



Stand Out, Get Results

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Client: Southern National Bank
Media: :60 Radio
Title: No-lose investment

Man 1: Jim- Hi, how are you?

Man 2: Just terrific.

Man 1: Great. Well, tell me about that new painting you bought.

Man 2: A forgery.

Man 1: And those diamonds you had appraised?

Man 2: Worthless.

Man 1: What about that start up you invested in?

Man 2: Went bankrupt.

Man 1: Your prized racehorse?

Man 2: A loser.

Man 1: Your new house?

Man 2: Burned to the ground.

Man 1: And your rare stamp collection?

Man 2: Stuck together.

Man 1: So Jim, what's so great?

Man 2: Money market rates at Southern National Bank.

VO: No matter how unlucky you are with investments, you can't lose with a Tiered- rate Money Market Account from Southern National. You'd be hard pressed to find another bank that would give you more for your money than Southern National.


Man 1: So Jim, tell me about your new car...

Man 2: (Proudly) In MINT condition

SFX: *Car skidding and crash*

Man 1: Perhaps you should rephrase that.

VO: The no-lose, sure fire investment, a Tiered Rate Money Market Account from Southern National. Open one today, so you have more money tomorrow. Guaranteed.



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Title: So Rich

Rich Guy: (Ultra sophisticated and sort of snobby.) I am sooooo rich that I just don't know what to do with all my money. I have tons, scads, gobs, mounds, bunches, heaps, stacks, piles and oodles of money.

ANNCR: This is usually the type of person who qualifies for the free banking packages at most banks. But Southern National Bank has developed a free bank services package that the every person can qualify for.

Average Guy: (Totally deadpan delivery) I'm just an average guy and I can qualify for free banking services at Southern National Bank.

ANNCR: Would you mind proving your averageness to our audience?

Average Guy: No problem. Ahem....Would you please pass the catsup?

ANNCR: That's right, something for the average guy who eats French Fries instead of soufflé, pop tarts for breakfast instead of eggs benedict. Something for the person who owns a mutt... instead of a pedigreed pooch whose parents came over on the Mayflower. This is the kind of person who can qualify for Select Banking. It's over \$200 worth of services and products-- and you qualify if **all** your accounts add up to just \$2500 in deposits. It's that simple.

TAG: Member FDIC. Offer good for an **unlimited** time. Wealthy **not** excluded.