# **NAB wrangle your money campaign transcript**

We look through a baby mobile hanging in frame to see a man’s face (Harry) appear behind it. He looks over to his partner with an excited spark in his eye.

Then we see Kim (pregnant) holding a shopping list and a basket piled up with nappies/baby clothes etc. From her expression, we can tell she isn’t so sure.

**Kim: We’ll be on one salary…**

Harry is still admiring the cot when it moves with a short, sharp, bucking action. It leaps away. (In camera)

**Harry: It's not too much of a stretch—**

Cut to see the cot launch into a nearby store display, knocking it over. It quickly changes direction and leaps away as Harry appears behind it in pursuit.

We see a section of shelving getting dislodged as the cot bumps into it.

Kim remains calm.

**Kim: Maybe just leave it, honey.**

We then see the cot land and bump into some display prams. They all wheel off in different directions as Harry arrives behind it.

In a tighter frame we see Harry stretch his arms out as if trying to corral the cot. Then we hear a whistle (off camera). Harry turns toward the door.

Looking through Harry's legs we see the cot shifts its attention in the same direction.
The front double doors of the store swing open as our banker walks in. She scans the room and locks in on something.

We see a reaction shot of a kid shopping with their Mum as the banker walks past.

The banker walks toward the cot (pulling out her lasso).

**Banker: It’s alright, you’ve got this.**

Kim checks her phone, we clock a My Goals screen, in seeing this, she starts to come around to the idea.

The NAB Banker throws the ‘lasso’ cowboy style.

**Banker:** **Let’s get this cot home.**

The lasso pulls tight around the mobile.

The banker passes the lasso onto Harry. Harry wrangles the cart as the banker helps settle it.

Kim is clearly looking at the cot, much more engaged now.

**Kim: We probably don’t need all these baby clothes.**

We hear the brand voice over.

**VO: If you need help wrangling your money, we’re right there with you.**

Endframe animates in.

**Super/VO: NAB. More than money.**