



CLIENT: ING
PRODUCT: Personal Loans
LENGTH: 30sec
TITLE: Beach
DATE: 11th December 2020
JOB #:

Lou and Karen relax on the beach. We hear high pitch chatter of several monkeys and then Lou spots something disturbing on Karen's back.

SFX: BEACH SOUNDS, MONKEYS CHATTER

LOU: (CONCERNED) Kaz what are those things on your back?

KAREN: (RESIGNED) Oh, they're my debt monkeys - I got them over Christmas. Couple of credit cards and that payday loan

LOU: Nasty.

KAREN: ... yeah, double digit interest.

LOU: I got rid of my debt monkeys with one of these...

(pause)

KAREN: Cool lion!

LOU: It's my ING Personal Loan. I got my debts swallowed up into one regular payment at a low fixed interest rate.

MVO: Get the monkey off your back with a low interest Personal Loan from ING.

Search 'ING debt monkeys'.

T's and C's: Fees, charges and credit criteria apply. ING Bank (Australia)



CLIENT: ING
PRODUCT: Personal Loans
LENGTH: 30sec
TITLE: Breakfast
DATE: 11th December 2020
JOB #:

James walks into the kitchen to where his house mate Paul is making breakfast. We hear high chattering of three small monkeys.

PAUL: Hey James, what are all those things on your back?

JAMES: Oh they're my debt monkeys.
(LISTING) I got the credit cards, that store card – stay back! They've got double-digit interest rates.

PAUL: Hey I got rid of my debt monkeys with...one of these.

SFX: DOOR OPENS

JAMES: Wow, a lion?

PAUL: It's my ING Personal Loan. I got my debts swallowed up into one regular payment at a low fixed interest rate.

MVO: **Get the monkey off your back with a low interest Personal Loan from ING.**

Search 'ING debt monkeys'.

T's and C's: Fees, charges and credit criteria apply. ING Bank (Australia)



CLIENT: ING
PRODUCT: Personal Loans
LENGTH: 30sec
TITLE: Date
DATE: 11th December 2020
JOB #:

Kate and Sam arrive giggling at the door of Kate's apartment after their first date. We hear high pitch monkey chatter and Kate lays down some ground rules.

SFX: APPARTMENT DOOR OPENS, HIGH PITCH MONKEY CHATTER

KATE: Hey before you come in, can you get rid of those things on your back?

SAM: Oh, my debt monkeys. You noticed.

KATE: Yeah.

SAM: I'm trying to get rid of them, but I got the credit cards and that payday loan – the double-digit interest is killing me.

KATE: I got rid of my debt monkeys with one of these...

SFX: DOOR OPENS

SAM: Woah, nice Lion!

KATE: Yep, It's my ING Personal loan. I got my debts swallowed up into one regular payment at a low fixed interest rate.

SAM: Sweet!

MVO: **Get the monkey off your back with a low interest Personal Loan from ING.**

Search 'ING debt monkeys'.

T's and C's: Fees, charges and credit criteria apply. ING Bank (Australia)