



Manulife



Manulife *Vitality* Hot To Video: Mobile App

[Super “Welcome to Manulife *Vitality* Stories!” slides in from top of frame]

Welcome to Manulife *Vitality* Stories!

[Main character Ed appears on screen wondering]

Once upon a time, Matthew wondered, “How do I use the Manulife *Vitality* app?” So he opened up to Chapter 1.

[Super “Chapter 1: Download it” appears]

First, he needed to download the app.

[Cut to mobile phone showing the Manulife *Vitality* app in the app store]

It’s simple! He just went to the App Store or Google Play and found the one called “Manulife *Vitality*”.

[Super “Chapter 2: The home screen” appears]

Now that he had the app, in Chapter 2 it was time to try it out!

[Cut to mobile phone showing the Manulife *Vitality* app home screen]

The first thing he saw was the home screen – where everything he needed was at his fingertips!

He could see his status level, number of points, some quick actions he could take, and the newsfeed for quick bits of info and tips.

Clicking “Profile” opened up a new right navigation to access more features, including settings.

[Super “Chapter 3: What else can it do?” appears]

Matthew couldn’t wait to earn Vitality Points – and Chapter 3 shows the app was just bursting with ways to earn them.



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[Cut to scene with Matthew pointing to the activity screen on the Manulife *Vitality* app]

Check these out!

[Mobile screen scrolls through all activities listed in Manulife *Vitality* app]

[Super overlay reading “How to do your Vitality Health Review” appears]

Now let’s take a quick look at how Matthew completed his Vitality Health Review.

[Cut to mobile phone screen demonstrating how to do your Vitality Health Review]

He clicked “Activities,” then “Vitality Reviews” and “Vitality Health Review.” As you can see, he earned a quick 500 points for this!

From there, it took him outside the app into his browser. He chose which category he wanted to start with, clicked it, and answered the simple questions.

Then he moved on to the next category. When he was done, he switched back to the app. No problem!

[Super “Chapter 4: How to collect rewards” appears]

Everything in the app was cool, but the most fun part had to be collecting rewards. So it’s time for Chapter 4.

[Cut to Mathew holding mobile phone demonstrating how to do the Vitality Wheel spin]

When Matthew reached his weekly activity goal, he earned a Vitality Spin and was notified on the home screen.

He clicked “Rewards,” clicked to spin, then swiped to spin the wheel to automatically win gift cards or points! He answered the easy math question and, BOOM, he was a winner!

If he won a gift card, he would click the big pink button at the top of the Rewards screen to collect his digital gift card, with a code and PIN that he could use right away.

[Cut to scene with Mathew smiling and holding his mobile phone]



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[Super “Chapter 5: Happily ever after” appears]

And we close with Chapter 5, as Matthew knew that with all the points and rewards he could collect through the app, he’d live happily ever after!

[Cut to scene with Mathew standing on screen smiling]

[More videos from the how-to series appear]

Want to check out more Manulife Vitality “how-to” stories? Click on one of the other videos you see here, then you could live happily ever after!

[Legalese]

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[Cut to end frame with Manulife logo and legal disclaimer]

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