

Martin McKean  
 Client: Barclays  
 Project: Online Rate Switch – Script  
 Dur: 60s  
 Updated: 31/01/18\_V6

	<b>VISUALS</b>	<b>DIALOGUE</b>
1.	<p>INT. BARCLAYS BRANCH. DAY</p> <p>A mortgage adviser and customer (mid 30's - 40s) are at a desk looking at brochures and paperwork.</p>	
2.	<p>A friendly and likable Barclays employee walks into the scene, talking directly to the camera as though a TV presenter.</p>	<p><i>PRESENTER: Not so long ago, if you wanted to switch your mortgage rate, you had to go to your bank to speak to a Mortgage Adviser</i></p>
3.	<p>EXT. BARCLAYS BRANCH/CAFÉ. DAY</p> <p>The presenter walks energetically across the pavement towards camera, the branch in the background.</p> <p>The presenter walks past a café, featuring a customer at the window using her laptop.</p>	<p><i>PRESENTER (Cont'd): But the world has changed and, like most things these days, there's an easier way.</i></p>
4.	<p>INT. CUSTOMER'S KITCHEN. DAY</p> <p>While the presenter continues to describe the Online Rate Switch process in voiceover, we see a family at home.</p> <p>Mum is at the computer. She opens an email from Barclays and clicks through to the <u>Online Rate Switch page</u>.</p> <p>Dad is in the background putting a child's toy together – but seems to be looking for something.</p>	<p><i>PRESENTER (Cont'd in V/O): Now, if you want to switch your rate, or just see what's available, you can do it online, over the phone or via video call.</i></p>

5.	Mum clicks to see the options they are eligible for, and a list appears.	<i>PRESENTER (Cont'd in V/O): We'll offer you preferential rates because you already have a mortgage with us – deals that new customers can't get. And, as we already know you, we'll only show you rates we know you can apply for.</i>
6.	EXT. RESIDENTIAL STREET. DAY  Our presenter walks down a residential street.	<i>PRESENTER (to camera): You can check your rates online without having to commit to anything. That means you can spend as much time as you like...</i>
7.	INT. CUSTOMER'S KITCHEN. DAY  Mum opens the comparison tool to compare products. Then chooses one, taking her to the next page.	<i>PRESENTER (Cont'd in V/O): ...comparing products with confidence, and working out what's right for you.</i>
8.	Dad opens a series of kitchen cupboards, still looking for something.  It contains a huge unruly stack of paperwork.  Before it falls out, he quickly shuts the door.	<i>PRESENTER (Cont'd in V/O): If you decide to make the switch, you won't have to dig out old documents or send us any new paperwork.</i>
9.	Back to the computer. Mum calls her husband over to look at the screen.  While they look, we see that the screen clearly shows contact details for calling or making an appointment with an adviser.  But they don't need it as dad looks impressed.	<i>PRESENTER (Cont'd in V/O): Then the choice is yours – you can switch online if you don't need advice about the right rate for you, or get some professional advice from us. You'll get the same preferential rates either way.  Just remember, you'll need to speak to us if you want to change the amount you borrow or the length of your mortgage.</i>

10.	<p>INT. HALLWAY. DAY</p> <p>The doorbell rings.</p> <p>Dad goes to the door and opens it. Our presenter hands the dad a spanner, and continues talking to camera.</p> <p>Dad looks delighted and heads back inside.</p>	<p><i>PRESENTER (to camera): So, switching your Barclays mortgage to a new, preferential rate is hassle free, whether you'd like some advice or not.</i></p>
11.	<p>INT. CUSTOMER'S KITCHEN. DAY</p> <p>Dad goes back to the kitchen and finishes building the toy – the spanner was exactly what he needed.</p>	<p><i>PRESENTER (Cont'd in V/O): Leaving you the time to do something a bit more fun.</i></p>
12.	Caption: Let's go forward	
13.	<p>Logo</p> <p><i>COPY REQUIRED ON SCREEN</i></p> <p><i>Your home may be repossessed if you do not keep up repayments on your mortgage</i></p> <p><i>Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority</i></p>	
End		