EquiPlay

Finalised storyboard

Estimated duration: 1.5 minutes

Level the Playing Field

The route draws on the ideals of cricket as a game being built on principles of fair play, though the same can't always be said for the experience of all those who play. It points to a system that needs to work harder to improve fairness and transparency throughout the game.

Through animation and a clear script, it asks the audience:
What does fairness really mean if all talent, skill and aspiration aren't given the same chance to shine?

Cricket is all about fair play.
But this isn't the case for everyone.
The boundaries keep moving.
And some players are 'out',
Before they get the chance to be 'in'.

In a game that is so built on skill,
Shouldn't everyone get a fair chance?

Racism. Sexism. Elitism. Classism.
That's what the Independent Commission for Equity in Cricket found.

Their report was evidence that countless young people are being excluded,
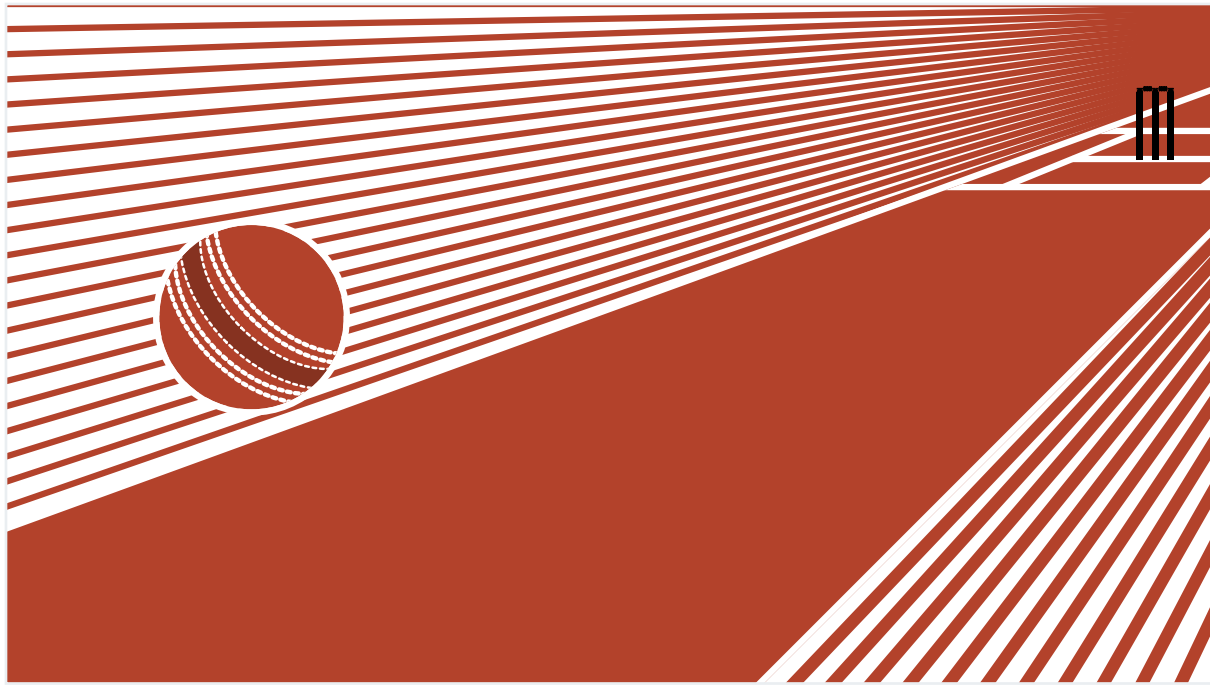Even when their talent and passion is undeniable.

But here's the truth: there is no game if it's not fair for everyone.
So it's about time we redraw the boundaries.

Powered by cutting edge data and artificial intelligence.

EquiPlay is far more than just a coaching app.
It brings true transparency to cricket,
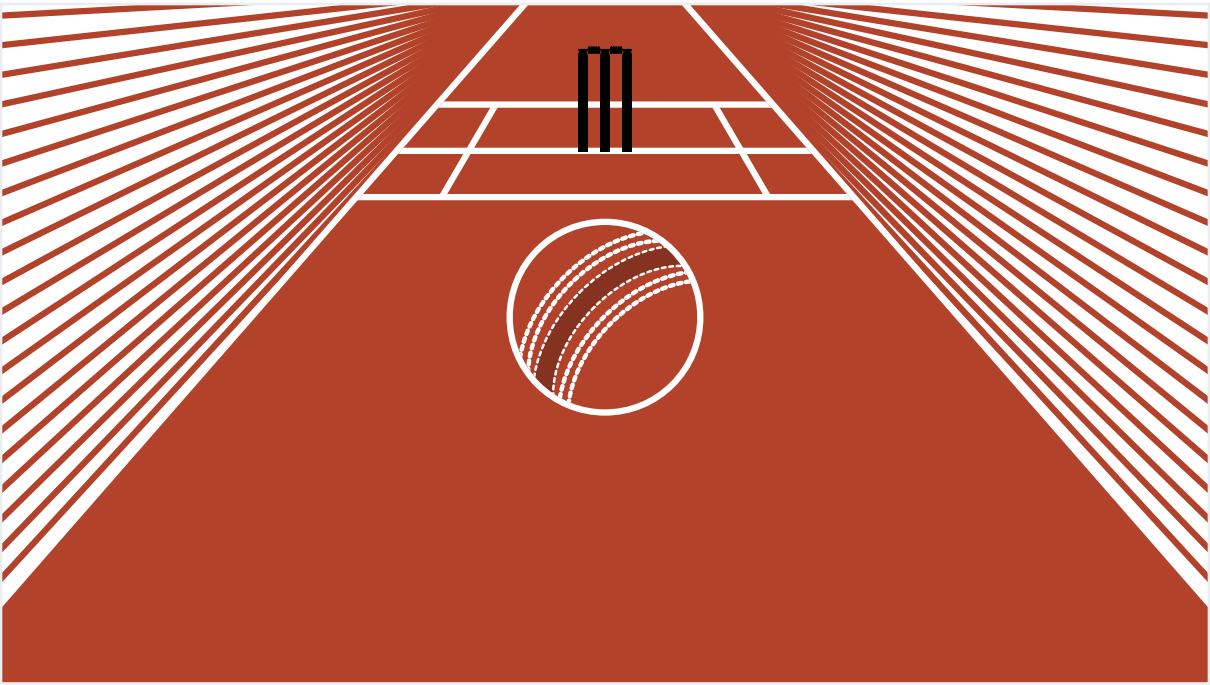So every player's journey can now be tracked, assessed and nurtured, without bias.

Now, every run, every wicket and every dream counts.
Now, it's about talent, over background, school or connections.

EquiPlay. Setting the standard.

VISUAL: Camera follows a cricket ball moving in slow motion towards wickets.

AUDIO: *"Cricket is all about fair play."*

VISUAL: The camera moves behind the ball as the wickets draw closer.

AUDIO: Previous continued.

VISUAL: As the ball gets closer the wickets grow to become gigantic!
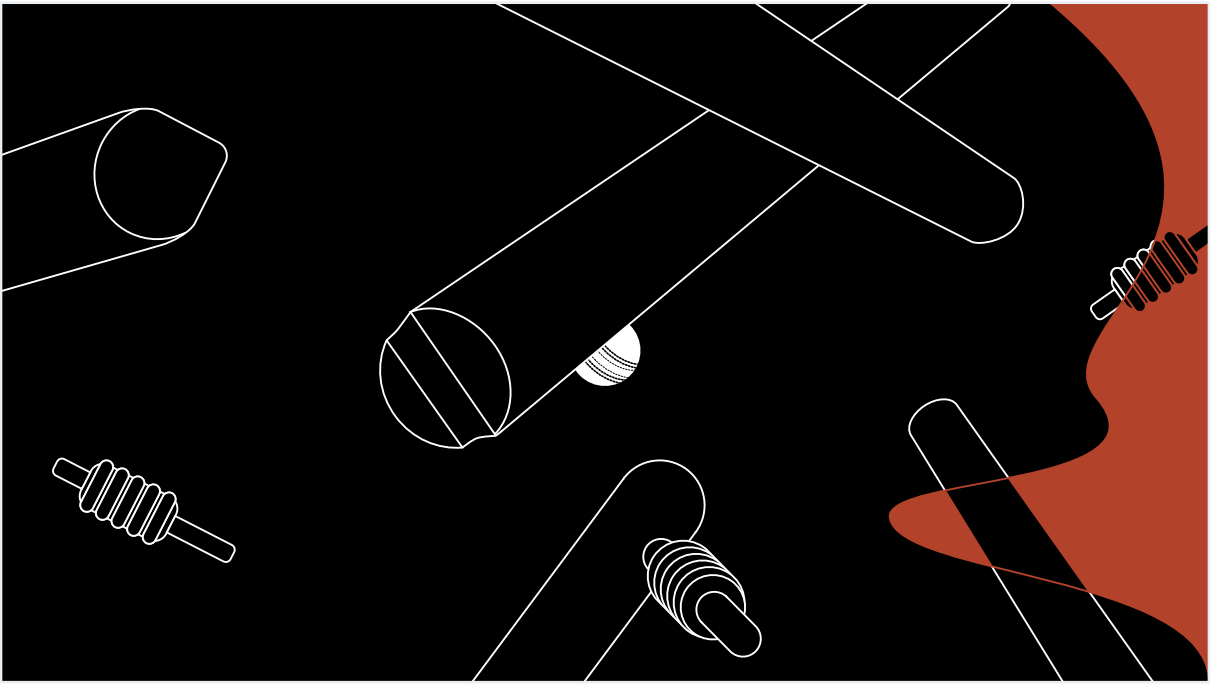
AUDIO: *"But this isn't the case for everyone."*

VISUAL: The wickets disassemble and dodge out of the way of the ball as it passes through them, the ball and the wickets become suspended floating in mid-air.
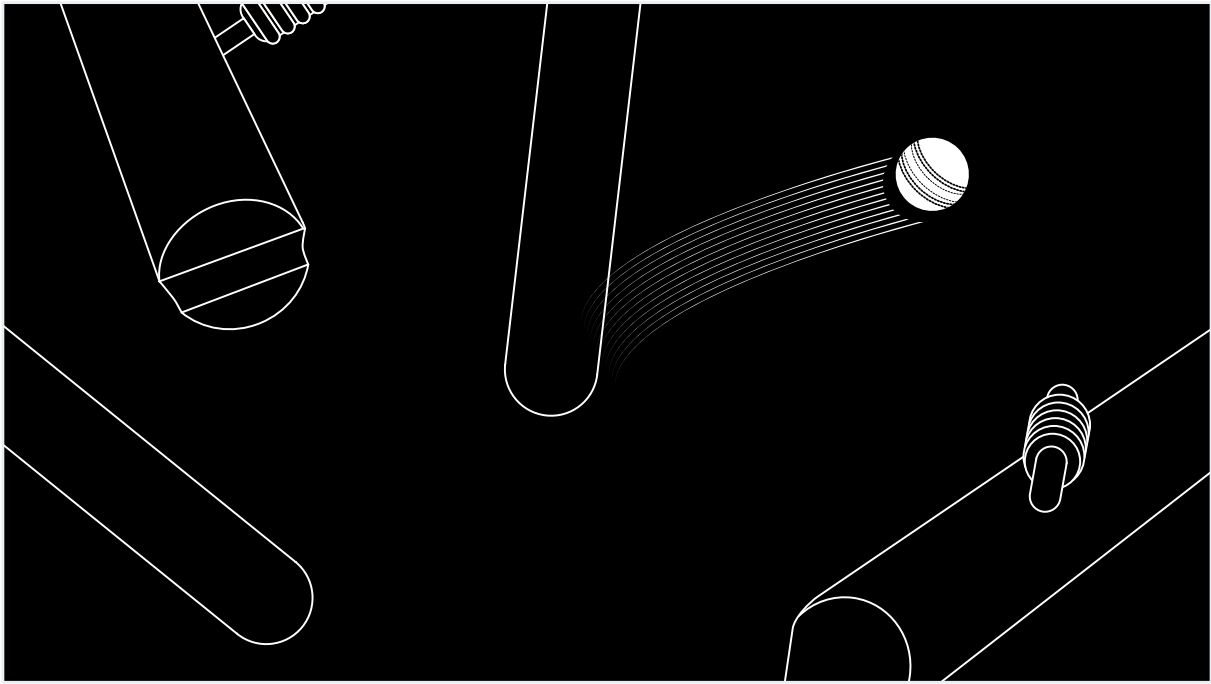
AUDIO: *"The boundaries keep moving."*

VISUAL: There are now multiple wicket stumps floating but only one ball, a wave passes across the screen turning the background black.
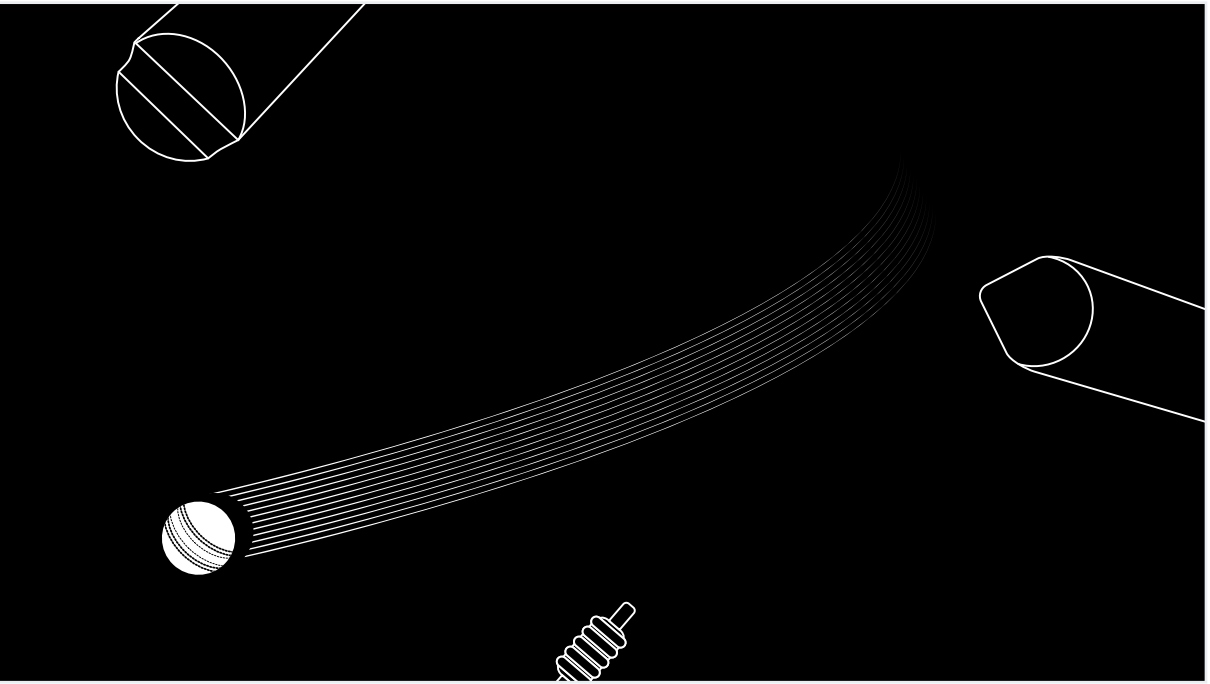
AUDIO: Previous continued.

VISUAL: The entire scene becomes rendered in black and white as the wave consumes the screen.

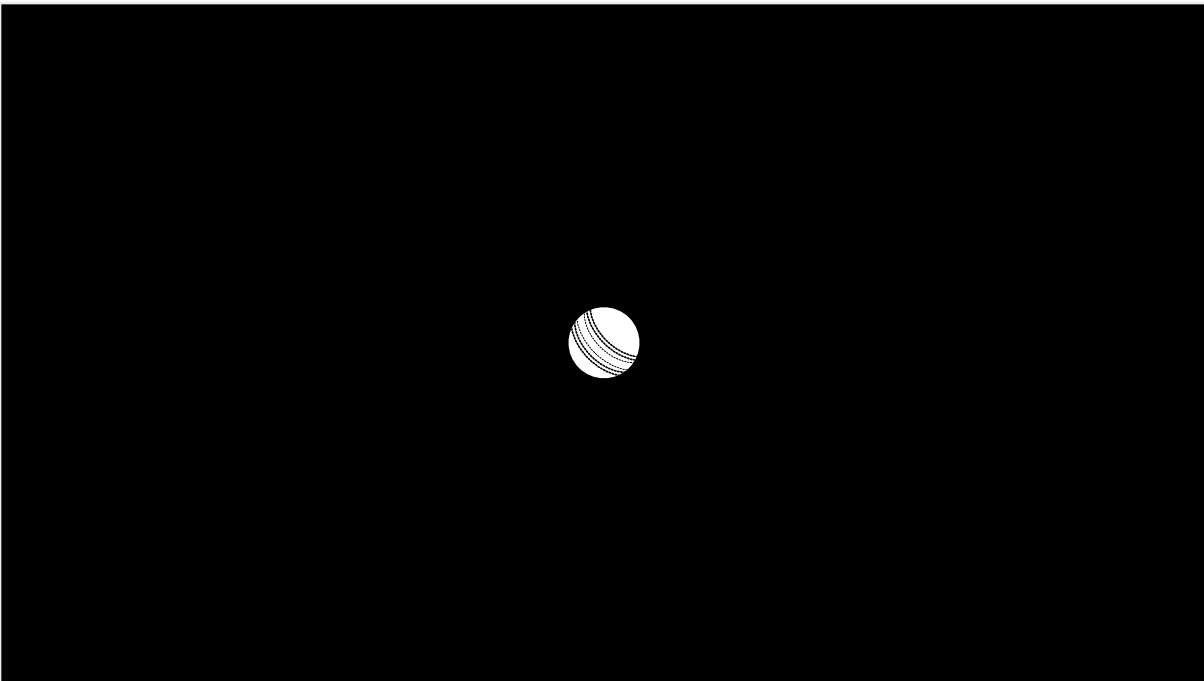**AUDIO:** *"And some players are 'out',"*

VISUAL: The ball begins to accelerate towards the stumps but they dodge out of the way, at the same time they begin to disappear one after the other.

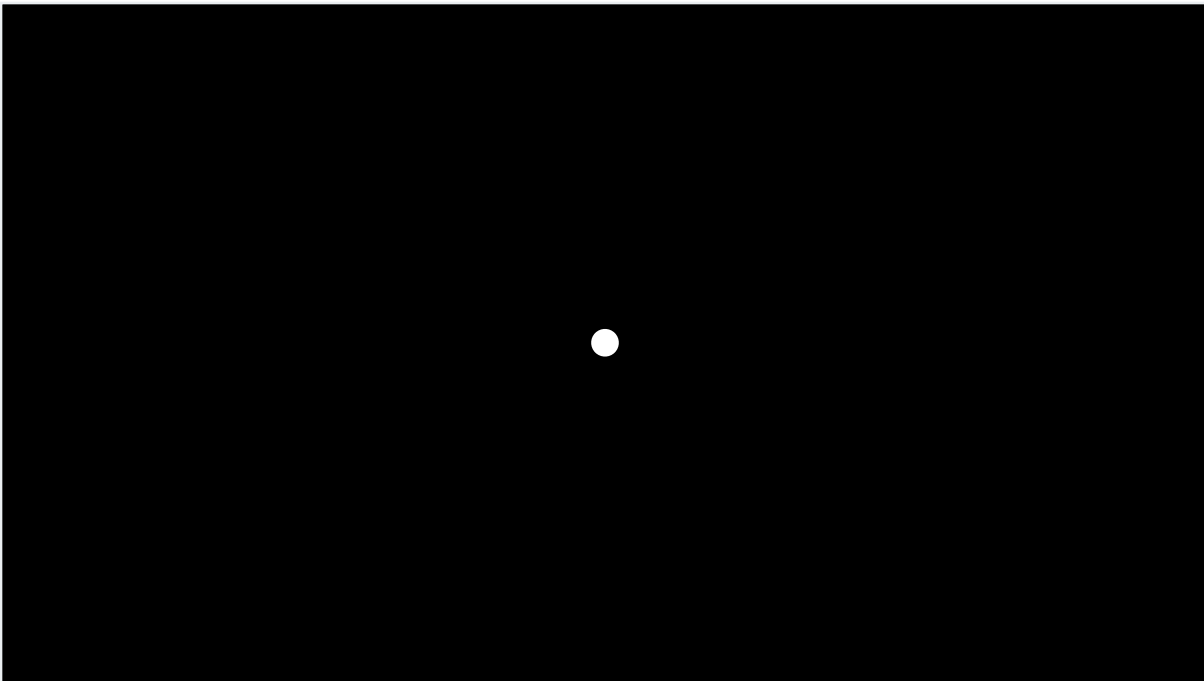**AUDIO:** *"Before they get the chance to be 'in'."*

VISUAL: More and more of the stumps disappear giving the ball even less chance of hitting them.

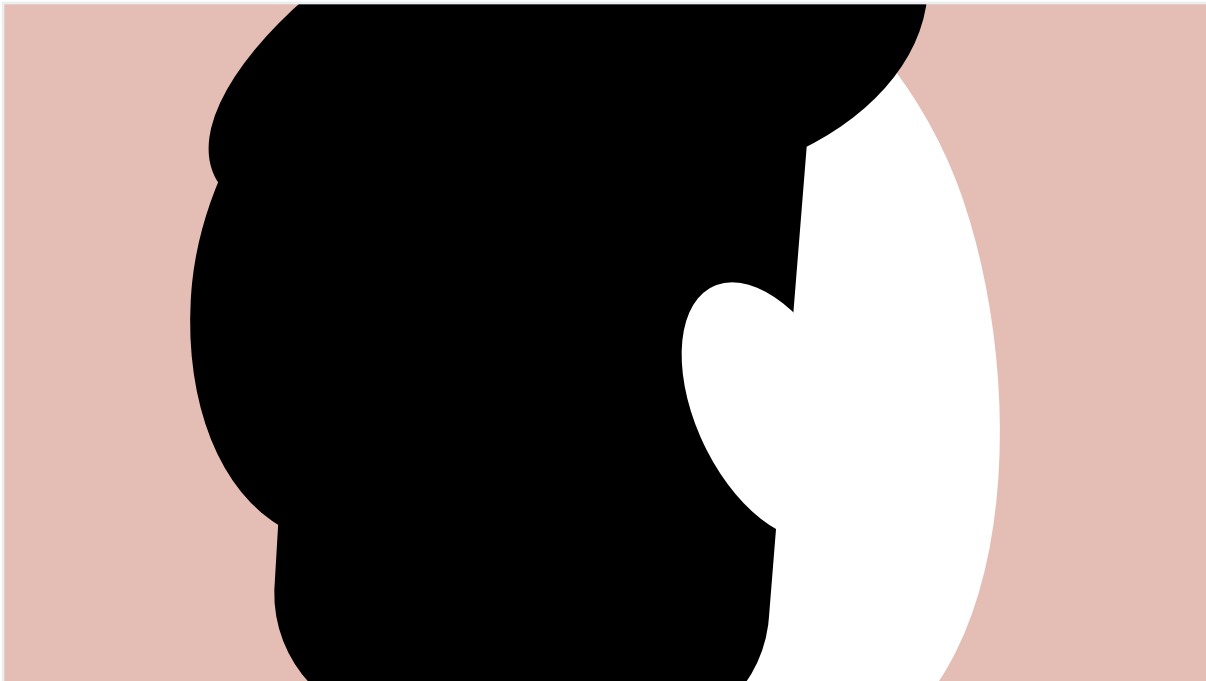**AUDIO:** Previous continued.

VISUAL: The ball is eventually left floating alone in the centre of the black screen.

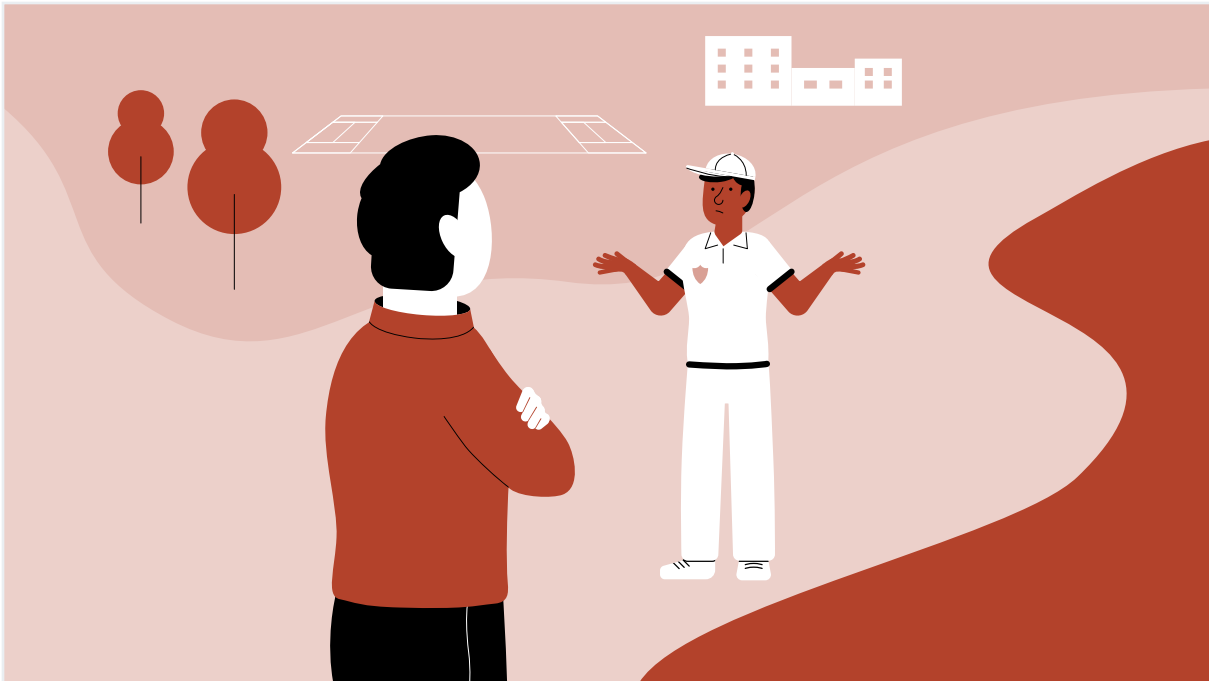**AUDIO:** "In a game that is so built on skill,"

VISUAL: The ball gradually becomes smaller until the screen is entirely black.

AUDIO: "Shouldn't everyone get a fair chance?"
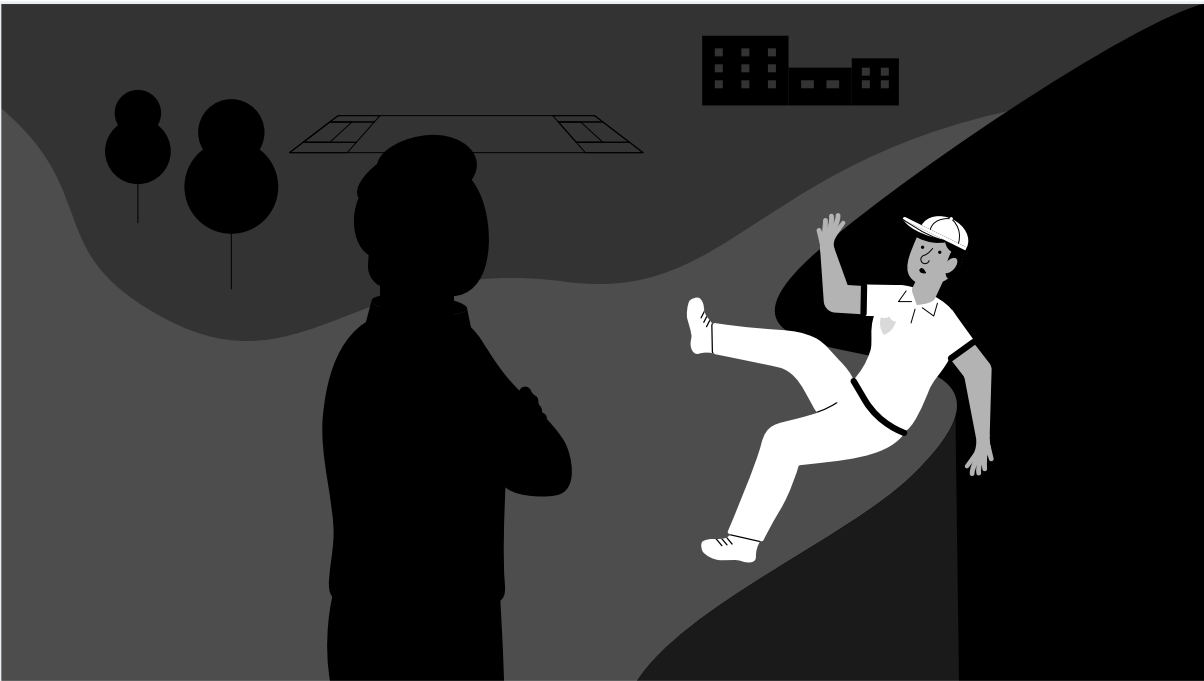
VISUAL: We zoom out of the black screen to reveal the back of a cricket coach's head.

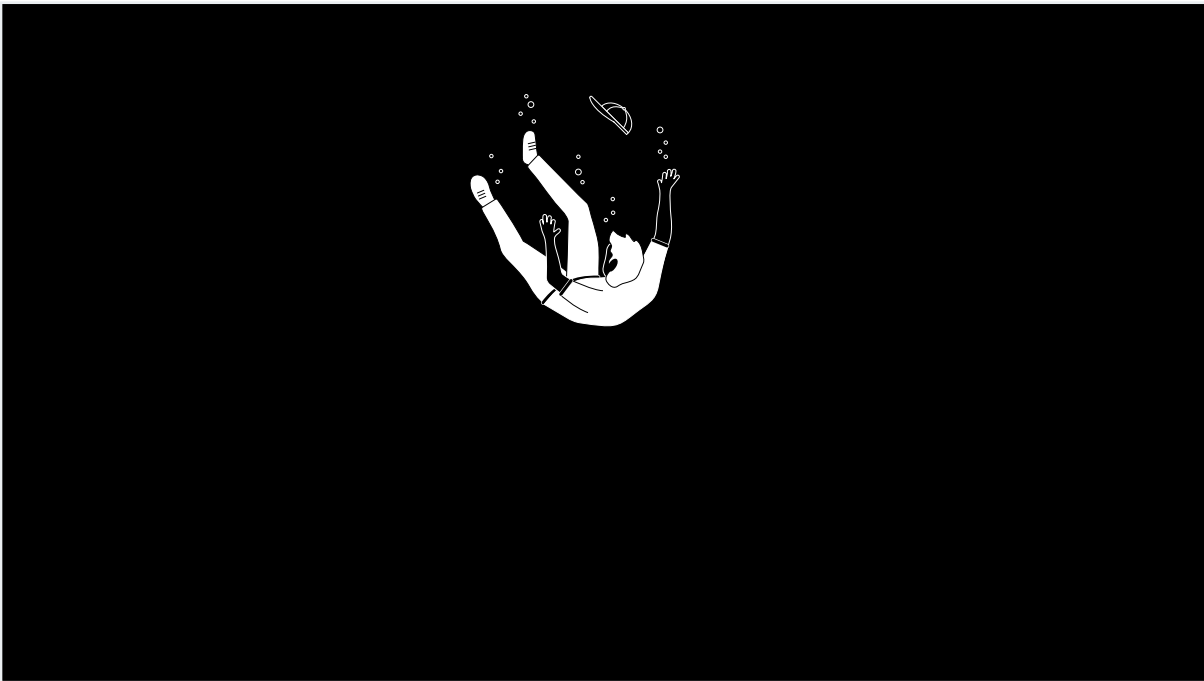**AUDIO:** *"Racism. Sexism. Elitism. Classism."*

VISUAL: We zoom out even more to reveal the full scene where a coach stands in front of a young player who appears upset.

AUDIO: *"That's what the Independent Commission for Equity in Cricket found."*
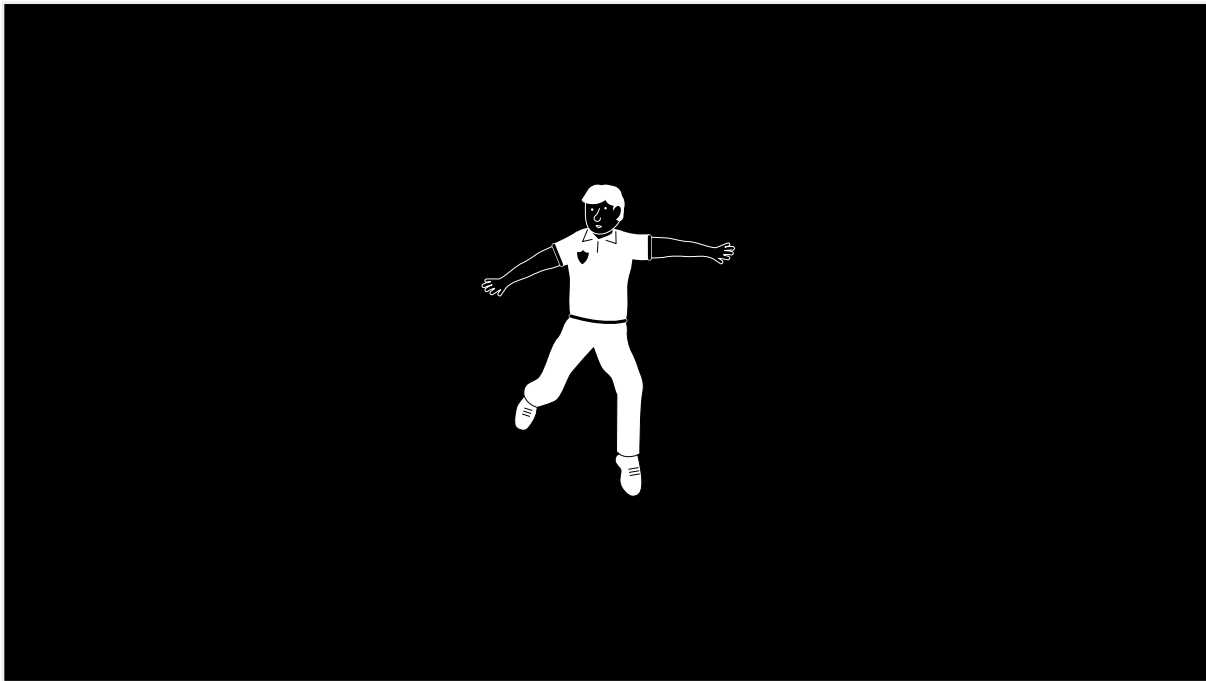
VISUAL: The screen begins to fill with black, consuming the scene and knocking the player off balance.

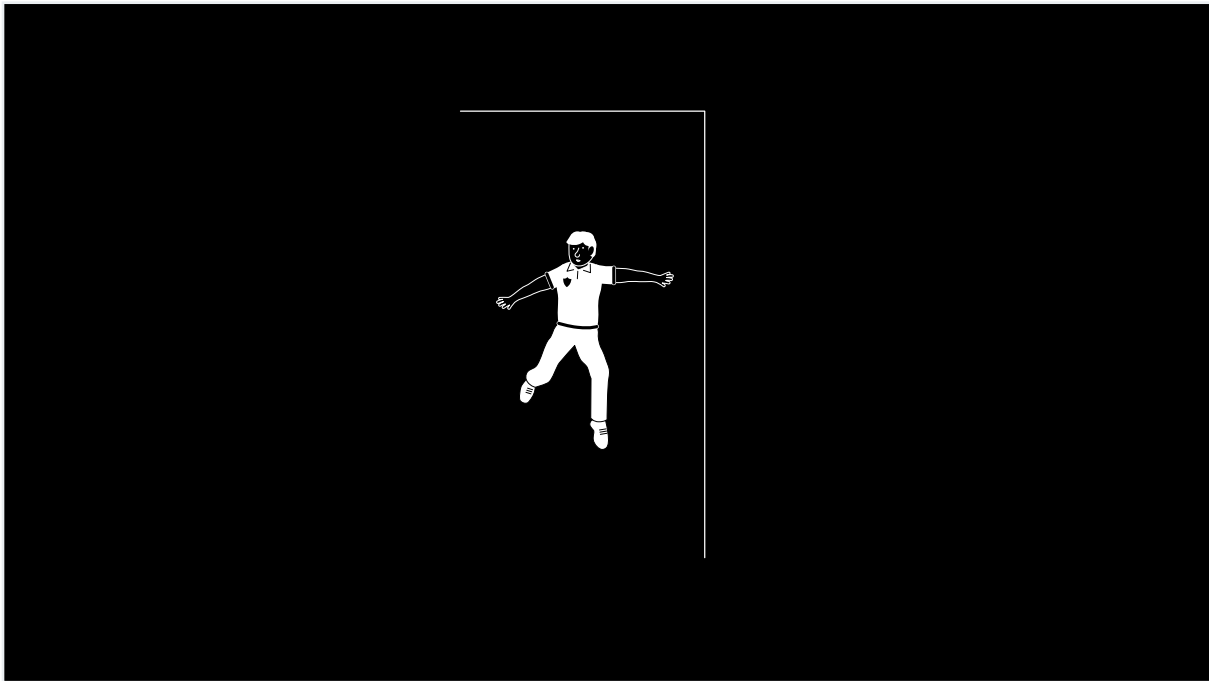**AUDIO:** *"Their report was evidence that countless young people are being excluded,"*

VISUAL: Cut to the player falling into the void of black and is turned black and white, just like the cricket ball earlier.

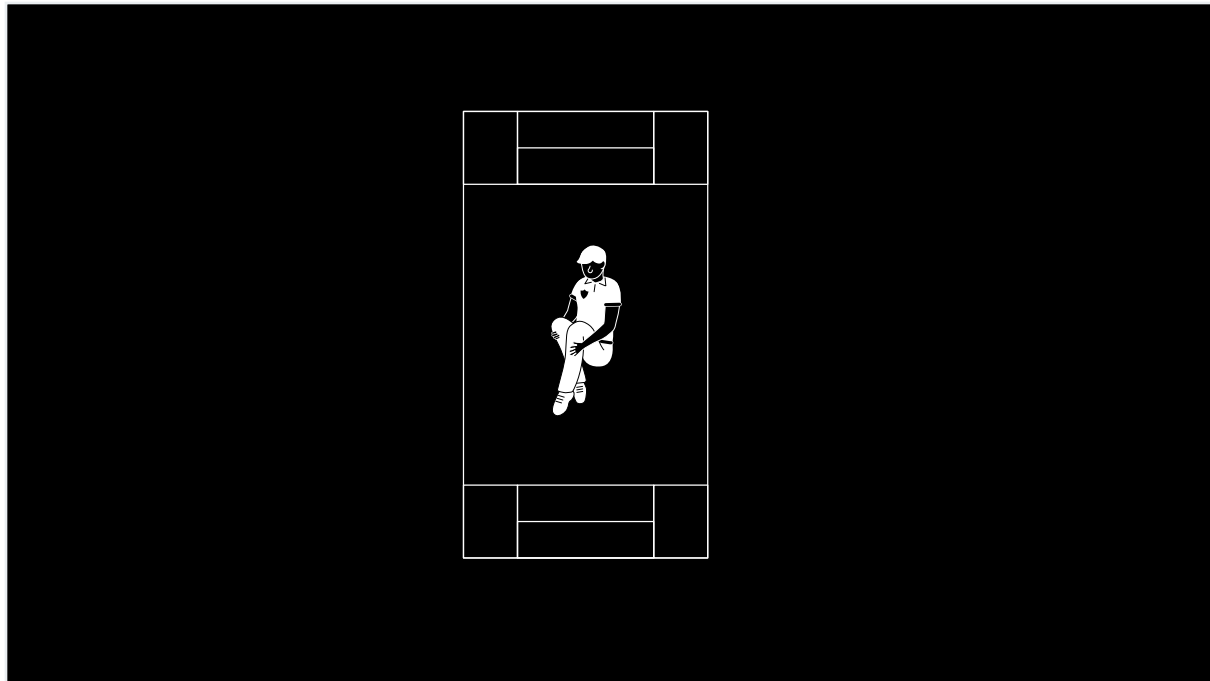**AUDIO:** *"Even when their talent and passion is undeniable."*

VISUAL: Cut to the player floating in the void, as if underwater.

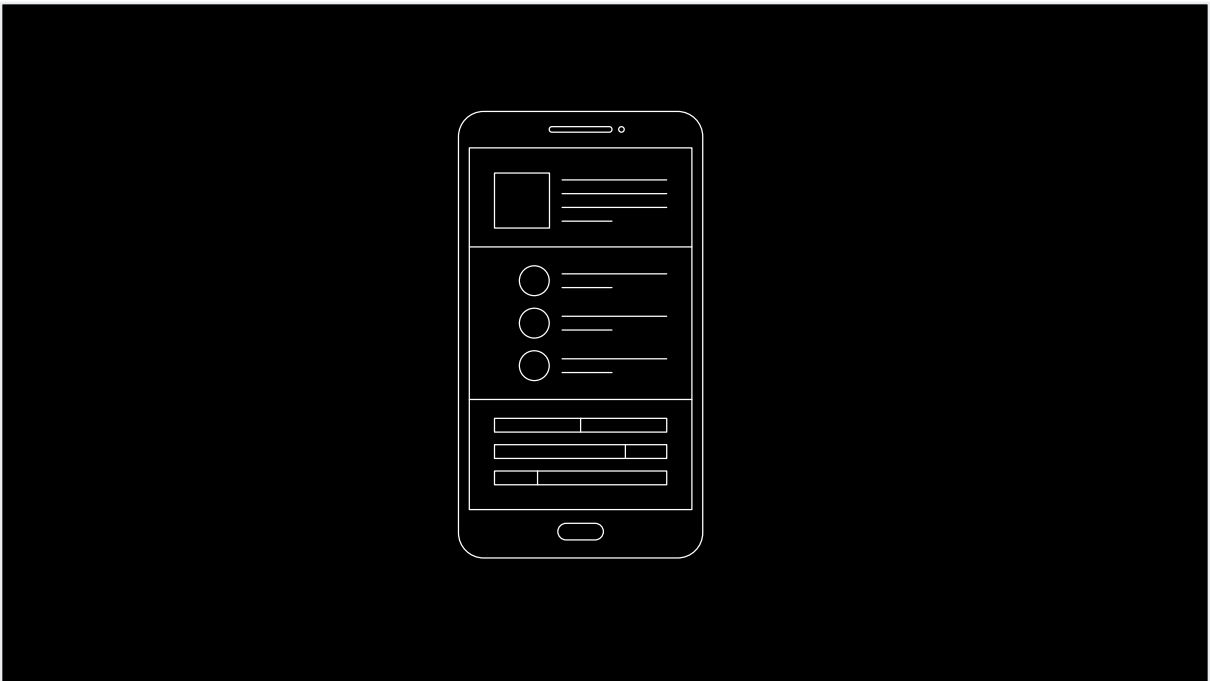**AUDIO:** *"But here's the truth: there is no game if it's not fair for everyone."*

VISUAL: The outline of a box begins to form around the player as they begin to shrink.

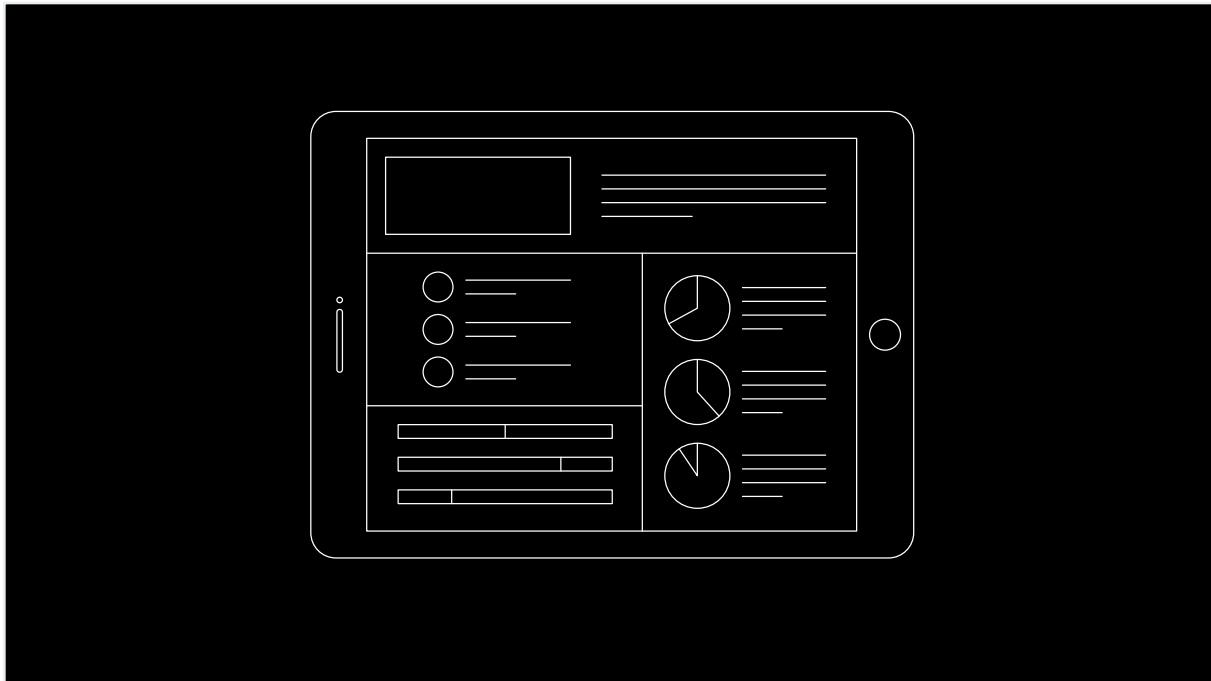**AUDIO:** *"So it's about time we redraw the boundaries."*

VISUAL: The box continues to form the markings of a cricket pitch and encases the player inside, they curl into a protective posture.
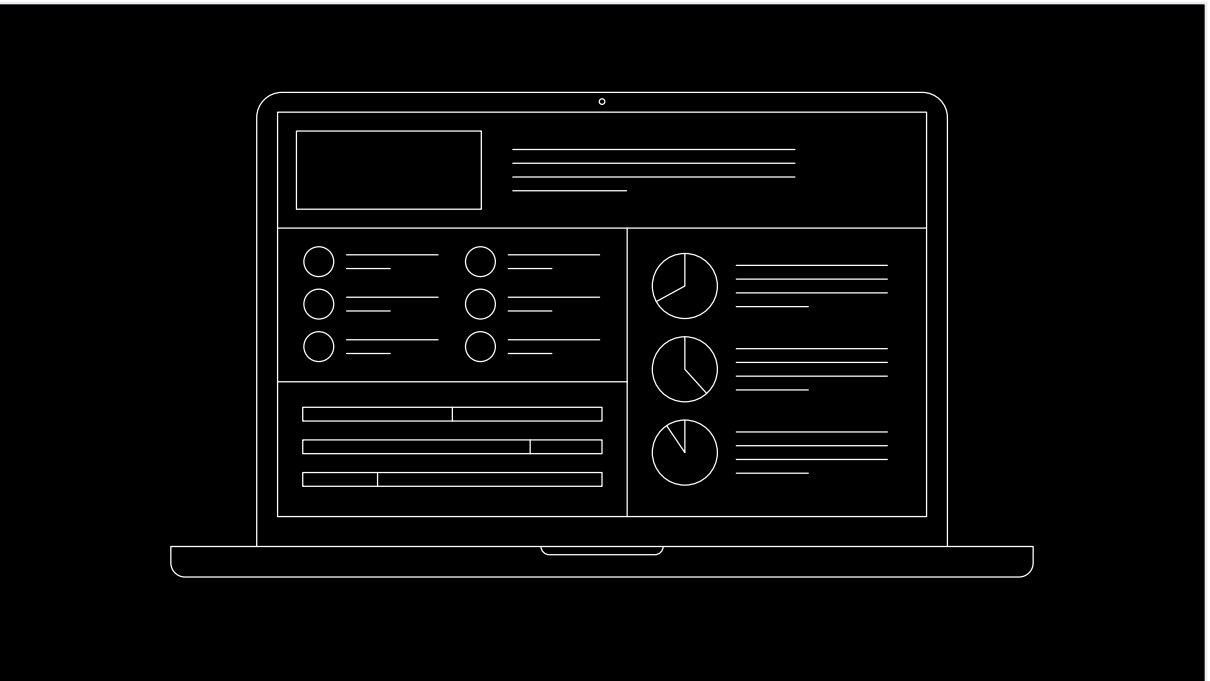
AUDIO: Previous continued.

VISUAL: The player disappears and the box morphs into a mobile phone, graphics appear on the screen depicting the EquiPlay system.
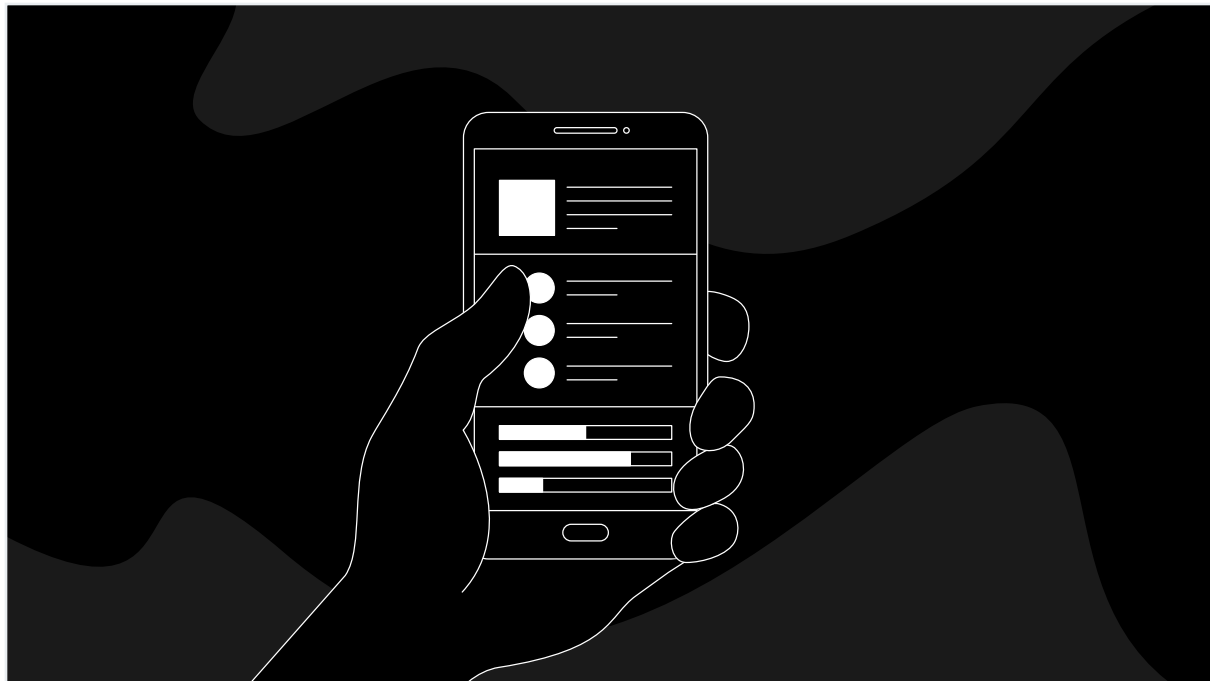
AUDIO: *"Powered by cutting-edge data,"*

VISUAL: The mobile phone morphs into a tablet.

AUDIO: *"EquiPlay is far more than just a coaching app."*
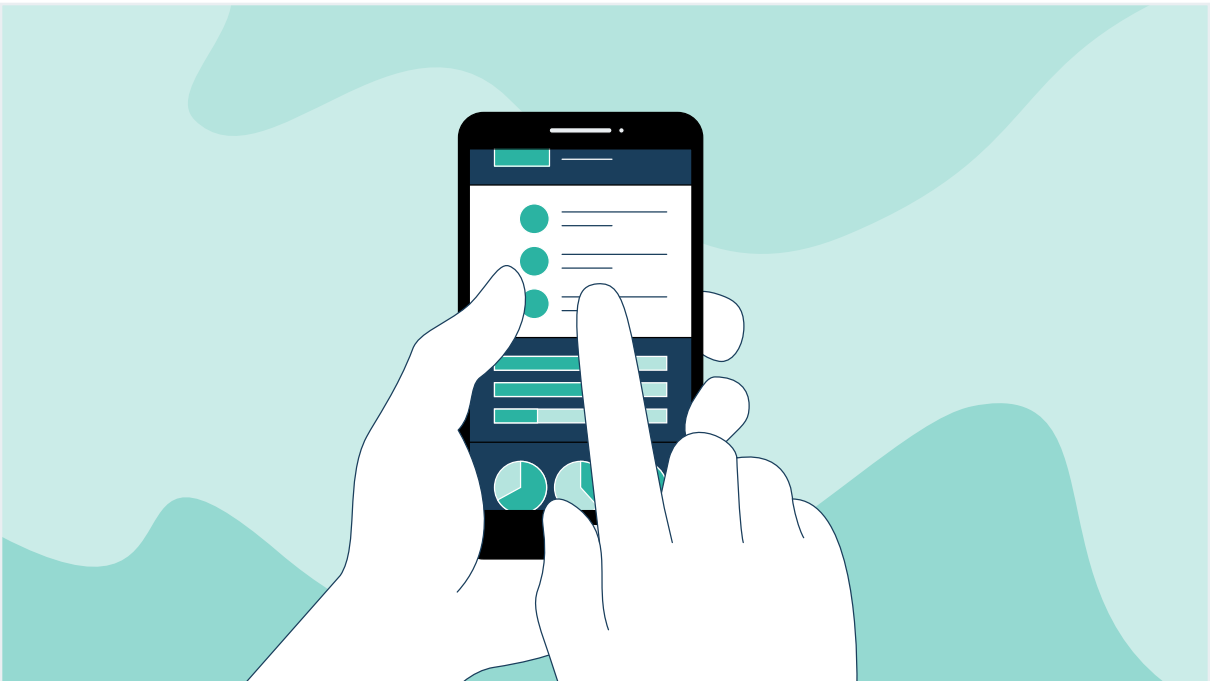

VISUAL: The tablet morphs into a laptop.

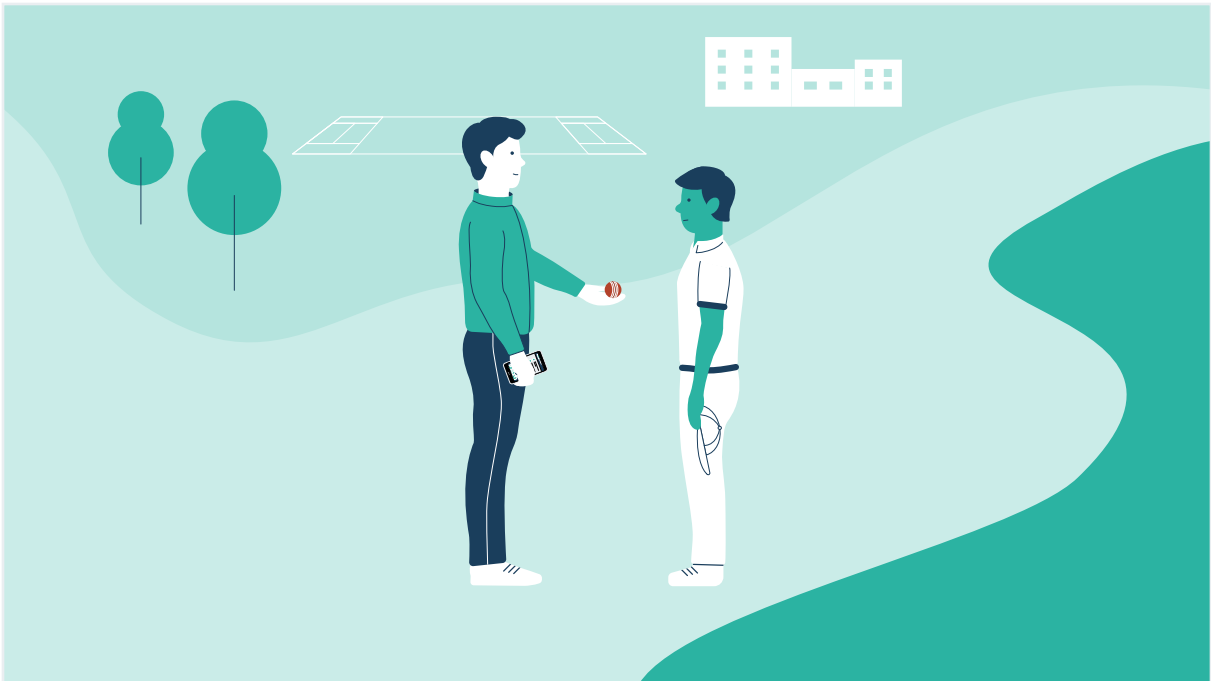**AUDIO:** Previous continued.

VISUAL: As the laptop morphs back into a mobile phone, a hand catches the phone.

AUDIO: *"It brings true transparency to cricket,"*

VISUAL: The dark void now reverts back to a brighter more positive colour palette than before which champions the green EquiPlay brand colour, a second hand scroll through a couple of different screens.
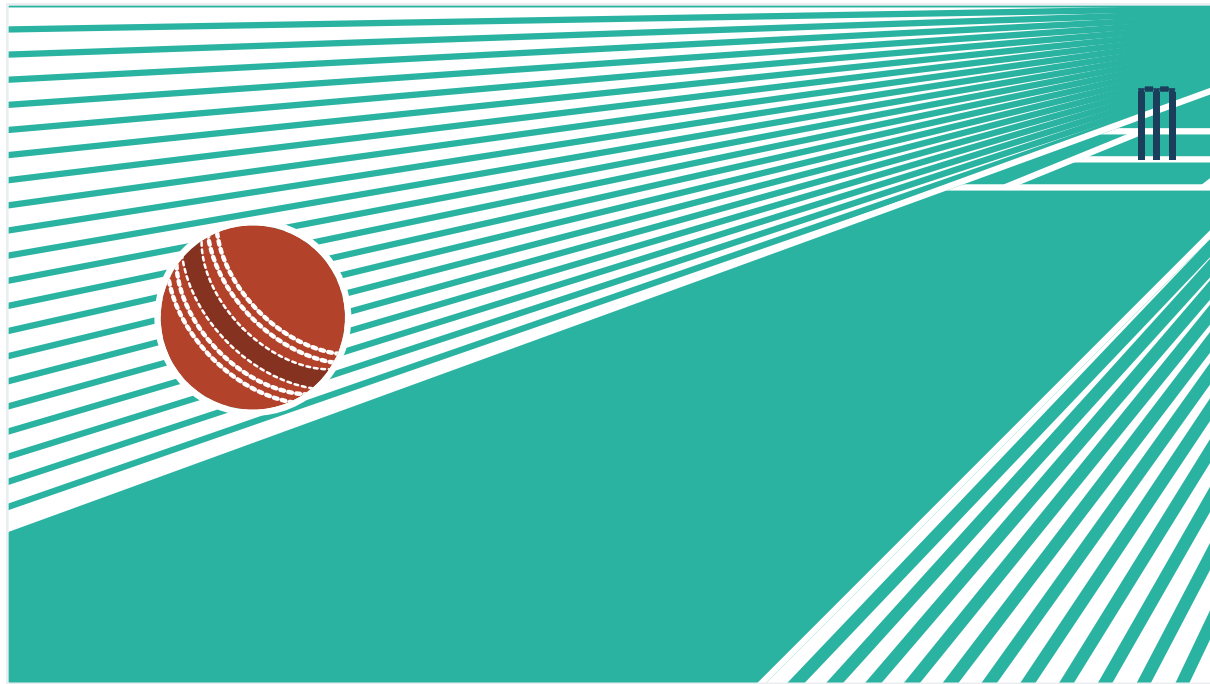
AUDIO: Previous continued.

VISUAL: We see the coach and player scene from before in a new light, the coach holding the phone and handing a cricket ball to the player.

AUDIO: *"So every player's journey can now be tracked, assessed and nurtured, without bias."*

VISUAL: Cut to a close-up of the player's hand holding the cricket ball.

AUDIO: Previous continued.

VISUAL: Transition to the very beginning scene of the cricket ball being bowled towards the wickets.

AUDIO: *"Now, every run, every wicket and every dream counts."*

VISUAL: But this time, as the ball gets closer to the wickets...

AUDIO: Previous continued.

VISUAL: They now appear normal size and rooted in place – balance is restored. A close up of the wickets shows the cricket ball colliding with the stumps, launching the bails into the air.

AUDIO: *"Now, it's about talent, over background, school or connections."*

VISUAL: The camera scrolls upwards to show the EquiPlay logo and strapline which echoes the narration.

AUDIO: *"EquiPlay. Setting the standard."*

Thank you

**Let us know your thoughts
and feel free to ask any questions**