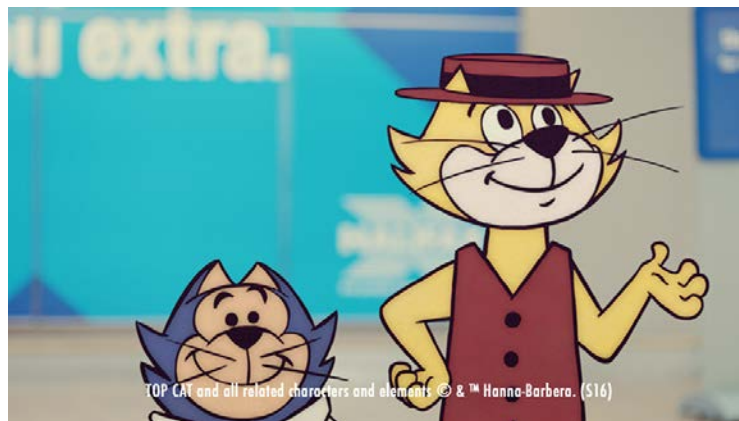


22/04/2016

Halifax brings *Top Cat* back to TV screens for new advertising campaign

- Halifax and adam&eveDDB launch new advertising campaign to mark the next chapter of bold and impactful advertising
- A host of well-known characters will be making a visit to their local Halifax branch over the course of the campaign
- In the first instalment, Halifax teams up with Warner Bros. Consumer Products, bringing *Top Cat* out of retirement, helping him to buy a new home
- The campaign launches on Friday 22nd April with the *Top Cat* advert first shown during Gogglebox on Channel 4 at 9.00pm.



Still from new Halifax TV advert

Halifax is returning to TV screens this Friday with a new advertising campaign created by adam&eveDDB.

Halifax is famous for giving extra and the new heavyweight campaign, which includes TV, outdoor, digital and social media, celebrates how its down to earth and friendly colleagues give “extra” to every single customer - illustrated by a range of surprising and charming characters.

For the launch of the campaign, Halifax has joined forces with Warner Bros. Consumer Products. The first ad in the series features an iconic childhood favourite - *Top Cat*, the famous animated American feline who will be making his first appearance on TV since retirement in the 1980s.

MEDIA CONTACTS:

Ruth Scarisbrick 07995 612011 email: ruth.scarisbrick@halifax.co.uk
Saffron McFarlane 07900 244340 email: Saffron.McFarlane@lloydsbanking.com

PRESS RELEASE



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The ad tells the story of what happened when *Top Cat* is moved on from his trash can home by *Officer Dibble*. *Top Cat* visits a Halifax branch to get help and advice from colleagues.

The campaign launches on Friday 22nd April with the *Top Cat* advert first shown during Gogglebox on Channel 4 at 9.00pm.

adam&eveDDB, famous for their John Lewis adverts, is behind the new creative strategy.

To mark the launch of the new advert, Halifax have, for the first time, commissioned 'Global Street Art' to create a *Top Cat* mural on an 'epic' wall in Old Street, Clerkenwell, London. Artists will begin on the evening of Monday 25th April over 3 days and the mural will be on display until 8th May.

Russell Galley, Managing Director, Halifax said:

"At Halifax we pride ourselves on doing things a little differently and giving extra to our customers. The idea is very simple – at Halifax, no matter who you are, we're here to help. We're very proud that our colleagues give a friendly, down to earth and enthusiastic welcome to everyone."

"We're moving into a new era; Halifax has a clear purpose to make customers better off and can stand apart as fresh, different and re-energised – we're totally on the side of our customers."

Catherine Kehoe, Managing Director Group Brands and Marketing, Halifax said:

"No other bank could run this new campaign. It reflects perfectly our personality and is a real celebration of how our friendly and down to earth colleagues support everyone - showing Halifax as the uniquely human face of banking."

Mat Goff, Managing Director, adam&eveDDB, said:

"We were delighted to be given the opportunity to take Halifax back to their roots: to create genuinely entertaining advertising, and to really bring to life the populist spirit of the bank and its colleagues. We needed to find a fresh way to portray the down to earth, friendly nature of Halifax colleagues and the way they give extra to every customer no matter who they are. And what a joy to be able to bring back *Top Cat* to our screens. Who knows who'll walk through the doors next time."

ENDS

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Notes to editors:

The wider campaign, which includes print and online advertising, will promote a 1% mortgage cashback offer from Halifax to eligible first time buyers and home movers.

Mortgage offer:

- From Monday 25th April eligible first time buyers and home movers can receive 1% of their loan amount as cashback, up to £2,000.
- The offer is available to all first time buyers and home movers who apply for a qualifying mortgage between 25 April and 19 June 2016.
- The cashback will be paid directly into the account the mortgage payment comes from, within 30 days of the mortgage completing.

The advert was filmed in London's Cannon Street branch. Real Halifax colleagues appear as 'extras' in the new advert.

Other popular characters will appear in a range of adverts later this year looking for help with their finances.

How *Top Cat* was brought back to life

The Mill's VFX team collaborated with adam&eve and Directors dom&nic to faithfully bring back to life the original *Top Cat* character and place him in situ with the modern world.

The team carried out extensive research into the original *Top Cat* design, studying every detail of the animation, including poses and gestures that make up this classic character so as to construct an authentic re-creation.

Combining modern techniques with more traditional methods, the team were able to mimic the hand-drawn style of the time-honoured series by drawing the characters in to each individual frame by hand, whilst ensuring *Top Cat* and the gang appeared to seamlessly inhabit and interact with the modern world around them.

As well as focusing on adapting this retro style of animation to fit in situ, The Mill team hand-drew and animated the entire end sequence of the spot, where we see *Officer Dibble* with *Top Cat* and his brand new home. The end sequence was then treated to give it a classic aged "Series 1" look.

Top Cat Top Facts:

- *Top Cat* first burst onto our TV screens on 16 May 1962
- 30 episodes aired weekly on BBC One – and since then it's enjoyed countless repeats
- *Top Cats* adventures were produced by the famous Hanna-Barbera animation studios, also home to *Yogi Bear*, *The Jetsons* and *Scooby-Doo*, as well as many others
- *Top Cat* is the leader of a gang of Manhattan alley cats along with *Fancy-Fancy*, *Spook*, *Benny the Ball*, *Brain* and *Choo-Choo*
- *Top Cat's* close friends get to call him *T.C.*
- *Officer Dibble* famously battled to evict the gang from the alley.

About Warner Bros. Consumer Products

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Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

TOP CAT and all related characters and elements © & ™ Hanna-Barbera. (s16)

Assets:

[Link to the new Halifax TV advert](#)

Stills: available on request

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