



Friday, 6 November 2015

### **New ad celebrates credit card obsessions of MBNA 'staff'**

Chester, UK: Leading UK credit card company MBNA kicks off a new brand advertising campaign on Friday 6 November. It celebrates the backroom boffins who take enormous pride in being good with customers' money. Click [here](#) to watch.

MBNA's 'staff' are obsessive about credit cards. The new brand campaign showcases how they make a virtue out of being boringly good at all the nitty-gritty behind your card. For over 20 years, MBNA has been quietly providing a range of award-winning credit cards to millions of consumers "under the radar".

The ad features four MBNA 'staff', the boffins behind the MBNA credit card, shown in the outside world and a little out of their comfort zone. But when they're back in their natural environment, the MBNA 'offices', they're the finance experts. The payment ninjas.

"At MBNA, we focus every day on making sure we get the details right for our customers. People want to know they can rely on us for the 'financial stuff'. Our new campaign showcases how we make a virtue out of being boringly good at managing your credit card," said James Poole, Strategy and Innovation Executive at MBNA.

MBNA is one of the leading suppliers of credit cards to consumers in the UK. It issues credit cards in its own name and also for a number of iconic brands including Manchester United, Chelsea, Virgin Atlantic Airways, Emirates, the RSPCA, National Trust and British Heart Foundation. MBNA is now building its own brand name through this campaign.

The campaign was produced by Manchester-based TBWA with media planning by MEC Global. The overall campaign features the 40-second TV commercial, digital and social media and national press advertising.

**ENDS**

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### **What you see is what you get**

- MBNA provides only unsecured\* consumer credit – no more, no less. It won't try to sell you other products.
- MBNA is entirely based in the UK and primarily serves UK-based customers.
- MBNA has no branches. The majority of its customers apply for and service their accounts online.
- MBNA and its employees play a key role in the community, providing grants, volunteering and providing advice on financial matters.

\* Examples of secured credit would be a mortgage or a car loan.

### **MBNA – driving the move to mobile**

- MBNA was an early pioneer of contactless payment technology. One hundred percent of its cards today are contactless payment-enabled.
- MBNA broke new ground with an eligibility checker that doesn't impact applicants' credit scores.
- MBNA was early to introduce a PIN-display feature in its online card service.
- [uSwitch](#) customers recently voted MBNA the best credit card app on the market.

### **About MBNA Limited**

[MBNA Limited](#) is a wholly owned subsidiary of Bank of America Corporation (NYSE: BAC). It is one of the UK's leading credit card providers and was voted Credit Card Provider of the Year for the second year running in the Consumer Moneyfacts Awards 2015. MBNA is committed to implementing innovations to make life easier for our customers. Headquartered in Chester for over 20 years, the company has a long history of investing in the Chester Marathon, Chester FC, the Chester Music Festival and the University of Chester.