

Thursday 26<sup>th</sup> March 2015

## **CO-OPERATIVE BANK CONTINUES BRAND REVIVAL**

### **NEW ADVERTISING CAMPAIGN CENTRES ON ETHICAL CREDENTIALS AND BRINGS TO LIFE THE BENEFITS OF CURRENT ACCOUNT SWITCHING OFFER FOR CUSTOMERS**

The Co-operative Bank is today launching a major new advertising campaign as part of its continued reinvestment in its brand. The campaign aims to bring to life the Bank's ethical credentials and drive customer acquisition of its current account by demonstrating its switching offer, where eligible customers who switch receive £100 and a further £25 is donated to a choice of seven selected charities.

The Co-operative Bank worked closely with Oxfam, one of its selected charities, and identified Malambo in Tanzania as an authentic location. The Bank also worked with the local community to select Thomas, an elder to represent the village in the film. In the TV ad, Thomas demonstrates some of the benefits of the Bank's current accounts, such as mobile banking and UK call centres, whilst showing how a range of charities can be supported both at home and abroad.

Alastair Pegg, Marketing Director at The Co-operative Bank, comments "As a bank we believe that the decisions we make will not only help create positive change in our communities, but the wider world too. This is firmly rooted in our values and in our customer-led Ethical Policy. Our new advertising campaign shows how our products benefit customers financially, whilst supporting charities of their choice and the good work they do both at home and abroad.

"This campaign continues our reinvestment in our brand and reaffirms to both existing and potential customers, if you want an ethical bank then we still remain the bank of choice for you."

Suzanne Jeffrey from Oxfam's Corporate Partnerships Team, comments: "This is a fantastic opportunity for bank customers to make their money work for some of the world's poorest people. Just £25 can make a big difference to Oxfam's work. It could, for example, pay to fix a well in a community like Thomas' or provide the labour, tools and training to maintain it in the future. We are grateful to the Co-operative Bank for offering their customers the chance to join the fight against extreme poverty."

The new through-the-line campaign was devised with Leo Burnett and Dinosaur. The TV ad will first air on Thursday 26 March at 7.15pm on ITV during Emmerdale.

The Bank has invested c£6 million in the campaign which will run for five weeks and spans off and online media, with a national and regional focus, encompassing TV, press, outdoor and digital channels including a strong social presence.

The Bank has also produced a short film for use in social media to show the making of the TV ad to continue to demonstrate the authenticity of the overall piece.

The campaign maintains the theme of 'For all the right reasons' and builds on the TV advertising launched in October last year.

Customers must move at least two Direct Debits and pay in at least £800 within 31 days of the switch.

## ENDS

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### Notes to editors:

- To view the new advertising campaign and the behind the scenes film, visit:

TV ad: <http://www.co-operativebank.co.uk/currentaccounts/125switch>  
Behind the scenes: <https://www.youtube.com/watch?v=-REekGowdRU>

- The seven charities which benefit through from the current account switching offer include Action Aid, Amnesty, Carer's Trust, Hospice UK, Oxfam, Water Aid and the Woodland Trust.

\* To qualify for the switching offer, new customers must open a Co-operative Bank standard Current Account, Current Account Plus or smile Current Account and credit £800 within 31 days. Existing current account customers will also be eligible if they do not currently credit £800 per month and complete a switch and credit £800 within 31 days. Customers must move at least two Direct Debits and pay in at least £800 within 31 days of the switch.

\*\* 84% of customers said the Ethical Policy is the key reason they bank with The Co-operative Bank. Source: The Co-operative Bank Ethical Policy poll run by YouGov June 2014

### About The Co-operative Bank

The Co-operative Bank plc provides a full range of banking products and services to almost 5 million retail and SME (Small and Medium Sized Enterprises) customers. The Bank is committed to values and ethics in line with the principles of the co-operative movement.

### Agency Credits:

**Creative agency:** Dinosaur  
**Media agency:** Rocket  
**Print management agency:** APS Group

### About the Ethical Policy

In 1992, The Bank was the first bank to introduce an ethical policy and remains the only bank on the high street to have a customer led ethical policy. The Policy has been reviewed and expanded on five occasions and has resulted in the Bank turning away £1.4

billion of business. The Policy sets out areas customers' money is not used to finance businesses or organisations which go against their ethics and values in areas such as human rights, the environment, international development and animal welfare. The latest version of the Policy also includes a framework covering how the Bank operates its products and services, relationships with suppliers and external stakeholders, as well the workplace culture and ways of working for colleagues.

**For more information about the Ethical Policy, visit: <http://www.co-operativebank.co.uk/ethics>**