

CBA

Cash Management: Introduction Video

Video script

Version 1.0

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# Version control

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| --- | --- | --- | --- |
| **Version** | **Date Created** | **Purpose** | **Created/Amended by** |
| 1.0 | 2017.06.06 | Draft | Savv-e (DB) |
|  |  |  |  |

# How to read this document

This document provides a precise specification to be used for the build of the **Cash Management** **Introduction Video.**

This document is the master document that will be used in the build of the video. Please return this document to Savv-e, marked up with your requested edits/changes.

It is important that your review and feedback is accurate and complete, and is consolidated from all stakeholders. Where different stakeholders have diverse opinions or questions, these need to be resolved before returning the document to Savv-e. Please do not give general comments or vague feedback, but provide the exact wording you would like to see in your video.

Savv-e will review and accept the edits and forward the final version to you with a sign-off sheet. Any changes to the final version of this document will most likely result in schedule and/or budget adjustments.

# Detailed script

|  |  |  |
| --- | --- | --- |
| **Screen type: Click ‘Play’ to watch video** | | |
| Video description: | *This will be a short introductory video for the Core Personal Products module. It will be narrated in a sophisticated and engaging voice and will play as full screen.* | |
| **Animation** | | |
| **Visuals:** | | **Audio transcript:** |
| The camera pans across a queue of different types of people, ending at a house for sale with a real estate agent’s face on the sign. | | Just as every customer is different, |
| Zooming into the sign and the man comes to life. He’s holding a clipboard, and speaking on the phone. Next to him, there is a woman.   She suddenly gets pregnant. Boom! He throws his phone in the air. Yay! | | an individual’s circumstances can change over time. |
| The man and the woman slide into a bank … | | So when a client comes to us for advice, |
| … where they shake hands with a banker. | | we need to be able to match them with the right solution for their circumstances. |
| Banker measures the height of the man with measuring tape | | This includes understanding their financial goals, |
| … and the width of them both as a couple. | | assessing their current situation, |
| The banker has a think. Hmmm. | | and identifying their personal needs, |
| Then pulls out a yellow disc with the sapling (‘investment’) logo on it. The man and woman smile and put arms in the air (yay!). | | to find the account or product that’s right for them. |
| Banker scratches their head. A more conservative banker with glasses slides into view. Yay! | | Remember: If you’re not accredited to provide personal advice, always refer the customer to an appropriately qualified team member. |
| Experienced banker smiles to camera and nods. | | Want to know more? |
| Camera slides along a string of ‘for sale signs (all with the man’s face and SOLD sticker)’ to the couple who now hold a baby and are looking up at a big tree, grown from the investment sapling. | | Come and learn how to help our customers optimize their personal financial wellbeing |
| Banker walks in, smiling. The couple wave. | | and how to access the resources available to you to increase the quality of the customer banking experience |
| Screen fades revealing text on screen:  Core Personal Products | | with the Core Personal Products module. |