

PRESS RELEASE

## Ulster Bank launches 'First Five' Mortgage campaign

*Next chapter of Help for What Matters*

*Campaign features five key benefits to meet the practical needs of first time buyers*

**16 April 2018:** Ulster Bank has launched its 'First Five' Mortgage campaign with a range of benefits tailored to meet the specific and practical needs of first time buyers. The campaign which was developed by Boys and Girls will run for six weeks until 20th May 2018.

Under Ulster Bank's wider brand proposition of "*Help for What Matters*", the 'First Five' campaign, has a media and production budget of c.€1.5m, and identifies exactly what that help looks like through five key benefits for first time buyers. These are:

- €25,000 life insurance cover at no cost to the customer.
- 50% off home insurance so that customers have the right level of cover to protect their home and family.
- Low fixed rates from 2.85%\*
- €1,500 towards legal fees.
- Free valuations

Speaking about the 'First Five' mortgage campaign, Ulster Bank's Head of Marketing Tony Boylan said:

*"Ulster Bank is committed to providing 'Help for What Matters' to customers, and the new mortgage campaign represents a laser focus on precisely what that help looks like. We know from talking to our customers that they want real, tangible support when buying their first home and that's exactly what the 'First Five' features provide. They 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."*

Partner at Boys and Girls, Chris Upton, said:

*"We're delighted for the opportunity to work with the Ulster Bank marketing team on their new campaign. It's a significant campaign for Ulster Bank as it sets out their commitment to offer help when their customers need them. And it is important for Boys and Girls, as we could provide the strategic and creative help across the whole campaign, delivering a streamlined resource from digital to TV to in-branch. We're look forward to our continued collaboration into the future."*

The campaign introduces a new look and feel to Ulster Bank's mortgage offering and includes TV, VOD, radio, OOH, digital and social elements. It will also feature new precision ad technology, leading to better performing ads and lower CPA.

The 'First Five' mortgage campaign was developed by an all-Irish team of Dublin agency Boys and Girls alongside Spark Foundry, part of the Core Media Group. Ulster Bank also worked with Irish production company Antedote and director Henry Mason, and all post production was completed by Windmill Lane and Locky Butler.

To learn more about the different elements of the 'First Five' Mortgage campaign, visit [www.ulsterbank.ie/firstfive](http://www.ulsterbank.ie/firstfive)

\*This rate is in addition to our existing market leading four year fixed rate of 2.60% for customers with up to 80% LTV.

**ENDS**