

SIUE Advertising
Dunham Hall (SIU-Edwardsville)
Edwardsville, Illinois
BROADCAST DEPT.

CLIENT: FCB Bank (Edwardsville)
PRODUCT: FCB Home Loans
WRITER: Jackson Wilson
LENGTH: 60 seconds

SFX: FRUSTRATED SIGH FROM BANKING CUSTOMER CRUMPLING PAPERS.

MX: PEACEFUL PIANO MUSIC

NARRATOR: Hi. Are you stressed out over all that banking paperwork again?

CUSTOMER: (frustratingly) Yes! I keep struggling to get my family a decent home loan, no matter what bank I join. It's too much hassle.

NARRATOR: Let me guess. You're married with children, the work is too severe, and you feel like giving up all hope?

MX: CUT

MX: THE PRICE IS RIGHT FAIL MUSIC

CUSTOMER: (sighs) Yeah, pretty much. I don't know what else to do.

MX: FADE

MX: UPBEAT HAPPY MUSIC

NARRATOR: Well, have you tried the FCB Bank in Edwardsville?

CUSTOMER: No, but what makes that different from any of THESE banks?

NARRATOR: I'm glad you asked. At FCB Bank, we offer a thirty-year home loan fixed rate of just three percent. You can make loan decisions on the same day, and the paperwork usually takes under thirty minutes to complete. We can say without any hesitation that no other bank can offer you that! We are on YOUR side, my friend.

CUSTOMER: (with excitement) Wow! Now THAT'S customer-friendly!

MX: CUT

NARRATOR: Don't let unnecessary paperwork slow you down. FCB Bank in Edwardsville. Your Hometown Family Banking Service.