



**AIB Internet Banking Marketing Strategy contributes to 21% growth rate  
17th August 2006**

AIB initiated a comprehensive marketing campaign in April this year, which has driven usage of its Internet Banking service by 21%.

AIB's marketing campaign used mainstream radio and press highlighting the time saving and convenient everyday banking options available to consumers using AIB Internet Banking. The campaign also made extensive and innovative use of outdoor and transport media using 48-sheets, DART cards, Luas columns and bus shelters. AIB's 1,100 branch windows were used to advertise Internet Banking and AIB was also the first bank to blitz all advertising spots at Pearse Street DART station.

AIB has invested heavily in demystifying Internet Banking for consumers. Live Internet Kiosks (40) were spread throughout AIB branches around the country encouraging customers to try the Internet. AIB had professional demonstrators on hand in 17 branches to guide customers through the system and give practical advice. AIB is also piloting adwalker teams on Grafton Street and Blanchardstown in Dublin and in Naas, Co. Kildare encouraging passers-by to try the Internet.

AIB recently enhanced its Internet Banking service with the launch of online international payments, one-off online national payments and the ability to set up standing orders online. Customers using these services must use the AIB Code Card. Already more than 60,000 customers are actively using their code cards. AIB Internet Banking is on track to exceed 30 million logins this year, up more than five million from 2005.

Brenda Moriarty, Head of Brand Management, AIB said: "AIB Internet Banking offers our customers a comprehensive self-service banking facility and we know from our research that customers are highly satisfied with the service. Internet Banking is on the verge of becoming mainstream. To reflect this, we used a mass market advertising strategy."

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