

Character: No hard sell – friendly, trustworthy, relaxed, intimate – kindly ordinary person giving advice to a friend

TV Script: PERSONAL LOAN – :30 seconds Rev. 7/3/14

NEED A LITTLE EXTRA HELP WITH FAMILY EXPENSES
OR BILL CONSOLIDATION?

WHAT ABOUT HOME IMPROVEMENT PROJECTS,

DO YOU WANT NEW APPLIANCES OR FURNITURE?

HOW ABOUT YOUR EDUCATION AND TUITION NEEDS?

IF SO, MCU PERSONAL LOANS OFFER A SIMPLE
SOLUTION.

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