

Client Key Bank  
Product :15 TV spot  
Title "Crazy 2"  
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**VIDEO**

In studio w/ cyc wall or in front of seamless paper, a man is seen running around w/ arms stretched out like an airplane.

Man makes funny noises while rubbing fingers over his mouth, etc.

Man makes strange body movements

Man continues as he makes crazy arm and body movements, sounds, makes baby sounds, etc. all cut quick

Dissolve to full screen graphic with Key Bank logo and contact info.

**AUDIO**

Man makes childish airplane noises.

Man makes a funny noise as he rubs finger over his mouth.

Man makes odd quotes such as "Batten down the hatches", "Ahooga" horn noise, etc.

Weird noises and quotes continue.

VO: Is your bank making you a little...crazy?  
Maybe you need our bank.

Weird noises and quotes continue.

