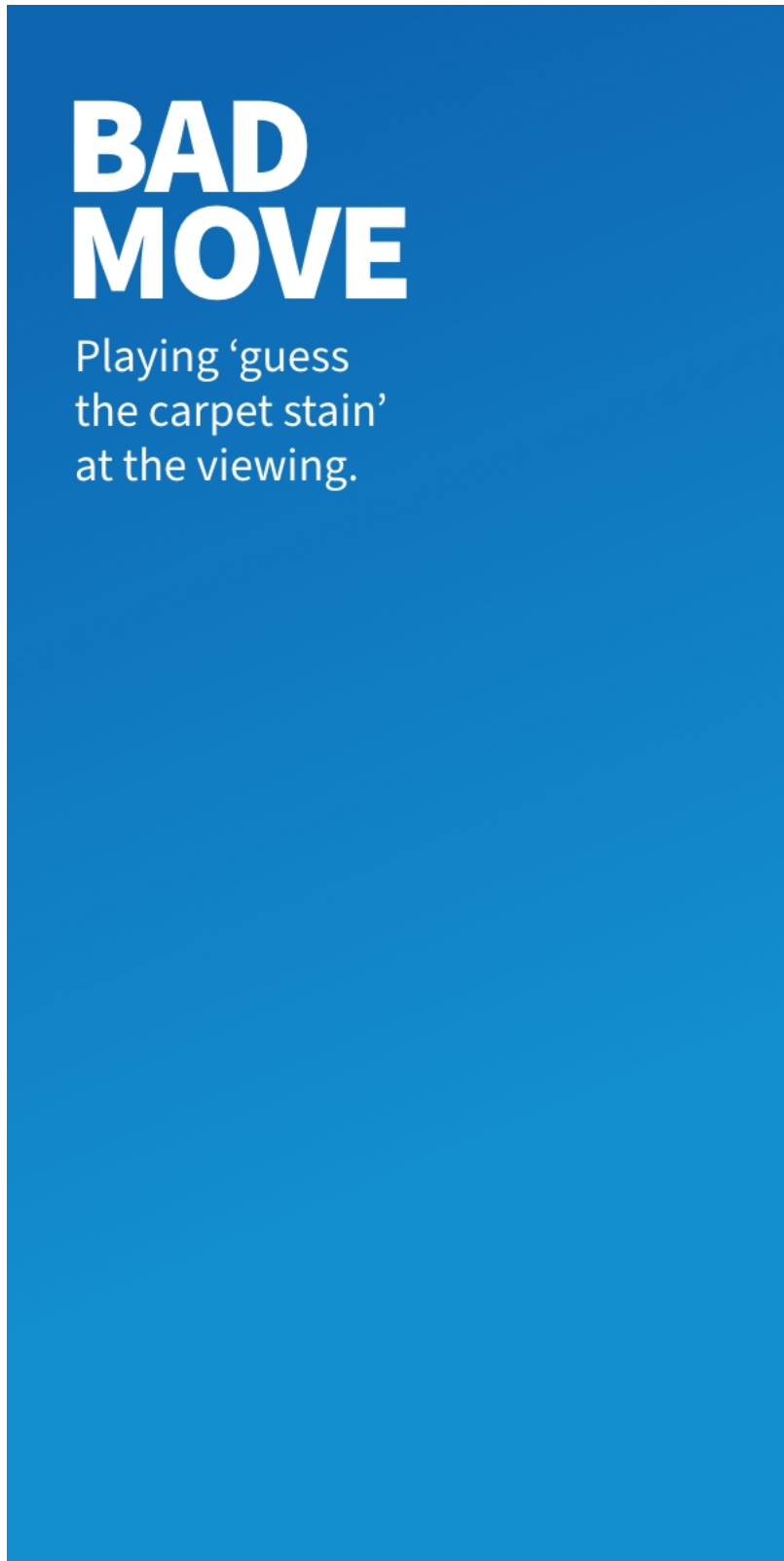


# Halifax

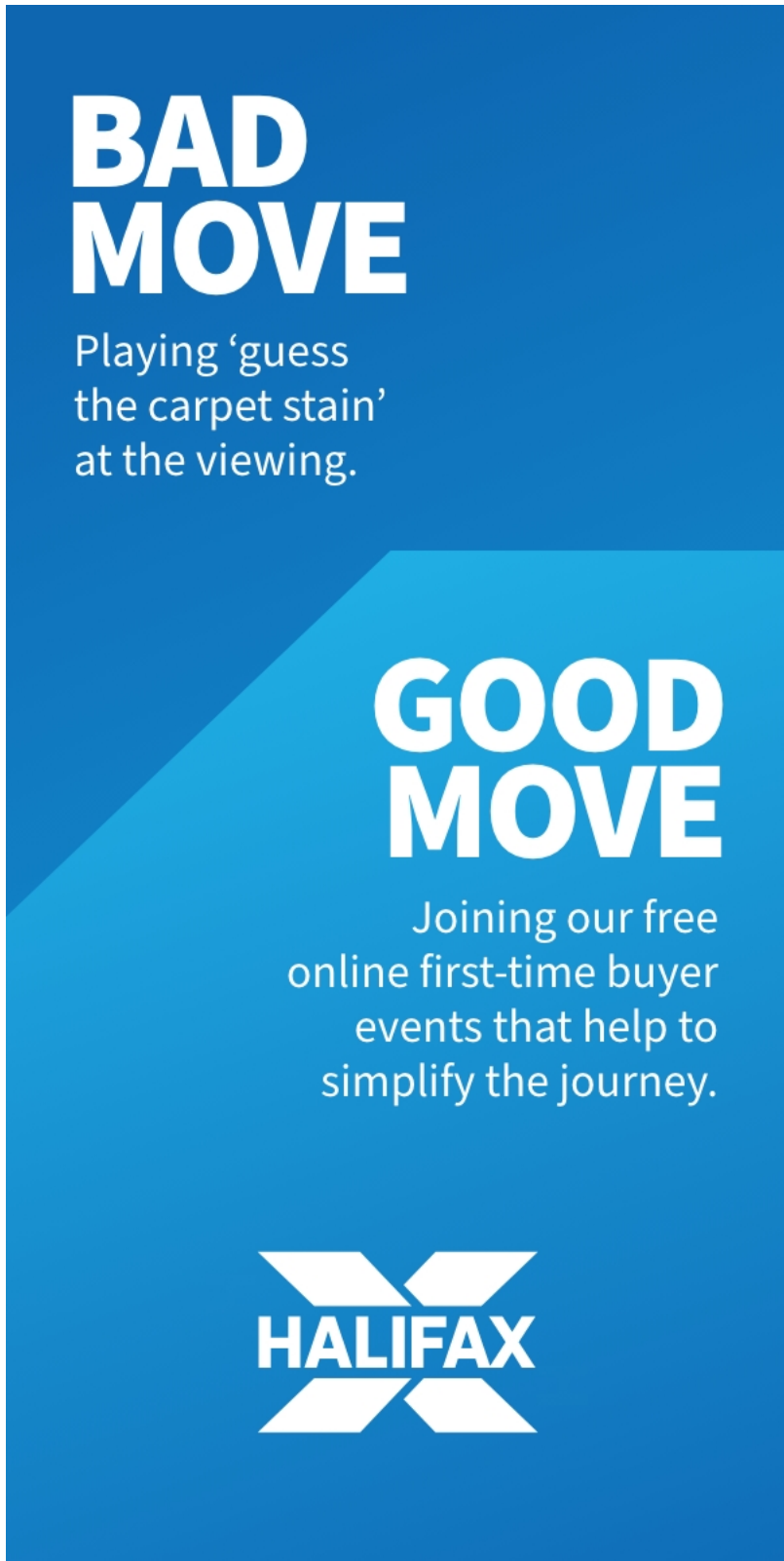
## First time buyers

### Digital Display - Animated Storyboards

March 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 and logo 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, CTA and legal line.