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PERTH FIRST TIME BUYER TO FEATURE IN NEW BANK OF SCOTLAND TV CAMPAIGN

Bank of Scotland is launching a new advertising campaign on Monday 17th June which will feature a customer from Perth. The TV campaign focuses on Jenny Wright, 27, a first time buyer searching for her first home.

Jenny visited the Perth Bank of Scotland branch in February this year to discuss getting a mortgage for a property she was looking to buy, just when casting agents were in scouting for mortgage customers for the new campaign.

Being a young professional in her 20s taking out a first time buyer mortgage, her story fitted the brief and she was shortlisted with nine other customers. Jenny's natural ability in front of the camera and friendly personality made her the ideal choice for the role. Her parents were also given roles in the TV campaign after her mum came along as moral support at Jenny's casting session.

Two adverts will hit TV screens on Monday 17th June during *Emmerdale* and *Long Lost Family*. The first introduces us to Jenny as she looks at various properties and ends with her standing outside in the street calling her parents. The second, which appears at the end of advert break, introduces Jenny's parents who she brings to her "dream home" so she can draw on their experience and get their second opinion. Filming took place around Perth during early April.

The campaign, created by RKCR/Y&R and directed by Matt Stuart, aims to demonstrate that year on year, Bank of Scotland is lending to more first time buyers and that branch staff have an average of 12 years banking experience.

Jenny commented, "It was quite surreal to be picked for a TV advertising campaign, but it was really good fun to be part of. Everyone put me at ease during the filming and it was great that my parents could be part of the experience too. It will definitely make moving in to my first flat a more memorable experience!"

Robin Bulloch, Managing Director, Bank of Scotland Community Bank commented, "Bank of Scotland understands the importance of getting Scotland on the property ladder and we are proud to be lending more money to more first time buyers. We were delighted to be able to make one of our own customers a key feature in our new mortgage TV campaign, Jenny was a natural in front of the camera and a pleasure to work with. We hope she's very happy in her new home!"

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