

This is a peer-reviewed, final published version of the following document and is licensed under All Rights Reserved license:

Murray, Matthew (2004) TBWA makes finances easy. Campaign.

Official URL: <http://www.campaignlive.co.uk>

EPrint URI: <http://eprints.glos.ac.uk/id/eprint/4487>

Disclaimer

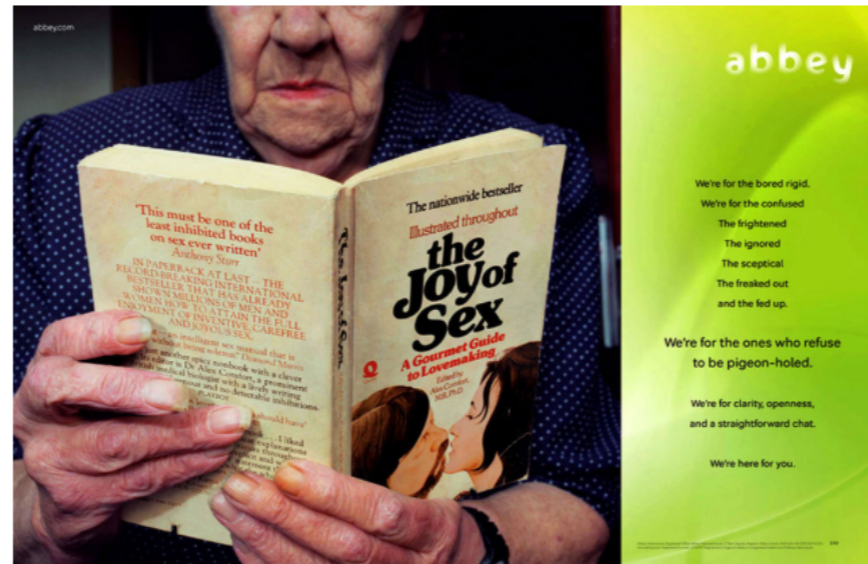
The University of Gloucestershire has obtained warranties from all depositors as to their title in the material deposited and as to their right to deposit such material.

The University of Gloucestershire makes no representation or warranties of commercial utility, title, or fitness for a particular purpose or any other warranty, express or implied in respect of any material deposited.

The University of Gloucestershire makes no representation that the use of the materials will not infringe any patent, copyright, trademark or other property or proprietary rights.

The University of Gloucestershire accepts no liability for any infringement of intellectual property rights in any material deposited but will remove such material from public view pending investigation in the event of an allegation of any such infringement.

PLEASE SCROLL DOWN FOR TEXT.



TBWA, London

abbey

We're for the bored rigid.
We're for the confused
The frightened
The ignored
The sceptical
The freaked out
and the fed up.

We're for the ones who refuse
to be pigeon-holed.

We're for clarity, openness,
and a straightforward chat.

We're here for you.

<http://www.campaignlive.co.uk/article/tbwa-makes-finances-easy-abbey-tv-drive/203112#SKi2HiKfDrvEZOIL.99>