

### **Aventura Phone Call (0:30) – Transcript**

[Open on the grizzled face of a man operating a small, wooden boat, motoring towards a tropical paradise. We now see that Percy and his family are his passengers. Over this, we hear a previous conversation Percy had with a CIBC Personal Travel Assistant. We never see her during the commercial.]

>>Woman: CIBC Aventura Travel Assistant. How can I help you?

>>Percy Penguin: Hi, I'm trying to plan a trip.

[We now see Percy and Penny snorkeling over a beautiful coral reef.]

>>Woman: What kind?

[We now see Percy and his family walking across a simple, suspension bridge over the jungle. They are high up.]

>>Percy Penguin: Something... less touristy.

[We now see the family at a colourful local, outdoor food market. Percy is at a fish monger's stall, buying a fish with his Aventura card.]

>>Woman: I get it, you want to do your own thing.

>>Percy Penguin: Exactly.

[Cut to Percy with his family in the jungle, holding a map. He looks up and points. Through the trees we see a beautiful ancient temple.]

>>Percy Penguin: We love exploring and seeing new things.

[Cut to Percy and family at a beach campfire at night. Only locals are there. Percy plays guitar with a local while Penny dances the night away. Paddy is asleep on a log.]

>>Percy Penguin: But we still like to let loose.

>>Woman: Of course.

[Cut to Percy, Penny and Paddy stepping up onto a rock and staring up in awe at something. We cut wider to reveal a beautiful waterfall.]

>>Percy Penguin: If you could make that happen, that would be amazing.

>>Woman: Then let's make it happen.

[Superimposed: Aventura. The Traveller's Travel Card.™]

>>Voice over: Aventura. The Traveller's Travel Card.™ Join now and get up to 20,000 Aventura Points.

[Superimposed: Up to 20,000 Aventura Points.†]

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