

Modern service – 30 seconds – English

We open on a sea of busy legs walking briskly along the sidewalk. The camera quickly finds Percy who expertly walks in between and around all the legs. He even ducks without breaking stride when someone passes with a briefcase and then stops in front of a CIBC branch. The whole time he speaks to camera...

PERCY: You know what real service from a bank means? Whoa!

[SUPER: What's real service from a bank?]

We now see Percy with a CIBC Mobile Investment Consultant in a booth at a trendy diner, going over paperwork. A waitress is pouring them coffee.

PERCY: It means coming to me with advice. When I want, where I want.

[SUPER: Advice that comes to you. When and where you want.]

Now Percy is in a jewelry store with Penny. A salesperson is helping her try on a necklace.

PENNY: Oooh...I love it!

His phone vibrates. Percy says...

PERCY: It means having your back with fraud alerts. (looks at phone) Yup. It's us.

[SUPER: Fraud alerts to your phone while you shop.]

Now we see Percy in his bedroom with Paddy, who is helping him zip up a packed suitcase. ALT WITH PHONE: Now we see Paddy jumping on the bed/suitcase and Percy on his phone. He orders cash on his phone then we cut away to Percy opening the door and the delivery man hands Percy the envelope.

PERCY: And when I'm going on vacation

Percy is handed the envelope.

PERCY: I can get foreign cash delivered right to my door.

[SUPER: Foreign cash home delivery.]

PENNY: Let's go!

PERCY: You know where you gotta go for that kinda service?

[SUPER: That's service.]

PERCY: My bank.

PERCY: Aeroporto, per favore.

He holds up an English-Italian dictionary reads from it...

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