

Video Copywriting

Client: Qtrade

Grant Pasay *Copywriter*

Rely on 20+ years' experience.

grantpasay.com | copy@grantpasay.com

NOTE: the bolded words are only for script review purposes to convey key points.

VIDEO	AUDIO	GRAPHICS
MS Early 30s male portrait MS 55 year old female portrait MS 45 year old couple portrait.	Wherever you are on your investor journey...	TEXT: Novice investor TEXT: Expert investor TEXT: Somewhere in between
Q trade logo, website splash	...there are more reasons than ever to choose Qtrade Investor as your online brokerage.	
man and woman at home, talking, pointing between an ipad.	After all, 93% of our investors would tell you to choose Qtrade Investor. They just love how easy our trading platform makes it to invest online . Everything you need is in one place.	TEXT: Globe & Mail online broker satisfaction survey
OTS smart phone in man's hands on street downtown. OTS smart phone in woman's hands by the convention centre.	And with the freedom of our mobile site and app , you always have access to what you need for investing in what you want , from stocks to bonds...options to ETFs...or mutual funds...	
MS person on phone in board room.	...you also have access to RSPs, tax free savings accounts , and more.	
Infographic: Globe and Mail Quote/awards	No surprise we're Canada's most consistently awarded online brokerage.	GRAPHICS: logos/awards from across the years, similar to how trailers show film festival awards
	Whether you're not sure where to begin or you're an experienced investor...	
UI – real time quotes, analyst ratings	...detailed, real-time quotes and analyst ratings ensure you have the latest information for generating your next investment idea.	
UI – screening tools	Or, simply plug your own criteria into our screening tools to discover investment opportunities...fast.	
UI - watchlists	Then rely on your personal watchlists to monitor companies you're interested in...	
UI – custom alerts	...or let our custom alerts do the tracking for you...	
MS – woman looks at phone	...so you can get on with your life while knowing...	
UI – Alert EMAIL on iphone	...Qtrade Investor will alert you when the investments you're following have interesting developments.	

VIDEO	AUDIO	GRAPHICS
UI – research graphic	And when you're ready to take your research to the next level , we make it easy to investigate and evaluate targeted companies so you can make intelligent investment decisions.	
UI - newsfeed	Then cut through the clutter of market developments and quickly discover the information you need with our newsfeed ...	
UI – morning news call	...the Morning News Call ...	
UI - articles	...and regularly updated articles .	
MS Man looking at ipad	Add to all that our helpful education centre ...	
CU iphone with fees info <u>on mobile website</u> low fees and competitive commissions ...	
MS woman on the phone at Qtrade.	...and customer service that connects you with real humans instead of telling you to push buttons on your phone, and you end up with...	TEXT: Top Customer Service Firm in Canada – 2013 Surviscor Review
Infographic: Exceptional Value	...the kind of exceptional value and reliability you don't see very often these days...	
MS woman on laptop	...which brings us to another reason to choose Qtrade Investor...	
Infographic: Easy to Switch	...it's just so easy to join or switch ...	
MS switch webpage MS letter in mailbox MS man at a branch teller	...and not only because applying is easy , with online applications only taking about ten minutes of your time,...	TEXT: Online TEXT: Offline TEXT: At Partner Branches
CU portfolio on a smart phone.	...but because with Qtrade Investor, you're getting the best to help you do your best, so the decision itself is easy.	
Qtrade logo with url: www.qtrade.ca/investor	Start upgrading your investing experience today at Qtrade Investor.	TEXT: www.qtrade.ca/investor