

# Script

**DATE** March 7, 2016

**CLIENT** Listerhill

**TITLE** Good for Catherine



*Lock down shot: A Listerhill Red coffee cup is filled, close up, in a small shop.*

VO: Catherine works hard for her money.

*Catherine smiles at the barista. Cut to her sliding her Listerhill card (or other technology) through the reader.*

VO: And because she banks with Listerhill..

*Catherine exits the coffee shop onto the sidewalk of downtown Florence, walking briskly and smiling.*

*Headline animates in: GOOD for CATHERINE*

VO: that money also works hard for our community.

*As the camera leads her down the sidewalk, she turns and waves to her right. The camera pans to a mother walking with her young child. The mother is in a red dress, the child in a red shirt holding a red balloon. They wave back and the camera pivots back to Catherine.*

*Headline animates in: GOOD for COMMUNITY*

VO: At Listerhill, it's all about we..

*Catherine looks left and raises her coffee cup in a "cheers" gesture. The camera pivots to a man walking by in a red hat, who tips his brim at Catherine. The camera turns around the man and now follows Catherine for a few paces.*

VO: And what we can do together.

*The camera rises high above the sidewalk, trailing Catherine, and reveals the intersection, and holds steady. People dressed in red cross the street as red cars and truck wait at the light. The Listerhill logo is painted in the middle of the intersection.*

VO: Join us.

