

# Press Release

Boosey & Hawkes Music Publishers Limited

5 June 2007 for immediate release



Photo: © Nick Chernin

## Elena Kats-Chernin

### wins new audiences through Lloyds TSB campaign

#### Elena Kats-Chernin

*Eliza Aria*

For the journey...  
with Lloyds TSB

Elena Kats-Chernin's music has reached new audiences thanks to the high profile *For the journey...* advertising campaign by bank Lloyds TSB, due to run throughout the summer. The popular series of commercials introduces a linked sequence of touching contemporary 3D animations by animator/director Marc Craste, perfectly matched by Kats-Chernin's haunting *Eliza Aria*.

250,000 advert views on  
YouTube and Kontraband

As soon as the campaign was launched in February on TV and in cinemas, Lloyds TSB was inundated with enquiries about the music. The first adverts have received over 250,000 views on video websites such as YouTube and Kontraband and over 23,000 visitors to Kats-Chernin's MySpace page have listened to *Eliza Aria*. Due to the unprecedented interest in the music Lloyds TSB is currently offering its customers 10,000 free ringtones and 10,000 free downloads of *Eliza Aria* on [www.lloydstsb.com](http://www.lloydstsb.com). Ringtones and downloads have been provided by [www.booseytones.com](http://www.booseytones.com), the Boosey & Hawkes ringtones service.

Lloyds TSB offers free  
ringtones and downloads

Kats-Chernin statement

Elena Kats-Chernin says: "When I saw the first Lloyds TSB advert I was so impressed by the great skill and brilliance of the animation. I loved the way accents in the storyline were matched with those in my music, and how much could be said in a minute. *Eliza Aria*, which had been recommended for the advert by my publisher, was already five years old as a composition and two years old as a recording, so I was amazed at the scale of the public reaction. More people responded to my music than could ever happen at the concert hall, ballet or on the radio."

Lloyds TSB statement

Nigel Gilbert, group marketing director, Lloyds TSB said: "Eliza Aria is a wonderfully original and beautiful piece of music. It's thrilling that so many people have been touched by it having heard it on our ads and we are delighted to be offering the track for customers to enjoy on our website."

*Eliza Aria* drawn from  
hit *Wild Swans* ballet

The music heard on the adverts is drawn from Kats-Chernin's ballet music for *Wild Swans*, created with choreographer Meryl Tankard for Australian Ballet in 2003. Proving a hit at box offices in Sydney and Melbourne, the production became the most successful new Australian ballet on record. *Wild Swans* was based on the Hans Christian Andersen story, and its fairytale atmosphere made it ideally suited to the animated stories of the advertising campaign.



Kats-Chernin's *Wild Swans Concert Suite*, containing a voice and orchestra version of *Eliza Aria*, is available on an ABC Classics disc, also featuring her *Piano Concerto No.2* and *Mythic* (476 7639). The CD was reissued in May with a new cover illustration from the Lloyds TSB campaign, and the advert track is available as a download from iTunes. Boosey & Hawkes has published a piano-vocal-guitar version of *Eliza Aria* in an arrangement by the composer.

Alongside all this screen and cyber activity, Kats-Chernin continues her busy composing schedule. Current projects include a new bassoon clarinet concerto commissioned by the City of London Sinfonia, Swedish Chamber Orchestra, North Carolina Symphony and the Tasmanian Symphony Orchestra for Michael Collins, due for premiere in April 2008.

For further information visit [www.boosey.com/katschernin](http://www.boosey.com/katschernin) or contact: **David Allenby** (Head of Publicity and Marketing) on [david.allenby@boosey.com](mailto:david.allenby@boosey.com) or tel: +44 (0)20 7054 7253

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