

National Savings & Investments fetches award at the Financial Services Forum



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Press Release Summary: National Savings & Investments win industry award for successful MyLostAccount campaign

Press Release Body: National Savings and Investments (NS&I) has been awarded the Most Effective Advertising Campaign at this year's Financial Services Forum Awards for Marketing Effectiveness for the successful campaign for mylostaccount.

Launched in January 2008, [mylostaccount](#) is the free, 'one-stop shop' website to trace bank, building society and NS&I savings accounts. Designed to make it quicker and easier to search for [lost savings](#), the website brings together the existing tracing schemes from the British Bankers' Association (BBA), Building Societies Association (BSA) and NS&I.

mylostaccount was promoted by an extensive online and print campaign that commenced in February 2008. The campaign was fronted by a cartoon image, 'Fetch' the dog, and was designed to appeal to a wide audience.

Ayesha de Silva, Online Marketing Manager at [National Savings & Investments](#) who collected the award said, *"To receive the award is a real honour for all of us at NS&I and our partners, the BBA and BSA. The mylostaccount website has certainly proved popular with the public in 2008 and the concept of 'Fetch' was a straightforward and fun way to make people aware of the new website."*

The campaign identity and advertising was developed and produced by CST

and media buying handled by OMD UK. The website was built by Wrenhill.

In the first six months of mylostaccount, more than 140,000 people submitted search forms for money left unclaimed in dormant bank, building society and NS&I accounts. This compares with 44,000 claims in 2007, via the BBA's, BSA's and NS&I's own tracing services, prior to the launch of the website.

The free website has also averaged over 760 claims per day since its launch, as savers have become more aware of this easy way of checking whether any of the estimated £1 billion lying in dormant accounts is rightfully theirs.

The Financial Services Forum Awards for Marketing Effectiveness, introduced in 2002, are dedicated to recognising and rewarding proven success in the presentation and promotion of financial services and products. At the award ceremony the site was also Commended for two other awards, in the Digital Activity and New Product, Service or Innovation categories.

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About

mylostaccount:

mylostaccount is a free website created by NS&I along with the British Bankers' Association (BBA), the Building Societies Association (BSA), which is designed to help account holders search for lost bank, building society and NS&I accounts by simply completing just one application form.

About

NS&I:

NS&I is one of the largest financial providers in the UK with 28 million customers and over £83 billion invested. It is best known for Premium Bonds, but also offers [High Income Bonds](#), [ISA accounts](#), Guaranteed Equity Bonds and Children's Bonus Bonds in its range. All products offer 100% security, because NS&I is backed by HM Treasury.

NS&I products are available over the telephone, internet, post and by standing order. They are also available through a network of 14,000 UK Post Office branches.

Web Site: <http://www.nsandi.com/>

Contact Details: For further media information, please contact:

Gill Stephens

National Savings and Investments

375 Kensington High Street

London

W14 8SD

020 7348 9449

www.nsandi.com