

Ulster Bank launches first ad campaign since 2011

Elverys, Smarter Surfaces to create 69 new jobs in Ireland

Tesco shifts trade and tactical ad work to BBH

Core Media ranks 11th in European Best Places to Work

Record Irish numbers for Cannes

Experiences key to tapping in to Millennial tastes

Musgrave Group wins Insight European Sustainability Award

## ADWORLD

### Ulster Bank launches first ad campaign since 2011

12th June 2015

Ulster Bank has launched its first TV ad since 2011 as it attempts to grow its share of the highly competitive mortgage market.

Created by Ogilvy and Bossanova with MediaVest handling the media buying, the latest mortgage campaign is aimed at both new and existing customers. The wider campaign VOD, digital calculator banner support, a social media campaign, ooh across bus shelters, billboards and buildings, and on-street/ branch activations. All activity is centred on the theme of “a mortgage you can live with”. The bank is spending €1.8m on the campaign.



Ulster Bank's latest ooh campaign

Ulster Bank's director of customer experience and products, Maeve McMahon said: "Ulster Bank is committed to providing a mortgage that customers both new and existing can live with. Our customers have told us they want a mortgage that fits into their lives, we've listened, and responded by offering great rates and options across a range of channels in order to reach the wide base of home-buyers. We have long-focused on choice and being where customers want us to be and are committed to becoming number one for customer service, trust and advocacy. Our aim is to provide competitive rates and options for our customers, so that they can continue to enjoy a quality of life, even after realising their ambition to own a home."

## Core Media ranks 11th in European Best Places to Work

12th June 2015



*Alan Cox, chief executive of Core Media*

Core Media was voted one of the Top 100 best places to work in Europe at the recent European Conference of the Great Place to Work Institute in Luxembourg on June 4th.

Core Media was ranked 11th out of 50 SMEs across Europe. Some 2,119 companies took part in the Great Place to Work programme this year and Core Media's achievement places the organisation in the top 5% of all organisations throughout Europe.

Back in March Core Media was named as the best Irish medium sized place to work for, for the second year in a row in Ireland in the Best Workplaces in Ireland survey.

The rankings are compiled by the Great Place to Work Institute and form part of a wider global research project that is undertaken annually in 45 different countries around the world. The Institute helps organizations identify, create and sustain great workplaces through the development of high-trust workplace cultures and works with both the private and public sector in each of the different markets in which it operates.

## THE DAILY BUSINESS POST

### New hires at Huskies

14th June 2015



*James Dunne, Lillian Gallagher, Brian Leonard, Sharon Mooney of In The Company Of Huskies*

In The Company Of Huskies has announced four appointment to its senior team.

Sharon Mooney joined from Target McConnell's as client services director. James Dunne also joined from Target McConnell's as strategic planning director.

Lillian Gallagher, who worked in IT risk consultancy for EY, has been appointed head of data and analytics. Brian Leonard is head of operations, and will also act as Fáilte Ireland's project director. He previously worked for DDFH&B.

## THE IRISH TIMES

### Elverys, Smarter Surfaces to create 69 new jobs in Ireland

15th June 2015

Charlie Taylor



Two companies have announced the creation of 69 new jobs in Ireland.

Irish-owned sports chain Elverys Intersport is to create 40 new positions as part of a €1.5 million investment across its retail network and online platform.

Elverys, which has more than 50 sportswear stores and 700 staff in Ireland, was bought out of examinership by its management last April with backing from CapNua and AIB.

"The 40 new jobs will be created right across our network in our e-commerce, marketing, retail management and retail operations' departments. The spend across the group represents our commitment to the future success of Elverys Intersport in Ireland. We are deploying €1.5 million across the development of our retail network and our online platform over the course of the year. This includes a complete refit of our Blanchardstown, Sligo and Arklow stores, the opening of a new store in St Stephen's Green, the shop fronts of all stores and the development of a new online platform," said Elverys Intersport chief executive Patrick Rowland.

Separately, Smarter Surfaces, a start-up company, which sells products that can turn any surface into a functional whiteboard is intending to take on 29 new employees by June 2017.

The new jobs will focus primarily on international sales, channel management and e-commerce, with the most immediate hires in channel management. The company, which currently employs 15 people in Dublin, has recently signed a number of new international distribution deals worth approximately €6 million over the next two years.

Smarter Surfaces, which was previously known as Smart Wall Paint, was founded by Ronan Clarke in 2011.

**marketing.ie**  
Marketing and Media Matters

## Record Irish numbers for Cannes

12th June 2015  
Michael Cullen



A record number of 59 delegates from agencies, production companies and clients in Ireland will attend the Cannes Lions Festival of Creativity, Tania Banotti, chief executive of the Institute of Advertising Practitioners in Ireland (IAPI), reports. IAPI is now the Ireland representative for the festival. The world's largest creative awards show

takes place in June every year, with over 10,000 delegates. This year, the event runs from June 21-27.

Rothco's Richard Carr will present 'Blood, Sex, Storytelling: Turning Crowds into Audiences'.

Each country involved has one national sponsor. IAPI used to be the lead organiser of the annual Sharks festival in Kinsale but ended its formal links with the event several years ago. Cannes comprises seminars, workshops and keynote speakers. Delegates from 94 countries attend from across all media, to discuss industry issues and network. Banotti says they are anxious to ensure Irish advertising becomes more visible at Cannes in future.

IAPI is hosting the Young Lions competition, won by Ogilvy's Robert Cummins and Mickey Chan, who are competing in media, and Laura Rice and Paddy O'Mahoney from The Social House competing in cyber. Anyone under 28 working in adland may enter. Shutterstock digital imagery and music pays for their flights, accommodation and passes.

For the speakers list, go to [www.canneslions.com/cannes\\_lions/programme/speakers/#festival-1/](http://www.canneslions.com/cannes_lions/programme/speakers/#festival-1/).

## CHECKOUT

### Musgrave Group wins Insight European Sustainability Award

12th June 2015  
Jenny Whelan

Musgrave Group has won the 2015 NACS Insight European Sustainability Retailer of the Year Award, sponsored by The Coca-Cola Company, receiving the accolade at the NACS Convenience Summit Europe awards dinner in London on 11th June.

The owner of Centra and SuperValu received the award for its leadership in sustainable resource strategies, and how it has inspired other businesses to implement sustainability initiative of their own.

Chris Martin, CEO of Musgrave Group commented, "We are delighted to receive this international recognition for our sustainability strategy. Supporting local communities is in our DNA. Shopping is about more than just getting the products you need, when you need them.

"By developing a business that helps support the social, economic and environmental 'health' of communities we operate in, we are in a position

to improve the quality of our customers' lives," he added.



By focusing on its environmental responsibilities, the company says it continues to reduce its carbon footprint and how much waste it sends to landfills, as well as minimise energy use while expanding its use of renewable energy.

Meanwhile, managing director of Insight, Dan Munford praised the group, saying, "The work Musgrave does with local producers and in local communities not only enriches lives, but also serves as a terrific point of differentiation for the business."

NACS President and CEO, Henry Armour congratulated Musgrave Group and said, "The dedication Musgrave Group has shown to

enhancing the communities and people it serves is a great example of sustainable and environmentally conscious best practices, and even more exciting is that we have the opportunity to share Musgrave's endeavors with our global convenience retail community."

## campaign

### Tesco shifts trade and tactical ad work to BBH

12th June 2015

Kate Magee



Tesco has consolidated its trade and tactical ad work into Bartle Bogle Hegarty.

Alongside its existing creative remit on the retailer's brand, BBH will now be responsible for Tesco's more price-driven trade advertising, which was previously handled by Tag.

The move significantly reduces Tag's account, although it will still work with Tesco on creative

production work including point of sale and web production activity.

A Tesco spokesman said: “Tag will continue to provide creative production services to Tesco and remain a valued supplier.”

Meanwhile Tesco is “exploring options” on other parts of its marketing activity.

A Tesco spokesman said: “We’ve recently restructured our marketing team and are currently exploring options in some areas. Havas Helia will continue with their work on CRM.”

In his original statement on the BBH appointment, Tesco chief executive, Dave Lewis, said BBH would focus on “advertising and customer relationship marketing”.

But yesterday the Tesco spokesman said: “I can confirm there will be no changes to CRM arrangements for at least the next six months.”

When Tesco shifted its £110 million ad account to BBH without a pitch in January, it rejected suggestions that Tag or Helia would lose their business as a result.