

FCA – Savings Campaign – 30s Radio Script

We hear a matter-of-fact VO explain what we search for. But their advice on searching is cut off by real people looking for things.

Brand VO: We don't spend our lives looking for a better interest rate for our savings account. We spend it looking for...

Someone calling across the house

VO: My wallet, where's my wallet?

Brand VO: Searching to find...

SFX: (The sound of objects being moved around)

A young person becoming more annoyed

VO: Turmeric, turmeric, turmeric. It's got to be somewhere

Brand VO: On the lookout for...

Confused person VO: The car. Where'd I park the car?

Brand VO: And needing to find...

SFX: (A child crying in the background)

Parent VO: Teddy, I'll find teddy. I'll find it!

Brand VO: You can find a better interest rate in as little as 5 minutes. That's time well spent. To see what a rate change would mean for you, visit fca.org.uk/switch.