

TDB01-332_TDVisaMoneyTransfer_VideoScript_v04.01.docx

16-Jan-20

TD Visa Money Transfer – Video Script

REVISION TABLE



TI_RevisonTable

VIDEO SCRIPT

Visuals/Copy	Voice
A computer screen shows a laptop with the words TD Visa Money Transfer. Dollar sign comes out of it and travels to Visa Card. Visa card flips around to become a globe, "pins" quickly shoot to locations across the world and within Canada. Different world cities fade into the background and cycle, ending on Vancouver.	"Visa Money Transfers are an easy, low cost and secure way to send money directly from your TD bank account to a family or friend's bank account through their Visa Debit card, Visa Credit card or Reloadable Visa Prepaid card, anywhere in the world."
<p>Pins disappear background fades in completely. Line with money starts from Vancouver to Hong Kong, globe spins to show other side of planet. As money moves across globe, background image of Hong Kong slides in.</p> <p>Vancouver is replaced by video of a woman on a computer. Globe slides down and laptop slides in from above. Money transmits out of laptop and fades out.</p>	<p>"When you send money to family back home, you want to ensure they receive it quickly and conveniently.</p> <p>It's never been easier to send money anywhere in the world. You simply login to Easyweb, any time – day or night, from anywhere and in three easy steps, your money is transferred."</p>
<p>Laptop slides down out of frame. Entire scene slides to left. Video of people making dumplings at home fades overtop of the Hong Kong scene.</p> <p>Images of people from various cultures tiles in.</p>	"No need for your family to leave their house to collect and carry large amounts of money around – they don't have to do a thing. The money simply shows up in their bank account through their Visa Debit card, or on their Visa





Card appears and flips to become a clock, which quickly animates to show 30 minutes elapsed. Everything in frame shift down to reveal Canadian landscape.	Credit card or Reloadable <i>Visa</i> Prepaid card. And in most cases within 24 hours - OR as little as 30 minutes.
Plane flies to map of Canada. Map flips vertically and flattens to become a landing strip. Plane lands. Surfaces extend to edge of frame. Plane sinks into surface and couple with house pop-up. Images of New Canadians and family back at home fade in overtop of landscape background. More objects pop up from the surface (kid, dog, car). Images change. House and other objects sink back into the surface. Price tags slide in from above. Image changes. House scene replaced with dollar sign.	"Remember the day you arrived here in Canada? Perhaps a family member worked hard to give you your start here and you want to pay them back. This service is a fraction of the cost of a traditional wire transfer. You pay a low flat fee with no percentages on your total amount, so you can save money on fees and then pass that money back to your family sooner."
Background image slides out of frame to reveal video of a henna tattoo being applied for a wedding. Image of a couple in Canada slides in to fill left side of frame. New wedding video fades in to replace henna video.	"Special occasions often call for support from family members. When using this service, you see the exchange rate and the exact amount you're sending in their currency when you make the transfer. There are no additional hidden fees for you or for your family members."
Videos and exchange rate graphics slide out to reveal video of University students in library. Visa card in corner is shrinking, as it runs short on funds. Cut to video of pizza slice being served. Money appears and slides into Visa card, causing it to quickly grow. Visa card moves to	"Money Transfers are also helpful here in Canada. If your son or daughter is off at University and is running short on funds you can rest assured that money can be sent to them at any time, day or night, if a need arises."





centre, background video fades out.	
<p>Visa card slides in, 16-digit number comes off card and zooms forward as card blurs in the background. Globe slides in, pin drops on globe and Google maps style bubble appears with address info.</p> <p>Laptop slides into frame. Laptop slides left and money comes out of it.</p> <p>Finishes on SUPER:</p> <p><i>Visa</i> Money Transfer. Send money anywhere in the world through EasyWeb.</p>	<p>"If the person you wish to send money to has a <i>Visa</i> Debit, Credit or Reloadable Prepaid Card, to get started all you need is the 16-digit Visa card number and some basic information, like their name and address. You don't need any other details like the Expiry Date or the 3-digit security code.</p> <p>With this information in hand, simply log-in to EasyWeb, register for the <i>Visa</i> Money Transfer service and in three easy steps start sending money directly to family or friends today."</p>