

US Bank – An Ear for Earning

Specs

Male and female, 20's to 40's. They aren't playing a character in this spot, so they just need to be casual, conversational, and earnest in the way they're talking about the cards like they're recommending something they like and use to a friend.

Copy (:30)

VO: U.S. Bank credit cards earn points or cash back on your everyday spending.

VO: Earn when you dine out

SFX: The sizzle of a grill with spatulas clanking.

VO: Earn when you shop online.

SFX: The doorbell rings.

VO: Earn on camping trips and gear.

SFX: Eagle screaming in the wild.

VO: Or earn for glamping.

SFX: Door knock.

Guy: Room service.

VO: And earn it all with a low interest rate.

SFX: Crickets

VO: Uh, we don't have a sound for that.

VO: Cash back, merchandise, gift cards, or travel rewards. Whatever you're into. U.S. Bank has the credit cards that fit your lifestyle. Learn more at usbank.com/credicard.