

## Ulster Bank's First Five Mortgage Campaign Continues with Launch of Online Video Information Series for First-Time Buyers

- 'Home School' is a vlog-style content series for entertainment.ie, focused on simplifying the mortgage process for first-time buyers
- The six-part series was developed by Packed.House in association with Spark Foundry
- Launch forms part of Ulster Bank's multi-channel, dynamic First Five campaign, which features five key benefits\* to meet the practical needs of first-time buyers

**27 September 2019:** Ulster Bank has launched a new online video information series aimed at first-time buyers as part of its Boys and Girls-developed First Five mortgage campaign, which focuses on Ireland's [lowest](#) four-year fixed rate, as well as the bank's five key benefits for first-time buyers:

- €25,000 Life Insurance cover in the first year of the mortgage
- 50% off Home Insurance in the first year of the mortgage.
- Low fixed rates from 2.3%
- €1,500 contribution to legal fees
- Free standard valuations

The First Five campaign includes a mix of broadcast, digital and social ads in addition to OOH elements, including a bespoke digital OOH execution across 12 screens in Dublin's Connolly Station highlighting all five benefits of the Five First Mortgage to thousands of commuters each day. In addition, a fully-attended First Time Buyer information event was held in Dublin on 12th September in association with the Irish Times, with another to follow in Cork on 10th October in association with the Irish Examiner.

Building on this, the bank has launched 'Home School', a six-part vlog-style series fronted by entertainment.ie movie editor and first-time buyer, Brian Lloyd, who will meet various experts to help him in the home-buying process, including interior designer Elaine Verdon of Leo + Cici and Carolina Lees from Savills Ireland.

The entire series, which was developed by Packed.House in association with Spark Foundry, will be available to watch on entertainment.ie from 30<sup>th</sup> September.

Commenting, Ulster Bank's Head of Marketing, Tony Boylan said:

*"Ulster Bank has great low fixed rates, including Ireland's [lowest](#) four -year fixed rate and we've recently reduced and simplified all our mortgage offerings so we are committed to*

*providing real 'Help for What Matters' to our customers. Nowhere is that more evident than with our First Five benefits for first-time buyers and that is why they are front and centre in our latest campaign.*

*These benefits make the journey to owning a home that bit easier for our customers and are complemented by a team of dedicated mortgage specialists across the country."*

Commenting, Client Strategy Director for Packed.House, Amy O'Flaherty, said:

*"We are delighted to partner with Ulster Bank on this series. We are incredibly proud of the concept developed by our team and the value it is going to give to our readers. Pre-campaign research we completed using an online survey, our social listening platform and our DMP highlighted that 71% of entertainment.ie readers were considering a mortgage in the next two years.*

*The content theme was created based on real life questions and queries first-time buyers ask when it comes to the jargon and myths associated with buying your first home."*

### **First Five Campaign**

The First Five mortgage campaign includes a 40" Cinema and TV ad, 2 x 40" Radio ads, 3 x 20" and 2 x 30" VOD ads, Digital and Paid Social, Branch Merchandising, in-branch pop ups. Ulster Bank is once again utilising precision ad technology, leading to better performing ads and lower CPA.

Outdoor advertising will have a mix of large formats including 48 sheets, golden square, t-sides, digipole and small format rail/retail digital, as well as bus shelters and adshels. The mix provides strong cover and frequency.

The campaign was developed by an all-Irish team of Dublin agency Boys and Girls alongside Spark Foundry, part of the Core Media Group.

To learn more about the different elements of the 'First Five' Mortgage campaign, visit

[www.ulsterbank.ie/firstfive](http://www.ulsterbank.ie/firstfive)

**ENDS**

### **Ulster Bank is offering First Time Buyers:**

- €25,000 Life Insurance cover for first time buyers aged 18-55 in the first year of the mortgage (provided by Irish Life)
- 50% off Home Insurance for first time buyers until 31<sup>st</sup> December 2019 in the first year of the mortgage. Subject to minimum premiums and underwriting criteria by Aviva.

- €1,500 contribution to legal fees on applications submitted by 31<sup>st</sup> December 2019 (for new mortgages with a minimum mortgage amount of €40,000)
- Free standard valuations on new mortgages (one free valuation per customer)
- Fixed rates as low as 2.3%

While all customers can avail of the following benefits:

- 10% annual overpayment allowance on fixed rate products, giving customers both certainty of repayment and flexibility to make overpayments to pay off their mortgage faster
- Mobile Mortgage Managers available to meet outside of work hours and in a place convenient to customers. For more information on how to contact Ulster Bank's Mobile Mortgage Managers, please visit:  
<https://digital.ulsterbank.ie/personal/mortgages/talk-to-us/mobile-mortgage-team.html>
- Rates available through all channels, in branches, through our mobile mortgage managers, via telephone and via brokers

Source for the lowest four-year fixed rate: [Bonkers.ie](https://bonkers.ie) (correct as of 24<sup>th</sup> September 2019)