



June 4, 2018  
Amman - Jordan

**Subject: Reference Letter From Aesop Marketing**

Aesop Marketing worked with Ms Sarah Elliott as a child psychology consultant on a 13-episode animated series addressing violence against children, and sponsored by UNICEF – Jordan office, on May 2018. The episodes combined entertainment with behavior change messages targeting children ages 7 to 13 years.

I worked closely with Ms Elliott during her review of the scripts, and I enjoyed learning from her expertise and knowledge. She was asked to use her knowledge in child psychology, play therapy and school counselling to help the writers develop the characters (both the victims and perpetrators of violence), their reaction and response to violence.

We feel very fortunate to have found Ms Elliott. Her dedication, passion, detailed mind and speed helped us deliver an engaging, persuasive and identifiable product to the target audience. Ms Elliott's feedback notes added positively to the story and its outcome.

The writing team appreciated Ms Elliott's notes and critical read of the scripts. To use their words: "We love her!"

Aesop Marketing loved working with Ms Elliott and would work with her again on future projects.

Sincerely,

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