

The New \$5 Bill
Safer. Smarter. More Secure.



Transcript

\$5 Day of Issue Consumer Video

VIDEO	AUDIO
<p>Opening Animation: Sarah on the Mall with zooms of the Lincoln Memorial in the background.</p> <p>Back of the \$5 bill flashes across the screen.</p>	
<p>Sarah holds the back of the \$5 bill to the camera.</p> <p>Camera zooms into the front of the \$5 bill.</p> <p>A series of \$5 bills appear vertically on the left side of the screen.</p> <p>Sarah holds the \$5 bill to the camera.</p>	<p>SARAH: HEY MONEY FANS, I'M SARAH, DOWN HERE NEAR THE LINCOLN MEMORIAL IN OUR NATION'S CAPITOL, WASHINGTON, D.C.</p> <p>IT'S THE SAME LINCOLN MEMORIAL THAT APPEARS ON THE BACK OF THE NEW \$5 BILL.</p> <p>A NEW \$5 BILL HAS HIT THE STREETS, OR TO PUT IT MORE OFFICIALLY, HAS GONE INTO CIRCULATION.</p> <p>I BET YOU ARE WONDERING: DOES IT HAVE SPECIAL POWERS? IS IT ROBOTIC? IS IT MAGICAL? NOT QUITE, BUT IT'S GOT A GREAT NEW DESIGN AND WITH THAT NEW DESIGN COMES SOME NEW SECURITY FEATURES.</p> <p>ENOUGH ABOUT WHAT I THINK – FOLLOW ME...</p>
<p>Front and back of the \$5 bill held to light in front of Lincoln Memorial. Sarah shows the \$5 bill to CONSUMER GROUP 1</p>	<p>SARAH: HOW DO YOU GUYS LIKE THE NEW DESIGN?</p> <p>CONSUMER GROUP 1: IT'S GREEN. THAT'S ALWAYS GOOD. I LOVE IT.</p>
<p>Sarah shows the \$5 bill to CONSUMER GROUP 2 Zoom to low-vision feature on the back of the new \$5 bill.</p>	<p>CONSUMER GROUP 2: I LIKE THE BIG 5 ON THE BACK. I THINK THAT'S COOL.</p>
<p>Sarah shows the \$5 bill to CONSUMER GROUP 3</p>	<p>SARAH: WHAT'S YOUR FIRST REACTION TO THIS NEW 5?</p> <p>CONSUMER GROUP 3: I CAN'T WAIT TO GET IT IN MY POCKET.</p>
<p>Sarah shows the \$5 bill to CONSUMER GROUP 4</p>	<p>SARAH AND CONSUMER GROUP 4: THE NEW 5!</p>

VIDEO

Sarah shows the \$5 bill to CONSUMER GROUP 5

Sarah holds the \$5 bill to the light.

Sarah with CONSUMER GROUP 3 in front of the Lincoln Memorial.

Sarah holds the \$5 bill up to light for CONSUMER GROUP 6

Close-up: \$5 bill held to light

\$5 bill held to light. Close-up of front.

AUDIO

SARAH:
HAVE YOU GUYS SEEN THE NEW WATERMARKS ON THE 5?

CONSUMER GROUP 5:
I HAVEN'T.

SARAH:
AND THE SECURITY THREAD HAS BEEN MOVED. OK, WHEN YOU HOLD THE 5 UP TO THE LIGHT, THERE'S A BIG 5 THERE.

CONSUMER GROUP 5:
I FEEL VERY SAFE AND SECURE WITH THE NEW FEATURES.

SARAH:
REALLY? DID YOU ALREADY KNOW THE SECURITY FEATURES?

CONSUMER GROUP 5:
I DIDN'T, BUT I CAN TELL. THIS IS STRONG. THIS ISN'T GOING ANYWHERE.

CONSUMER GROUP 3:
CAN I PUT IT IN MY POCKET NOW?

SARAH:
NO, LUKE, BACK TO ME.

SARAH:
DID YOU NOTICE THE 5 HERE?

CONSUMER GROUP 6:
YES

SARAH:
AND THE SERIES OF 5s THERE?

CONSUMER GROUP 6:
YES

SARAH:
HAVE YOU EVER CHECKED YOUR MONEY BEFORE TO MAKE SURE THAT IT WAS REAL?

CONSUMER 6:
ABSOLUTELY NOT.

SARAH:
YOU HAVEN'T? WELL, NOW THAT YOU KNOW THESE NEW FEATURES, ARE YOU GOING TO BE CHECKING YOUR MONEY?

CONSUMER GROUP 6:
I'M GOING TO HAVE TO, YES.

SARAH:
DUANE LEARNS QUICKLY, BUT WE'RE NOT SURE WHERE HE'S FOUND THIS 5.

VIDEO**AUDIO**

<p>Sarah shows the \$5 bill to CONSUMER GROUP 7</p> <p>Point to features as they hold \$5 bill to light.</p>	<p>SARAH: THE BIG 5 OVER HERE AND A SERIES OF 5s OVER THERE.</p> <p>CONSUMER GROUP 7: YES, RIGHT THROUGH THERE</p> <p>SARAH: AND A SERIES OF 5s OVER THERE AS WELL. SEE THOSE?</p> <p>CONSUMER GROUP 7: OH YES, WOW.</p> <p>THOSE ARE REALLY EASY TO SEE.</p> <p>THAT'S PRETTY NEAT.</p>
<p>Sarah shows the \$5 bill to CONSUMER GROUP 8</p> <p>CONSUMER GROUP 8 holds \$5 bill at arms length to see low-vision feature on the back.</p> <p>The back of \$5 bill shows a zoomed image of the purple 5.</p>	<p>CONSUMER GROUP 8: MY MOTHER IS GOING BLIND, AND SHE WAS WORRIED ABOUT NOT BEING ABLE TO SEE THE DENOMINATION. THIS NEW 5, HOW CAN SHE MISS THAT?</p> <p>OFF CAMERA: THAT'S FOR THE BABY BOOMERS, RIGHT THERE.</p>
<p>Girl holds the bill to camera.</p>	<p>SARAH: NOW, ARE YOU GUYS GOING TO BE TELLING YOUR PARENTS WHAT TO LOOK FOR A NEW SECURITY FEATURE?</p> <p>CONSUMER GROUP 9: YES</p> <p>SARAH: AND WILL YOU BE CHECKING YOUR MONEY TO MAKE SURE IT'S REAL?</p> <p>CONSUMER GROUP 9: YES</p>
<p>Sarah holds the \$5 bill to light and shows CONSUMER GROUP 10.</p>	<p>CONSUMER GROUP 10: I LIKE THAT IT'S ACTUALLY GOT SOME COLOR ON IT WITH THE NEW BILLS INSTEAD OF PLAIN.</p>
<p>Sarah shows the \$5 bill to CONSUMER GROUP 11 holds bill to light.</p>	<p>SARAH: THERE'S A SERIES OF 5s OVER HERE. YOU SEE THAT?</p> <p>CONSUMER GROUP 11: OH YEAH, THAT'S AWESOME.</p>

VIDEO**AUDIO**

<p>Sarah shows the \$5 bill to CONSUMER GROUP 12</p>	<p>SARAH: TWO WATERMARKS. DO YOU SEE THE SERIES OF 5s?</p> <p>CONSUMER GROUP 12: YES</p> <p>SARAH: AND THE BIG 5?</p> <p>CONSUMER GROUP 12: YES</p> <p>SARAH AND CONSUMER GROUP 12: THE NEW 5!</p>
<p>Close-up: \$5 bill held to light.</p> <p>Flash to Lincoln Memorial.</p> <p>Multiple shots of the Bureau of Engraving and Printing.</p> <p>Sarah on the steps of the Bureau of Engraving and Printing.</p>	<p>SARAH: THAT IS THE BUREAU OF ENGRAVING AND PRINTING RIGHT BEHIND ME. WHAT BETTER PLACE TO FIND OUT HOW PEOPLE ARE REACTING TO THE NEW 5?</p>
<p>Sarah shows the \$5 bill to CONSUMER GROUP 13</p>	<p>CONSUMER GROUP 13: IT'S COOL. ABE LINCOLN LOOKS VERY YOUNG.</p>
<p>Sarah shows the \$5 bill to CONSUMER GROUP 14. CONSUMER GROUP 14 looks at front, flips to the back.</p>	<p>SARAH: FIRST REACTIONS, JAMES, TO THE BRAND NEW \$5 BILL.</p> <p>CONSUMER GROUP 14: ITS VERY COLORFUL, NICELY DONE, GOOD DESIGN.</p>
<p>Sarah shows the \$5 bill to CONSUMER 15</p> <p>The back of the \$5 bill flashes onto the screen. Zoom into low-vision feature.</p>	<p>SARAH: SO HOW DO YOU LIKE THE BIG 5?</p> <p>CONSUMER 15: IT'S PURPLE!</p> <p>SARAH: IT'S PURPLE. DO YOU LIKE THE COLOR?</p> <p>CONSUMER 15: IT'S DIFFERENT.</p> <p>SARAH: YOU SEEM TO WANT TO BE MOVE AWAY FROM ME. IS THAT BECAUSE I KEEP PUTTING THIS \$5 BILL IN YOUR FACE?</p> <p>CONSUMER 15: (GIGGLING)</p>

VIDEO**AUDIO**

<p>Sarah shows the \$5 bill to CONSUMER GROUP 19</p> <p>Lady holds bill to light, looks for watermarks.</p> <p>Close-up of column of 5s watermark to left of portrait.</p> <p>Flips \$5 bill.</p>	<p>CONSUMER GROUP 19: SARAH: HOW ABOUT THE BIGGER 5? SEE THAT? TO THE LEFT?</p> <p>OH YEAH, I SEE IT.</p> <p>OVER HERE MOM</p> <p>OH, YEAH</p> <p>SARAH: AND DO YOU SEE THE ROW OF 5s?</p> <p>CONSUMER GROUP 20: OH YES, I DO</p> <p>SARAH: VERY GOOD, AND WE'LL FLIP IT...</p> <p>CONSUMER GROUP 20: I MUST HAVE BEEN SLEEPING WHEN THEY WERE TALKING ABOUT THAT.</p>
<p>Sarah shows the \$5 bill to CONSUMER GROUP 21</p> <p>(high-5)</p> <p>Shot of Sarah and the Group</p> <p>Flashes of the Lincoln Memorial appear on the screen and fade</p>	<p>SARAH: GIMME 5!</p> <p>I MEAN THE NEW 5!</p> <p>CONSUMER GROUP 21 AND SARAH: THE NEW 5!</p>
<p>Sarah is outside a small business (deli), walking on sidewalk.</p>	<p>SARAH: AFTER OUR MONEY GETS PRINTED, IT GOES TO BANKS AND THAT'S HOW IT GETS TO CONSUMERS AND BUSINESSES.</p> <p>WE ARE HERE AT ONE BUSINESS TO FIND OUT HOW THEY LIKE THE NEW 5. LET'S GO FIND OUT!</p>

VIDEO

Sarah enters deli. Walks to cash register.

Sarah shows the \$5 bill to BUSINESS OWNER.

BUSINESS OWNER flips the \$5 bill in his hand.

Business owner takes the \$5 bill and puts it in his cash register.

Sarah walks outside, sits at a table, puts her feet up.

The front of the \$5 bill flashes onto the screen:
"The New \$5 Bill"
"Safer.Smarter.More Secure"

AUDIO

SARAH:
HI, BUSINESS OWNER. HEY THERE, HOW ARE YOU?

BUSINESS OWNER:
DOING GREAT, HOW ARE YOU?

SARAH:
GOOD. DID YOU HAPPEN TO KNOW TODAY IS THE BIG DAY? THE FEDERAL RESERVE ISSUED A BRAND NEW \$5 BILL.

BUSINESS OWNER:
ACTUALLY I DID, BUT I HAVEN'T SEEN ONE YET.

SARAH:
WELL, WHAT DO YOU THINK? FIRST REACTION?

BUSINESS OWNER:
WOW, LOOK AT THE PURPLE 5 AND THE EAGLE.

SARAH:
I KNOW, VERY COOL. I KNOW THAT SECURITY IS IMPORTANT TO YOU BEING A BUSINESS OWNER. SO, DO YOU KNOW WHAT TO LOOK FOR?

BUSINESS OWNER:
I CAN SEE THE WATERMARKS AND THE BIG 5. VERY NEAT.

SARAH:
AND THE SECURITY THREAD HAS BEEN MOVED AS WELL.

BUSINESS OWNER:
I SEE THAT, RIGHT NEXT TO ABRAHAM LINCOLN.

SARAH:
WILL YOU BE CHECKING YOUR MONEY TO MAKE SURE IT'S REAL?

BUSINESS OWNER:
ABSOLUTELY, EVERY BILL.

SARAH:
ALRIGHT, I THINK I'M READY FOR A SMOOTHIE, I'VE BEEN CARRYING AROUND THAT 5 ALL DAY.

BUSINESS OWNER:
I THINK THIS 5 SHOULD COVER IT.

SARAH:
GOOD.

SARAH:
WHAT A DAY, MONEY FANS. THE COOL, NEW, REDESIGNED 5 DOLLAR BILL IS DEFINITELY SOMETHING TO TALK ABOUT.

A NEW 5, COMING TO A WALLET NEAR YOU.

