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RE: Interactive

When our production was green-lit we knew we needed to bring both TV and interactive to the table. This was a new experience and we turned to someone we knew, Alan Sawyer, to help us do that quickly.

Alan worked with us to come up with a high-level creative strategy and then helped us find the right company to partner with. This was the first week of January and we had to act quickly since we were launching in the fall and wanted to do so across both TV and interactive. We wanted to apply to the Bell Fund to make this happen and had barely three weeks to go before the Feb. 1st deadline.

Alan quickly canvassed the companies that he knew and that he could stand behind and found three that had the capacity to take on such an aggressive timeline. We (the producers), the broadcaster and Alan talked with all three and explored possible creative directions. Through this process, we found the right company for our project, submitted a successful Bell Fund application with Alan's help, and we're now moving ahead at full speed. We couldn't have done that without Alan's help and I wouldn't hesitate to recommend Alan to anyone who has similar needs.

A handwritten signature in black ink, appearing to read "Paul Pope", with a stylized, flowing script.

Paul Pope