

Cilla stars in new TV ad for LV



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Press Release Summary: Insurance and investment group LV= launch TV advertising campaign to promote its 50 Plus Plan headed by Cilla Black

Press Release Body: Insurance and investment group **LV=** has launched its second TV advertising campaign to promote its '**50 Plus Plan**' with legendary singer and **Blind Date star Cilla Black**.

The new TV advertisement was created by marketing agency 'redtag' and hit the nation's screens on 14th July, promoting the [LV= life insurance](#) policy.

The new [LV](#) TV advert has been developed with the **LV=** brand and its green heart brand icon at the heart of the concept. It shows Cilla walking through a park on a summer's day, surrounded by families and people enjoying time with their loved ones. The theme of the advertisement is to 'look after what you love'.

Heidi Welch, Director of Direct Distribution for LV=, said: "We received such a positive response to our first campaign featuring **Cilla** last year. We believe that she is the ideal figure to connect with people facing retirement, and get across our message on the importance of looking after families financially. We are pleased that the new advertisement demonstrates so clearly that protecting families is at the heart of our business."

Launched in October 2004, the [LV= 50 Plus Plan](#) is aimed at 50 to 80 year olds. The [life assurance](#) policy provides guaranteed cover with a cash lump sum payable on death, without the need to answer any health questions. **Cilla** first became the face of the advertising campaign in June 2007 and **LV=** is currently donating £1 to her chosen charity WRVS* for every new 50 Plus Plan taken out during 2008.

Kevan Kelsey, Creative Director at redtag, said: *"Instead of producing another nostalgic advertisement, we wanted **Cilla** surrounded with families in the present day. We also introduced the **LV=** green heart brand icon throughout the advertisement in line with the new branding and other **LV=** advertising campaigns. It was great to have Cilla back in the new advertisement - a true professional as always."*

The advertisement will air on terrestrial, satellite and cable channels.

* Formerly known as the **Women's Royal Voluntary Service**, it officially changed its name to WRVS in 2004.

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Notes to editors:

About

LV= is a trademark of **Liverpool Victoria Friendly Society Limited (LVFS)** and a trading style of the **Liverpool Victoria** group of companies. The new **LV=** brand identity was launched in March 2007.

LV= employs over 2,500 people, serves more than 2.5 million customers and members, and manages around £8 billion on their behalf. **LV=** are also the UK's largest friendly society and a leading mutual financial services provider, including banking, [life insurance](#) and investments services.

LVFS is authorised and regulated by the Financial Services Authority and entered on the Financial Services Authority Register No. 110035. **LVFS** is a member of the ABI, AMI, AFS and ILAG. Registered address: County Gates, Bournemouth BH1 2NF.

The 50 Plus plan is provided by **Liverpool Victoria Life Company Limited** registered in England No. 597740, authorised and regulated by the Financial Services Authority, entered on the Financial Services Authority Register, No. 110423.

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