

## Doors Open London: virtual tour of Canada Life



### Video description:

A promotional video showcasing the Canada Life head office building in London, Ontario for a local event called Doors Open London.

Professional, positive background music plays gently throughout the entire video.

### Video content:

**Description:** Video begins with Bruce, standing still in front of the camera. Behind him is a screen with a black and white image of him as a young child.

**Bruce:** When I was eight or nine years old, I had a neighbour who worked in this building. And he had a son, and his son was my buddy. One day he invited me to his birthday party.

**Description:** The old picture of Bruce fades away revealing an old photograph of two employees bowling.

**Bruce:** We came here, to this building. And we went bowling. His dad set up the pins and we knocked them down. His dad set them up again and we knocked them down.

**Description:** Cut to a profile shot of Bruce in which a long hallway is visible. Far down the hall, a bowling ball rolls towards and eventually strikes a set of bowling pins.

[bowling ball strikes pins]

**Description:** Cut back to Bruce smiling into the camera.

**Bruce:** It was a real bowling alley. We had a wonderful time. It was a blast!

**Description:** A close up shot of bowling pins being knocked over by a green bowling ball.

[bowling ball strikes pins]

**Description:** Cut to Paul, standing still in front of the camera in a dark room.

**Paul:** This is the building where I saw my very first movie back in the mid 70's. See, my dad worked here for like 30 years, and when we were little kids, he brought us to one of the Christmas parties. And they showed Twenty Thousand Leagues Under the Sea.

**Description:** Cut to a wide profile shot of Paul, revealing he is standing in an auditorium. In the foreground is a film projector. In the background, an elaborate stage with a screen displaying the opening credits of the movie 20 000 Leagues Under the Sea.

**Paul:** I can't remember if they gave us popcorn, but - you know what? It was a really good movie.

**Description:** Cut back to the close-up of Paul.

**Paul:** And it was a Christmas party, so they gave us stuff, and what kid doesn't like to get stuff?

**Description:** The scene transitions to a shot of Beth, speaking into the camera. Behind her is a bright and vibrant piece of art on the wall. Beth's facial expressions suggest she is nervous. While she speaks, the upbeat music stops and transitions to scary music.

**Beth:** I've heard that you can find a friendly ghost in this building late at night. Apparently, she's been seen in the bathroom mirrors, and you can find her sometimes running and skipping down the hallway.

**Description:** The scene cuts to a side profile of Beth, which also reveals a female ghost running down the hallway.

**Beth:** Scary!

**Description:** Beth puts her hands up to her face in fear. The camera quickly jump cuts to ever-closer shots of Beth.

[violin screeching]

**Description:** Cut to black. The scene then transitions to a shot of the ceiling of the Canada Life entryway, featuring an elaborate gold and white pattern.

**Narration:** So, what building are they talking about? This building is home to Canada's first life insurance company ... Canada Life.

**Description:** Cut to a drone shot flying across one of the building entrances. The name London Life Insurance Company is etched into the building stonework.

**Narration:** Formerly known as The London Life Building, it's now known as Canada Life. Because Great-West Life, London Life and Canada Life came together as one company – the new Canada Life - in 2020.

**Description:** Cut to a shot of the camera tilting upwards from an entrance to reveal stone pillars. Affixed to the building, Canadian flags flutter in the breeze. Cut to a shot of the top of the building. A large sign visible on the building reads Canada Life. Cut to an aerial drone shot revealing the entire Canada Life building and the block it inhabits.

**Narration:** Our building stands out in London's downtown landscape. You can't miss it. Welcome to The Canada Life Assurance Company, the London campus.

**Description:** Two doors at the front of the Canada Life building, with Canada Life logos on the windows, slowly open.

**Narration:** Let's open the doors and we'll show you around the place.

**Description:** The scene transitions to aerial footage of the Canada Life building, as if shot from a plane flying above it.

**Narration:** Comprising of a full city block, the campus consists of four main buildings. Building number one, designed by architect John Moore was completed in 1927.

**Description:** Black and white photos of men constructing the Canada Life building are shown, followed by modern-day footage of the same area of the building.

**Narration:** They even built a steel-based vault to safeguard the company's valuables.

**Description:** The scene transitions to footage of the vault. Steel bars are visible in front of a large silver vault door that has already been opened.

**Narration:** In 1964, due to an increase of new employees, building number four was added to accommodate our growth.

**Description:** The scene transitions to footage of the entrance of the building and pauses on the numbers “1964” carved into the cornerstone. Cut to a shot of the entrance to building four. The camera tilts up to reveal the scale of the building.

**Narration:** Keeping a building of this size cozy warm in the winter and cool in the summer is not an easy task.

**Description:** Cut to a wide shot of building four. Cut to inside footage of an executive boardroom with wooden walls and chandeliers.

**Narration:** Recent upgrades to the heating systems and adding brand new chillers helps to keep the building energy efficient while being very cost effective.

**Description:** Footage of the roof and inside of the heating and cooling room are shown – including chillers, and a large and complex panel.

**Narration:** Daily maintenance inside and outside the building is key.

**Description:** The camera pans from an instrument panel to a man checking a display monitor and noting the results in a binder.

**Narration:** Keeping our grounds in tip top shape in summer and winter requires a team too.

**Description:** Cut to a close up of green grass outside. Cut to a wider shot of the entire lawn and surrounding shrubbery. Cut to a man on the roof, near the building’s heating system. A text title appears on screen: Darcy Dafoe, Senior Property Manager.

**Darcy:** As the Senior Property Manager of this building, this is my baby! The new heating systems are great...

**Description:** Cut to Darcy standing in the basement, close to the chillers.

**Darcy:** ...but the chiller plant? Now that’s cool!

[drum sting]

**Description:** The camera pans across part of the heating apparatus on the roof. Cut to a shot of a wooden beehive. Bees buzz around the exterior of the beehive. Jars of honey sit atop the beehive.

**Narration:** Among the heating and cooling systems on the roof, you’ll also find the beehive.

**Description:** The video freezes and an arrow appears, pointing to a small bee, barely visible. A text title appears: Gerry, Vice-President of bees. A close-up shot of the jars reveal the label: Heff’s Honey.

**Narration:** Our busy bees create honey which is jarred and donated to the local food bank.

**Description:** The scene transitions to footage of the auditorium. Close up shots of the proscenium arch display hand-painted intricately carved designs. A large proscenium and stage are shown, with red curtains open, revealing a screen.

**Narration:** Perhaps one of most impressive sections of the building is the auditorium.

**Description:** A silent movie era title card appears on the screen: “EE Reid, the General Manager of London Life, was a huge theatre fan! He wanted a proscenium stage, professional lighting and dressing room space.” Cut to a wide shot of the auditorium showing the size of the room. Transition to an old photograph of the auditorium soon after it was built.

**Narration:** Built in 1927 this is the place where the company has held Annual General Meetings, employee townhalls and during the Second World War, employee talent shows, which raised money for the war effort.

**Description:** Archival photos of the auditorium throughout history appear on screen. followed by modern-day video footage of employees singing and dancing on stage.

**Narration:** That theme of helping others continues to this day. Since the late 90’s, Canada Life has held its annual Lip Sync Contest featuring employees. The money raised from the admission goes to our United Way campaign.

**Description:** Cut to employees on stage holding up a banner that reads “Our way is the United Way.”

[Applause]

**Narration:** Over the years, the office space inside all four buildings has gone through many, many changes. Each decade brought new technologies, new office equipment, new working styles and challenges to accommodate more employees working in the building.

**Description:** The scene quickly shows a series of photos of employees and their cubicles and office spaces throughout history. Photos transition from black and white to colour.

**Narration:** Today, we continue to modernize and update a more collaborative working environment and use different techniques to communicate with employees and customers. Canada Life even has its own TV studio and audio podcast studio.

**Description:** The scene shows footage of today’s workspaces, with modern furniture and technology like laptops and TV monitors. It transitions to a video studio with professional camera and crew, along with a green screen. Jeff Macoun appears in front of the screen. A text box appears: Jeff Macoun, President & Chief Operating Officer.

**Jeff:** Hi! My name is Jeff Macoun, President and Chief Operating Officer of Canada Life. Welcome to our virtual tour. I love this building! Our employees do as well, and I know the city of London really enjoys coming here. Enjoy the tour!

**Description:** The scene transitions to old photographs of the cafeteria, and then transitions to modern b-roll video footage of a man ordering and paying for food in today’s modern cafeteria.

**Narration:** Back in the day, to satisfy our employee’s hunger and to encourage healthy eating, an in-house cafeteria was built. Today, the updated café serves breakfast and lunch. You can get almost anything you want from 7:00 a.m. to 3:00 p.m. And the food is excellent!

**Description:** The scene cuts to a wall with a piece of art on it.

**Narration:** On every floor of the building, you’ll find an impressive collection of Canadian art.

**Description:** Cut to another shot of two paintings on a wall. Between the two paintings, text appears: Over 800 pieces of artwork in the building. The pieces of art change quickly to showcase many pieces of art in fast order.

**Narration:** Over the years, Canada Life has supported and encouraged the visual arts. The collection represents artists from all across Canada, with an emphasis on local artists who made their mark on the national and international art community. Artists such as Patterson Ewen, Greg Curnoe, Murray Favro, Tony Urguhart and Bernice Vincent.

**Description:** The scene transitions to old photos of the building being constructed, followed by modern day video footage of the outside of the building.

**Narration:** Since the day construction began on building number one, the Canada Life building has been a beacon for economic growth and stability locally and nationally, and it continues to stay up to date with the changing times for today and for tomorrow.

**Description:** Employees walk the hallway having informal conversations, sit down at modern workstations and stand by an elevator. A black and white staff photo is shown.

**Narration:** Many people, employees and customers have graced its hallways over the years.

**Description:** The scene cuts to the hallway where the ghost was shown earlier in the video.

**Narration:** Even ghosts and bowling alleys have left their mark!

**Description:** The scene shows the interior entrance to the Canada Life building, with the gold and white ceiling, marble floors and welcome desk.

**Narration:** Canada Life is proud to be presenting sponsor of Doors Open London since 2001.

**Description:** Aerial video footage of the Canada Life building in the core of downtown London.

**Narration:** We're pleased to have the opportunity to show you around the place.

**Description:** The scene transitions to a red background with the word "life" in it. This becomes smaller and is the Canada Life logo, beside the Doors Open London logo.

Bruce Jones appears on screen holding a bowling pin. A text box appears: Bruce Jones, Retired Graphic Designer.

Paul Brown appears on screen with the projector beside him and throws a piece of popcorn at the camera. A text box appears: Paul Brown, Technical Director / Video Editor.

Beth Trevail appears on screen looking frightened. Another text box appears: Beth Trevail, Archives Technician.

A final text box appears: Thanks to Palasad SocialBowl for the use of the bowling ball and pins.

[Inaudible talking and laughter]

The bowling ball knocks down pins in the hallway.

The screen goes red, with the Canada Life logo in white, concluding the video. Legal line: Canada Life and design are trademarks of The Canada Life Assurance Company. [canadalife.com](http://canadalife.com) 1-204-946-1190.