



Thomas is in to Something Good

Thomas Yau is in to "Something Good" as the latest colleague star of a Halifax TV advert. Thomas, 24, beat off over 1,300 other colleagues to star in the new ad which will premiere at 7.45 pm on Sunday 6th January during Coronation St.

The new ad, for Halifax High Interest Current Account, continues the theme of previous Halifax TV commercials having well known music at its core. This time, Thomas is seen on the beach singing his version on the 1964 UK number 1, "I'm in to something good" by Herman's Hermits. Halifax's Howard Brown also makes an appearance.

About Thomas

Thomas was born in Grimsby but now lives in West Yorkshire. Having studied Computer Entertainment Technology at Leeds Metropolitan University, Thomas joined Halifax in 2006 and now works as a Banking Consultant in Leeds. While at university, Thomas joined the dance club and represented the university at charitable events.

This is the first time that Thomas has auditioned in the "Search for a Star" programme, previously he "didn't have the bottle" but decided to chance his luck this time. Having been short-listed to a final 12 for sessions with Fame Academy voice coach, David Grant and choreographer Supple Nam, who has worked with Madonna, Janet Jackson and Destiny's Child, Thomas then auditioned in front of the ad's director, the agency creative team and Halifax's marketing team.

About The Ad

"Something Good" is the 13th "Staff as Stars" ad from Halifax. The ad was filmed over a 7 day shoot in Cape Town, South Africa. The shoot involved 20 trained dancers and up to 180 extras. Director, Vaughan Arnell, has previously worked on brands such as Dove, 02, Ford, Carlsberg, Intel, Stella Artois and the RAF. He is also famous as the director of the music video for 'Supreme' by Robbie Williams.

Commenting, Steve Griffiths, head of mainstream marketing at Halifax, said:

"Thomas was particularly good at the auditions and we're delighted with the result. We're hoping that the new current account advert proves as successful and memorable as its predecessors."

Ends.

Editors' Notes

Ad Credits:

Project name: Something Good

Creative agency: Delaney Lund Knox Warren and Partners

Creative Directors: Jon Elsom, Keith Terry

Planner: Richard Warren / Will Anderson

Media agency: Vizeum

Media planner: Paul Hutchison

Production company: Sonny London

TV Producer: Susie Innes

Choreographer: Supple Nam

Directors: Vaughan Arnell

Editor: Jake Wynn

Post-production: The Mill

Audio post-production: Grand Central

Exposure: National TV