



A Vodafone advertisement for 'Choice' featuring Joanne Farrell. The top left has a red banner with 'Vodafone Choice' in white. Below it, text reads 'Free 1 May 2005' and 'Price plans, mobile phones and accessories'. The main headline says 'Talk for up to 60 minutes, pay for just 3 with Vodafone Stop The Clock™'. Below that, it says 'PLUS Up to 1000 free texts every month for 6 months*'. At the bottom left, it says 'Exclusive 3G phones'. On the right, Joanne Farrell is shown from the chest up, sticking her tongue out playfully. A small Vodafone logo and the text 'How are you?' are in the bottom right corner. A small disclaimer at the bottom left reads '*For full terms and conditions see pages 18-19'.



A Lloyds TSB advertisement for 'Savings all sorted'. At the top, it says 'You first Lloyds TSB'. The main headline is 'Savings all sorted' in white text on a blue and green background. Below that, it says 'A choice of ways to save' next to a small graphic of stacked colored blocks. The bottom half of the ad features a photograph of Joanne Farrell sitting at a desk, looking down at some colorful blocks. At the bottom, it says 'Talk to us today and you could win all sorts of cash prizes'.

JOANNE FARRELL

MCT
MODELS



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