

Unizan

Free Checking Radio Ads

Page 1

Title: On-Air Matchmaker **Length:** 50 seconds (plus 10-second tag)

Radio announcer: [*The announcer is overly energetic, like an over-the-top morning radio talk show hosts*]

This IS the On-Air Matchmaker and you're our next caller. Go ahead please...

Caller: [*On the phone, unsure ... could be male or female*]

I don't know if you can find a good match for me or not ...

Radio Announcer: Finding perfect matches is what we do! What is it you're looking for?

Caller: Well, I'm looking for a free checking account ... one that's REALLY free, not with a bunch of strings attached.

Radio Announcer: [*Encouraging, affirming*]

Sure, sure ...

Caller: And I want unlimited transactions, no minimum balance and no ATM fees.

Radio Announcer: [*No problemo*]

Okay ...

Caller: [*A bit uncertain ... maybe he already asked for too much?*]

And free online banking and an ATM/debit card?

Radio Announcer: Wow, you've got some pretty tough requirements ...

[*Pregnant pause*]

But I've got a perfect match for you!!!

Caller: [*Shocked*]

You do?!

Unizan Free Checking Radio Ads

Page 2

Radio Announcer: Unizan Bank's free checking offers everything you want ... plus \$25 just for opening a new account.

Caller: [*Awed*]

Wow.

Radio Announcer: And we'll give you ANOTHER \$25 if a friend opens a new account, too.

Caller: Yeah ...about that friend ...any chance you could help me out?

Radio Announcer: Just what did you have in mind?

Caller: Well, think J-Lo, but taller ...

Insert

Announcer: Unizan Bank, National Association. Member FDIC.

Unizan Free Checking Radio Ads

Page 3

Title: Personals

Length: 50 seconds (plus 10-second tag)

SFX: [Newspaper rustling]

Woman: [*Fatigued and frustrated*]

It shouldn't be this hard to find a perfect match. I keep searching for a checking account that will give me what I need in a relationship, but I'm beginning to think it's hopeless.

[*She brightens*]

Hey, wait a minute. This one sounds promising.

[*Reading*] "Searching for true free checking?"

Yes! That's just what I'm looking for.

[*Reading ... breathlessly*] "Looking for free checking from a bank you'll respect in the morning?"

Yes, I am!

[*Reading ... faltering with excitement as she reads each fact*]

"I'll never limit your transactions or expect a minimum balance, but will give you an ATM/Debit card, free ATM use and free online banking."

SFX: Romantic music swells

Woman: I found it at last. True ... free ... checking!!!

SFX: Music under

Announcer: Visit any Unizan Bank financial center or call 1-800-Unizan1 to open a free checking account and we'll give you \$25. And get \$25 more when you refer a friend who opens an account.

Woman: Oh bliss. Oh joy. True, free checking at Unizan Bank.

Insert

Announcer: Unizan Bank, National Association. Member FDIC.