

## MR. KRABS | FAMILY MAN

:30 TV

Open on a financial advisor at his desk, speaking to the camera.

**SUPER:** FINANCIAL ADVISOR

**FA:** Today I'm talking to Eugene. Family man, runs his own business, likes to be smart with his money, so as a financial advisor I track it all with Envestnet. Hey Mr. Krabs'.

On the FA's computer screen we see a video chat with Mr. Krabs.

**KRABS:** Listen, I need to keep an eye on every last cent that I have.

In the background we see SpongeBob and Squidward goofing around.

**FA:** We've linked all your finances, the Krusty Krab, your future wealth, even the rust removal on your boats, since they're literally underwater at all times.

We cycle through scenes from the show featuring the Krusty Krab exterior, Mr. Krabs counting money and Mr. Krabs washing his boatmobile.

**Krabs:** A little rust adds character, if you ask me.

We see Mr. Krabs' personalized dashboard.

**FA/VO:** Try out the interactive dashboard inspired by Mr. Krabs' and see how you can help clients' live an Intelligent Financial Life at Envestnet.com.

**LOGO CARD/VO:** ENVESTNET. FULLY VESTED.

