

Ulster Bank Marketing Campaign 'A mortgage you can live with'

Significant investment on All-Island campaign to highlight new mortgage options for new and existing customers

25th June 2015: Ulster Bank's latest mortgage campaign aimed at new and existing customers is now live in the market. They say don't work with babies or animals, but the campaign's TV Ad, the first original TV ad from Ulster Bank since 2011, features great danes and triplets!

The wider campaign includes other high-impact activities, such as video on demand (VOD), digital calculator banner support, social media campaign, outdoor advertisements across bus shelters, billboards and buildings, and on-street/ branch activations. All activity is centred on the theme of "a mortgage you can live with".

The significant spend €1.8m on marketing activities for this campaign highlights Ulster Bank's overall commitment to providing the best customer service and rates for all customers by offering a range of competitive products that don't distinguish between new and existing customers.

Speaking about the campaign, Ulster Bank's Director of Customer Experience and Products, Maeve McMahon said:

"Ulster Bank is committed to providing a mortgage that customers both new and existing can live with. Our customers have told us they want a mortgage that fits into their lives, we've listened, and responded by offering great rates and options across a range of channels in order to reach the wide base of home-buyers."

"We have long-focused on choice and being where customers want us to be and are committed to becoming number one for customer service, trust and advocacy. Our aim is to provide competitive rates and options for our customers, so that they can continue to enjoy a quality of life, even after realising their ambition to own a home."

- The range of customer-focused measures introduced since the beginning of the year include:
- €1,500 contribution to legal fees
- Availability of a new competitive rate if customers have changed LTV bands*
- Same rates for new and existing customers
- Competitive range of fixed rate mortgages
- Mobile Mortgage Managers available to meet outside of work hours and in a place convenient to customers
- Re-entry to the Broker market

Further information on Ulster Bank's mortgage offerings can be found here:
www.ulsterbank.ie/roi/personal/borrowing/mortgages

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* Evidence via a valuation is required