

SunMark Community Bank
Business Banking
:30 TV Commercial
Draft 4

Visuals:

Woman curled up at the corner of the sofa in her den, speaking to the camera.
Slow zoom during the course of the monologue, until she is close-up.

Monologue:

Overall feel is chatty and friendly. Actress varies her emotions as noted.
Underlines are for emphasis; commas for subtle pause.

My husband Roger and I were lying in bed, (*SWEETLY APPRECIATIVE*) when he turned to me and said, (*IMITATING HUSBAND IN DEEPER VOICE*) "Y'know, Chris Howe isn't like most bankers." (*QUIZZICALLY*) "Who?" (*EXPLAINING*) Well, this Chris from SunMark Community Bank had come by Roger's office to (*THOUGHTFUL*) help him expand his construction business with less risk. (*SMILING SWEETLY*) I smiled lovingly, and said, "Roger, go to sleep." (*MOCK FRUSTRATED*) But no. (*MOCK EARNEST, IMITATING HUSBAND*) "Opportunities come and go quickly. Chris said SunMark could have my loan in two days!" (*BRIGHTLY*) I said, perfect, ask Chris for money to renovate the kitchen! (*FLAT*) Roger looked at me, rolled over, and went to sleep.

Tag:

Chris Howe

Smart Business Banking

(Logo) SunMark Community Bank • Banking to Fit Your Life

Bonaire 749 Highway 96

(small) Standard Credit Criteria Apply

EHL/FDIC symbol

SunMark Community Bank
Deposits
:30 TV Commercial
Draft 4

Visuals:

Woman curled up at the corner of the sofa in her den, speaking to the camera.
Slow zoom during the course of the monologue, until she is close-up.

Monologue:

Overall feel is chatty and friendly. Actress varies her emotions as noted.
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My husband Roger and I (*SERIOUS*) had a talk about money last night.
(*WONDERING, CONCERNED*) Should our cash be in savings, money market, or a
CD? (*SHRUGS, MOCK HELPLESSLY*) I dunno! We don't want (*DISTASTE*) any risk, we
just want to (*INNOCENT EXPECTATION*) plant our money and watch it grow. (*GOSSIPY*)
Anyway, we met with the folks at SunMark Community Bank today, (*IMPRESSED*)
and they took time to ask questions, explain options, (*EXCITED*) and now we're
getting high interest without tying up all our money! (*GOSSIPY CONFIDENTIAL*)
Roger doesn't know I have my own account at Sunmark, to save up for (*AWE*) a
white convertable. (*MOCK CONCERNED*) Don't tell him, okay?

Tag:

Smart Ways to Save

(Logo) SunMark Community Bank • Banking to Fit Your Life

Warner Robins 250 S. Houston Lake Rd. • Bonaire 749 Highway 96

EHL/FDIC symbol

SunMark Community Bank

Mortgages

:30 TV Commercial

Draft 4

Visuals:

Woman curled up at the corner of the sofa in her den, speaking to the camera.

Slow zoom during the course of the monologue, until she is close-up.

Monologue:

Overall feel is chatty and friendly. Actress varies her emotions as noted.

Underlines are for emphasis; commas for subtle pause.

My husband Roger and I (*EXCITED*) finally moved to (*GLANCE AROUND*) a bigger house! (*SMILING, REMINISCING*) It's fun picking out a new home! (*EXPRESSION DROPS*) Picking the right mortgage, though, and all that paperwork...(*MOCK DISTASTE*) that's not always so much fun. But the mortgage people we worked with at SunMark Community Bank (*IMPRESSED*) were great! They explained which choices really made sense for us, now and down the line. (*BRIGHTLY*) They gave us a low rate, and (*MOCK OVERWHELMED*) they even took care of aaalllll those little details for us. And since we got our loan approved so quickly at SunMark, we locked in this (*DREAMILY*) one perfect dreamhome (*SLIGHTLY MANIACAL*) before anyone else beat us to it!

Tag:

Smart Mortgage Options

(Logo) SunMark Community Bank • Banking to Fit Your Life

Warner Robins 250 S. Houston Lake Rd. • Bonaire 749 Highway 96

(small) Standard Credit Criteria Apply

EHL/FDIC symbol