



‘Working For You’ Script :30

Open on a man and woman with a BCSC logo on their business casual and button-down shirts.

VO: The BC Securities Commission is here to make the investment market work for you. No matter who you are.

Our actors’ wardrobes and looks change in time with the following voiceover.

VO: By regulating companies that sell stocks to teachers, and doctors and carpenters.

The male actor transitions into a gym teacher and the female teacher a professor. Then two surgeons in scrubs and goggles with surgical tools. Then two carpenters covered in sawdust.

VO: And watching over market transactions to give peace of mind to firefighters and pianists and Falconers.

We then see them change into firefighters, with one spraying the hose while the other holds it. Then two pianists duetting on the same piano. Then falconers in trench coats with rubber sleeves and falcons on their arms.

Now both become quirky mashups of all three things. Dressed like firefighters, duetting on the piano with one hand and holding falcons with the other.

VO: Yes, we even provide unbiased facts about things like crypto for firefighting piano-playing falconers who moonlight as artisanal baristas.

Still in their quirky mashup personas, they’re now behind a coffee bar pouring lattes with one hand, and playing a tiny piano on the bar top with the other while their falcons are perched on their shoulders.

And go after scammers trying to steal money from fire fighting piano playing falconers who moonlight as artisanal baristas...slash magicians.

We see the same scene but now all the props and the actors are levitating slightly.

We also make the market work for plumbers.

We cut wide to see a regular-looking plumber standing at the bar across from them waiting for his coffee.

We see our logo and end line appear on screen.

The BCSC. Working to make an investment market that works for you.

We rotate through our messaging keywords below the logo.

SUPER: BCSC.

Regulation. Oversight. Enforcement. Education.

‘Regulation’ Script :15

Open on white space as the camera pushes in on Will - short-haired - and Sarah (30s) - with straight, shoulder-length hair. A BCSC logo on their casual and button-down shirts.

VO (over push-in): The BC Securities Commission regulates companies that sell stocks, so investing feels better to you. We’re talking to you — teachers.

Suddenly, Will is dressed like a gym teacher, wearing a tracksuit and whistle around his neck. His hair’s a little longer and he has a mustache. Sarah, meanwhile, is dressed like a professor, with glasses, long, curly hair, and a cardigan as she holds a binder.

They find themselves standing in a classroom. Rows of desks in the foreground. A dry erase board and posters on the walls in the background.

A bell rings in the distance.

And just as they look at each other...

VO: Doctors.

Suddenly, Will and Sarah are standing in a sterile operating theatre, coolly-lit with fluorescent lighting. They’re dressed like surgeons with blue surgical caps on their heads, goggles, masks, and scrubs.

In front of them is an operating table with blue paper blocking our view of the patient. Instead of the binder, Sarah's gloved hands are now holding surgical instruments, while Will's hands are hidden behind the paper.

Sarah looks down at the patient and reacts. Let's say for now she gasps (but I'll shoot many takes with loads of reactions) and puts the instruments down –

VO: And carpenters.

Suddenly, Will and Sarah are dressed like carpenters, with safety goggles, flannel shirts, and aprons, as they stand in an old, wooden barn, lit by an overhead lamp. Old tools hang from the walls around them. Sarah's now holding a hammer and a nail. Will's face is covered in sawdust. Will lifts his goggles to reveal dust-free rings around his eyes.

We see our logo and end line appear on screen.

VO: The BCSC. Working to make an investment market that works for you.

We rotate through our messaging keywords below the logo.

SUPER: BCSC. Regulation. Oversight. Enforcement. Education.

'Oversight' Script :15

Open on a man and woman with a BCSC logo on their button-down shirt.

VO: The BC Securities Commission watches over investment transactions to give you peace of mind.

These colleagues change into firefighters, with one spraying the hose while the other holds it. Then they become two pianists duetting on the same piano. Then falconers in trench coats with rubber sleeves and falcons on their arms.

VO: Yes, you, firefighters, pianists, and falconers.

We see our logo and end line appear on the screen.

VO: The BCSC. Working to make an investment market that works for you.

We rotate through our messaging keywords below the logo.

SUPER: BCSC.

Regulation. Oversight. Enforcement. Education.

‘Enforcement’ Script :15

Open on a man and woman with a BCSC logo on their business casual and button-down shirts.

VO: The BC Securities Commission helps protect you from investment scammers trying to steal your money. No matter who you are.

Suddenly, they’re both quirky mashup personas now behind a coffee bar pouring lattes with one hand, playing a tiny piano on the bar top with the other, while falcons perch on their shoulders.

VO: Even if you’re a firefighting, piano-playing falconer.

We see our logo and end line appear on screen.

VO: The BCSC. Working to make an investment market that works for you.

We rotate through our messaging keywords below the logo.

SUPER: BCSC.

Regulation. Oversight. Enforcement. Education.

‘Education’ Script :15

Open on a man and woman with a BCSC logo on their business casual and button-down shirts.

VO: The BC Securities Commission provides unbiased info about things like crypto, so making investment decisions is easier for you.

Suddenly, they’re both quirky mashup personas now levitating behind a coffee bar pouring lattes with one hand, playing a tiny piano on the bar top with the other, while falcons perch on their shoulders and the props surround them.

VO: No matter who you are...or what you do.

We see our logo and end line appear on screen.

VO: The BCSC. Working to make an investment market that works for you.

We rotate through our messaging keywords below the logo.

SUPER: BCSC.

Regulation. Oversight. Enforcement. Education.