

Annexe D : Concepts

CONCEPT A : QUELQU'UN D'AUTRE LE FERA

Scénarimage pour la vidéo de 30 secondes

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.

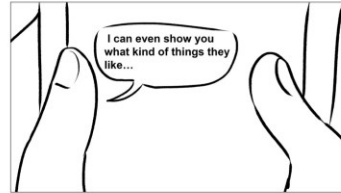
01-05



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



MAN: 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!

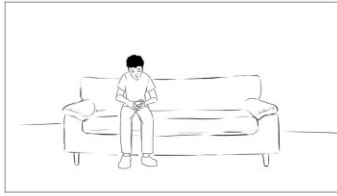
1

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



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.

Annonces fixes



CONCEPT B : FAITES SIMPLE

Scénarimage pour la vidéo de 30 secondes

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

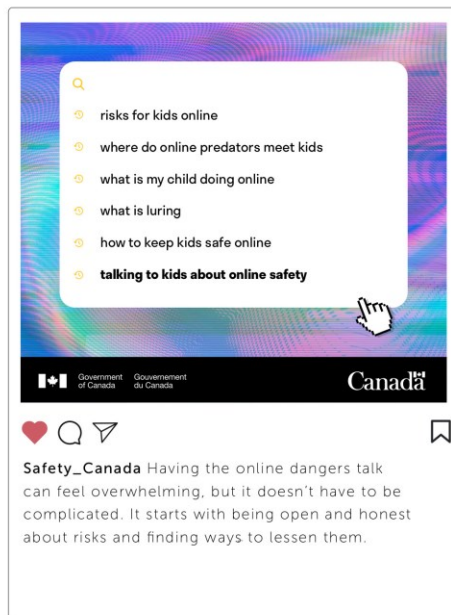


Narration: A message from the Government of Canada.

Annonces fixes



CONCEPT 2



CONCEPT C : OUVERT/FERMÉ

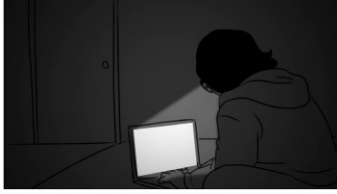
Scénarimage pour la vidéo de 30 secondes

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

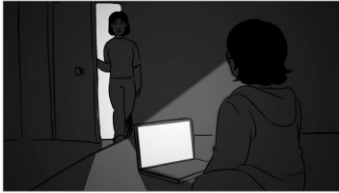
GIRL: Come in.

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.

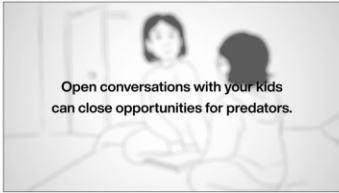
02-03



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.]

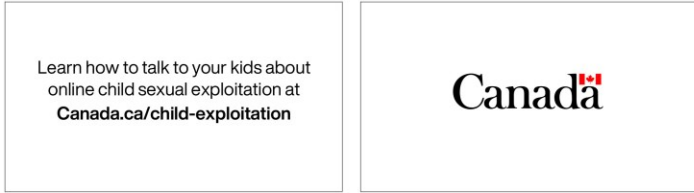
VO: Open conversations with your kids can close opportunities for predators.

03-01



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

03-02



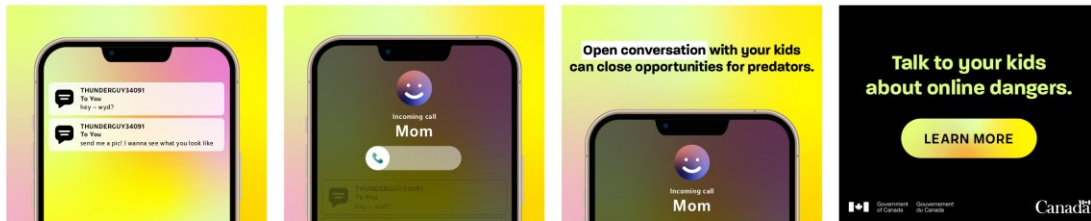
Narration:

A message from the Government of Canada.

2

ANNONCES FIXES

CONCEPT 3



CONCEPT 3

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.