

The background of the entire page is a complex, abstract geometric composition. It features overlapping translucent shapes in various shades of blue, yellow, and white. Some shapes are solid, while others have patterns like polka dots or are semi-transparent. The overall effect is a dynamic, layered, and textured visual field.

# AWARDS FOR EXCELLENCE IN **PUBLIC RELATIONS 2019**

# Best Use of Digital PR Including Content Creation



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## Campaign

AIB Backing Doing

## Description of Campaign

How AIB Tackled Procrastination To Deliver Personal Credit Loan Applications.....With A Little Help From DJ Killa Kilbane!



## Public Relations Consultant

Wilson Hartnell



## Client

AIB

## Background to the Campaign

The AIB 'Backing Doing' campaign for the Personal Credit side of the Consumer business launched in 2014 and centred on a core human insight - we are all guilty of putting things on the long finger; things we would love to do or things we should do. Until 2018, AIB had brought this truth to life through a TV-led campaign depicting real AIB customers' joy at the end of their 'Doing', the moment their loan came into use, e.g. parents surprising children with a new treehouse.

AIB Personal Credit faced 2018 with significant headwinds including a sizeable year-on-year increase in loan targets and a flat marketing budget versus the previous year. To succeed, AIB needed to make the budget work harder to drive loan sales, whilst driving brand equity.

With over 60% of personal loan applications delivered through online channels, a channel not traditionally prioritised in the media mix for AIB Personal Credit, we needed to take the AIB Backing Doing campaign out of its comfort zone of TV and Outdoor. We set about bringing it to life online in a way that would cut through the sea of online advertising and engage with the target audience.

## Statement of Objectives

The brief to Wilson Hartnell was a clear one – develop a strategy that would bring the Personal Credit campaign to the next level, picking up from the TV and outdoor advertising to deliver a deeper, more meaningful connection with the target audience to deliver against the business objectives.

AIB set three clear objectives in the brief:

- Bring the Personal Credit Backing Doing core creative idea and insight to life online to drive 1 million views (benchmarked against AIB GAA video content).
- Drive an increase of loan sales / 10% of the year-on-year increase.
- Bring innovation to the heart of the thinking and push for industry firsts.

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## Programme Planning and Strategy

We conducted research with the AIB segmentation team and Starcom to map the target audience. We looked at their media consumption habits, the type of media they were consuming, peak times during the day, week and month and across passion points (music, food, sport and more).

We then took a deeper look at the territory of 'Doing'. The next stage of the campaign had to be anchored in the 'Backing Doing' campaign's core insight, however to drive real engagement we had to bring it to a whole new level.

The campaign needed to drive behavioural change, encourage people to stop putting things off and get 'Doing' because 'Doing' is powerful and can lead to a bigger, fuller, enriched life.

We developed a clear and focused strategy:

- Instead of just showing the final moments of joy, we would bring to life the entire journey of Doing, sharing the sheer emotion, excitement and personal reward when you decide to get 'Doing.'
- Taking in all the learnings from our work across the AIB GAA platform, we would create a content series that would bring 'Doing' to life in the most unexpected way.
- We would explode the territory of 'Doing' by working with a well-known face, creating real drama as they tackled their own procrastination.
- We would support all activity with a hard-working media relations campaign to ensure all eyes were on the content as soon as it went live.

To succeed with this campaign and deliver against the objectives, we knew we needed to create brilliant content, as well as a highly targeted online channel strategy to drive valuable reach and engagement. Series 1 would be a three episode content series hosted in AIB social channels.

To drive talkability, we would leverage a larger than life personality who would tell their story of the one thing they had put off. We undertook significant research to find a real and credible story that would resonate with our target audience and deliver a visually impactful content series. Through this research and weeks of conversations with agents throughout Ireland and the UK, we discovered a household name that had harboured a deep rooted passion that he had put off and not pursued for years.

For the first piece of activity, we followed Irish footballing legend Kevin Kilbane as he fulfilled a lifelong ambition to learn to DJ, under the tutelage of global superstars, Groove Armada.

Now a successful media pundit, Kevin has always wanted to become a DJ. We followed Kevin's journey from procrastination to taking on the challenge, through to the elation and sense of accomplishment in finally getting 'Doing'. Thinking he would be performing at a small gig to round out his training, viewers witness the moment when Kevin's mentors, Groove Armada, drop the bombshell that he will be opening for them at a sold-out Dublin gig. Kevin has just 29 days to do what Groove Armada have perfected over 29 years!

Filming took place in private, in music studios in London and Dublin ahead of the final gig, which was announced on

the day by a simple tweet from Kevin as his name appeared on the line-up for his gig in Dublin. A series of embargoed interviews with news, sport and music media ensured we were reaching the widest possible audience on the day of the first episode going live.

As soon as the first episode went live, interest piqued as word of the unexpected series spread through Ireland and the UK.

Ahead of each episode, we had a suite of content to drive anticipation and intrigue for what was to unfold, as well as a series of social assets to support the loan application process.

We developed an end-to-end attribution model identifying key online channels, touchpoints and formats to ultimately drive the strongest views to loan conversion. We created audience specific trailers and bumpers (e.g. music lovers and sports fans) to enable sequential targeting.

A daily taskforce comprising the PR team, Starcom and YouTube, was established to ensure real-time optimisation of content and channels. Finally, a re-targeting strategy enabled us re-target our audience pools across social, YouTube and programmatic with our 'apply online' proposition.

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## **Measurement**

Series #1 of Backing Doing surpassed all targets, smashed industry benchmarks and delivered innovative industry firsts. The series surpassed all targets. Due to its success, 3 further #backingdoing series are in planning.



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