



AIB connects with Third Level Students

30th July 2009

AIB today launched its third level package with incentives aimed at helping students with their living expenses. Research conducted for AIB by Market Research Agency W5, shows that living expenses are students' greatest expense - accounting for 42% of students' income with leisure interests accounting for a further 31%.

According to the research students average income per week is €165. Part-time work accounts for 35% of their source of income, down from 40% in 2008. Parents are now funding 38% of a student's income, up from 35% in 2008.

AIB's incentives focus on students needs and offering includes:

* €50 Cash bonus into the AIB Student Plus Account. To qualify, first year third level students must complete 3 Top Ups by text using the AIB Text Top Up by Text service and 3 other transactions (lodgements / withdrawals) on their account by 30th November 2009.

* All third level students with an AIB Student Plus Account can apply for an interest free overdraft of up to €1,500.

* Banking free of Maintenance and Transaction Fees.

(see note to editors for full details)

One of the key components of AIB's 2009 Student Communication campaign will be the use of Bebo, as a platform to connect with this critical audience. AIB's on campus presence during Freshers' weeks will encourage students to engage with the brand in a fun and different way. Students will take part in an innovative gameshow to win prizes and vox pops will be recorded on campus. The best vox pops will be posted online to AIB's Bebo profile and students will be encouraged to go online to see if their clip has been posted.

Kathy McGarry, Youth Market Manager, AIB said:

"The youth market is a critical recruitment audience for us. We want to build long term relationships with them. That means identifying, understanding and responding to their needs at every stage of their banking relationship with us.

"We know from this year's research that students are facing increased financial pressures starting out in college life, and are more concerned than ever about their future in these uncertain times. The AIB third level package aims to help ease the financial pressure on students, and our network of branches and specialist Student Centre are available to support students with all their financial needs during their time in college, and going forward in their lives."

Photo sent directly to Picture Desks or available on request. See below for notes to editors.

-ends-

For further information, please contact:

Ronan Sheridan
Group Press Officer
AIB Group
Bankcentre
Ballsbridge
Dublin 4
Tel: 01-641 4651

Kathy McGarry
Youth Market Manager
AIB Bank
Bankcentre
Ballsbridge
Dublin 4
Tel: 01-641 4922

NOTES TO EDITORS

Highlights from AIB 2009 Student Survey

Money management

* On average, 3rd level students have a weekly income of €165. Part-time work (35% down from 40% in 2008) and parental contributions (38% up from 35% in 2008) are the main sources of student income.

* Living expenses are a student's greatest expense, accounting for 42% of students' income (rent and bills soak up on average €69 per week). Leisure interests take up a further 31% of student's income.

* Students have multiple financial needs. In addition to their main account, they are most likely to have a savings account and own a Debit or Credit card.

1 in 3 (29%) have credit cards.

1 in 2 (44%) students have a savings account.

1 in 6 (16%) students have a loan.

* Top 3 reasons why students borrow:

Holiday/Travel (25%)

Living expenses (23%)

Car (22%)

* Part time work earnings are being used by students to make repayments on personal loans.

62% of students identify income from part time jobs as the primary source of repayments, down from 74% in 2008

* Parents are contributing in more cases - this has risen as a source of funding from 16% in 2008 to 27% in 2009.

* 56% of students with a loan are currently concerned to some extent about being able to pay off this loan (40% in 2008).

The future

* Similar to 2008 future success for students is defined as having a job they love, followed by being the person they want to be and forming a lasting relationship with a partner, with monetary success more of an issue for males (22% v 11% of females) and owning their own home before the age of 30 second last on the list.

* Attitudes relating to money are where we see the greatest changes this year. While there was some concern in 2008 amongst students in relation to their ability to afford a home, this concern has broadened to include their own potential to find a job in the future.

* This year just 34% of students believe they will find their dream job, relative to 57% in 2008, 49% of students in 2009 being confident that they will make enough money in the future to live the life they want, relative to 67% in 2008.

* Finally, students were asked to what extent they believed that the Irish economy would have recovered by the time they graduated, just 24% saying this would be the case, rising to just under half of all first years and falling to one in ten of those in their fourth year of college.

(Source: National Survey of 4098 3rd level students, W5 Marketing Intelligence, 2009)

AIB's Third Level Student Package 2009

The AIB Student Plus Account is available to any person enrolling or currently engaged in any full-time, third level educational course with a minimum duration of one academic year (including full time post graduate studies).

FREE Student Travelcard

All first year third level students who open or convert to an AIB Student Plus Account between 18th May 2009 and 30th October 2009 get a voucher for a free Student Travelcard (normal price €12). It's the only card giving students discounts with the GAA, Topshop, Sayit Travel, McDonalds and much more.

To receive the free Student Travelcard, students need simply present their voucher at any of the on-campus Student Travelcard centres. Alternatively they can apply by post or at a number of Student Travelcard agents throughout the country. Vouchers must be redeemed by 30th November 2009. If students avail of the offer on-campus or at an agent, they must pay a photo fee of €3.

€50 Cash Bonus

First year third level students who open or convert to an AIB Student Plus Account between 18th May 2009 and 30th October 2009 can receive a €50 cash bonus into their account in January 2010. To qualify, students must complete 3 AIB Top Ups by Text and 3 other transactions (lodgements / withdrawals) on their account by 30th November 2009. Students must be registered for AIB Phone & Internet Banking to use the AIB Top Up by Text service.

Top Ups completed through AIB Internet Banking, AIB Phone Banking or an AIB ATM are not Top Ups by Text but do count as other transactions. The Account must continue to operate as an AIB Student Plus Account until 30th November 2009. We will credit qualifying students with the €50 Cash Bonus to their qualifying AIB Student Plus Account by 31st January 2010. The qualifying AIB Student Plus Account must be open in order to receive the €50 cash bonus payment.

€1,500 Interest Free Overdraft

All third level students with an AIB Student Plus Account can apply for an interest free overdraft of up to €1,500. Normal lending criteria terms & conditions apply.

Other benefits

- * mc2 Student MasterCard Credit Card
- * Reduced rates on Personal Loans
- * Banking free of Maintenance & Transaction Fees (other charges still apply)
- * No commission on the purchase or sale of foreign currency notes and the cashing / lodging of travellers cheques
- * Interest Paid on Credit Balances
- * AIB Debit Card to use in Ireland or abroad
- * Dedicated Student Centre – Phone 1890 788 336
- * AIB Phone & Internet Banking
- * AIB Top Up by Text
- * AIB Travel Insurance (10% online discount)
- * Students who hold an AIB Student Plus Account can also do their bit to 'Add more green' by switching to eStatements on AIB Internet Banking. For every customer that switches to eStatements, AIB will donate €5 towards the 'Add more Green' Fund which contributes to environmental projects in Ireland and abroad.

Dedicated Student Centre

Along with a nation-wide branch network, AIB also has a dedicated Student Centre with a specialised team who are available to handle student queries from 8am to 9pm, Monday to Friday, Saturday's 9am to 6pm (1890 788 336). The Student Centre can take applications for overdrafts, loans and credit cards or give further information on any element of the student package.

Bebo

In 2008, AIB were the first bank in Ireland to have a Bebo profile. The concept of the campaign was extended and brought to life on Bebo, with students recording videos about their future potential. AIB's profile on Bebo received 16,258 page views, made 425 friends and its videos were viewed 15,104 times during the campaign.