

venture **communications**

<b>Title:</b> On-air Snow Reports PAGE 1	<b>Date:</b> Nov.1.2012
<b>Client:</b> Travel Alberta (TALB 11832)	<b>Version:</b> tb2
<b>Campaign:</b> Remember To Breathe	<b>Writer:</b> Sean Mitchell and Tiffany Burns

**:00 - :05 INTRO**

**VO:** “And now, the Travel Alberta snow report: your update from the Canadian Rockies.”

**VIDEO:** Epic shot of pristine mountain peak, followed by ski footage. Travel Alberta logo super in bottom right hand corner.

**:06 - :07**

**AUDIO:** stormy wind woosh

**VIDEO:** fade in “(remember to breathe)” wordmark into lower right corner beside Travel Alberta logo.

INTRO EXAMPLES:



A11-001199



a11-001188



“Alberta Canada” logo placement.

**:08 - :22 CONTENT: Updates and Highlights**

**Option A**

**MUSIC UNDER**

**Video:**



a11-001089

(continued on next page)

<b>Title:</b> On-air Snow Reports PAGE 2	<b>Date:</b> Nov.1.2012
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**HEADLINE:** TRAVEL ALBERTA SNOW REPORT

**VO:** Each year Alberta's Rocky Mountains receive over 30 feet of snow. And with great early season conditions, ski resorts here are already open.

**IMAGE:** “Weather Update” style grid of six tiles showing recent conditions for all affiliated ski hills in Alberta (Castle Mountain Resort, Lake Louise, Marmot Basin, Mount Norquay, Nakiska, Sunshine Village).

**BACKGROUND AND TILE EXAMPLE:**



**OUTRO**

**:23 - :28**

**VO:** “Flights depart daily. Start planning today at TravelAlberta.com”

**VIDEO:** Cut to mountain pass fly-through, followed by snowboard footage. “Travel Alberta” logo into bottom right corner, URL under.

**:29 - :30**

**AUDIO:** stormy wind woosh

**VIDEO:** fade in “(remember to breathe)” wordmark into lower left corner beside Travel Alberta logo.

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<b>Title:</b> On-air Snow Reports PAGE 3	<b>Date:</b> Nov.1.2012
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OUTRO EXAMPLES:



a11-001134



a11-001456



logo placement.

Please see below reference for how we want the logo and 'remember to breathe' appear on the screen and the end. Alberta Canada logo and URL should remain on screen throughout the entire intro and outro.

