



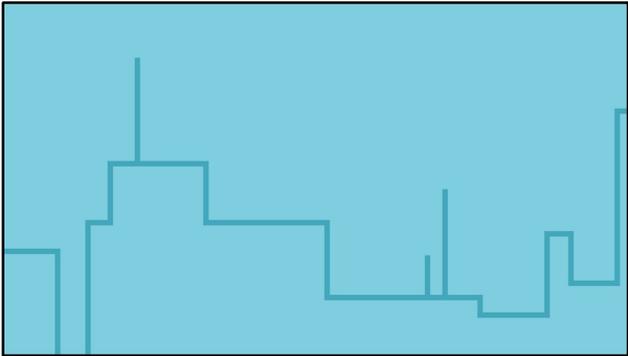
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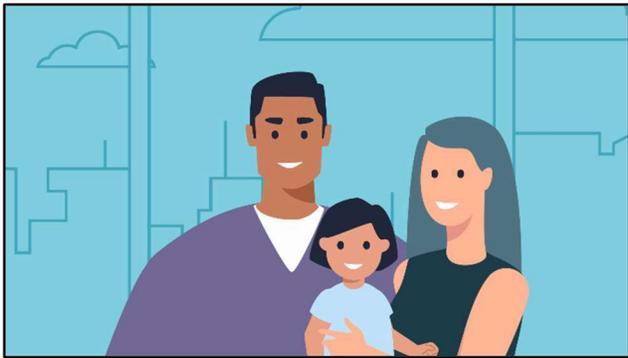
VIDEO STORYBOARD

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

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.





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

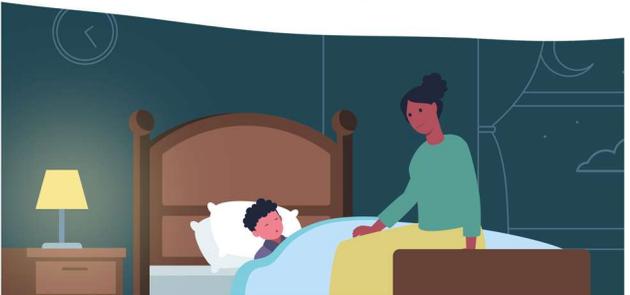
NARRATION

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>	<p>DESCRIPTION</p>	<p>TEXT ON SCREEN</p>	<p>NARRATION</p>
<p>SHOT 6</p> 	<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 data-bbox="241 527 577 560">Secure your family's future.</p> 	<p data-bbox="745 511 1039 592">Scene transitions to show single mother tucking her son into bed.</p> <p data-bbox="745 633 997 690">"Secure your family's future." Text appears.</p>	<p data-bbox="1071 511 1312 560">Secure your family's future.</p>	<p data-bbox="1396 511 2005 560">With CPI, you're taking a small but important step to secure their future.</p>
SHOT 8	DESCRIPTION	TEXT ON SCREEN	NARRATION
	<p data-bbox="745 909 1018 1055">Scene transitions to show family of three watching tv together. CAFII and LIMRA logo appear.</p>		<p data-bbox="1396 909 1963 958">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>
 <p>The Canadian Association of Financial Institutions in Insurance</p> <p>cafii.com</p>			