

M&S Travel Money hits the beach in new advertising campaign



Released on: July 11, 2008, 3:38 am

Press Release Author: [M&S Money](#)

Industry: [Financial](#)

Press Release Summary: M&S Travel Money launch a major new summer advertising campaign, starring Myleene Klass

Your destination for travel money

- Excellent exchange rates
- Commission-free
- Wide range of currencies
- Commission-free buy back

Watch the TV ad [Play](#)

Behind the scenes [Play](#)

Travel Money Rates Euro €1.2027 US Dollar \$1.9122 [Find out more](#)

Press Release Body: **M&S Travel Money** gets under the spotlight this summer, with a major advertising campaign, starring **Myleene Klass**.

Set to '**Bamboleo**' by the **Gypsy Kings**, with **Mariella Frostrup** providing the voiceover, the ad shows Myleene on the busy journey of preparation for her holiday. Viewers see her frantically packing, (including those much-admired bikinis) and visiting the beauty salon for essential last-minute holiday treatments. By contrast, she calmly picks up her foreign currency at her local **M&S Bureau de Change** and finally relaxes on the beach with a cocktail.

The 30-second ad created by **RKCR/Y&R**, shows that buying **travel money** at **M&S** is one holiday preparation that's stress-free, as it can be picked up with other last-minute holiday essentials at **M&S**.

Steve Sharp, Executive Director of Marketing at M&S, said: *"Myleene is the perfect choice for this ad. Not only is she financially savvy, she is also a busy young mum, who simply doesn't have enough hours in her day, so appreciates the convenience of being able to pick up her currency at M&S. She also looks fantastic in her **M&S** bikini of course."*

The campaign will air until 20th July. The ad and a '**behind the scenes**' film, including an interview with Myleene, can be viewed on the **M&S Money** website at **www.marksandspencer.com/money**

The ad is supported by a fully integrated marketing campaign including instore promotion and posters on **M&S** lorries. Digital advertising includes banners on a range of travel websites such as tripadvisor.com and lastminute.com where visitors can get a 'live' currency conversion. **M&S Travel Money** website also features a travel money bureau locator and a 'live' **currency converter** .

M&S Travel Money offers a wide range of currencies at competitive exchange rates, commission-free at in-store **Bureaux de Change**, online and by telephone. Now **M&S** is making it even easier for holidaymakers to get their travel money with the launch of cash machines which dispense both euros and dollars in selected M&S stores.

M&S Travel Money can be ordered and purchased from bureaux de change in over 100 **M&S** stores and by telephone.

About M&S Money
Marks & Spencer Money (originally called **Marks & Spencer Financial Services**) was founded in 1985 as the financial services division of **Marks and Spencer Group plc**, initially to administer the

M&S Chargecard. It is now a significant player in financial services, offering a wide range of products in the credit, investment, insurance and savings sectors.

ENDS

Notes to Editors:

M&S Travel Money - Key Features Competitive exchange rates updated daily Over 50 currencies available by phone, widest selection of currencies On the high street at M&S in-store bureaux de change No commission on foreign currency notes and foreign currency travellers' cheques (1% charge on sterling travellers' cheques) Commission-free buy-back **M&S** in-store bureaux de change open seven days a week, including weekday evenings up to 10.00pm depending on store opening hours Free delivery on telephone orders of £500 or more (for orders of less than £500 there is a £5 delivery charge) Fully insured registered post

Images from the TV advertisement are available from **M&S Money Press Office** and on headlinemoney.co.uk

Web Site: <http://www.marksandspencer.com/money/>

Contact Details: For further information please contact:

Liz Neild

M&S Money Press Office

Kings Meadow

Chester

CH99 9FB

01244 686 068