


AIB CASE STUDY

A man and a woman are shown from the waist up, pouring water from clear plastic bottles into a large, crumpled silver bag. The bag is placed on a grey floor, and a massive splash of water is erupting from the top, creating a dense cloud of droplets and bubbles. The background is a plain, light-colored wall with some pipes visible on the right side.

Warning: If you do not meet the repayments on your loan, your account will go into arrears. This may affect your credit rating, which may limit your ability to access credit in the future.



AIB Case Study



Challenge

AIB, one of the Big Four commercial banks in Ireland, offer a full range of personal and corporate banking services.

To drive appointments for mortgage advisor meetings, AIB worked with AdSmart to deliver a uniquely targeted TV campaign to key prospects.



Idea

Through AdSmart, AIB were able to identify audience attributes with a high propensity to be in market for mortgage advice. Utilising AdSmart's precision regional targeting capability, AIB were able to ensure their TV ad campaign was only seen by viewers in the key catchment area of Dublin.



Plan

- The 40" creative communicated the benefits of choosing a mortgage with AIB, positioning AIB as the "Fair Option" and stating emphatically that AIB offers an alternative to "unfair mortgage practices". The AdSmart campaign ran after heavyweight linear TV activity and alongside a heavyweight online ad campaign, VoD, and Out of Home advertising.
- The campaign targeted a Dublin audience of Mosaic groups - Careers & Kids, City Centre Mix, Industrious Urban Fringe, Upwardly Mobile Enclaves, Established Elites, Young & Mortgaged



Results

24%

increase in "AIB is a bank I like" agree

50%

increase in brand advocacy

3%

took action

adsmart

from sky