

Transcript

Welcome to CAA

[Upbeat music plays throughout]

[00:00:00 – 00:00:05]

[Video: Welcome to CAA - the most trusted Roadside Assistance Service in the country!]

[Animation: CAA logo slides into frame. Shows a thumbs up icon with a 'ting' SFX when VO reads, "... the most trusted..." ... switches back to a rotating CAA logo.]

[00:00:06 – 00:00:12]

[Video: We're here to help 24/7, 365 days a year - in Canada and the U.S.]

[Animation: Calendar animation which flips through the year and map animation, on the right hand side of the calendar, highlighting Canada first, and then the US...both calendar and map moves to the right and off the screen.]

[00:00:13 – 00:00:21]

[Video: If you need a tow, have a flat tire, run out of gas, your battery dies... or if you lock your keys in the car we'll be there.]

[Animation: Tow truck icon with complimentary SFX, deflated tire SFX, red gas can shakes (with a few drops audible) SFX, battery icon depletes from green to red SFX, car keys that jingle a few times SFX]

[00:00:22 – 00:00:31]

[Video: And your membership covers you, not your vehicle. Whether you're the driver... or belting out tunes in your best friend's car... or even if it's a rental, we're there for you.]

[Animation: Red car with driver inside driving through wintery weather with sun behind in the background. CAA logo appears on top of the car and has a glowing presence over the car. Animation switches to a yellow car with driver and passenger while singing with musical notes shown coming out of the car from inside the cabin. Yellow car has headlights on, moon in the background; and CAA logo with its glowing presence is seen casting light over the yellow car. Transitions to grey car with the license plate that reads "RENTAL" with the same sun and glowing CAA logo over the grey car.]

[00:00:32 – 00:00:40]

[Video: If anything happens, simply call (star)222 or use the CAA App, and we'll send out a service vehicle to get you back on the road safely.]

[Animation: Hear a 'pop' SFX representing a flat tire sound, grey car slows to a stop on the right hand side of the screen showing a flat rear tire. Oval visual appears on top of the car with a red telephone moving indicating it is ringing with the caption "*222" beside it. Animated CAA tow truck slides into frame and stops behind the grey car.]

[00:00:41 – 00:00:47]

[Video: To stretch our service even further, you can access your account through My Account. Your CAA Membership hub]

[Animation: Male sitting on a red couch in the middle seat with a grey laptop on his lap, smiling. Faint drawing of a living room behind him which includes drawers, table lamp, pictures, plant and a large window. Text appears on top of the male and hears typing SFX and spells out “caasco.com/myaccount” with a blinking cursor at the end.]

[00:00:48 – 00:00:53]

[Video: From here you can add a family member in your household. Check your Membership status and sign up for our newsletters]

[Animation: Zooms in male with laptop and additional family members appears on top of his head. Illustrations of mother, father, himself, wife and daughter (representing additional members in his household). Family then transitions away and is replaced with a CAA blue Basic Membership card with a green checkmark at the top right hand corner of the card. Card image transitions away and is replaced with an envelop with the “@” symbol indicating it is an email.]

[00:00:54 – 00:01:09]

[Video: And with your CAA Membership you get exclusive member travel deals, discounts, and savings with over 124,000 partner locations and services. Like The Source, East Side Mario’s, Enterprise, Park’N Fly and so much more]

[Animation: Hand slides up from the bottom middle of the screen holding 3 membership cards, blue card is on top, followed by gold card and black card at the bottom of the fanned pile. Hand with cards fades away and red upright suitcase appears with a zipper SFX. Suitcase fades away and pink piggy bank with a gold coin on top dropping into the piggy bank slot. 3 more coins drop into with a coin SFX, in succession. Piggy bank fades and hand with fanned cards now appears in the middle top of the screen. Logos from The Source, East Side Marios, Enterprise and Park’N Fly appear in one row, one by one. As each logo appears a pop SFX is present.]

[00:01:10 – 00:01:24]

[Video: We’re here to help every day! To get started visit caasco.com/myaccount to create your account now!]

[Animation: Transitions back to CAA logo with the words “Insurance” “Travel” “Roadside” and “Rewards” appearing on the right side of the logo. Underneath the logo and typing SFX is present and URL is shown as if it was being typed “caasco.com/myaccount”. Music fades and ends.]