Sent: 05 August 2021 09:37

To: Golley Slater 1

Subject: RE: Assets for Golley Slater Media Partnership

Hi Golley Slater 1

Sorry for the late second thoughts – but do we feel the existing teal and yellow KWS branding is badass enough for GLC vid promotion?

I've attached the latest refresh for the 30-39yo...

Thoughts on a postcard please.

Thanks,

Official 8

From: Golley Slater 1

Sent: 02 August 2021 17:36

To: Official 7, Official 4, Official 3, Official 1

Subject: GLC call sheet for tomorrow

Hi all

Hope you had an enjoyable weekend.

All set for the filming tomorrow with Goldie Lookin Chain, call sheet attached for your reference.

Official 3 has kindly arranged access at Cathays Park.

Kind regards

Golley Slater 1

From: Golley Slater 1

Sent: 02 August 2021 09:10

To: Official 3

Subject: Crew list for

Hi Official 3

Hope you are well and had a good weekend,

GLC have confirmed the below list of individuals to attend filming at Cathays Park tomorrow, if you could kindly arrange access. They have not provided me with any car registrations, however if we could register one place for (REDACTED – PERSONAL INFORMATION)

Names

(REDACTED – PERSONAL INFORMATION)

Golley Slater 1

thanks

Golley Slater 1

July

From: Golley Slater 1

Sent: 30 July 2021 12:39

To: Official 7, Official 4, Official 1

Subject: GLC collaboration Update

Hi all,

Trust you are well

I wanted to update as another week flies by.

1. GLC have supplied the re-worked recording of the song - see attached. It's now about 30 secs shorter, with the references in the verses to (REDACTED – PERSONAL INFORMATION) bats and in the ad lib to nurse's uniforms now removed.
2. We've also received the digital display ads which are edited versions of the employer's toolkit from Official 7
3. Filming set to go ahead on Tuesday and continuing to liaise with Official 3 for access at Cathays Park and with ABUHB for Newport Centre.

Any feedback, please let me know

Have a good weekend

Kind regards

Golley Slater 1

From: Official 8

Sent: 30 July 2021 12:02

To: Golley Slater 1

Subject: RE: Assets for Golley Slater Media Partnership

Golley Slater 1 They sound brilliant!!

Thanks for sending over. It's really sounding tight now.

Congratulations all,

Official 8

From: Golley Slater 1

Sent: 30 July 2021 09:50

To: Official 8

Subject: RE: Assets for Golley Slater Media Partnership

Hi Official 8

I've just discovered this email in my drafts – apologies for not sending yesterday, however in the interim, GLC have shared the updated slightly shortened recording, removing the references we asked them to take out.

Thanks for sending these digital display assets so quickly, they good to me. Great to start bringing this activity to life.

Regards

Golley Slater 1

From: Official 8

Sent: 29 July 2021 09:12

To: Golley Slater 1

Subject: FW: Assets for Golley Slater Media Partnership

Good morning Golley Slater 1

No meeting this morning but I hope you are well.

Here are the assets for the partnership.

Give me a shout if there's anything missing.

Diolch,

Official 8

From: Golley Slater 1

Sent: 27 July 2021 17:18

To: Official 7

Subject: RE: Goldie Lookin Chain - Get The Job Done

That's great, thanks Official 7

We'll look to firm this up and finalise details.

You may already be aware, but I had a call with Official 5 and Official 7 earlier and they are happy to organise the vaccination display ads in-house based on the teal colourway. They hope to have these ready to share early next week which is great.

Regards

Golley Slater 1

From: Official 7

Sent: 27 July 2021 16:52

To: Golley Slater 1

Subject: RE: Goldie Lookin Chain - Get The Job Done

This all sounds great – thanks Golley Slater 1 So much work is happening on this – thank you and the media partnership looks great.

From: Golley Slater 1

Sent: 27 July 2021 13:35

To: Official 7

Subject: Goldie Lookin Chain - Get The Jab Done

Hi Official 7

Hope you are well

Apologies, I didn't get an update back across yesterday, I was hoping to be able to firm up as many details as possible first, but a few items are still being finalised.

Goldie Lookin Chain had the feedback on Friday and they will make the edits to the lyrics and within the ad lib section at the end, so I'm expecting to soon receive a new slightly shortened version of the track to share. The filming date has moved back to August 3rd, which gives us a little bit more time to finalise assets and organise the filming, including locations, props(!) and details. They are producing placards with the attached list of messages - none of which seem untoward – which will be used within the music video to illustrate certain parts of the song. Please shout if there are any issues with these to flag.

In terms of the MediaWales media partnership, (REDACTED – S43) to serve two purposes:

(1) ensure reach and engagement with the song and music video amongst the (REDACTED – S43) and

(2) offer an opportunity to delivery contextually relevant KWS messages through multiformat digital display ads

- The media partnership comprises:

(REDACTED – S43)

Furthermore, we'll make use of our influencers and push for further media coverage from other platforms. In total, the combined cost of the media partnership, our agency fee, the cost for GLC and other costs (translations, photography, etc) is approximately £30,000.

We'll work with MediaWales to ensure we deliver all the required assets with approvals from your team. In terms of the digital display ads I've booked design resource to work on these this week, starting tomorrow, so prior to design work starting I reached out to Official 5 to see if there were existing assets and get his steer, but I understand KWS branded assets provide the best solution rather than the new 'join the millions' UK campaign creative.

Before we start work on the digital display ads please can you advise if you are happy for us to proceed with the media partnership as outlined above?

Best regards

Golley Slater 1

From: Official 5

Sent: 27 July 2021 11:34

To: Golley Slater 1

Subject: RE: Vaccination Assets - GLC collab

Hi both – having had a chat with Cabinet Office and a quick catch up with Official 7 this morning, I think it may be simpler all round if we use KWS assets for the linked ads on the GLC stuff. Gives us full control of message and branding (the UK Gov stuff is a mess with UK Gov in Wales and NHS logos, not WG and NHS Wales). Do you want a catch up today at some point to run through which assets to run, and do you still have the studio time to do it?

From: Official 5

Sent: 27 July 2021 10:18

To: Golley Slater 1

Subject: RE: Vaccination Assets - GLC collab

I've been talking to them since your email – there are new “join the millions” assets being developed currently by Public Health England (for 18-39 audience), which they have said they'll translate, and I've asked if they'll be ready to meet our timeline. I asked for an answer today so we'll know if we need to consider other options

From: Golley Slater 1

Sent: 27 July 2021 10:14

To: Official 5

Subject: FW: Vaccination Assets - GLC collab

Morning Official 5

hope you are well

I was hoping you may have an update on the vaccination assets we discussed on email yesterday. Do you anticipate any difficulties in getting the bilingual versions of the main creative from the UK campaign?

Kind regards

Golley Slater 1

From: Golley Slater 1

Sent: 26 July 2021 09:58

To: Official 5, Official 8, Official 6

Subject: RE: Vaccination Assets - GLC collab

Hi Official 5

Amplifying the campaign sounds ideal, much appreciated.

The specs MediaWales require are for a combination of mobile and desktop creative:

Billboard

970 x 250 (W x H)

Max load 60KB

Desktop

MPU

330 x 250 (W x H)

Max load 40KB

Desktop & Mobile

Double MPU

300 x 600 (W x H)

Max load 40KB

Desktop

Mobile banner

300 x 250 (w x H)

40 KB Max load

Mobile

They advise there's no looping limit & pixel density 72 dpi

If our studio needs to make any edits to the assets you can source, I can make some design resource time available from Wednesday this week.

Thanks again

Golley Slater 1

From: Official 5

Sent: 26 July 2021 09:52

To: Golley Slater 1, Official 5, Official 6

Subject: RE: Vaccination Assets - GLC collab

We can get bilingual versions of the main creatives from the UK campaign – we're waiting on some from the latest wave of ads. All on the "join the millions" theme, but there are some for a younger audience. What sizes/ orientation do you need? I can check today. It would mean having the "UK Government in Wales" logo on the assets, but they'll be running them in Wales so it would be amplifying that work

From: Golley Slater 1

Sent: 26 July 2021 09:37

To: Official 5, Official 8, Official 6

Subject: Vaccination Assets - GLC collab

Hi all,

Hope you had enjoyable weekends/ time off.

As part of the Goldie Lookin Chain collab we have negotiated a media partnership with MediaWales to make use of Walesonline and North Wales Live websites with their reach within C2DE demographic an important factor. An editorial package forms part of this partnership but also included are digital display ads. We're picking up the partnership cost with Official 7, but for consistency in terms of the creative I wanted to find out whether we could source any existing UK government assets that we could use as the paid ad creative to support this element of the activity.

I have the list of advert specifications, but not sure whether I'm lucky enough that any finished assets still on message will be readily available to share to the right spec or whether new assets will need to be created.

Would you be able to help me with this please?

Best regards

Golley Slater 1

From: Official 3

Sent: 23 July 2021 09:56

To: Official 7, Golley Slater 1, Official 1, Official 4, Official 6 , Official 11

Subject: RE: Goldie Lookin Chain - Get The Jab Done

Amazing – thanks to all the team.

Also, to confirm – we've had the go ahead for them to use the press conference room to film one of the scenes.

It will have to be limited to one artist behind the podium at a time and 6 people in the room.

If it's a goer, if you can get the names of everyone who will be attending the office and what date Rhys said he'd like to do it all in one day next Friday), then I can arrange access to the building.

Diolch,

Official 3

From: Official 7

Sent: 23 July 2021 09:53

To: Official 3, Golley Slater 1, Official 1, Official 4 , Official 4, Official 11

Subject: RE: Goldie Lookin Chain - Get The Jab Done

I knew there was something I had forgotten....

The reference to (REDACTED – PERSONAL INFORMATION) we thought was brilliant. We also wondered whether it was worth giving his agent the heads up that he will be referenced in the song and then whether there was some further amplification that could be done with him too? Appreciate he's not Welsh and he may not use the KWS messaging, but worth a try?

Thanks

C

From: Official 7

Sent: 23 July 2021 09:48

To: Official 3, Golley Slater 1, Official 1, Official 4, Official 6, Official 11

Subject: RE: Goldie Lookin Chain - Get The Jab Done

Hi All

Sorry, meant to get back to you yesterday on all of this. But we've discussed it as a team and everyone is really over the moon with this. It really has gone down a storm.

- I think we're all agreed it's ever so slightly too long.
- The (REDACTED – PERSONAL INFORMATION) comment needs to come out.
- Reference to the bats too, so it may be just easier to remove the whole verse
- We're happy to gloss over the number of doses for artistic license and the third dose covers the booster!
- Like Official 3 has suggestion on changing 'just turned nineteen' to 'eighteen'. The only thing is if there is a real nephew who has turned 19 and really is on tinder, then that could take away the authenticity. So relaxed about it, but great if change could be made.
- The nurse's uniform / pvc in the ad lib..... maybe a bit inappropriate?
- We'd like to see if they could add in 'Keep Wales Safe [clart / bra]' in at the end even if it was in the ad lib bit? That may be pushing it though

Thank you Official 3 and Golley Slater 1, this is really amazing and everyone is super happy.

Official 7

From: Golley Slater 1

Sent: 22 July 2021 13:19

To: Official 3

Subject: RE: Goldie Lookin Chain - Get The Jab Done

Hi

The only point I'd add about changing the lyric to eighteen rather than nineteen, is the age limit for tinder is 18 yo (I'm reliably informed), so does the lyric quite work with this change?

My nephew (REDACTED – PERSONAL INFORMATION) just turned eighteen

and he's back on tinder now he got the vaccine

From: Official 7

Sent: 22 July 2021 12:51

To: Official 3, Golley Slater 1, Official 1, Official 4, Official 6, Official 11

Subject: RE: Goldie Lookin Chain - Get The Jab Done

Brilliant Official 3 – thank you!!

The suggestion of the press conference room is a brilliant idea. If (REDACTED – PERSONAL INFORMATION) is up for it then yes lets go for it

Good suggestion on the lyrics too about the age. We'll coordinate comments as a team today for suggested amends....the obviously one is (REDACTED – PERSONAL INFORMATION)....but generally speaking everyone is really very excited about this! The reaction in our team meeting was very very positive. Official 2 LOVES it.

The only other think we were hoping is in the ad lib bit at the end, whether we could squeeze in 'Keep Wales Safe'....clart

Leave it with us, I want to make sure Official 5 is 100% happy too as vaccines lead.

Thanks

Official 7

From: Official 3

Sent: 22 July 2021 12:38

To: Golley Slater 1, Official 7, Official 1, Official 4, Official 6, Official 11

Subject: RE: Goldie Lookin Chain - Get The Jab Done

Hi again everyone,

Thanks for the call this morning.

Also looping in Official 11 – attached the lyrics in case there were some lyrics you wanted to amend.

I was thinking in addition to the changes I suggested below, how about changing this to "just turned eighteen"? I don't want to be nit-picky, but may help with the over 18 message.

My nephew (REDACTED – PERSONAL INFORMATION) just turned nineteen and he's back on tinder now he got the vaccine

Also – I've just spoken to Rhys has requested to film one of the "scenes" of the video in our press conference room.

This is all doable from our perspective and I've spoken to our press officers who manage it and they think – even though we're wanting to distance ourselves from this - it would be a good move considering we're using it less now and the look and feel of the room will be changing in September.

What are your thoughts on this? I'll chat to our head of news/special advisor too to get their take on it.

The sign on the podium would be made and changed (by GLC) to one which says "get your job done" or something like that and we'd have to limit the podium to 1 artist and have a max of 6 people in the room.

Diolch,

Official 3

From: Golley Slater 1

Sent: 21 July 2021 17:17

To: Official 3

Subject: RE: Goldie Lookin Chain - Get The Jab Done

Hi Official 3

Not sure if you had any other feedback direct but we have an integrated client call with Official 7 and team on a Thursday morning, plus another digital agency (REDACTED – PERSONAL INFORMATION), which you could join. A lot of it will be useless for you, but hopefully we can add a GLC discussion to the meeting at the end ideally when some of the others that aren't involved in this campaign element have left. Or alternatively we could diarise a call for 10,30am when the meeting is due to finish if that works for you?

Regards

Golley Slater 1

From: Official 3

Sent: 21 July 2021 16:08

To: Golley Slater 1, Official 7, Official 1, Official 4, Official 6

Subject: RE: Goldie Lookin Chain - Get The Jab Done

Hi Golley Slater 1

Thanks for sharing. I'm free for the rest of the day if others are also free to jump on a call?

Initial thought is that I love it – right on the money and catchy. They worked well with the brief. Particularly like that trumpet hook – very TikTokable.

I have some concerns about a few of the verses (16 and 17) which we can discuss in the meeting – I think we can just cut them in all honesty as it's long enough isn't it.

I don't know about the reference to getting a "third" vaccine – but I think most people understand that it's mostly two doses and that it's a tongue in cheek way to say they're keen (and rhymes with GLC).

It would be for Official 7 and co to sign off costs so I'll leave that bit down to them.

Diolch,

Official 3

From: Golley Slater 1

Sent: 21 July 2021 13:48

To: Official 7, Official 1, Official 4, Official 3, Official 6

Subject: Goldie Lookin Chain - Get The Jab Done

Hi all,

Hope you are well

Further to previous discussions I'm delighted to confirm Goldie Lookin Chain have now shared the lyrics and recorded audio - plus a short audio sting - for the song 'Get the Jab Done' to encourage vaccinations. Please find attached. Although there may be a few bits that need to be tweaked in the lyrics they are happy to receive feedback and I'm sure you will agree, they have done a great job in their own unique style. Let us know what you think

Whilst we are awaiting some final details and costs from Mediawales regarding a bespoke media partnership, I wanted to share the proposal for this activity at the same time for your review – also attached. I will update and finalise this as final details regarding estimated reach and engagement are available, so we can assess best value, but the package we've successfully negotiated includes a discount and looks strong from the numbers we've seen so far. I'm hoping for a further update today but didn't want to keep the song from you any longer!

Date for launch/release is to be agreed, with the outline timings in the attached tight to deliver, so they are dependent on hitting some key dates for instance filming the music track at the vaccination centre in Newport, which we have had approval from ABUHB 1 and 2 at ABUHB to do, and also scheduled holiday leave for GLC and for artwork and approvals could also impact. The release of a Welsh language campaign could be staggered.

We would be pleased to discuss this further at your earliest convenience either later today or tomorrow morning.

Best regards

Golley Slater 1

From: Golley Slater 1

Sent: 20 July 2021 11:51

To: Official 3, Official 6, Official 4

Subject: RE: Goldie Lookin Chain Collab

Hi all

Hope you are well

Official 6 - I recall you saying that you were away with the family this week, so hope you are enjoying yourself and apologies if that's incorrect –

An update on Goldie Lookin Chain collab following our call last week – my colleague Official 13 is trying to get in touch with Official 12 to discuss it, but I understand Official 12 is away on holiday this week also.

For GLC's part they are planning on sharing lyrics and an audio file of the track tomorrow. It's their preference and part of their process to bring it together with music so the full 'picture'/ flavour of the song they have written can be received, rather than just words on a page.

In the meantime, with Golley Slater 2 back from leave, I'm still finalising the proposal and a recommendation around budget should we be able to proceed, so I didn't want you to think we were sitting on the lyrics and not sharing them with you. As soon as we receive them, we'll make sure we share the content with you.

Best regards

Golley Slater 1

From: Official 6

Sent: 08 July 2021 14:06

To: ABUHB 1 and 2

Subject: RE: Goldie Lookin Chain Collab

Hi ABUHB 1

Thank you for your support, I'll ask Golley Slater 1 to contact you to schedule filming.

Thanks

Official 6

From: Official 6

Sent: 08 July 2021 12:54

To: ABUHB 1, ABUHB 2, Golley Slater 1

Subject: RE: Goldie Lookin Chain Collab

Hi ABUHB 1 and 2

We are working with an external agency and the band Goldie Lookin Chain (GLC) on a positive vaccination song.

Golley Slater 1 from Golley Slater is asking if the GLC and film crew could access a vaccination centre after hours in Newport area to film the music video.

Further details below regarding key messages in song. Planning is at initial stages and team are looking at possible locations.

I've added Golley Slater 1 contact details below if you have any additional questions.

Golley Slater 1

Thanks

Official 6

From: Golley Slater 1

Sent: 07 July 2021 16:59

To: Official 6, Official 3

Subject: RE: Goldie Lookin Chain Collab

Hi Official 6

Good to chat earlier, as discussed you are correct, access to the vaccination centre would be to film the music video for the song, however this is still the scoping stage, so we wanted to check whether this was possible firstly. If not, they will go down a different route in terms of filming location, but it's still early stage in their planning, so no specifics about the number of people or video concept to share as yet.

If it is possible, we will of course provide a full brief in advance to include the above information, key messages, etc for your review before anything is given the green light.

From the last signed off copy I supplied for a stakeholder we had the below key messages in terms of vaccination and the wider campaign included, however if there are other key points you would like to include in briefing GLC please advise.

Key messages

To share with GLC (not suggesting these are lyrics btw!)

- Vaccines are the best way out of the COVID pandemic

- Vaccination is safe and still effective with emerging variants
- now is the time to encourage everyone to take up the invitation.

Important to continue preventative behaviours while remainder of the eligible population in Wales is vaccinated:

- it's safer to meet outside,
- get a test and self-isolate, even for mild symptoms, and even if you have been vaccinated,
- keep your distance while you are out and
- take the vaccine when you are offered.

I trust this is in order

Regards

Golley Slater 1

From: Official 6

Sent: 07 July 2021 16:05

To: Golley Slater 1, Official 3

Subject: RE: Goldie Lookin Chain Collab

Hi Golley Slater 1

Can I please get some more information?

- Would this be to film the video of song?
- How many people would need access including the film crew?
- What would be the idea/concept behind video?

Diolch

Official 6

From: Golley Slater 1

Sent: 07 July 2021 12:34

To: Official 3, Official 6

Subject: Goldie Lookin Chain Collab

Hi both,

Hope you are well

We've spoken to Rhys at and had a follow up call with Walesonline yesterday so making progress to bring this collaboration together.

As you know, Rhys at GLC is keen to work on the campaign, so we'll proceed with our conversations to finalise a proposal for your consideration. He has asked this morning if it was possible to film inside a (walk-in) vaccination centre, ideally after hours when no public are in attendance with a preference for a Cardiff or Newport location. Is this possible to organise please and if so, are there any preferred dates/timings so that we can use this as a guide in our discussions with them?

Please let me know if there's anyone else you would like me to add into this email.

Kind regards

Golley Slater 1

From: Official 7

Sent: 29 June 2021 16:32

To: Official 3, Golley Slater 3

Subject: RE: Goldie Lookin Chain Collab

No that's fine – I'm sure it's best as part of a more planned effort on the best phase of vaccination activity – just looking for a quick win

There are definably priority audience groups – Official 6 and 8 know more than I do, but the next phase of activity will be to prioritise 30-39s and 18-24s. Official 6/8 can you share the plan that was worked on at the end of last week please for the specific need to target these groups?

Thanks

From: Official 3

Sent: 29 June 2021 16:30

To: Golley Slater 3, Official 7

Subject: RE: Goldie Lookin Chain Collab

Hi all,

Golley Slater 3 – sorry I missed your below email.

Happy to jump on a call anytime this week to discuss.

Are any of the walk in centres near Newport? It could look very natural from them ahead of the music video, so it wouldn't compromise a launch?

Diolch,

Official 7

From: Golley Slater 3

Sent: 29 June 2021 16:23

To: Official 7, Official 3

Subject: RE: Goldie Lookin Chain Collab

Hi Official 3

In order to gain maximum impact from this activity, ideally we'd launch everything at once otherwise we'll lose the novelty value of the partnership. As we also want a music video, we'd be concerned that if we rushed this for this weekend we might detract from the quality of the work that has already been put in.

We could, of course, explore other activity that we can do to communicate these messages. Is this to encourage first vaccine dose take up? Are there priority sectors? Who would be best to chat to about existing assets that may have been created your side?

Thanks,

Golley Slater 3

From: Official 7

Sent: 29 June 2021 16:16

To: Golley Slater 3, Official 3

Subject: RE: Goldie Lookin Chain Collab

Hi Golley Slater 3

There is likely to be a big push this weekend for walk in vaccination centres – if there's anything proactive we can do with them in advance to reach 30-39s that would be great.

Official 6 and 8 – are leading on this work in Official 5's absence.

From: Golley Slater 3

Sent: 29 June 2021 16:14

To: Official 3, Official 7

Subject: RE: Goldie Lookin Chain Collab

Hey Official 3

Fab! I think we have a work around with this, as long as GLC are happy with it. We're also looking at potentially getting them involved in our partnerships work. Is it worth us all jumping on a call to discuss this week?

Thanks,

Golley Slater 3

From: Official 3

Sent: 28 June 2021 09:47

To: Golley Slater 3, Official 7

Subject: RE: Goldie Lookin Chain Collab

Hi Golley Slater 3

That all sounds great to me.

I noticed they only have YouTube/Twitter/Facebook accounts and are quite active on those, so I don't know how they'd feel about us asking them to create a TikTok account?

I can see their songs are available on TikTok (although I think we'd need to talk to TikTok about making the new one available on the platform?)

I think even if they didn't sign up/upload their own video, we could ask another influencer we're working with to do something with the song on TikTok?

I think the music video is a must as these are really popular on their YouTube channel!

Diolch,

Official 3

From: Golley Slater 3

Sent: 24 June 2021 14:43

To: Official 7

Subject: RE: Goldie Lookin Chain Collab

Hi all,

Thanks so much for looping us in to this, it sounds amazing!

What we'd love to do is get them to put it on TikTok so that our influencers could use the audio to extend the reach and hopefully start a trend – we know these things can't be guaranteed but we can hope!

In order to get Rhys/GLC contracted we'll have to outline exact deliverables. Could you confirm that you agree with the below?

(REDACTED – S43)

Let me know if you want to chat through.

Thanks,

Golley Slater 3

From: Official 7

Sent: 24 June 2021 13:01

To: Golley Slater 3

Subject: FW: Goldie Lookin Chain Collab

Hi Golley Slater 3

As mentioned on the call this am, Official 3 has been in touch with Rhys and this is all looking very exciting! Are you happy to step in with the formal process element. Sounds like Official 3 and Official 6 have come up with some great ideas already and the suggestion of the FM zoom opportunity is fab – which apparently he is up for!

Your suggestions about the increasing reach on TikTok too via our influencers is all fab.

Do you mind keeping Official 3 in the loop on all of this (it was her brain-child after all!) and of course if budget / fees become an issue and our outside of our contract fees, then please shout and we could explore other options such as direct payment? Hoping it will all be manageable – I think they'll benefit from the additional reach too in advance of their gigs so hopefully this is win win for all parties!

Thanks

Official 3