



# Best Use of Sponsorship



AIB

Proud  
sponsors of  
Home Of The Year



# Entry Details

**Client:** AIB

**Product/Service:** AIB Mortgages

**Campaign Name:** AIB: Home Of The Year

**Entrant Company:** Core Sponsorship

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**Collaborating Organisations:** Starcom, RTÉ Media Sales, WHPR

# Executive Summary

AIB had a unique chance in 2022 to expand its mortgage market share as its rivals, KBC and Ulster Bank, exited the market, presenting an unprecedented growth opportunity.

It's safe to say you shouldn't expect to win an award for sponsoring a home show for a mortgage product, it just makes sense to show up in this space.

But by keeping the brand top of mind by infiltrating social conversation around the show and extending the sponsorship well beyond the TV screen we made AIB's sponsorship of Home of the Year (HOTY) far from just a badging exercise.

Home of the Year (HOTY) would represent the most significant step-change in AIB's marketing plans YOY to first time buyers.

We saw the % of people who would research AIB as part of their mortgage journey increase and was now the highest in the market.

The first-time buyer audience were outperforming the market in all key metrics – applications, approvals and drawdowns for H1 of 2022

*'That's the power of the TV star, and how a great TV sponsorship, well activated, can work brilliantly for a brand like AIB' - Larry Bass, CEO ShinAwill (HOTY production).*

# Background

2022 represented a once in a lifetime opportunity for AIB to grow market share with competitors leaving the market – KBC and Ulster Bank.

Mortgages are the most competitively fought for aspect of the banking sector and there are a range of competitors beyond the pillar banks. 2022 was crucial for AIB to secure a portion of new and switcher mortgages.

There were also several challenges the market:

- Housing shortage

- Continued emergence of non-bank lenders
- Increasing interest rates from ECB.

AIB needed to stay relevant and top of mind – especially with FTB's who are over 50% of mortgage market.

## Insight/Creative Idea

We needed to:

- Be highly targeted with a focus on first time buyers by being constantly top of mind
- Disrupt and challenge the traditional approach and monetise investment where possible

Whilst there was a robust TV advertising strategy in place for AIB Mortgages, we recognised that sponsorship allowed for a deeper dialogue with consumers, in a way that advertising alone cannot match. The right TV sponsorship if leveraged correctly can bring considerable benefits for a brand beyond its stings.

We wanted a sponsorship that would extend reach beyond the confines of the TV screen and into the realm of social media and beyond into the real world. The idea would be to leverage all the best assets of the programme.

TV stars are the most powerful of influencers and by extending our reach with relevant and inspiring content, it would allow for AIB to be top of mind for mortgages with FTBs, even if they never saw a single episode on TV.

Incidentally the timing was good, because our chosen show, HOTY, was airing in Q1, giving AIB a competitive advantage at the start of a crucial year.

## The Strategy

You shouldn't expect to win an award just for sponsoring a Homes TV show for mortgages, it's an obvious recommendation. The true advantage lies in surpassing basic show sponsorship.

We explored other home programming before but found limited potential for engagement beyond the stings and we needed to capitalise on the awareness elements and translate this into leads.

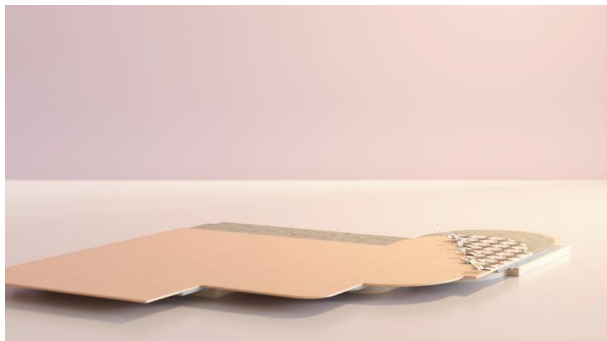
The strength of HOTY's audience is impressive, but it was by tapping into the rapid rise in conversation when the show airs that would allow AIB to say top of mind (TOM). We needed to infiltrate social conversation around HOTY and extend the sponsorship, ensuring we reached FTB's in higher numbers, knowing not all would be watching RTÉ on a Tuesday evening!

By building a strong relationship with the production company, we could access their star power to fulfil our second objective – disrupt and extend the partnership beyond TV sponsorship assets.

## Execution

Full 360° campaign required strong execution.

- Inspiring bespoke TV Stings that mirrored the simplicity of a mortgage with AIB

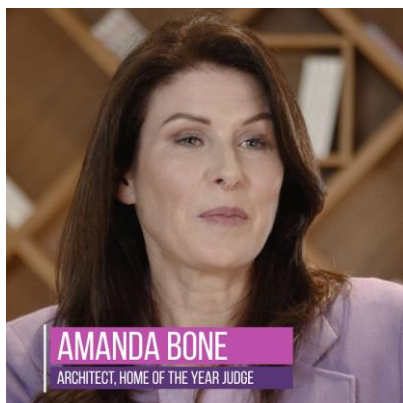


- TV Spot and RTE Player package buys to bolster our presence and association
- TV & Social Promos to extend association and further build AIB's link to HOTY

- Influencer Drops - sent to people of influence, judges and former contestants of the show. This generated excitement and engagement ahead of the first episode.



- Bespoke content series that centred around 'Home Tips' and featured the 3 judges from the show and helped us tap into the extensive social conversation that the show generates.



- An exclusive AIB finale event where FTBs registered to attend and were treated to a Q&A with show judges and a special preview screening of the series finale. AIB mortgage advisors were also on hand to offer information and appointments to help them start their mortgage journey.



## Results

### TOP OF MIND

Research to monitor market awareness of AIB's sponsorships showed almost 1in4 of the banking population in Ireland were aware of HOTY sponsorship. This was particularly high for U35s who are most likely to be FTBs.

(CHARTS REMOVED BELOW FOR CONFIDENTIALITY)



In H1 2022, we saw the % of people who would research AIB as part of their mortgage journey increase and was the highest in the market, proving AIB was top of mind.

(CHARTS REMOVED BELOW FOR CONFIDENTIALITY)

Research further backed up our aims by showing strong results on “heard about recently” metrics versus the competition.

(CHARTS REMOVED BELOW FOR CONFIDENTIALITY)

The show delivered 43% reach Ads 15+ and 30% reach Ads25-44, our core target.

#### Total Reach (series total)

Audience	000s	%
Individuals	1,695,000	38%
Adults 15+	1,571,000	43%
Adults 25-44	363,000	30%

#### Average Viewership (live airing)

Audience	TVRs	Programme Share	Avg '000s
Individuals	7.4	25.5%	330,000
Adults 15+	8.5	25.8%	316,000

Adults 25-44	5.1	23.2%	77,000
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Source: Techedge 2023

## BUSINESS

H1 results showed a 59% growth in mortgage lending while 305 applications were made at our exclusive finale event.

Looking at an average mortgage value of €262k, that results in a potential application value of €79.9m. By further applying the net margin, the ROI ratio is potentially 11 to 1.

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2022 ended with mortgage drawdowns at 108% to plan.

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FTB represent 51% share of AIB mortgages in 2022 vs 47% for our competitors. (BPF data)



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*"AIB's sponsorship of Home of the Year on RTE helps demonstrate the power of the right sponsorship in reaching the right audience at the right time. We know premium TV sponsorships perform well in their own right, however we wanted to take our involvement to another level beyond TV stings. Through innovative interagency thinking, we leveraged the power of a strong TV property onscreen in customer homes, through social on mobile and finally at our exclusive in-person event. While reaching first time buyers was our primary objective, we also achieved our secondary objective of commercial return (mortgage leads) for the business through our social amplification & event."*

Claire Lynch, Marketing Lead Media & Connections, AIB



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*"Working with AIB and Core on Home of The Year has extended our quality TV programme beyond the TV screen. Together we produced additional and engaging social content, and AIB's special event was made even more successful by adding a little bit of magic for their customers. That's the power of the TV star, and how a great TV sponsorship, well activated can work brilliantly for a brand like AIB."*

Larry Bass, CEO [ShinAwil](http://ShinAwil.com)



You

Thank

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