

PRESS RELEASE



21/07/2017

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HALIFAX TURNS TO YOUTUBE STARS TO HELP TEENS MANAGE THEIR MONEY

- Almost three quarters of 5 to 15 year-olds regularly use YouTube
- Less than half of 11 to 15 year-olds regularly use online banking to stay on top of their money
- Only 57% of parents believe they are the biggest influence on their children's financial education
- Partnership with vloggers aims to teach teens the basics of spending, saving and staying safe online

Halifax has teamed up with three vloggers to help some of their youngest customers understand more about the basics of managing their money.

The vloggers have each created a number of short videos aimed at 11 to 15 year-olds, focused on smart saving, smart spending and how to stay safe online. Halifax is also creating a short video aimed at parents to give them more confidence when talking to their children about these things.

Talking to teens about money matters can be challenging, however youngsters are often influenced by their peers and social media. Research from Internet Matters shows that children post an average of 26 times a day on social networks like Facebook, Instagram and YouTube. YouTube has given teenagers both a platform and an audience to talk about the things that matter to them.

Despite spending 15 hours a week online, less than half (48%) of 11 to 15 year-olds with a Halifax account regularly use online banking.

The three vloggers, [Ambi](#), [Evie](#) and [Oscar](#), already have established channels on YouTube which they use to vlog to an audience of over 55,000 subscribers. Aged 14, 14 and 15 respectively, they are already talking to their peer group about a number of things from fashion to politics, and their subscribers are at a key stage in their lives to develop an understanding of the basics of personal finances.

Nick Williams, Managing Director for Consumer Digital at Halifax said: "Managing your money is important whether you're 11 or 111. We recognise the challenge of helping to educate our youngest customers and the vloggers have been brilliant by sharing their stories to give their peers the confidence to look after their money today and in the years to come."

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AmbiC, from West Yorkshire said: “I’ve teamed up with Halifax to talk to other teenagers about money matters that we tend not to stop and think about. My vlogs cover a few money basics and offer tips and advice.

“I hope they will help other teens understand money matters a bit more, and get them to think about the choices they make when it comes to managing their own finances. I think it’s important that we learn how to save, spend and look after our money wisely.”

A selection of the vlogs are available on the [Halifax YouTube channel](#) and have been shared by the vloggers themselves.

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Notes to Editors

About Lloyds Banking Group

Halifax is part of Lloyds Banking Group.

Lloyds Banking Group is building the business and strategy with digital firmly at the centre. The Group has committed to invest £1 billion in digital capability until the end of 2017.

Lloyds Banking Group has 12.9 million active internet users and over 8.5 million actively use mobile, making them the ‘biggest mobile bank’ in the UK.

The Group also launched its 2017 Helping Britain Prosper Plan, with a renewed focus on being ‘more than a bank’.

Launched in 2014, the Helping Britain Prosper Plan set out seven public commitments supported by 26 individual metrics, designed to address some of the biggest issues facing Britain. The Group has grown its understanding of these issues over the past three years and, as with earlier Plans, has adapted its 2017 Plan to ensure it is even more powerful and in tune with today’s market.

The 2017 Helping Britain Prosper Plan is more streamlined and the focus remains on how the Group can best help Britain. Five areas of focus have been identified as the biggest social and economic challenges to which the Group can respond, including a commitment to help Britain’s digital capability by helping to train 700,000 individuals, SMEs and charities in digital skills this year with a target of 2.5m by 2020.

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Improving digital capability in the UK is one of the key challenges the Group has committed to address, by providing face-to-face digital skills training, including internet banking, for 2.5 million individuals, SMEs and charities by 2020.

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