

## CAFII Website Video

### Focus on "Canadians at Risk" and the Role of CPI (Second-Person Perspective)

Audio	Visual	Time	Comment
Life can be unpredictable. But being prepared can make all the difference	Soft focus on a family enjoying a moment together at home, with a warm inviting atmosphere.		
According to a LIMRA study, 38% of Canadian homeowners may be at financial risk if an unexpected event were to happen.	The family continues their day—cooking, playing, and smiling. Overlaid text appears with the stat “38% of Canadian homeowners” in a clean, modern font. A soft, neutral color palette is used.		
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.	A split screen shows images of different families including single parents and couples with children overlaid with text defining "underinsured" and "uninsured."		
But there's a simply way to help secure that peace of mind.	A subtle transition to an image of the home's exterior with the family inside. The lighting suggests a safe and cozy environment.		

Credit Protection Insurance, or CPI, is designed to help reduce or pay off your outstanding mortgage or home equity line of credit balance if an approved claim is made for a covered event.	An animated, gently glowing shield envelops a house, symbolizing protection, with text that reads: "CPI – helping protect your home." The shield is simple and not overly flashy, keeping with the calm tone.		
It's about ensuring that your loved ones can remain in the home they know, even during life's hardest moments.	A scene of the family spending quiet, meaningful time together—perhaps sharing a meal or reading. The focus is on warmth, love, and security.		
With CPI, you're taking a small but important step to secure their future.	A parent tucks their child into bed, reinforcing the sense of care and security. The lighting is soft, with a warm glow, as the text "Secure your family's future" appears.		
Because protecting your home means protecting what matters most	The family sits together on a sofa, smiling and relaxed, with subtle transitions that highlight moments of connection. The CAFII logo appears calmly at the bottom, along with the LIMRA logo.		
Learn more about Credit Protection Insurance and how it can give you peace of mind.	CAFII's tagline "Protecting what's important" fades in, followed by the CAFII and LIMRA logos, with		

	a final call to visit CAFII's website for more information.		
			Keith: we should end with our standard "CAFII: Making insurance simple, accessible, and affordable."