



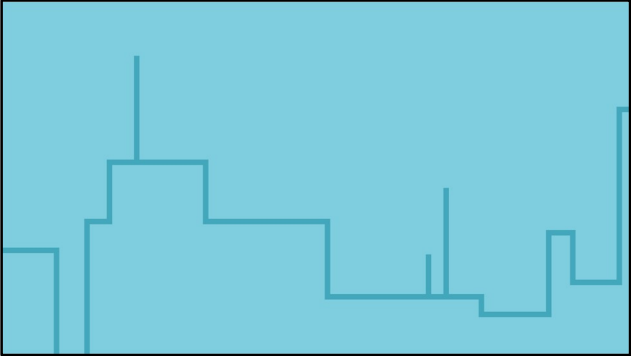
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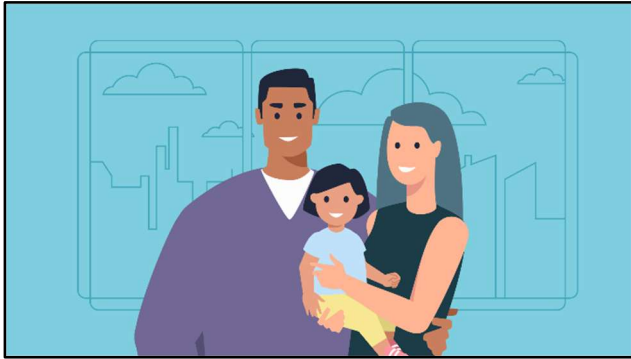
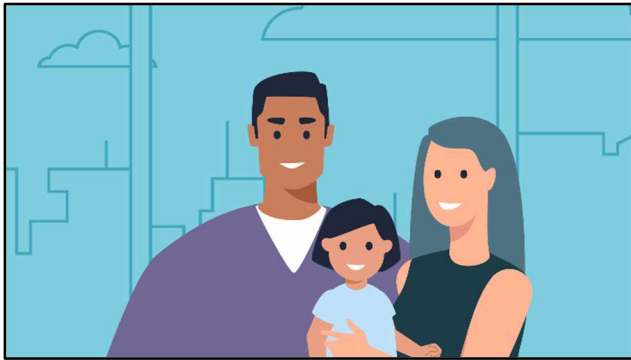
VIDEO STORYBOARD

Client: CAFII
Project Name: CAFII Animations
Project Contact: **Role of CPI**
Keith Martin

Animator: Sarah Ryan
Date: November 07, 2024
Version: 2.0

STORYBOARD	TIMING/DESCRIPTION		SCRIPT/VOICE OVER
SHOT 1	DESCRIPTION	TEXT ON SCREEN	NARRATION
	<p>Scene starts on the outline of a cityscape.</p> <p>Camera pulls back, passing through a window to show mom, dad and child happy together in their home.</p>		<p>Life can be unpredictable. But being prepared can make all the difference.</p>





SHOT 2



DESCRIPTION

Scene transitions to a map of Canada, small house icons dotted throughout it.

White split screen slides in, showing '38% of homeowners' text while highlighting a similar portion of the map and house icons.

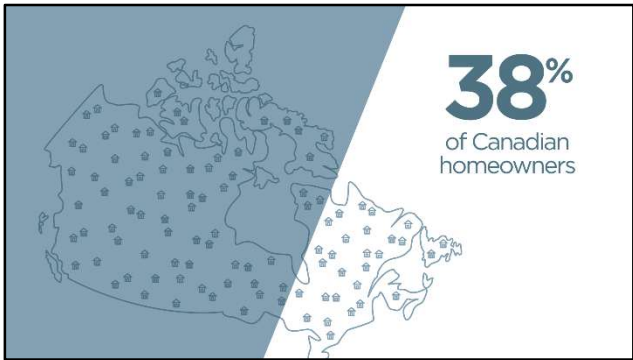
TEXT ON SCREEN



38% of Canadian homeowners.

NARRATION

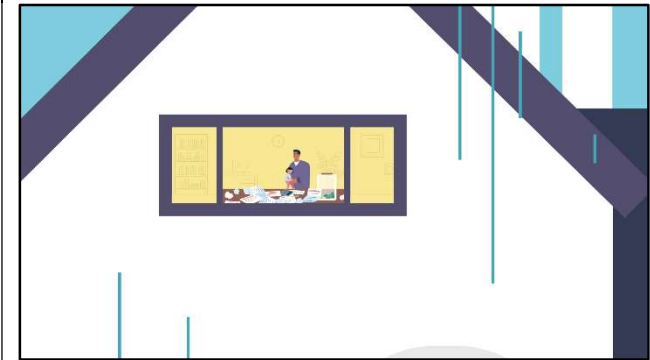
According to a LIMRA study, 38% of Canadian homeowners may be at financial risk if an unexpected event were to happen.





SHOT 3	DESCRIPTION	TEXT ON SCREEN	NARRATION
	Scene transitions back to the home of the previous family, showing the father playing with his daughter alone - implying the mother has passed away. 'uninsured or underinsured' text bubble appears on screen.	Underinsured or Uninsured	If you're like those Canadians who are uninsured or underinsured, you might not have enough coverage to protect what matters most – your home, your family.
	Camera zooms out as father looks worriedly at a pileup of bills and payment noticed, their savings jar running low.		
SHOT 4	DESCRIPTION	TEXT ON SCREEN	NARRATION








Camera zooms out to show house exterior. It's rainy and cloudy, but the scene turns sunny in time with the VO.






SHOT 5	DESCRIPTION	TEXT ON SCREEN	NARRATION
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But there's a simple way to help secure that peace of mind.




	<p>Background transforms into a shield surrounding family home. A soft glow radiates from it as “CPI – helping protect your home.” text appears.</p>	<p>CPI – helping protect your home.”</p>	<p>Credit Protection Insurance, or CPI, is designed to help reduce or pay off your outstanding mortgage or home equity line of credit balance when an approved claim is made.</p>
 <p>CPI – helping protect your home.</p>			
SHOT 6	DESCRIPTION	TEXT ON SCREEN	NARRATION
	<p>Scene transitions to show the same father and daughter eating together.</p>		<p>It’s about ensuring that your loved ones can remain in the home they know, even during life’s hardest moments.</p>



			
SHOT 7	DESCRIPTION	TEXT ON SCREEN	NARRATION
<p>Secure your family's future.</p> 	<p>Scene transitions to show single mother tucking her son into bed.</p> <p>"Secure your family's future." Text appears.</p>	<p>Secure your family's future.</p>	<p>With CPI, you're taking a small but important step to secure their future.</p>
SHOT 8	DESCRIPTION	TEXT ON SCREEN	NARRATION
	<p>Scene transitions to show family of three watching tv together. CAFII and LIMRA logo appear.</p>		<p>Because protecting your home means protecting what matters most.</p>
SHOT 9	DESCRIPTION	TEXT ON SCREEN	NARRATION



<p>CAFII: Making insurance simple, accessible, and affordable.</p>	<p>Scene transitions to white. CAFII tagline fades in, followed by the CAFII and LIMRA logos. URL appears below them.</p>	<p>CAFII: Making insurance simple, accessible, and affordable.</p>	<p>CAFII strives to make insurance simple, accessible, and affordable. Learn more about Credit Protection Insurance and how it can give you peace of mind.</p>
<div data-bbox="226 574 577 669"><p>The Canadian Association of Financial Institutions in Insurance</p></div> <p data-bbox="359 735 457 756">cafii.com</p>			