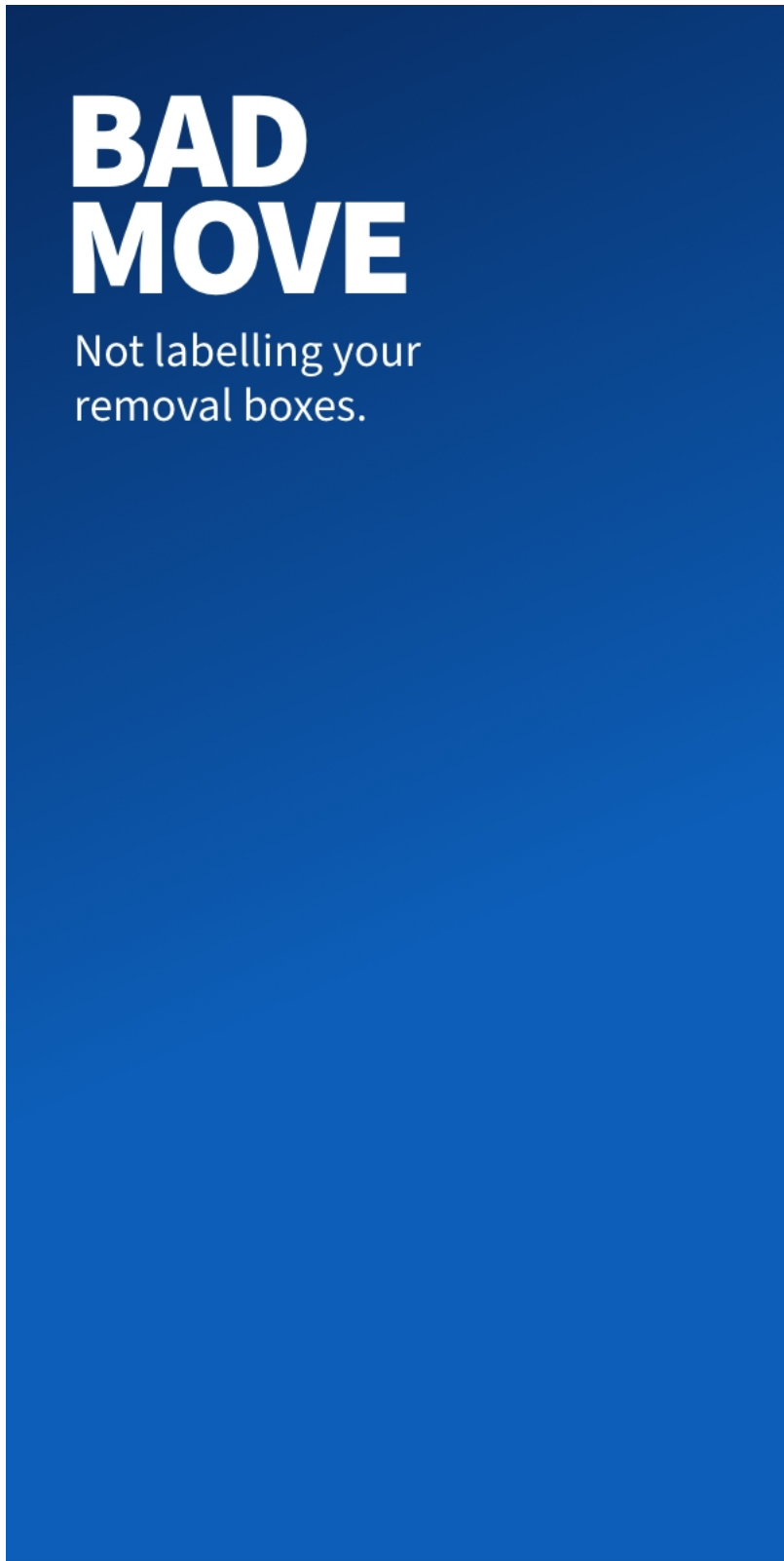


# Halifax

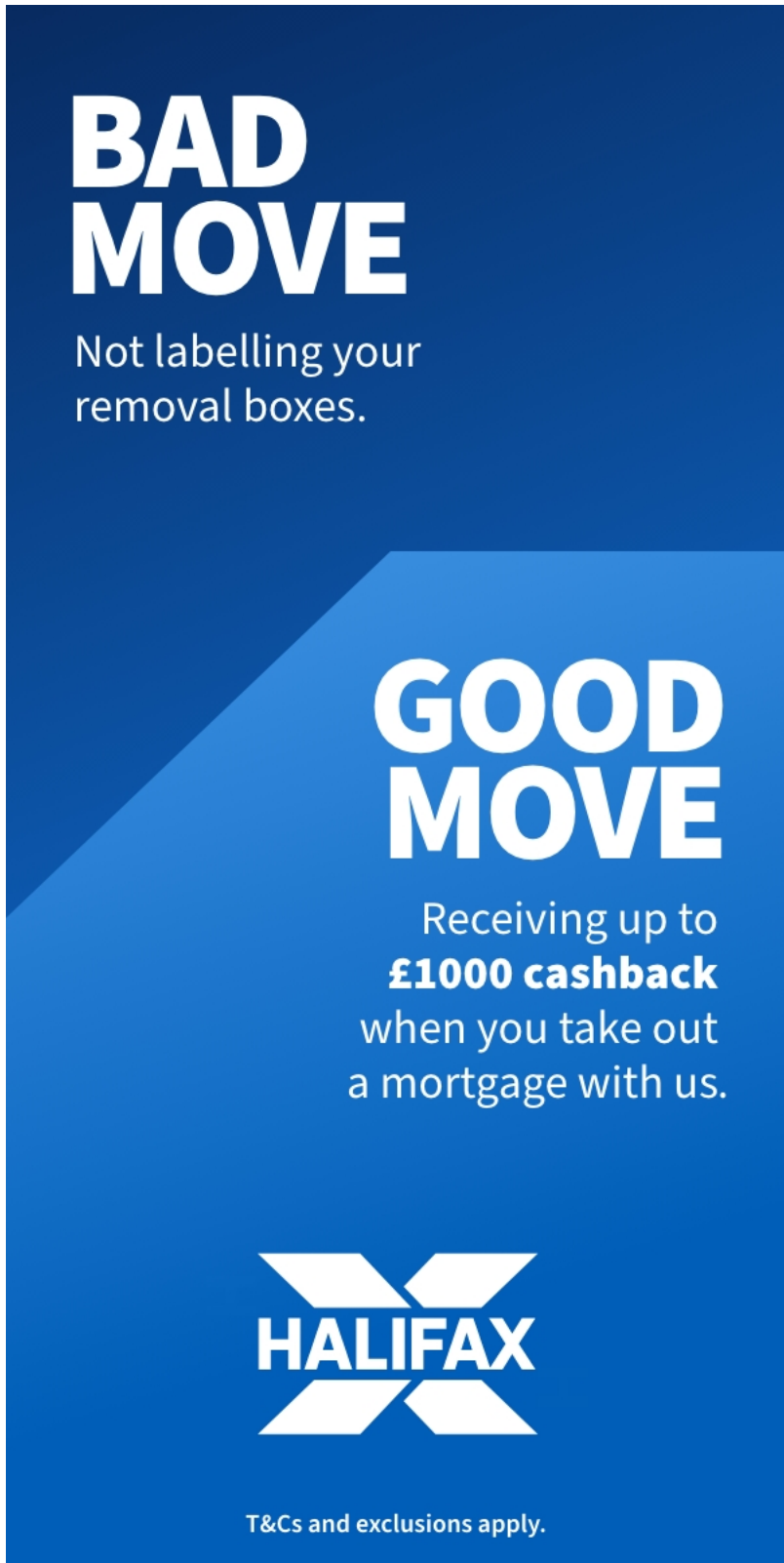
## First time buyers

### Digital Display - Animated Storyboards

April 2024



Frame 1: We open to see the “BAD MOVE” message alone against the dark blue gradient.



Frame 2: The lighter blue shape animates up from below. As it does, the GOOD MOVE message, logo and T&C's are revealed.



Frame 3: The lighter blue shape animates up and out to takeover the canvas. GOOD and BAD messages fade out to reveal the end frame message and CTA.



Frame 1: We open to see the “BAD MOVE” message alone against the dark blue gradient.



Frame 2: The lighter blue shape animates in from the right. As it does, the GOOD MOVE message, logo and T&C's are revealed.



Frame 3: The lighter blue shape animates left and up to takeover the canvas. GOOD and BAD messages fade out to reveal the end frame message and CTA.



Frame 1: We open to see the “BAD MOVE” message alone against the dark blue gradient.



Frame 2: The lighter blue shape animates up from below. As it does, the GOOD MOVE message, logo and T&C's are revealed.

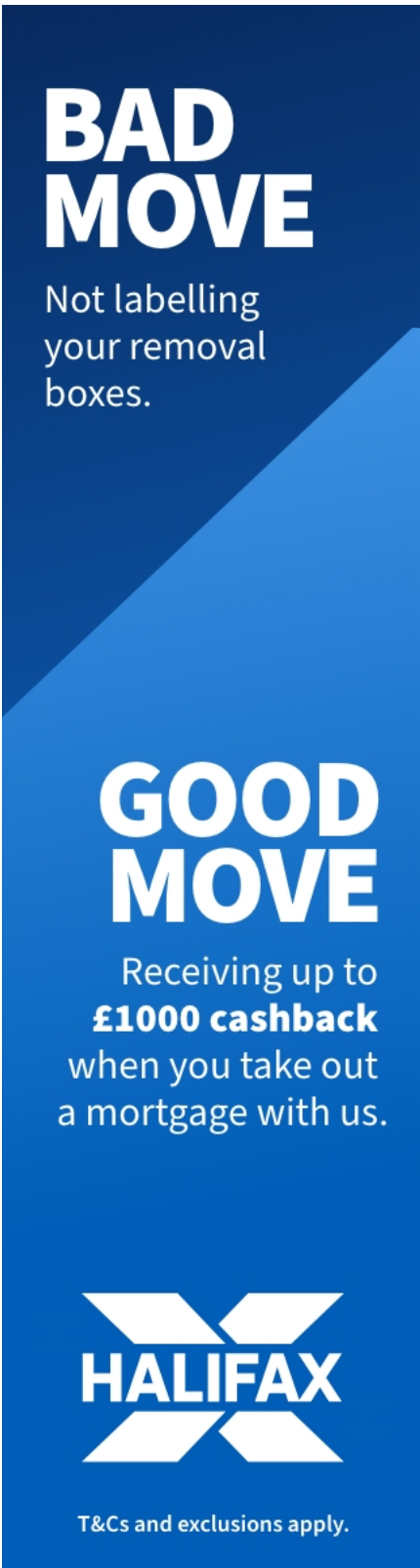


Frame 3: The lighter blue shape animates up and out to takeover the canvas. GOOD and BAD messages fade out to reveal the end frame message and CTA.

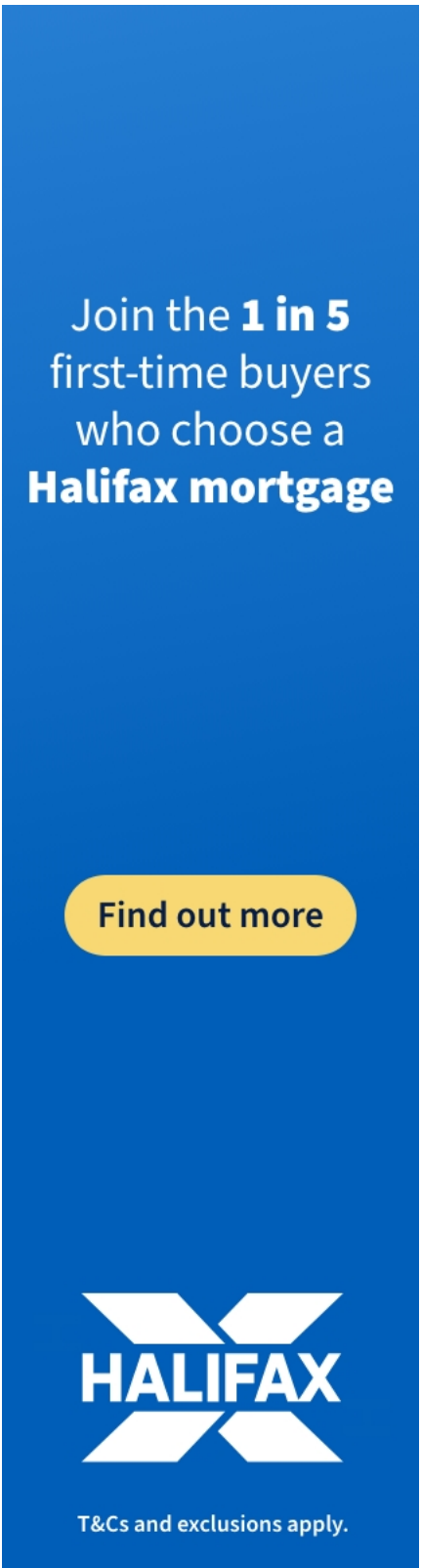




Frame 1: We open to see the “BAD MOVE” message alone against the dark blue gradient.



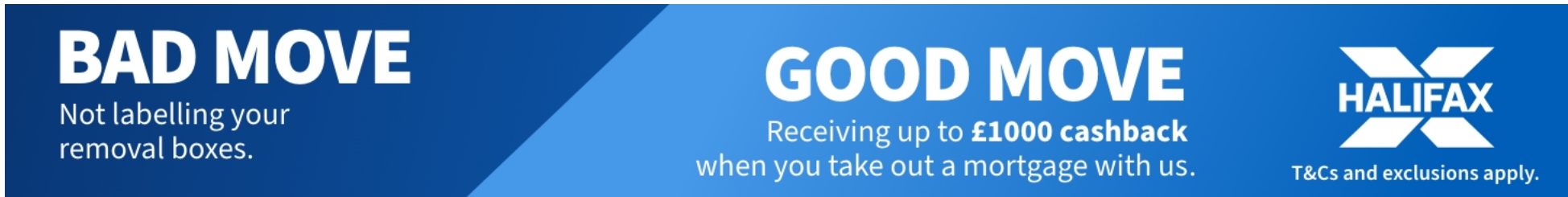
Frame 2: The lighter blue shape animates up from below. As it does, the GOOD MOVE message, logo and T&C's are revealed.



Frame 3: The lighter blue shape animates up and out to takeover the canvas. GOOD and BAD messages fade out to reveal the end frame message and CTA.



Frame 1: We open to see the “BAD MOVE” message alone against the dark blue gradient.



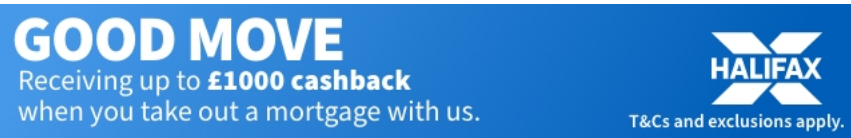
Frame 2: The lighter blue shape animates in from the right. As it does, the GOOD MOVE message, logo and T&C's are revealed.



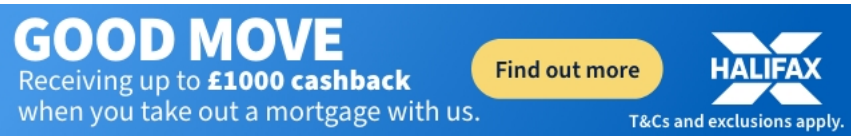
Frame 3: The lighter blue shape animates left and out to takeover the canvas. GOOD and BAD messages fade out to reveal the end frame message and CTA.



Frame 1: The light blue shape animates across from the right.



Frame 2: Copy, logo and T&C's fade in.



Frame 3: CTA fades in.