

**SCOTTISH WIDOWS BACK ON SCREEN FOR FIRST TIME IN TWO YEARS**

***New Widow Hayley Hunt stars in £10million advertising campaign***

After two years away from our television screens, October 1<sup>st</sup> sees the launch of a new Scottish Widows TV campaign. Shot in the cinematic landscape of Iceland, the £10 million campaign stars the new face of Scottish Widows, Hayley Hunt, as she transforms into a series of images that represent future financial plans.

The campaign, set to become a Scottish Widows classic, has been created by a stellar cast: directed by the award winning creative Sean de Sparengo (1 Bafta nomination, 1 Emmy nomination, RTS Gold award), and choreographed by Fran Jaynes (Tim Burton's Charlie and the Chocolate Factory and the Da Vinci Code).

The advert also features a new arrangement by John Altman of 'Asturias' from Suite Espagnol by Spanish composer Isaac Albeniz. Altman is the Emmy award winning composer behind films such as Little Voice and Titanic. The music, created to maximise the impact of the Icelandic landscape, is expected to become an instantly recognisable component of the Scottish Widows brand, and will be released on a limited and special edition basis.

Created by advertising agency Leo Burnett, the creative treatment marks an evolution of the Scottish Widows brand, with Hayley Hunt playing the dramatic and instantly recognisable figure of the Widow. Hayley, an international Storm model who has worked with David Bailey, Ralph Lauren and Versace, won a ten year contract to represent the brand, and replaced Amanda Lamb at the end of 2005. The choice heralded a new, more modern take on the iconic image. Hayley commented: "I want to bring my own representation of the Widow to the 21<sup>st</sup> century".

The campaign is led by Scottish Widows marketing director Mike Hoban, the brains behind campaigns for Barclaycard, WH Smith, Granada and British Airways. With 19 years of experience as a key player in the marketing industry, Mike has now turned his attention to the Scottish Widows brand. Says Mike: "This is a strong and compelling advertising campaign with the iconic and reassuring figure of the Widow at its heart depicting Scottish Widows as the key to financial guidance. Unlike the traditional financial services approach, this campaign has been built around FMCG principles – it sets up the customer need, presents Scottish Widows as the solution and clearly communicates a call to action."

The TV advertising campaign, which has three creative treatments comprising a 50 second and two 20 second adverts, breaks on 1 October 2006 and runs through to 2007. Media buying was handled by Zed Media.

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**Notes to editors:-**

**Scottish Widows** was founded in 1815 as Scotland's first mutual life office. Becoming part of the Lloyds TSB Group in 2000, Scottish Widows has become one of the most recognised brands in the life, pensions and investment industry in the UK. The product range includes ordinary long term insurance, such as life assurance, pensions, annuities and permanent health insurance, and savings and investment products. Using a multi-sales network of Financial Advisers, Direct Sales, Direct Marketing, the Internet and via the branch network of Lloyds TSB, Scottish Widows currently employs about 4,000 people.

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