



EASY IRISH BROADBAND

PUBLIUS

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WE LIKE broadband. Especially the wireless type. But for a while there Mrs Publius and I were under the impression that it didn't exist at all – that it was just a figment of our imaginations and that those who said they had it were just lying. It was all a conspiracy, you see.

Then one day a White Van Man with an Irish Broadband package arrived at our home. Sometime later we sent it back. It didn't work. Their

signal didn't reach our area, it seems. Maybe we were right all along.

Still, Irish Broadband is among the cheapest providers around and, who knows, things may have changed. Keen to counter the myth that broadband is but a pipe dream for many, the company embarked this week on the "next phase of its successful marketing programme with a €2m campaign".

The company has teamed up with Leo Burnett once again to unveil a new logo as well as some new print, radio and television ads. The new campaign will "dramatise the theme of 'light at the end of tunnel' for Irish customers who are embroiled in the complexities and hurdles of obtaining broadband connection." No comment.

Irish Broadband has gone with "if you like easy, you'll like our broadband" as its slogan for this campaign. Let's hope that by 'easy' they mean 'functional' and by 'broadband' they mean, well, 'broadband'.