

Scripts

HOME COURT ADVANTAGE (FRENCH TRANSLATION)

HERO SPOT “WIN-WIN” (:30 TVC/OLV)

REVISED
Nov 14th

We open on a Raptors fan (OLG player) standing at the counter of a convenience store. OLG branding tastefully fills the frame.

VOIX-OFF: QUAND VOUS JOUEZ AVEC OLG, VOUS AIDEZ LES COLLECTIVITÉS DE BASKET-BALL À TRAVERS L'ONTARIO

The camera zooms into the fan's face at the counter. Then, using a match-cut (seamless transition), we suddenly find the same fan standing on a basketball court. The camera zooms out, revealing the fan is holding a ball, and they're about to toss up a tip-off between one of our community basketball teams.

VO: VOUS AIDEZ LES COLLECTIVITÉS À SE RAPPROCHER

We see dynamic action shots of the basketball game in progress before cutting back to our fan for another transition.

The camera zooms into the fan's face again, and through another match-cut, we reveal they're now standing in front of a community center, surrounded by people from our second community org.

VO : VOUS AIDEZ LES COLLECTIVITÉS À GRANDIR

Once again, the camera zooms into the fan's face, and with a match-cut, the scene changes. Now, the fan is sitting in the stands of a community basketball game featuring our third org. We cut to a player slamming a dunk, with the crowd cheering.

VO: ET VOUS AIDEZ LES COLLECTIVITÉS À GAGNER!

We hear the buzzer and a faint echo of the “WINNER/GAGNANT” audio cue.

We cut back to the fan in the stands, zoom into their face, and perform a final match-cut, transitioning them back to the convenience store counter. The fan's face lights up with excitement.

VO: ...EN LEUR DONNANT L'AVANTAGE DU TERRAIN.

We rack-focus as the following super appears on screen:

<SUPER>: Chaque fois que vous jouez avec OLG, vous gagnez, puisque tous les profits sont réinvestis dans les collectivités locales comme la vôtre.

<carte de fin> Logotype Avantage du terrain + VERROUILLAGE DU LOGO



HOME ICE ADVANTAGE (FRENCH TRANSLATION)

PART 1: HERO SPOT “PLAY TO CONNECT” (:30 TVC/OLV)

REVISED
Nov 14th

We open on a shot of A FAN in a convenience store, with OLG branding all around them.

VO: Quand vous jouez à OLG, vous aidez à soutenir les collectivités de hockey de l'Ontario.

Rec hockey players (Community Team #1) pull hockey bags out of car trunks and walk towards an arena. It's late at night, but the building exudes a welcoming light. Our FAN is there to greet and open the door for everyone.

VO: vous aidez les collectivités à se rapprocher

We cut inside a locker room where a group of teammates (Community Team #2) are lacing their skates and gearing up. It's all smiles as they joke around. Our FAN is right there with them.

VO: Vous aidez les collectivités à se connecter et à se développer.

Now we're on the ice. We see sledge hockey players (Community Team #3) weave past the camera. A big shot. A big save. And then a rebound is popped in for an epic goal.

VO: Et vous aidez les collectivités à gagner

The team celebrates. Our FAN is on the bench with the players as they cheer and pour onto the ice.

VO: ... en leur donnant l'avantage de la glace.

We cut to Community Team #2. They're celebrating a win on the ice too

VO: Chaque fois que vous jouez avec OLG, vous gagnez...

We cut to Community Team #1. They skate by the bench and each high-five our FAN.

VO: Puisque tous les profits sont réinvestis dans les collectivités locales comme la vôtre.

We now transition back into our convenience store. Our FAN, stands in front of the convenience store. She's just played her OLG play card and feels great about having brought home the win.

<Winner/Gagnant SFX>

<carte de fin> VERROUILLAGE DU LOGO + LOGOTYPE l'avantage de la glace

