



**Lloyds Bank International Private Banking**  
**Unlocking wealth worldwide.**

This was part of an integrated international TTL campaign targeting the ultra-rich all over the globe for Geneva-based Lloyds Bank International Private Banking. Not only did the campaign exceed expectations – this brochure sailed through compliance first time with barely a change (which must be a first) and was reprinted with only essential amends for at least 9 years.

