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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, a smaller photo of the man's face with a blue pushpin is also pinned. To the right of the main photo, a blue pushpin and a red pushpin are pinned to the board. 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 list of common causes of arguments between couples, with the last one being the most serious. The text is as follows:

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>