

MEDIACOM

WORK

M-Word

AWARD WINNING

13 AUG 2020

We helped Lloyds Bank create the M-Word, a stigma-busting campaign which got the nation talking about money.

Challenge

1 in 3 people in the UK have experienced money-related stress in the last month. In typical British fashion, instead of talking about it, Brits tend to keep it quiet because talking about the money can make them uncomfortable.

Research showed money is a more sensitive subject for UK families than sex, religion or politics. We needed a new way to demonstrate the brand promise of being 'by the side of

every generation', and to convince people that Lloyds Bank were best placed to help them with their finances.

Idea

We created the 'M-Word' a purpose led campaign that encouraged the UK to tackle one of its most taboo topics and got people talking through broadcast media (AV, outdoor, social and print).

We created *Save Well, Spend Better*, a five-part, primetime TV show with Channel 4 to show people how to have these conversations. We also included a media first in the form of a special interactive live chat service with counsellors from charity *Relate*, which was offered to viewers during and after the show.

Results

Our campaign reached 97% of the population. But more importantly, association as 'the bank who encourages people to talk about money with friends/family' has risen by over 50%.

YouGov Index and Reputation scores rose by +37% and +30% YoY respectively.

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