

SunMark Community Bank TV :30

"Personal Banking" Draft 3

Blue: Actress' lines Green: FEMALE voice through a 'speaker' Black: Visuals Gray: Audio

Open on actress in a living room chair,
working on a laptop in her lap.
Smart-home speaker is visible on a table
beside/behind her.
Music is at medium volume. 1 sec. to first line.

Athena, turn the music down.

My pleasure.

Automated-sounding voice;
Music volume goes down

Actress responds with an uncertain smile,
then turns to the laptop to work.
Brief keyboard typing sounds

Now, **how** can I cut expenses to
afford to go the beach this year.

Brief pause, then looks up.

Well, I could stop buying candy!

Reconsiders

Naaah.

Turns back to the laptop.

You could switch to **free checking**
at **SunMark Community Bank.**

Free checking at **SunMark!**

Looks up, surprised/delighted by the idea;
then turns back to laptop and starts typing.
Brief keyboard typing sounds

I'll switch tomorrow!
Then I'll shop for a new bathing suit!

Increasingly excited
Dissolve to logo tag during this line.

You can cut expenses by wearing
your old suit.

Yeah, **thanks**, Athena.

Sarcastic tone of voice



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"Business Banking" Draft 3

Blue: Actress' lines Green: MALE voice through a 'speaker' Black: Visuals Gray: Audio

Open on actress at a desk in an office.
Laptop and speaker phone are on the desk.
Low music. Muffled phone rings for 1 sec. then stops.

Hello?

Hey, Kevin, it's Kathy Miller.

Hi. How's your family business going?

Great! We're planning to expand.
Any advice on where to go for a **loan**?

Well, want to work with people who care about your business?

Exactly!

Pleasantly surprised

Looking for payment terms that won't squeeze you?

That'd be nice!

Increasingly excited

And a local bank that can get your money pretty quick?

Love it!

That'd be SunMark Community Bank.

SunMark? I've heard they're great for business loans. *Dissolve to logo tag during this line.*

You just heard that from me.

Oh, right.



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"Mortgages" Draft 3

Blue: Actress' lines Green: Male 'DJ' on the radio Black: Visuals Gray: Audio

	Open on actress on a laptop at her kitchen table. Radio, coffee cup, paper & pen on the table. Low music.
...and that's why it's a great time to look for a new home .	Announcer-ish voice.
That's what I'm doing.	Glances at radio with a smile and brief chuckle at the beginning of the line, acknowledging the coincidence.
And have you started looking for a mortgage ?	Shocked expression; then turns to look at the radio.
... well ... we were going to apply online.	Still incredulous that she's conversing with the radio.
What if you have questions or concerns ?	
Yeah, that's a problem.	Scrunches up her face.
What if you could apply online, and still talk to a local mortgage expert?	
That would be perfect.	She brightens.
Just go to SunMark Bank dot com —	She starts typing. Brief keyboard typing sounds.
—for a SunMark mortgage!	She completes his line.
It's technology with a human touch.	<i>Dissolve to logo tag during this line.</i>
Nice! Can they help me update my computer?	

