

Attitudes to Advertising - Ireland - October 2014

Report Price: £1495 | \$1995 | €1800

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This report looks at the following areas:

The Irish advertising industry suffered from a period of continued decline between 2007 and 2013 in terms of spending. However, 2014 marks somewhat of a turning point for the industry, with growth expected going forwards. This growth will be driven largely by online advertising expenditure and indeed the global advertising sector has continued to witness an accelerating shift to digital channels precipitated by consumers' increased use of smartphone and tablet devices, as well as changing media consumption habits. Whether advertising via these channels in the future will be more effective at catching Irish consumers' attention when compared with advertising in traditional media channels remains to be seen.

This report examines the advertising sector in Ireland, and highlights how effective Irish consumers find advertising, how they interact with advertising, and their attitudes towards advertising.

- What are the dominant advertising channels?
- What role do mobile devices play in advertising?
- Are consumers overwhelmed by the range of advertising that they are exposed to?
- What role does trust play in advertising?
- What role does advertising fulfil for Irish consumers?



"The Irish advertising sector is showing signs of recovery, however while online advertising provides a welcome fillip to advertising expenditure, it serves to mask declining expenditure in other media. Going forward, brands and advertisers will continue to face the challenge of engaging Irish consumers whose attention is increasingly being competed for across multiple media and devices." – David Falls, Research Analyst

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- Owens DDB
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