



New phase for Irish Broadband

IRISH Broadband is set to embark on the next phase of its successful marketing programme with a €2 million campaign. The campaign aims to dramatise the theme of 'a light at the end of the tunnel' for Irish customers who are embroiled in the complexities of obtaining a broadband connection. A new logo will be unveiled and the revived scheme will feature new TV commercials, as well as new print, radio and online advertising.

Entitled, 'If you like Easy, you'll like our broadband', the campaign will illustrate how easy it is to go online, with Irish Broadband's unique Ripwave plug & play modem.

Its lure is an €18.95 per month price tag, no connection fee and with no need for a phone-line. "Irish Broadband will continue to drive innovation for their customers in the year ahead," according to the company.

According to Orla Duffy, head of marketing at Irish Broadband: "Our last marketing campaign was a great success. Following a massive response for our products we have extended our network further and improved our services. With our new campaign we want to show that there is always an option and it can actually be an easy experience to get connected.

"We offer the marketplace a true 'broadband in a box' solution; for example it can be purchased from one of our retail partners, and the customer is ready to experience broadband once they get home and plug it in; it's that easy."

In contrast to conventional broadband service providers, Irish Broadband uses proprietary Internet technology to deliver broadband services over the air. Because the company builds and maintains its own wireless broadband network, customers can avail of broadband services without the need and expense of a having a phone line.

Over the last four months the

company has completed a massive network build and will continue for the rest of the year.



Orla Duffy: It can be an easy experience to get connected.