

## **Manulife *Vitality*: Live Healthy. Earn Rewards Transcript**

**[This video is an animated illustration.]**

### **Health.**

[A health status bar loads on screen beneath the word “Health”. A heart appears in the background behind the word “Health”.]

### **Sounds serious, doesn’t it?**

[The health status bar disappears, while exclamation points appear on screen. The heart behind the word “Health” becomes larger. The word “Health” and the exclamation points disappear and a podium appears underneath the heart.]

### **Somehow we’ve convinced ourselves that being healthy is some unrealistic thing reserved for the ‘6am running-before-work’ overachievers.**

[The screen changes to a sun with the words “6 AM” centered inside. Running shoes move across the screen to symbolize running.]

### **But that’s just not true. Health is something we can all have.**

[Four avatar people appear on screen, talking to each other. Each person has a different size heart above their head. The hearts all become the same size.]

### **The trick is embracing it little by little.**

[Three blocks appear in a vertical row; the middle box slightly taller than the first, and the last box slightly taller than the middle. A ball bounces across the blocks.]

**And Manulife *Vitality* can help you start.**

[The word “Start” appears on screen, followed by a wearable device appearing in front of the word “Start”.]

**It’s a program built with your health in mind.**

[Four puzzle pieces appear on screen, connected as a square. Each piece is a different shade of green. The side profile of an avatar person’s head appears on screen with a heart image in their mind. The puzzles pieces and head move off screen.]

**And it helps you make little changes today**

[A female avatar appears on screen, facing left towards the word “Today”. Hearts appear to float over her hand as she holds it out.]

**that will have a real effect on your health tomorrow.**

[With hearts still appearing above her hands, the female turns to the right toward the word “Tomorrow”.]

**And not only will it help improve your lifestyle,**

[Another female appears on screen, holding a smartphone. Icons appear in an orbit around her. A kettlebell to represent working out, a thumbs up to represent goals, an apple to represent healthy eating, a smiley face to represent happiness, a heart to represent health and running shoes to represent fitness.]

**you'll also earn rewards for the healthy choices you make along the way.**

[A trophy appears on screen, along with coins to represent rewards. In the background, a line moves across the screen along a curved path, crossing through icons that represent choices being made.]

**So, the healthier you become, the more money you can save.**

[A dollar bill appears on screen with a flexed arm in the centre. A heart appears in front of the bill in the bottom left corner, and coins to the bottom right. The stack of coins grows taller.]

**Live healthy.**

[The word “healthy” flashes on screen with a lightning bolt behind it.]

**Earn rewards.**

[The word “rewards” flashes on screen with a lightning bolt behind it.]

**Simple.**

[A hand appears on screen showing the “okay” sign.]

**Manulife *Vitality*.**

[A gold medal appears on screen between two hands and laurel leaves.]

**The first step towards a healthier you that's actually achievable.**

**To learn more visit [Manulife.ca/Vitality](https://Manulife.ca/Vitality)**

[The Manulife *Vitality* logo appears on a green background. The website address “Manulife.ca/Vitality” appears beneath.]

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