International Post Corporation

An Post launches refreshed brand on back of strong 2018

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At an event in the GPO today An Post revealed its newly refreshed brand positioning and two new sub-brands on the back of a very strong financial performance in 2018. The company indicated revenue growth of 7% to â‚¬897m as global decline in letters was offset by a 40% volume growth in parcels. The combination of increased revenue and tight cost control saw indicative operating profit up from â‚¬8m in 2017 to â‚¬40m in 2018. The value created by the transformation strategy was â‚¬120m as the company had been forecast to make a loss of â‚¬80m. 2018 was the second year of revenue and profit growth since the losses of â‚¬12m in 2016.

Debbie Byrne, Managing Director of An Post Retail unveiled An Post Brand 2019the new brand proposition and refreshed identity, focused on new demographics for both of An Post's core businesses, An Post Retail and An Post Mails & Parcels (see notes to editor below). The new look is being rolled out across the Post Office network, the An Post fleet and anpost.com, backed by an extensive advertising campaign.

In addition two sub-brands were announced:
An Post Money which brings together an expanded suite of financial services including credit cards, personal loans, current account (debit card) and multi-currency FX card; delivered across the Post Office network and digitally through anpost.com
An Post Commerce a new business-to-business brand providing expert e-commerce, mails and mail media solutions for domestic and international businesses
Commenting at the launch today, David McRedmond, CEO An Post said:
"An Post's move into a new world of e-commerce and financial services has delivered great results in 2018. The transformation has been achieved through big moves: fixing our core economics, building a great team, delivering breakthrough deals, and now reinvigorating our brand. I acknowledge the tremendous effort of all An Post's employees to deliver great results and lasting change"

Debbie Byrne, MD An Post Retail said:
"Refreshing this iconic Irish brand is another important step in the transformation of An Post, becoming more relevant and accessible for customers in the digital and physical world. Post Offices are changing to become

modern, sustainable retail outlets while retaining the unique human touch. An Post Money brings together all our new and enhanced financial services, providing choice for the market whether online or in-store".
Garrett Bridgeman, MD An Post Mails & Parcels said:
"While the story of 2018 was our 40% parcel growth, 2019 is about the launch of a world-class business-to-business brand An Post Commerce. As masters of delivery we have the expertise and infrastructure, physical and digital, to be the engine of growth for our SME and corporate customers, facilitating global trade".
An Post's new 'For Your World' TV brand ad kicks off this Sunday, 17th March and features Irish presenter Angela Scanlon. The campaign will also run in cinemas, online and on digital displays and out of home (billboards).

Source: An Post

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