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

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PLEASE SCROLL DOWN FOR TEXT.

The advertisement is set against a green textured background that resembles a bulletin board. A photograph of a smiling couple is pinned to the board with a white pushpin. The man in the photo has several colorful pushpins stuck to his face. To the left of the main photo is a smaller, white-bordered photo of the same man with a blue pushpin on his face. To the right of the main photo are three more pushpins: a blue one, a red one, and a brown one. On the right side of the advertisement, there is a blue vertical sidebar with the word "abbey" in white lowercase letters at the top. Below the logo, there is a series of short, humorous lines of text.

abbey

The biggest cause of arguments
between couples isn't sex.
Or picking tennis.
Or even TV channels.
It's money. Who spend what. Who contributes more.
Most of these arguments come about
because we're not in control of our money.

**Your relationship may be at risk if
you do not keep up repayments.**

Abbey's straightforward attitude and
simplified accounts will help you get
on top of your money.
So you can argue about sensible things.
Like sex. Or tennis. Or TV channels.

TBWA, London

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