

## **HALIFAX: 'ANGEL'**

Agency: Delaney Lund Knox Warren.  
Creative Dirs: Gary Betts, Malcolm Green  
TV Producer: Caroline Angell

*Halifax* bank/ building society gave DLKW a brief to communicate that their current account had greater interest and half the overdraft rate of equivalent accounts with the 'big four'.<sup>i</sup>

DLKW created TV spots featuring real singing members of staff. Howard Brown, from *Halifax's* Sheldon branch, has become a branding device for *Halifax*.

Catchy lyrics promoted *Halifax's* benefits with impactful, dramatic visuals.

In 'Angel', a talking Jamaican dolphin says, 'Ladies and gentlemen, Howard from the Halifax.' We then see the charismatic Brown fly over skyscrapers, forests, sands, oceans, bridges and mountains riding a giant swan, singing about high interest to the reggae<sup>ii</sup> pop-hit 'Angel' by Shaggy.

A voiceover at the end of the ad says: 'Change to the current account that pays 20% more interest than all these banks.' Howard then holds up a sign that lists the rivals.

Howard made his debut appearance in December 2000 singing Tom Jones and Mousse T's 'Sex Bomb'. The ad topped *Adwatch*<sup>iii</sup> in February 2001, the first time a bank had done so in the survey's history. The campaign continues and has included other singing/ dancing employees like Yvonne McBride, who sang Ricky Martin's 'Livin' la Vida Loca' to promote *Halifax* credit cards and Matt Thornfield, who sang a version of 'Who let the dogs out?' by the *Baha Men*.<sup>iv</sup>

*Halifax* has achieved the strongest level of recognition and branding compared to other financial ads and is no.1 on people's consideration list for current accounts.<sup>v</sup>



<sup>i</sup> LloydsTSB, HSBC, Barclays, and Natwest.

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<sup>ii</sup> West Indian musical style.

<sup>iii</sup> In *Marketing*.

<sup>iv</sup> *Halifax ad sticks with winning 'staff singing pop' formula*, press release, <http://www.dlkw.co.uk>, 21<sup>st</sup> February 2002.

<sup>v</sup> Information provided by DLKW and Halifax.

IMAGES: DLKW