
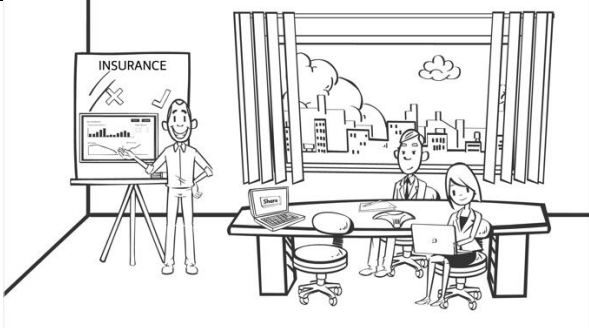






## CAFII INTRODUCTORY VIDEO FOR WEBSITE – DRAFT 2

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>	 <p>The image shows the CAFII logo in blue. Below it, the tagline 'Helping to make insurance:' is followed by the words 'SIMPLE', 'ACCESSIBLE', and 'AFFORDABLE' stacked vertically in blue, orange, and blue respectively.</p>	8 sec
<p>Our members are focused on making life and health insurance easy-to-understand, including by providing helpful information for consumers on this website.</p>	 <p>A cartoon illustration of an insurance consultation. A man stands next to a flipchart labeled 'INSURANCE' with a checkmark. He is talking to a woman and a child sitting at a desk with a laptop. A window in the background shows a city skyline.</p>	9 sec
<p>We believe that when insurance can be purchased in a variety of ways, it makes it easier for consumers to get the coverage they need – particularly those who are underserved by traditional means.</p>	 <p>A cartoon illustration showing a man sitting on a suitcase next to a large screen. The screen displays the CAFII logo and five icons representing different purchase channels: Internet, Contact Centres, In Person, Travel Agents, and Direct Mail.</p>	10.5 sec
<p>Our members offer creditor insurance products at standard economical group rates that provide an affordable option for consumers.</p>	 <p>A cartoon illustration of five diverse people standing outdoors under a sunny sky. They are holding stacks of money and looking happy, representing the financial benefits of the insurance products.</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 through which channel.</p>		9 sec
<p>CAFII – making insurance simple, accessible and affordable.</p>		5 sec
Total:		50 sec