

PRESS RELEASE



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The Flintstones are back from Bedrock to front the new Halifax advert

- Halifax and adam&eveDDB have once again teamed up with Warner Bros. Consumer Products to launch the new TV advert
- The new ad features Stone Age favourites *Fred & Wilma Flintstone* who visit Halifax to switch their current account
- The new advert launches on Tuesday 7th June



Still from new Halifax TV advert

Halifax has today unveiled Fred Flintstone as the latest iconic character to feature in its new advert.

Created by adam&eveDDB, the ad tells the story of what happened when *Fred Flintstone* and his wife *Wilma* visit a Halifax branch in their search for a modern bank. Helped by colleagues, *Fred* is able to easily switch his current account to the Halifax and receive a £125 reward. He uses his reward to improve the performance of his car by buying some new trainers.

The ad launches on Tuesday 7th June. It will be shown during the breaks of popular programmes, including the first Euro 2016 match between France and Romania. *Fred Flintstone* will also feature in branch and online advertising, as well as social media to promote the £125 current account switching offer.

It was filmed at London's Old Broad Street branch and features real Halifax colleagues as extras.

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Russell Galley, Managing Director, Halifax said:

“At Halifax, we pride ourselves on doing things a little differently. It doesn't matter who walks through the door, they will get a great welcome, great service and great products. *The Flintstones* will help us to showcase Halifax as a modern bank that makes banking simpler, easier and more rewarding for customers.”

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

“Halifax has a rich heritage of marketing campaigns that aren't like other banks, that stand out and get talked about. Our campaign is off to a flying start and I'm delighted that the next exciting instalment will see *The Flintstones* getting the famous 'extra' treatment.”

ENDS

Notes to editors:

The wider campaign, which includes branch and online advertising, will promote the £125 to switch offer and is available from 7 June until 18 July.

Switching offer:

- This offer is available to customers who use the Current Account Switching Service (CASS) to switch their current account and close their old account held elsewhere.
- Customers who switch to the Halifax Reward Current Account can earn over £185 in rewards during the first year. This includes:
 - £125 switching bonus, paid within three working days of completion when customers use the CASS
 - A further £60 per year through 12 x £5 monthly reward payments when customers pay in £750; pay out two direct debits, and stay in credit each month
 - Online and mobile banking customers can also earn cashback with top retailers with Cashback Extras
- The offer is not available if customers have received a Halifax switching offer since January 2012. Majority of customers will receive their switching bonus before the end of the seven day switch

The new advert:

The advert was filmed in London's Old Broad Street branch. Real Halifax colleagues appear as 'extras' in the new advert as well as actor Brain Lonsdale who has appeared in BBC's *Doctors* and films such as *Valiant* and *4 weeks*. It is the second ad in a series of new adverts which celebrates how Halifax's down to earth and friendly colleagues give “extra” to every single customer, illustrated by a range of surprising and charming characters. Other popular characters will appear in a range of adverts later this year looking for help with their finances.

How Fred was brought transported to modern day?

The Mill's VFX team once again collaborated with adam&eve and Directors dom&nic to faithfully bring back to life the original *Flintstones* characters and place them in situ with the modern world as part of the new Halifax campaign. The team carried out extensive research and worked closely with Warner Bros. Consumer Products to get the character designs as accurate as possible; sharing drawings back and forth and studying every detail of the animation, including poses and gestures that make up these classic characters 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

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individual frame by hand, whilst ensuring *The Flintstones* family 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 also hand animated and colour graded the entire end sequence, where we see *Fred* with his new shoes taking *Wilma* home followed by *Dino*, to give it a classic aged look.

The Flintstones facts:

- First broadcast in September 1960
- Hundreds of episodes were made with countless repeats worldwide
- This Warner Bros. property, was produced by the famous Hanna-Barbera animation studios, also home to *Yogi Bear*, *The Jetsons* and *Scooby-Doo*, as well as many others
- Humorously depicted the lives of *Fred* a working-class Stone Age man, his wife *Wilma*, and their next-door neighbour and best friends, *Barney and Betty Rubble*
- The show's gimmick was that the *Flintstones* family had everyday modern situations set in prehistoric times
- There was no electricity but modern conveniences like dishwashers were powered by animals such as dinosaurs
- *Fred* is an accident-prone bronto-crane operator at the Slate Rock and Gravel Company
- *Fred* and *Barney* are members of the fictional bowling club "Loyal Order of Water Buffaloes"
- *Fred's* trademark yell is "yabba dabba doo!"
- After the *Flintstones'* daughter *Pebbles* was born, the *Rubbles* adopted their son *Bamm-Bamm*

About Warner Bros. Consumer Products

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

THE FLINTSTONES and all related characters and elements © & ™ Hanna-Barbera. (s16)

Assets:

[Preview of the new Halifax advert](#)

Stills: available on request

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