

HOME COURT ADVANTAGE

HERO SPOT “WIN-WIN” (:30 TVC/OLV)

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

VO: WHEN YOU PLAY WITH OLG, YOU HELP BASKETBALL COMMUNITIES ACROSS 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: YOU HELP COMMUNITIES COME TOGETHER

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: YOU HELP COMMUNITIES GROW

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: AND YOU HELP COMMUNITIES WIN!

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: GIVING THEM A HOME COURT ADVANTAGE.

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

<SUPER: Every play with OLG is a winning one, because 100% of profits go back to local communities, like yours.>

<END CARD> HCA wordmark + logo lockup