



27 June 2017

EBS launches 'The Mortgage Masters' campaign

EBS has launched its 'Mortgage Masters' brand positioning which showcases the focus, dedication and expertise of its mortgage advisors, or masters, across 71 offices nationwide.

The financing of a home represents the biggest financial decision in the lifetime of most people. A home purchase is one instance where having a specialist in your corner can really help get the results you want. This campaign contrasts the benefits of working with a specialist, like the EBS Mortgage Masters who get results for their customers, versus working with generalists that may have been doing car loans last week, house insurance yesterday and mortgages today.

The campaign reflects EBS' positioning as a challenger brand, and is targeted at 25 – 44 year old first time buyers and movers.

The €1.2million media investment, with the campaign running from June until September, will see adverts placed on TV, outdoor, online, social and streaming platforms.

Speaking about the launch, Mark Brennan, Head of EBS Brand, said "EBS are the Mortgage Masters. We want to help people have the best possible chance to get a mortgage, and our team works hard to help you get closer to your goal of home ownership. This campaign amplifies the commitment of EBS mortgage advisors to our customers. EBS have been bringing mortgages home since 1935 and the focus, dedication and expertise of our team is time and again reflected in our customer feedback, and it's something we are very proud of."

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You can see the EBS mortgage masters video here:

<https://www.youtube.com/channel/UCKukSzh00JPumKplZ7Xj-Sw>

Further information: Paddy McDonnell, EBS Press Office: 01 641 2869

About EBS:

- EBS was established in 1935 by Alex McCabe and a small group of teachers working together to help each other buy their family homes. The EBS purpose to help families get on in life still continues and today. The main focus for EBS is providing mortgages accounting for majority of sales.

- EBS has 71 offices nationwide. Our team members are embedded in the communities in which they work. We strive to have a positive impact in the areas where our customers live and work as evidenced through our corporate and social responsibility programme.