



Pounds to Pocket Launches New 'Don't Be Alienated' TV Adverts

London, England (26 February 2013) - [Pounds to Pocket](#), one of the UK's leading personal loan providers, unveiled a new TV campaign debuting three satisfied space alien Pounds to Pocket customers. The new campaign urges customers not to feel 'alienated' if they have experienced difficulty in securing a loan through a mainstream provider.

The lender, specialising in offering personal loans, has created 30 and 60 second adverts to help communicate key aspects of their business, such as the quick and simple online application process and manageable monthly payments with clear terms and no hidden fees.

Rachel Clark, head of Marketing for Pounds to Pocket said, "In the current tough financial climate, many customers can be left feeling isolated when trying to obtain access to credit. We know from our research that customers who have taken loans with us value our simple application process and flexible, manageable repayment schedule. We wanted to create an advertising campaign that would help explain our services and products."

The adverts are featured on major UK TV channels and can also be viewed by visiting [Pounds to Pocket's YouTube](#) page.

Susie Dullard / Lydia Edmonds
020 3023 9035 / 9077
media@quickquid.co.uk

About Pounds to Pocket: Pounds to Pocket is one of the UK's leading personal loan providers, offering online unsecured loans of up to £2,000 spread over a manageable repayment schedule.

For more information, please visit <http://www.poundstopocket.co.uk>.