

# Bank of Ireland

## Location Based Display

### Campaign

Bank of Ireland

### Brief

Bank of Ireland wanted to promote and drive awareness to the benefits of their Student Current Accounts. They wanted to target third level students nationwide with this campaign encouraging students to sign up or switch their account to a Bank of Ireland Student Current Account.

### Solution

Using 3Media's unique Location Based Display Mobile App capabilities, we geofenced every college and university nationwide over the duration of the campaign promotion. The campaign was live from August – September when students were returning to college for the beginning of the college year. The campaign was aimed at college students allowing Bank of Ireland to reach its target audience, at the right time resulting in little media wastage.

### Result

750,000 impressions delivered with a Click Through rate of 0.7%

