

CONCEPT A: SOMEONE ELSE WILL

30 second video storyboard

01-01



A boy is typing on his phone.

01-02



A man slides into frame, sitting beside the boy
MAN: Hey, how're you feeling?
 The boy continues to look at his phone and shrugs

01-03



MAN: I know that things at school are tough right now. I remember when I was your age, I had a hard time finding my crowd.

01-04



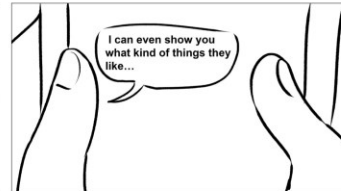
MAN: I just want you to know that I'm here for you.

01-05



MAN: You can tell me anything. Like if you're interested in anyone at school.
 Camera pans from his phone to his face

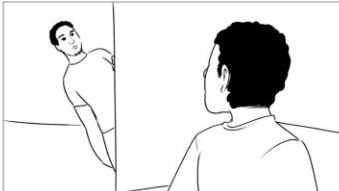
02-01



I can even show you what kind of things they like...
 The screen of the boy's phone reveals the conversation is happening as text messages.
DAD (OFFSCREEN): Kids, it's time for dinner!

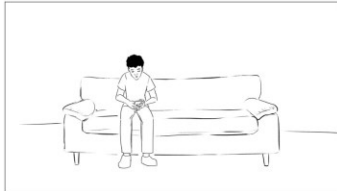
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02-02



Dad looks from around the corner to get boy's attention

02-03



A wide shot reveals the boy on the couch, by himself.

03-01



Reports of online child sexual exploitation have increased 31% since 2022.
 Source: CyberTip.ca

VO: Have the online dangers talk with your kids, before someone else does.

04-01



VO: Find ways to talk to your kids at Canada.ca/child-exploitation.

04-02



Narration:
 A message from the Government of Canada.

2

Static Ads

CONCEPT 1



CONCEPT 1

The image shows a social media post with a yellow background. The main text reads: "815% increase in online child luring reports between 2018 and 2022". Below this, it says "SOURCE: CYBERTIP.CA". At the bottom of the post are icons for a heart, a comment bubble, a share icon, and a bookmark icon. The text of the post reads: "Safety_Canada Online predators are working together to find new ways to build trust with children and isolate them from their families in order to exploit them. Have the talk about online dangers with your kids before someone else does."

CONCEPT B: UNCOMPLICATE IT

30 second video storyboard

01-01



Open on a shot of a teen walking up the stairs on her tablet.

01-02



Cut to her parents in the living room. The mom is reading but the dad is watching the daughter go into her room.

01-03



The father looks to the mother

01-04



Close up of father's face - a bead of sweat drips down it.

02-01



Close up of a post-it note on the wall that says "Plan: Talk to Olivia about Online Dangers".

02-02



Shot of dad from behind in front of the wall with post-it notes all over it. Notes saying: "Grooming", "Luring", "Capping????", "Video games", "Chat rooms", "Be reliable", "Use cool slang?" and "Plan: Talk to Olivia about Online Dangers"

1

02-03



Mom reaching to get her laptop.

02-04



Close ups of different of a post-it notes on the wall. Notes saying: "Grooming", "Luring", "Capping????", "Video games", "Chat rooms", "Be reliable", "Use cool slang?" and "Plan: Talk to Olivia about Online Dangers"

02-05



03-01



Dad slumped on the couch, exhausted. Mom shows him the laptop.

03-02



VO: Having the online dangers talk doesn't have to be complicated.

Screen is on Canada.ca/child-exploitation.

03-03



Parents enter bedroom to sit with daughter.

2

04-01



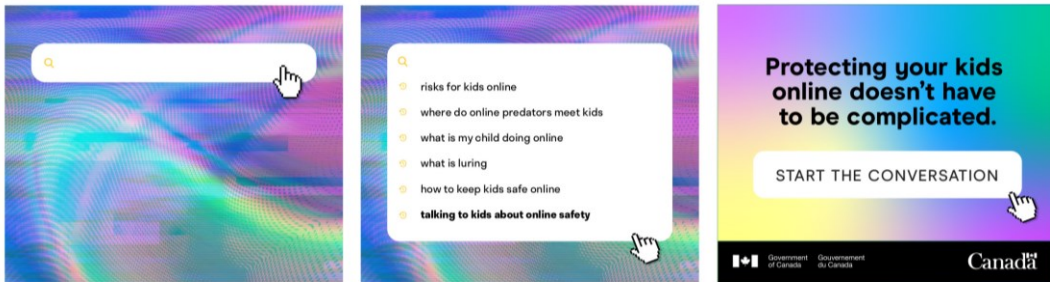
VO: Learn more at Canada.ca/child-exploitation.

04-01

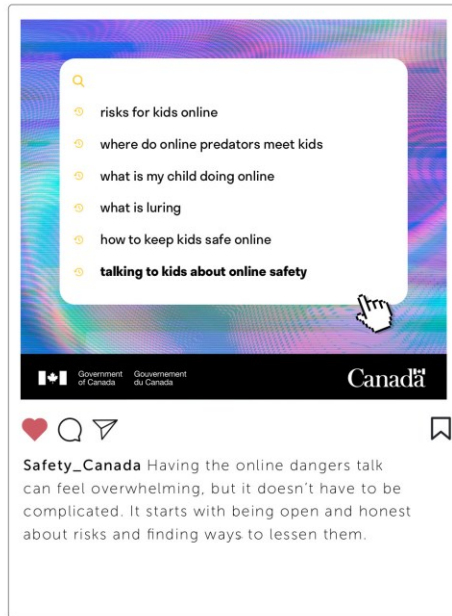


Narration: A message from the Government of Canada.

Static Ads



CONCEPT 2



CONCEPT C: OPEN/CLOSED

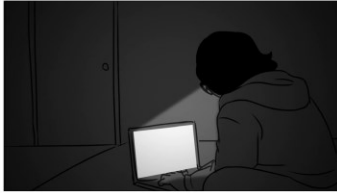
30 second video storyboard

01-01



Open on a teenager on their laptop in their room.

01-02



The lighting turns dark and creepy. As they scroll on their computer, we hear ominous music and sounds like groups of people whispering. There's a knock at the door.

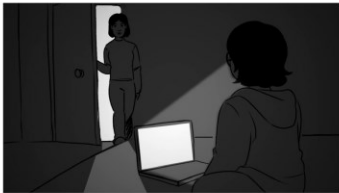
GIRL: Come in.

01-03



MOM: Hey love. What are you up to?

02-01



GIRL: Not much, just chatting.

02-02



Mom walks over to sit on the bed. The girl shuts the laptop - as she does, the environment changes.

MOM: Can we talk?

GIRL: Sure.

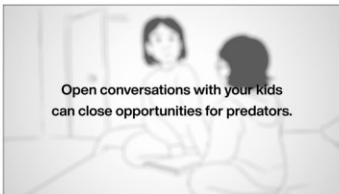
02-03



The room becomes bright and the ominous music and sounds come to a stop.

1

02-04



Open conversations with your kids can close opportunities for predators.

[Text on screen appears as the conversation proceeds in the background.]

VO: Open conversations with your kids can close opportunities for predators.

03-01



Learn how to talk to your kids about online child sexual exploitation at Canada.ca/child-exploitation

03-02



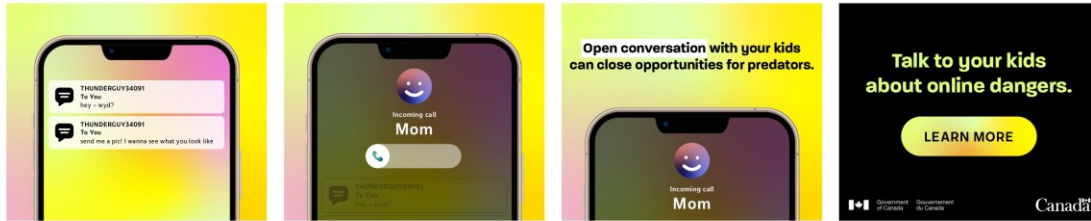
Narration:

A message from the Government of Canada.

2

STATIC ADS

CONCEPT 3



CONCEPT 3

Adam7529
Active now

hey whats up?

whats ur gamer tag?

send a pic

Fam
Active now

What time are you kids coming home for dinner?

5:30!

4!

Sounds good - I can't wait to hear about everyone's day.

SEND

Government of Canada / Gouvernement du Canada

Canada

♥ 💬 ↗ 📌

Safety_Canada Predators use kid-friendly games and apps to lure, groom, and exploit children. But the more your children know about online dangers, the safer they'll be. Have an open conversation with your kids to close opportunities for predators to take advantage.