

Molly Is The New Face Of M&S Pet Insurance



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A beagle from South Wales is to become the new face of M&S Pet Insurance after winning a national competition to find a cat or dog with true star quality to feature in a future marketing campaign.

To enter the competition, which ran from April until the start of June, [M&S pet insurance](#) customers were asked to simply submit a photo and a few words about why their cat or dog is a star. Following the huge response to the competition and after some close deliberation by the judges, five-month-old Molly, who lives with The Mainwaring family in Blackwood, Gwent, was named the M&S Pet Star contest top-dog.

This means that Molly will now have a professional photo shoot and be featured in promotional material for a forthcoming M&S Pet Insurance campaign. The Mainwaring family will receive £100 worth of M&S vouchers. Sian Mainwaring said: "Molly is very mischievous and certainly has a mind of her own but we forgive her anything - most of the time. She means so much to us and it is wonderful that she will now be the face of M&S Pet Insurance."

Amanda Newman, M&S Head of Marketing, said: "The huge response to the competition illustrates the fact that we are a nation of cat and dog lovers. It was wonderful to spend time looking through all the photos and reading why the cats and dogs mean so much to their owners."

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About M&S Money

M&S Money (the trading name of Marks & Spencer Financial Services) was founded in 1985 as the financial services division of Marks and Spencer Group plc. The company is now a top ten credit card provider and the second largest travel money retailer in the UK. M&S Money also offers a range of insurance cover, including [travel insurance](#), [home insurance](#), [car insurance](#), loans, savings and investment products.

In November 2004, Marks & Spencer sold M&S Money to HSBC. The Group serves customers worldwide from around 9,500 offices in 86 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$2,527 billion at 31 December 2008, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

M&S Money has an executive committee comprising an equal number of representatives from HSBC and Marks & Spencer.

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