

Press Release



UPC makes creative decision and appoints Irish International

Ireland 02 March, 2011 – Home entertainment and communications company UPC has announced that it has appointed Irish International as its creative agency following a competitive pitch process. Irish International has secured a three year term with UPC.

Irish International's remit, which is across all creative execution, will include the development of tailored campaigns, which will entertain and engage consumers while ensuring continued sales growth

Ian Young of Irish International said:

“UPC is a massive brand in Ireland and internationally and therefore, it is important to ensure that this is reflected in our creative outputs and captured across our executions.

“Our skilled award-winning UPC creative teams bring over 24 years combined experience in the marketing and advertising industry and being a member of BBDO Worldwide we can bring all the expertise that you would expect. We're delighted to have been awarded the contract and we're looking forward to strengthening and developing a strong business relationship with UPC and to the end of the term.”

Rhona Bradshaw, Head of Marketing at UPC concluded:

“We have succeeded in establishing UPC as a well recognised and strong brand since conducting a rebrand in 2010, introducing a brand ambassador, Craig Doyle and deploying high profile marketing campaigns. We work in a very diverse and highly competitive market and appointing Irish International as our creative agency will support UPC to drive a truly differentiated and compelling brand and marketing executions that connect with consumers and customers.”

About Irish International

It is one of Ireland's leading communications companies, well known and awarded for its work across a range of disciplines including advertising, sponsorship, direct marketing, digital and design. It

represents many of the best known brands in the country - household names such as Barry's Tea, Guinness, Bank of Ireland, Avonmore and Failte Ireland – and, in addition to being appointed by UPC, has recently added the ESB and the Rail Procurement Agency to its client list.

About UPC

UPC Ireland is the leading cable television operator providing video, broadband internet and digital (VoIP) telephony services in Ireland. UPC offers more than half a million customers in Ireland access to the world of television, including 381,000 who have switched to digital television. UPC has 199,200 broadband subscribers and 96,400 digital telephone subscribers (as of December 31, 2010). The company is driven by its vision that this amazing but often complex digital world should be for everyone. UPC Ireland is a subsidiary of Liberty Global, Inc., the leading international cable operator with 18 million customers across 14 countries. For more information, please visit www.upc.ie