

# **Capital One - Weather**

## **Specs**

Authoritative in a friendly way. Knowledgeable. More of a friend giving helpful advice than an announcer.

## **Copy**

**VO: Capital One knows the weatherman won't alert you about your Credit Card.**

WEATHERMAN: *(through TV speakers)* As this cold front moves through the region temperatures will fluctuate. One other thing we're keeping an eye on here Kendra at 22 Oak Street, are two recent identical purchases of 135 dollars. Did you mean to do that?

**VO: That's why Capital One created Eno *(phone ping SFX)*, the digital banking assistant that catches things that might look wrong like duplicate charges, sends an alert to your phone and helps you fix them.**

**VO: Eno. *(phone ping SFX)* A new way Capital One is watching out for your money when you're not.**

**VO: Capital One. What's in your wallet?**