

Video transcript: Concierge

A WOMAN WALKS UP TO A COMMONWEALTH BANK HOLDING HER PURSE

VO: Sara Kennedy will now attempt to break the world record in Triple Bank Transaction.

A SLIDING GLASS DOOR OPENS. SHE WALKS IN THE BANK, AND A CONCIERGE GREETES HER WITH A

SMILE. SHE TELLS THE CONCIERGE WHAT SHE NEEDS. HE PAYS CLOSE ATTENTION.

VO: She's off. A helpful Commonwealth Bank concierge assesses her needs...

THE CONCIERGE LEADS HER TO A BANKING SPECIALIST. SHE SITS DOWN AND SIGN A DEPOSIT

FORM.

VO: She crouches to open a term deposit, takes the hand-off from a banking specialist, beautiful

penmanship.

THE CONCIERGE SPOTS AN OPEN TELLER. SARA RISES FROM HER CHAIR. HE LEADS HER THAT WAY.

UNDER APPLAUSE.

VO: Then flies down the straight, the crowd goes wild. This could be history.

The Concierge gives her the signal, Sara races by him to a friendly open teller...

SHE HANDS THE TELLER A CHEQUE. THE TELLER HANDS HER SOME CASH.

VO: Then she goes for the unthinkable: "Single transfer, double deposit, with a triple cash back twist." She nails it.

SHE TURNS, SEES THE BANK DOORS AND HEADS TOWARDS THEM. WE GO TO DRAMATIC SLOW

MOTION. A LITTLE BOY STARES AT SARA IN AWE AS SHE PASSES BY.

VO: Just Sara and the clock now in the final stretch. She passes The Smiling Kid on the outside and

takes the lead...

THE CONCIERGE STANDS BY THE GLASS DOOR AS IT SLIDES OPEN. SARA WALKS THROUGH THE

DOOR BREAKING A FINISH LINE TAPE, SMILING. HER HUSBAND GREETES HER WITH A BOUQUET OF

FLOWERS.

VO: Sara Kennedy, with help from her Commonwealth Bank concierge, has finished her banking in

record time. That was brilliant stuff.

LOGO AND LINE: Commonwealth Bank. Determined to be different.