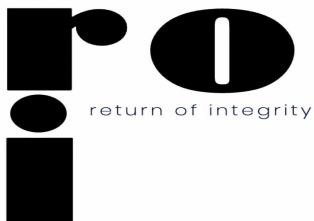


Drummer
boy Studios/
56BM
installation

ADWEEK®

16-19 March 2020



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the agency for good.

56
stories

her story

history

his story

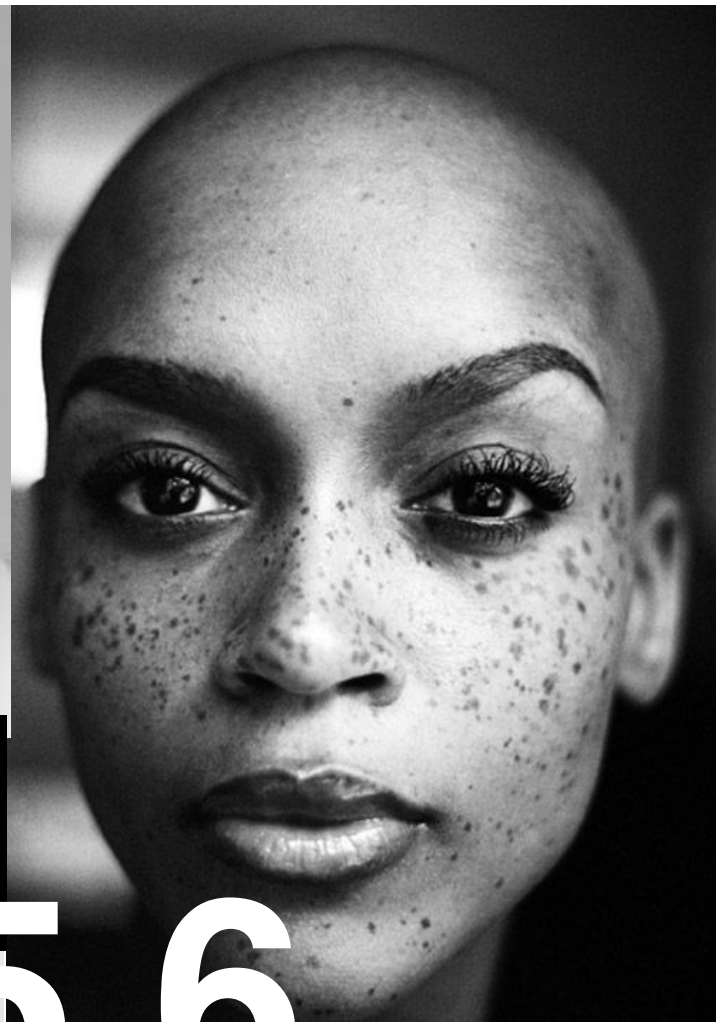
their story

our story

your story

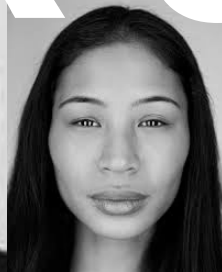
my story

what's your story?



what's your story?

X 5 6





what's your story?

Installation

X 5 6

**the mirrored
maze**

Interactive immersive
activation space

what's your story?

X 5 6

- **56 lives**
- **56 stories**
- **56 reflections**
- Interactive immersive activation space
- Walk your story in a mirrored maze
- Shifting perceptions
- Reframing the cultural narrative
- Av projections of different narratives
- 56 tickets release/ apply to take part online in advance on ADWEEK site.

A mirrored maze to reflect your story

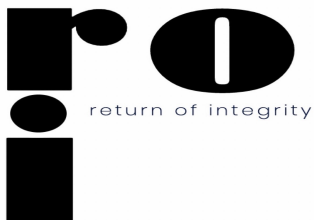
- **Who do you see?**
- **How do you see yourself**
- **Are you what you see?**
- **See yourself with your own eyes**
- **How do other people see you?**
- **Share what's reflected back at you**

Proposal by ROI for:

Drummer boy
Studios/ 56BM
installation

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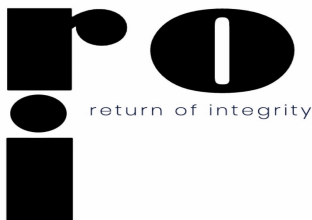


Drummer
boy Studios/
56BM
Credit role



BAFTA

2nd February 2020



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56
credits

<https://www.youtube.com/watch?v=rtW6UaRTCDQ>

Little White Lies
PRESENTS

Credit Role

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Production Accountant TARA VANN
REBECCA FALK

Costume Supervisor JEREMY DERBY
Key Costumers ANEURIN STRUDWICK
Set Costumers CAITLIN TAGGART

Property Master JOSEFINA ALEXANDRESCU
Assistant Property Master BENTE BRENNAN

Armorer ROBIN HOFWEGEN
Prosthetic Effects Artist DAN MARTIN
Special Effects Supervisor THOMAS LINKMAN
Special Effects Coordinator ROB JONES
Special Effects Foreperson ANGELA MOSER

Special Effects Technicians HANNAH GOTT
Department Head Make Up Artist VERITY JOHNSON
Key Make Up Artist THERESA TAYLOR

Department Head Hair Stylists GERARDO TORRES
MILANA ALVARADO

Video Assist Operator JACOB MACPHARLAIN
Playback Graphics Operator KLAUDIA YUREVICH
Lead Playback Operator LYNSAY MARCHANT

SUBSCRIBE

BAFTA X Drummer Boy Campaign 2020

The Issue

BAFTA is reviewing its voting process after a flood of criticism over the lack of diversity in its nominations.

All the people **nominated in the acting categories are white**, and no women moviemakers have been shortlisted for best director or got a nod in the best film section.

The head of the academy's film committee Marc Samuelson told Variety there will be a "careful and detailed review within and outside the membership."

The Problem

The industry has come under fire in recent years over diversity, with the Oscars facing a backlash in 2016. BAFTA faced similar criticism in 2017, and just last year pledged to do more to achieve "seismic" changes.

The Objective

Drummer Boy Studios and their partners aim is to support and encourage the Bafta's to shine a light on the diverse, emerging talent within the film industry. Also amplifying the craft and body of work that already exists within the UK.

Our objectives is to provoke the minds of the industry and the general public of the significant contribution people from diverse backgrounds have made to the film industry.

*Access.....

*By doing this bringing attention to.....

BAFTA X Drummer Boy Campaign 2020

The Solution

1. Credit Role: 'We're here' in association with EE

<https://www.youtube.com/watch?v=rtW6UaRTCDQ>

This is an example of how we can leverage behind the camera talent and tell engaging and original stories about the craft of cinema from the often hidden figures behind the lens.

Drummer Boy x EE (official Bafta Sponsor) will collaborate together to tell stories from behind the lens from the diverse cast of the film industry. Highlighting their contribution to some of the biggest movies.

Why EE?

"As title sponsor we have our own award, the EE Rising Star Award which recognises and identifies emerging talent. Established 9 years ago, the award has captured the imagination of the public

Proposal by ROI for:

Drummer boy Studios/
56BM

Credit role

