



BP Refining & Marketing
Customer Service Design
Process Fitness
Stockley Park
Uxbridge

6th November 2008

Mr Jeff Simmons
Odyssey UK
18 Richmond Road,
Westoning, Bedford,
MK45 5JZ

To whom it may concern

During my time at BP I have worked with Jeff Simmons on a number of different projects. Our most recent collaborations have involved the use of video, animation, voice over, DVD development / production and web.

As a large corporation we have access to any number of preferred suppliers. This also extends to large marketing agencies. However for the kind of work described above my default company would be Odyssey UK. The reasons for this include:

1. **Cost** – Jeff is always very transparent about what the cost will be. I think for the quality of product & service provided Odyssey are extremely cost competitive. Furthermore once a quotation for work is provided Odyssey stick to it.
2. **Quality** – I believe that the work Odyssey produce is excellent. They have a heritage in film and new media. They understand new advances in technology and where appropriate advise the client to utilise. In this regard I believe their thinking is ahead of many “new media” companies.
3. **Flexibility** – Managing a marketing project is never an exact science particularly when the brief changes. I have always found Odyssey very flexible in their response to such changes including their response to challenging time deadlines.

Regards

A handwritten signature in blue ink that reads 'Patrick Lee'.

Patrick Lee
Strategy Manager
Customer Service Design