



Date Created: 4th November 2024 | By: Redacted - FOIA Section 40 - Personal Information

Statement of Work

This Statement of Work is issued under and in accordance with the Order Contract entered into between the parties dated 21st February 2023

Any schedule attached to this Statement of Work will describe in detail the different types of Services to be provided under that Statement of Work. A schedule attached to this Statement of Work only applies to the relevant project to be delivered under that Statement of Work, and not to any other Statement of Work, or to the provision of the Services as a whole.

1.1 Where a Statement of Work would result in:

- a variation of the Services procured under this Order Contract;
- an increase in the Charges agreed under this Order Contract; or
- a change in the economic balance between the Parties to the detriment of the Client that is not provided for in this Order Contract, the relevant term(s) will be dealt with as a proposed Variation to this Order Contract in accordance with the Variation procedure set out in Clause 24.

Project:
HLDS Programme Film

DELIVERABLES	DESCRIPTION
1. Project Date	
Start	6 th November 2024
End (projected completion)	22 nd December 2024
2. Project Outline	

	<p>HLDS would like to commission Media Zoo's support to deliver a short video to their stakeholders. This video will highlight the impact that HLDS have and will inspire future work with the Programme.</p> <p>As discussed with HLDS, the video will take the following approach:</p> <ul style="list-style-type: none"> • The video will take a highly engaging rewind / reverse narrative approach, where the viewer can use their critical thinking in an invested way. • The story would be told using a mixture of dynamic stock footage, Defence Image Library footage (which we will require HLDS' support on gaining permission to access), kinetic text, and simple hand draw annotations across the screen. • The film would open on a key moment of a very important decision being made. This could be a fictitious operation in which the UK Defence is in a strong place to launch the operation. • The film would then go back in time to show how Defence got there (vague dates would be shown on screen), highlighting all the things that HLDS does to support and influence senior decision makers to make effective decisions regarding operations • The film would focus on Defence capabilities for the future (eg. Force Design, Force Variation Testing, Wargaming, Policy Exploration) • Finally, at the end of the film we would fast forward 2-3 years to the decision point again, where Defence is in a very strong position to launch the operation • At the end of the film, HLDS' capabilities, and their value and importance, would be reflected. <p>We will deliver*:</p> <ul style="list-style-type: none"> • 1 x 3-minute film, with and without subtitles <p>*There are two rounds of amends in scope for this deliverable</p>
3. Charges	
	<p>The Client shall pay the Agency the sum of £25,000.00 excl. VAT*</p> <p>The Contract Charges shall be calculated using the hourly charge out rates shown in the RM6124 – Communications</p>

	<p>Marketplace DPS tender for Audio / Visual services.</p> <p>For the avoidance of doubt, the Contract Charges shall be inclusive of all third-party costs.</p> <p>Redacted - FOIA Section 43 - Commercial Interests</p>
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Contract Charges:

Redacted - FOIA Section 43 - Commercial Interests

Invoicing Timelines and Dates:

Invoices are payable for this project in the approach as follows:

1. On signature of SOW	£25,000.00* 8 th November 2024 Redacted - FOIA Section 43 - Commercial Interests
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Key Individuals:

Authorised Agency Approver	
NAME:	Redacted - FOIA Section 40 - Personal Information
JOB ROLE:	Account Manager
EMAIL:	Redacted - FOIA Section 40 - Personal Information
SIGNED:	Redacted - FOIA Section 40 - Personal Information
DATE:	4 th November 2024

As Agency Authorised Approver for and on
behalf of Media Zoo Limited

Authorised Client Approver	
NAME:	Redacted - FOIA Section 40 - Personal Information
JOB ROLE:	Programme Support Officer and Project Manager
EMAIL:	Redacted - FOIA Section 40 - Personal Information
SIGNED:	Redacted - FOIA Section 40 - Personal Information
DATE:	7 th November 2024

As Client Authorised Approver for and on

behalf of DSTL

Order Number for Invoice:		
From	DSTL	DSTL0000039123.
To:	Media Zoo Limited	