

PRESS RELEASE

08/04/2017



LLOYDS BANK

NOT FOR BROADCAST OR PUBLICATION BEFORE 00.01 HRS 08/04/2017

New advert shows Lloyds Bank is by Britain's side

- The iconic black horse is back on television screens as part of new Lloyds Bank campaign
- The advert takes viewers on a dramatic journey through Britain, demonstrating Lloyds Bank's commitment to the UK
- The advert will premiere during Ant & Dec's Saturday Night Takeaway on Saturday 8 April

Lloyds Bank's black horse, one of Britain's most iconic brands, is back on television screens this Saturday in a stirring new advert.

The advert tells the story of Lloyds Bank's long-standing support for the people, businesses and communities of Britain – and how we've been by our customers' sides for over 250 years.

Featuring national landmarks and spectacular scenery, the advert takes us on a journey through Britain, from the dramatic landscapes of the Brecon Beacons to the residential streets of Stoke.

The black horse gallops past landmarks that reflect our rich history – HMS Victory in Portsmouth and the Chatterley Whitfield Colliery near Stoke – demonstrating Lloyds Bank's heritage and experience.

At the heart of the advert are our customers – young and old, from all walks of life and from every part of Britain – and our promise that “Yesterday, today, and tomorrow, we have been and always will be by your side”.

The advert, created by adam&eve DBB, will first broadcast on Saturday 8 April during Ant & Dec's Saturday Night Takeaway.

The music track is a cover of the song ‘Praise you’ by Camille Yarborough, famously sampled by Fatboy Slim. It was recorded by up-and-coming artist Hannah Grace, and the London Contemporary Voices Choir. This song exemplifies the changes Britain has been through and praises the British public as they continue to look to the future.

Robin Bulloch, Managing Director of Lloyds Bank, said: “Lloyds Bank has a unique place in the lives of British people. For over 250 years, we are proud to have served the people, businesses and communities of Britain and we will continue to be by their sides, whatever their next step.”

Catherine Kehoe, Managing Director, Group Brands and Marketing, Lloyds Bank, said: “By Your Side is a natural progression of our For Your Next Steps campaign and shows how we'll always be by our customers' sides, giving them the financial confidence to take their next step. The new

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advert is a striking and powerful depiction of our unique place in the lives of British people, and demonstrates our commitment to helping our customers - today and in the future.”

ENDS

EDITOR NOTES

List of locations:

- Rhossili Bay beach in Swansea
- Brecon Beacons
- Chatterley Whitfield Colliery
- Pacific Road in Stoke
- HMS Victory in Portsmouth

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