

PRESS RELEASE



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NOT FOR BROADCAST OR PUBLICATION BEFORE 00.01 HRS ON 26.03.2017

5, 4, 3, 2, 1: The new Halifax TV ad is go!

- Halifax's new TV advert features Parker and Lady Penelope, from the classic 60s action series -Thunderbirds
- Halifax and adam&eve DDB have teamed up with owners ITV Studios Global Entertainment for the first time to launch the latest campaign
- The new advert will premiere on Saturday 25 March 2017



Stills from new Halifax TV advert

Halifax has today announced Thunderbirds' Parker and Lady Penelope as the latest iconic characters bringing a British twist to its TV advertising campaign.

In the ad, created by adam&eveDBB, Lady Penelope's long suffering butler Parker, visits a Halifax branch with a letter.

Parker is amazed to discover he has won the top prize of £500,000 in the Halifax Savers Prize Draw Superdraw.

When asked by a colleague what he'll spend the money on, he imagines himself on a beach, cocktail in hand, whilst his boss Lady Penelope, is back at the mansion ringing the bell for attention with him nowhere to be seen!

The ad will first broadcast on Saturday 25 March 2017 on ITV during Ant & Dec's *Saturday Night Takeaway*.

Parker and Lady Penelope will also feature in branch, on outdoor posters and in online advertising. Other characters from the series will appear on social media, including top tips for saving from Brains aimed at encouraging young people to save. There will also be a

HALIFAX PRESS TEAM

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special mobile savings game which will tour shopping centres in the UK, giving people the chance to play on a big screen and win prizes.

Filmed in the Halifax branch in Marlow, Buckinghamshire, the advert features Halifax colleagues as extras.

The new advert can be viewed on the [Halifax YouTube channel](#).

Halifax Savers Prize Draw - Superdraw

The advert promotes what will be Halifax's biggest ever Superdraw in June; with two top prizes of £500,000 and 500 extra £100 prizes.

Russell Galley, Managing Director, Halifax said: *"Thunderbirds are fun and irreverent and make a great match with the Halifax brand – and both are British and iconic. I'm delighted that our new ad sees the long suffering Parker getting the famous 'extra' treatment. It shows anyone really can win in our unique Savers Prize Draw."*

"Just like the previous stars of our adverts, Thunderbirds will help us shout loud and proud about what Halifax stands for. Our purpose is simple – to make our customers better off."

Catherine Kehoe, Managing Director Group Brands and Marketing, Halifax, added: *"We've had such a fantastic response to the Halifax campaign and who better than Parker and Lady Penelope to once again demonstrate that whoever walks through our door, they'll get the same warm welcome, excellent service and that little bit extra! To see Parker showcasing the unique benefits of our Savers Prize Draw is a joy!"*

- ENDS -

Editors' Notes:

The Halifax Savers Prize Draw Superdraw:

Two top prizes of £500,000, three prizes of £100,000, 100 prizes of £1000 and 1500 x £100 prizes will be awarded in June 2017 only. From July 2017, we will continue to offer 1,500 prizes of £100 alongside the usual structure of three top prizes of £100,000 and 100 prizes of £1,000. Money held in joint accounts will be treated as being split equally between each account holder for the purpose of calculating the qualifying balance. Balances in children's savings accounts are excluded.

To qualify: register and hold £5,000 or more in qualifying Halifax and/or Bank of Scotland savings accounts for the whole calendar month before each draw. Customers living in England, Wales & Scotland aged 18+ (not NI).

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The Halifax Savers Prize Draw has had more than 69,000 winners since the first ever draw in 2011, with the total prize money in the past five years topping £42 million and rewarding more than 1,100 Halifax savings customers every month.

The new advert

Halifax colleagues appear as extras in the new advert as well as actor Gemma Wardle who has appeared in numerous TV programmes including Doctors, Life on Mars and Holby City. Gemma also played the leading role of Eponine in London's West End production of Les Misérables.

It is the fourth ad in a series celebrating how Halifax's down to earth and friendly colleagues give "extra" to every customer, illustrated by a range of surprising and charming characters.

Thunderbirds facts:

- First broadcast in the United Kingdom on the ITV network in 1965 and has since been broadcast in over 60 countries.
- The Tracy brothers were named after Mercury Seven astronauts: Scott Carpenter, John Glenn, Virgil "Gus" Grissom, Gordon Cooper and Alan Shepard
- Thunderbirds was filmed at APF's studios on the Slough Trading Estate between 1964 and 1966
- Gerry and Sylvia Anderson created The Thunderbirds and it first aired on 30 September 1965.
- Gerry and Sylvia Anderson only wrote one episode of the television series.
- The character of Lady Penelope is based on Sylvia Anderson.
- In the advert, the voice for Lady Penelope is provided by Dee Anderson, the daughter of Sylvia Anderson.
- Parker is voiced by David Graham who provided the original voice for Parker and Brains.
- Parker's full name is Aloysius Parker
- There were 13 main characters in Thunderbirds; Scott Tracy, Virgil Tracy, Alan Tracy, Gordon Tracy, John Tracy, Jeff Tracy, Brains, Kyrano, Tin-Tin Kyrano, Lady Penelope Creighton-Ward, Aloysius Parker, Grandma Tracy and The Hood.
- Brains' favourite subjects are Trigonometry and Thermodynamics!
- There is a lemon squeezer on the back of Thunderbird 1's silo!

About ITV Studios Global Entertainment

- ITV Studios Global Entertainment (ITVS GE) is one of the world's leading international TV distribution, home entertainment, publishing, merchandising and licensing businesses. ITVS GE distributes celebrated content across all genres from both its in-house production business, ITV Studios, and in collaboration with leading producers from around the world.
- Part of ITV PLC, which includes the UK's largest commercial broadcaster, ITV Studios Global Entertainment has offices in London, Hong Kong, Los Angeles and Sydney.

Assets:

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

Stills: available on request

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