

Commerce
Radio

Spec:

Agent Access – Let’s hear male and female. 30-50 yrs old. The quintessential secret agent. Smart and quick-witted. He or she is upbeat and positive, but not overly animated or cheesy. Males think of the comedic delivery of Alec Baldwin. Females think of the delivery of Ellen DeGeneres.

Radio Voice: – Male or Female. 20-30s. Plays it straight. Informative and smart. This is the “field director” for the Commerce Agents.

Script:

“Convenience”:60

TALENT	AUDIO
	SFX: <i>Mission Impossible – like music up and under</i>
	AGENT: Hi there. This is Agent Access with Commerce Bank.
	And I'm at your local shopping mall, strategically positioned inside a circular clothing rack to make sure your daughter doesn't break the bank on a pair of designer skinny jeans.
	Why am I doing this?
	Good question.
	It's because I'm making an important point.
	At Commerce, we're always working behind the scenes to make banking more convenient.
	That's why we help you manage your kids' spending with a reloadable, pre-paid VISA mySpending card.
	It's why we issue your debit card on the same day you open a checking account.
	It's why we have more than 375 Smarter ATMs in convenient locations all over town.
	And it's why my leg just fell asleep from crouching inside this clothing rack.
	RADIO: Agent Access, I have a customer depositing a mixed stack of bills.
	AGENT: No worries, it's a Smarter ATM.
	RADIO: And he didn't even need an envelope.
	AGENT: Or should I say Genius ATM?
	SFX: <i>Music crescendo</i>
	AGENT: This is Commerce Bank. Member FDIC. That stands for Federal Deposit Insurance Corporation. Why doesn't anyone ever tell you that?