

SMILING FAMILY

:30 PRE-ROLL & CONNECTED TV



Locked down shot of stick figure family on the back of a vehicle. Engine shuts off, driver leaves vehicle and animated talking sticker figure begins to speak.

VO: As a smiling stick figure father I can speak from experience when I say being happy really matters.

VO: That's why my human avatar opened a checking account at Honor Credit Union.

VO: Their cash back rewards, mobile app and amazing team members that put my needs first will keep this family smiling for a lifetime.

Man walks to back of car and opens trunk, stick figure voice gets more distance.

VO: Ohh and the \$250 signing bonus definitely helps as well!

VO: Stop by your local member center or visit honorcu.com/Kalamazoo to learn more.

Dog barks

