

New Commercial Arts Press Release  
Friday 17th April 2026

## MoneySuperMarket Enlists David Tennant to Launch New Chapter of ‘MoneySuperSeven’ Campaign

- New TV spot *Dodgems* launches on Friday 17<sup>th</sup> April 2026
- Advert introduces MoneySuperMarket’s new positioning as *Where Better Off Begins*
- New campaign is the brand’s latest work with New Commercial Arts, and the fifth chapter in the *MoneySuperSeven* campaign, first launched in 2022



**17 April 2026:** [MoneySuperMarket](#) is launching *Where Better Off Begins*, a new brand platform that reflects a move from price comparison to an everyday financial companion. By combining technology powered savings, SuperSaveClub rewards, its Savings by MoneySuperMarket platform and app, and an integration with ChatGPT, the campaign signals the business’s focus on helping households to not only save money, but feel more in control of their finances and better off overall.

The latest chapter of the MoneySuperSeven platform sees award-winning actor David Tennant step in to help train the team, as a wave of exciting developments gets underway at MoneySuperMarket. Previous ads have seen the MoneySuperSeven help people switch and save on their household bills. In the new campaign, Tennant plays the impressive yet eccentric Head of Training at the MoneySuperMarket Training Academy, where he guides a team of recruits through a series of scenarios preparing them for their most important mission yet: helping the entire nation on their journey to better off.

The launch sixty-second TV ad, *Dodgems*, directed by Freddy Mandy through Smuggler Films, sees Tennant set his new team their first training challenge, recreating the shock of an unexpected car insurance renewal and how MoneySuperMarket shows up when it matters.

The AV will form part of a fully integrated campaign that launches on Friday 17 April across TV, cinema, VOD and out of home. On Friday evening it will air during Gogglebox, I'm A Celeb, 8 out of 10 Cats Does Countdown and Emmerdale.

Universal McCann London managed the media planning and buying.

**Lis Barton, Chief Customer Officer, MONY Group which includes MoneySuperMarket said:** "*Where Better Off Begins* reflects how MoneySuperMarket has moved beyond price comparison to help people manage their money every day. From tools designed to help people spot potential savings across our website, to our app in ChatGPT and the launch of Savings by MoneySuperMarket, we've been building services to support people with their finances. This campaign marks the next chapter with a bigger-than-life story, making the message memorable: better off can begin with one simple switch or decision."

**Ian Heartfield, Creative Founder at New Commercial Arts adds:** "The next chapter in our *MoneySuperSeven* story is driven by the energy and wit of one of the UK's most loved and in demand actors. He's the perfect choice to signal an exciting new direction for MoneySuperMarket."

**Shara Brown, Client Partner at UM said:** "We're incredibly proud to have partnered with MoneySuperMarket and NCA on this campaign - with a shared ambition to drive differentiation and connect with high-value audiences in an impactful and meaningful way. By combining strategic insight with bold creative and a distinctive media approach, the work demonstrates the important role MoneySuperMarket plays in helping the UK to be better off."

The new MoneySuperMarket *Dodgems* advert will air during the following shows this weekend:

**Friday 17<sup>th</sup> April:**

Gogglebox, I'm A Celeb, 8 out of 10 Cats Does Countdown and Emmerdale.

**Saturday 18<sup>th</sup> and Sunday 19<sup>th</sup> April:**

Women's Football, Stand Up To Cancer Bake Off and I'm A Celeb

**ENDS**

**FURTHER INFORMATION & INTERVIEW REQUESTS**

Please note David Tennant is not available for interviews.

MoneySuperMarket press office  
[pressoffice@moneysupermarket.com](mailto:pressoffice@moneysupermarket.com)

Louise Bodily  
Managing Director, New Commercial Arts  
[louise.bodily@ncalondon.com](mailto:louise.bodily@ncalondon.com)

## **NOTES TO EDITORS**

### **Link to assets:**

60" TVC: <https://www.youtube.com/watch?v=ZMcJ-GdtLml>

Campaign stills:

<https://drive.google.com/file/d/11svdquDuPycNfMI4SgwdDwzKzGnhN3gc/view>

### **About MoneySuperMarket:**

MoneySuperMarket is the UK's most recommended price comparison website. It provides tools and services to help people manage, save and grow their money by enabling them to compare and switch on products across Insurance, Money and Home Services, as well as monitor their credit score and manage their bills

MoneySuperMarket is part of the MONY Group, an established member of the FTSE 250 index, with 11.1 million active users. In 2025, it helped millions of families save £2.7bn on their household bills including insurance, credit cards and loans, travel and TV and broadband.

Moneysupermarket.com Limited is an appointed representative of Moneysupermarket.com Financial Group Limited, which is authorised and regulated by the Financial Conduct Authority (FCA FRN 303190) for the insurance, mortgage and consumer credit products it offers. For energy products, MoneySuperMarket is accredited under the Ofgem Confidence Code.

### **About New Commercial Arts:**

New Commercial Arts is an agency that unites brand and customer creativity, to make brands more desirable and easier to buy.