

TIME	ANIMATION/IMAGE	TEXTS	AUDIO/VO
0:00	ASSETS LOADING SECTION. We use a low-bandwidth text presentation to engage the reader while the Flash assets are loading in the background.	Blank screen.	No audio.
	Text fades in.	Trust.	
	Add text.	Loyalty.	
	Add text.	Respect.	
	Finish with emphasized text.	Community.	
	Replace with:	If you live and work in El Paso, you know what we mean.	
0:25	Sufficient preload, so let's start the movie. Image ("El Paso Pride") covers text.		Uptempo music begins with a flourish.
	Next Pride image over old.		Music under. VO: What makes a community great?
	Next Pride image over old.		VO: Pride in its heritage.
	Next Pride image over old.		VO: Respect for its people.
	Next Pride image over old.		VO: Loyalty to its values.

0:50	New image over old: vintage image.	Founded 1936	VO: For over 70 years, El Paso Employees Credit Union has been part of this community.
	New image over old: vintage image #2.	Then: The credit union for city and county employees	VO: Helping to build a city by offering value.
	New image over old: family image (young kids).	Now: Financial programs for anyone who lives and works in El Paso	VO: Strengthening El Paso's families with saving and lending services.
	New image over old: family image (college grad at UTEP).		VO: Safeguarding your future... Enabling dreams to come true.
	New image - proud employees. Add text to image.	Loan Services Deposit Accounts Check Cards Internet Banking Investment Services	VO: We dedicate our work to the people moving El Paso forward...
	New image - proud family. Add text to image.	Ask about our IRAs, CDs and other saving instruments for families	VO: Rewarding hard work with outstanding rates and options.
	New image - young owner with new auto. Add text.	Ask about our signature loan for auto or home	VO: Rewarding your trust with our trust.

1:45	Morph to new text.	signature + ID + pay stub = loan	
	New image: friendly service.		VO: Care and respect. El Paso's values...
	New image: friendly service #2.		... are at the heart of our relationship with you.
	Fade out. Pause. This is the outro		Music change, if possible
	New image: friendly EPE FCU employees.		VO: What makes a credit union great?
	Next image over old: historic image such as 1966 TWU NCAA Basketball win/"Glory Road".		VO: Pride in its heritage.
	Next image over old: young family.		VO: Respect for its customers.
	New image over old: civic or scenic beauty such as McKelligon Canyon Park.		VO: Loyalty to their values.
	Next image over old: El Paso diversity.		VO: Belonging with them to a great community...
	Last image: friendly teller, EPE FCU logo.		VO: Welcome. How can we help you?

2:30	Fade out.		Continue music to natural end.
	End.		

If possible bring up an interactive menu, so the new member can see branch locations, product descriptions, tour El Paso-Juarez history, replay the movie, etc.

The idea is to give the viewer something productive to do while waiting for the CU manager to return.