



# SCRIPT

DEC 11, 2023 • VERSION V05

*Client:* FIS  
*TRT:* 1:40

*Project:* Direct Banking 2023  
*Desc.:* Stock Footage Edit

## VISUAL

## AUDIO

---

	Have you met the new customer?
Younger, on-the-go type consumers.	The no wallet,
	No checkbook,
Mobile banking and tap to pay	Always on the phone—
	But no time to talk, customer.
	Those who scour for the best rates.
	But won't step foot in a branch.
"Digital Customer"	Meet your digital customer.
	New today—
	The norm tomorrow.
	How do you reach them?
"Digital Banks"	Digital customers want digital banks.
	They demand the best experiences:
"Mobile"	Robust mobile,
"Real-time"	Real-time,
"Self-service"	And self-service options.

---

VISUAL

AUDIO

---

And they're not afraid to shop around...

---

This is your chance

To launch a digital bank

For your digital customer.

---

“Expand”

Expand your market—

“Deposit Growth”

And supercharge deposit growth—

“Lower Overheads”

All with exponentially lower overheads.

---

The potential is huge.

And your next customer is already waiting.

---

FIS is the industry-leader in digital banking.

We understand today's customers.

We deliver the superior experiences they want.

---

“Winning Strategy”

Together, we can deliver a winning strategy

For your digital banking needs.

“Launch Quickly”

A strategy that quickly launches you to market

Seizes opportunity

“Fuel Growth”

And fuels growth.

---

VISUAL

AUDIO

---

Because the market is only growing.

Customers are going digital.

Banking is going digital.

And no-one knows digital banking like FIS.

---



# SCRIPT

SEPT 15, 2023 • VERSION V04

Client: FIS  
TRT: 1:30

Project: Payments Platform  
Desc.:

## VISUAL

## AUDIO

---

	Feel that?...
PRESSURE	<u>Pressure.</u>
	<i>(pace accelerates)</i>
	The weight of cardholder expectations...
	Always changing—
	Shifting.
New Competition	New competition—
Tight Timelines	Tightening timelines—
Strained Resources	Straining resources.
	Without the right support your business might just... <b>break!</b>
	Heavy pressure requires a sturdy foundation.
One Platform	<i>One</i> solid payments platform to support your entire business.

---

VISUAL

AUDIO

---

Critical Capabilities	No weak links. No gaps in functionality. All the critical capabilities you need in one place.
Modern + Flexible Freedom To Change	A modern, flexible platform. Giving you the freedom to change. To choose the components you want. And switch them on and off as needed.
Open + Agile API Gateway	Open and agile. Simplifying integration. Accelerating time to market.
Customizable Use-based Pricing	That's how you move forward. And advance the customer experience. Unencumbered. Free to customize your own solution. To pay only for what you use. Because you shouldn't settle for anything less.

---

VISUAL

AUDIO

---

One Platform

FIS

One, unified platform—

Backed by a stable partner.

One to turn pressure into opportunity.

One to support your entire business.

One to future-proof.

FIS Payments One.

---

You + FIS

Let's reimagine card payments—

As one.

You and FIS.

---

(Alt Lockups with Client Logos)

(Alt Endings)

Citizens + FIS

Citizens and FIS.

Wells Fargo + FIS

Wells Fargo and FIS.