

Transcripts for all four videos'

Video 1 – Carnival Long

Open on a couple leaving a parked car. They approach the gates of a travelling midway carnival at night. The carnival is dark, and the couple is confused. A ticket booth flashes to life then the whole midway springs to life. A carnie greets them.

CARNIE: Welcome! Come in!

He rips the tickets they hold, which say Follow the Truth.

Another carnie is standing in front of a game booth that says “EZ Invest.”

MAXIME: What'll it cost you? Not a dime! (laughing)

Another carnie is standing in front of a game booth that says “Pik A Fund.”

CARNIE: Come! Take a chance! Step right up!

Another carnie is standing in front of a game wheel that says “Wheel O Funds.”

CARNIE: Everyone's a winner!! (laughing)

All the carnies start to crowd the couple.

CARNIES: [RANDOM SHOUTS]

CARNIE: You sir, you look lucky!

KEVIN: This is really weird.

CARNIES: [RANDOM SHOUTS]

They try to leave but run into a fortune telling machine.

INVESTATRON 5000: Put your future in my hands.

KEVIN: Let's get out of here.

MICHELLE: Yeah.

At the entrance, they run into a mysterious woman, dressed in black.

MYSTERY WOMAN: Kevin! Michelle! Confused? Overwhelmed?

MYSTERY WOMAN: Some may lure you in with half-truths, but do you know what they could end up costing you?

The woman holds up a glowing green cube. They are amazed.



The cube shoots out a green pulse of light and all the carnies freeze in place.

MYSTERY WOMAN: This is Manulife Investments.

Where investing is not just about fees, it's about offering you the right funds that meet your personal needs. It's about investments managed by experts you can trust.

MICHELLE: What do we do?

MYSTERY WOMAN: Join us, and see how investing can be done differently.

The carnival shuts down and the mystery woman disappears. The couple looks around.

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Video 2 – Mystery Woman

A carnie is standing in front of a game wheel that says “Wheel O Funds.”

A carnie stands in front of a sign that says “Bull or Bear.”

MYSTERY WOMAN: With super low-cost investments, you may save a little on fees, but are you getting the right funds for you? The funds that take your life and goals into account?

Another carnie is standing in front of a game booth that says “EZ Invest.”

CARNIE: What’ll it cost you? Not a dime! (laughing)

A mysterious woman, dressed in black, is standing in the middle of an empty carnival.

It’s your future. Is this really the time for the cheapest option?

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Video 3 – Investatron. Will be fine

A fortune telling machine is sitting in the middle of an empty carnival.

INVESTATRON 5000: Ah, you seek your fortune! You have come to the right place. Put your dollars in the slot and I will invest them!

Everything will be fine. Will be fine. Will be fine. Will be fine.

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Video 4 - Carnival 30

Open on a couple leaving a parked car. They approach the gates of a travelling midway carnival at night. The carnival is dark, and the couple is confused. A ticket booth flashes to life then the whole midway springs to life.

A carnie is standing in front of a game booth that says “EZ Invest.”

MAXIME: What’ll it cost you? Not a dime! (laughing)

Another carnie is standing in front of a game booth that says “Wheel O Funds.”

CARNIE: Everyone’s a winner!! (laughing)

At the entrance, they run into a mysterious woman, dressed in black.

MYSTERY WOMAN: Confused?

All the carnies start to crowd the couple.

CARNIES: [RANDOM SHOUTS]

MYSTERY WOMAN: Overwhelmed?

They try to leave but run into a fortune telling machine

INVESTATRON 5000: Put your future in my hands.

The woman holds up a glowing green cube. They are amazed.

MYSTERY WOMAN: This is Manulife Investments. Where investing is not just about fees.

Join us, and see how investing can be done differently.

The cube shoots out a green pulse of light and all the carnies freeze in place.

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