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of Barclays – By repositioning itself as “go to Bank” in the year 2014 Barclays have recreated a culture of trust. Barclays has through its recent advertisements have tried to educate customers of their financial needs and how

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enabling them to
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Section one

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Our multi-brand
portfolio Our
portfolio of iconic
brands offers real
choice for
customers and
businesses. So we

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can meet the needs of much wider audiences through our scale and reach. The value of our portfolio is driven by our brands distinct and powerful associations that appeal to different

Lloyds Banking

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Group Guideline
(update)

Lloyds Banking Group is best known for its portfolio of financial services brands that features many of the UK's best-known brands. Together they allow the Group to serve the breadth

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of financial needs
of a diverse range
of millions of
customers every
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