



AIB Appoint Advertising Agencies

19th December 2000

AIB appoints brand advertising and support advertising agencies.

AIB, who recently put its brand advertising contract out to tender, today announced that McConnells Advertising Ltd has been appointed as brand agency and Cawley Nea Ltd have been successful in securing a contract as support agency.

As part of the selection process, a number of agencies were invited to make a written submission followed by a presentation outlining their strategic and creative proposals.

Brenda Moriarty, AIB's Head of Brand Management said:

“We have completed an exhaustive process and we are now looking forward to the prospect of working closely with McConnells and Cawley Nea to develop a communications strategy which will further strengthen the AIB brand”.