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## Lloyds Banking Group redefines agency model with new creative and strategic partners

Lloyds Banking Group has appointed Ogilvy Experience as its new 121 and digital marketing creative partner, to build deeply personalised customer communications experiences and further support the Group's purpose to help Britain Prosper.

Ogilvy Experience won the competitive pitch - managed by Ingenuity - with their talented team, who bring a wealth of knowledge and innovative capabilities. The agency will officially start working as Lloyds Banking Group's dedicated creative experience partner in April, working across the portfolio of brands.

**Chris Davis-Coward, Head of Customer Engagement at Lloyds Banking Group said** *“Lloyds Banking Group is committed to our purpose of helping Britain prosper and working with other experts in their field helps us achieve our aims. Our marketing disciplines need tailored solutions to deliver the personalised communication experiences we want to give our customers, which is why we're working with dedicated creative and strategy partners, to support our ambitions.”*

**Clare Lawson, Chief Executive Officer, Ogilvy Experience said** *“Ogilvy Experience specialises in creating enduring customer relationships for brands. We are delighted to be partnering with the iconic British brand that is Lloyds Banking Group, to create the most deeply relevant customer interactions in 121 and digital channels anywhere in the industry.”*

### Strategic partner

In addition to the partnership with Ogilvy Experience, Lloyds Banking Group has expanded its partnership with Stick & Twist, as its lead strategy partner across all 121 marketing, having worked with them across a number of marketing strategy briefs over the last four years.

**Nick Baker, founder of Stick & Twist said:** *“We're thrilled to be extending our strategic partnership with Lloyds Banking Group. They have continually demonstrated their ambition to challenge themselves and their approach to marketing strategy and planning. Their hunger and motivation to try new approaches to engage and interact with their customers is palpable, as is their obsession with being a customer-first organisation.”*

## Media Contacts



Ellie Morris | [ellie.morris@lloydsbanking.com](mailto:ellie.morris@lloydsbanking.com) | 07788 352 541

# Press Release



*“This is just another step forward on that journey, and we look forward to collaborating with both the client team and Ogilvy Experience to deliver exceptional customer experiences that deliver true customer and business value.”*

These new and strengthened partnerships, which represents a redesign of the agency model for the Group, will deliver relevant and individually tailored 121 communications for the Group’s customers, powered by data and analytics.

**ENDS**

**Notes to editor:**

Lloyds Banking Group brands included; Lloyds Bank, Halifax, Bank of Scotland, Lex Autolease and Blackhorse.

## Media Contacts



Ellie Morris | [ellie.morris@lloydsbanking.com](mailto:ellie.morris@lloydsbanking.com) | 07788 352 541