

Loose Women and Nationwide Building Society team up for Anti-Bullying Week

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Andrea McLean and Brenda Edwards Front New Campaign

Loose Women are partnering with Nationwide Building Society on an empowering new campaign for Anti-Bullying Week, launching on screens from Monday 16th November.

The two 30 second adverts, produced by ITV Daytime Studios, will feature Loose Women anchor Andrea McLean and panellist Brenda Edwards, both of whom have openly discussed being victims of bullying in the past.

The creatives will feature child actors playing younger versions of Andrea and Brenda, as they grapple with hurtful and belittling remarks from bullies.

Andrea and Brenda then appear as they are today, as two strong, resilient women, in a statement of defiance and solidarity.

Brenda emphatically states "I didn't listen to them. Now I'm a proud mum, a Loose Woman. We can do this, together."

Loose Women have joined forces with Nationwide Building Society, who have partnered with The Diana Award to fund the training of 10,000 Anti-Bullying Ambassadors to help build mutual respect and end bullying in schools.

Anti-Bullying Week runs from Monday 16th November until Friday 20th November.

Sue Walton, Commercial & Development Executive, ITV Daytime Studios said:

"Loose Women has long championed discussions around anti-bullying, such as the award winning 'Lighten the Load' campaign, which amongst other things looked at the impact bullying can have on the mental health of children and teens. So it felt like a natural partnership for Loose Women to team up with Nationwide this Anti-Bullying Week. The Nationwide's funding for the training of anti-bullying ambassadors is sure to have a far reaching impact and we are delighted to help shine a light on an issue which is so important to all of us."

Paul Hibbs, Director of Advertising at Nationwide Building Society, said:

"We're extremely passionate about the important work The Diana Award are doing to put an end to bullying. Through our partnership and commitment to fund the training of an additional 10,000 Anti-Bullying Ambassadors in primary schools we hope to build a more mutually respectful society and make schools the happy place they should be. Working with Loose Women really help us to broaden the reach of this important message to the people who matter most, parents and grandparents who we know worry about the fear of their children being bullied at school"

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