

Success of Barclaycard advertising campaign prompts return of comic duo



Released on = August 27, 2007, 7:28 am

Press Release Author = [Barclaycard](#)

Industry = [Financial](#)

Press Release Summary = **Barclaycard has revealed its latest national TV advertising campaign**

Press Release Body = **Barclaycard** has revealed its latest national TV advertising campaign. The new adverts see the return of the actors **Julian Rhind-Tutt and Stephen Mangan** from the Channel 4 comedy show, Green Wing.

The campaign promotes the benefits of using a **Barclaycard** (<http://www.barclaycard.co.uk/>) including interest free periods (http://www.barclaycard.co.uk/products/apply/card_range.html) on purchases and balance transfers (http://www.barclaycard.co.uk/products/apply/card_range.html) plus online fraud prevention. In addition to the 40 second adverts, **Barclaycard** will also use print advertising to support the campaign which will launch on the same day.

The creative, produced by advertising agency **BBH**, continues **Barclaycard's** tradition of using comedy actors to front campaigns, and communicates the benefits to customers of using their **Barclaycard**. **Rhind-Tutt and Mangan** are again driving across America and living out of their car. Rhind-Tutt's character has more opportunities to save his friend, from sticky situations of his own making, by producing his **Barclaycard**.

Mangan and Rhind-Tutt follow in the footsteps of a string of celebrities that have fronted memorable **Barclaycard** campaigns, including **Rowan Atkinson, Alan Whicker, Jennifer Aniston and Jennifer Saunders.**

Gary Twelvetree, Director of Brand & Advertising at Barclaycard commented on the campaign launch:

*"We are delighted to welcome back **Julian and Stephen** in our new campaign after the success of the previous adverts which helped us to achieve real advertising cut-through in an industry that is fiercely competitive. Julian and Stephen's on-screen chemistry and comic personas fitted perfectly with the serious messages we want to get across about the benefits of having a **Barclaycard**."*

Steve Kershaw, Group Director at BBH commented:

*"These latest ads build on our previous work for **Barclaycard** and we're confident consumers will enjoy the campaign and take out a clear and powerful product message".*

...Ends...

Notes to Editors

To contact the **Barclaycard Press Office** please call 01604 251229.

Barclaycard product information is available at www.barclaycard.co.uk/

About Barclaycard:
Barclaycard is a multi-brand credit card (http://www.barclaycard.co.uk/products/apply/card_range.html) and loans business which also processes card payments for retailers and merchants and issues credit and charge cards to corporate customers and the UK Government. It is one of Europe's leading credit card businesses and has an increasing presence in the United States.

In the UK, **Barclaycard** comprises **Barclaycard, Sky Card, Thomas Cook and Argos branded credit cards and FIRSTPLUS secured lending.** **Barclaycard** also manages card operations on behalf of **Solution Personal Finance.**

Outside the UK, **Barclaycard** provides credit cards in the United States, Germany, Spain, Italy, Portugal, India, the United Arab Emirates and Africa. In the Nordic region, **Barclaycard** operates through Entercard, a joint venture with ForeningsSparbanken (Swedbank).

Key	facts:
Number of UK card customers:	9.6m
Barclaycard International cards in issue:	7.6m
Number of Barclaycard Business retailer/merchant relationships:	95,000

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