







CAFII INTRODUCTORY VIDEO FOR WEBSITE – DRAFT 5

Audio	Story Board Description	Time
<p>The Canadian Association of Financial Institutions in Insurance or CAFII is an industry association, whose members believe that insurance should be simple, accessible, and affordable for consumers.</p>		8 sec
<p>Our members are focused on making life, health and travel insurance easy-to-understand by providing helpful information for consumers, including on our website.</p>		9 sec
<p>We believe that when insurance can be purchased from a variety of sources, it makes it easier for consumers to get the coverage they need – particularly those who are underserved by traditional means.</p>		10.5 sec
<p>Our members offer life, health and travel insurance for consumers at affordable rates that can help them save money.</p>		8.5 sec

<p>We believe consumer choice is important, and that people should have the right to decide how they want to buy their insurance, and where.</p>		<p>9 sec</p>
<p>CAFII – making insurance simple, accessible and affordable.</p>		<p>5 sec</p>
<p>Total:</p>		<p>50 sec</p>