Attitudes to Advertising - Ireland - October 2015

Report Price: £1095.00 | $1773.30 | €1390.99

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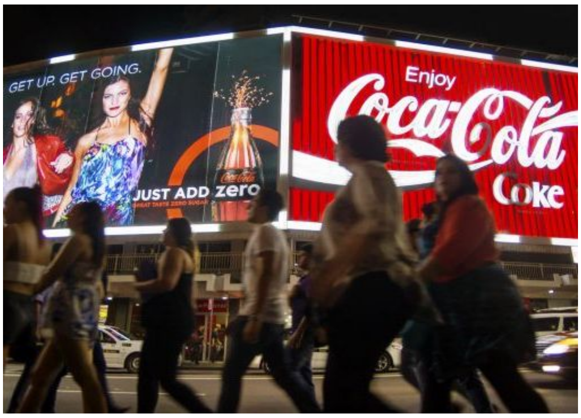

"With a high level of consumers taking steps to avoid promotional content, advertisers could look to strike a new deal with consumers. Offering incentives to view advertising could encourage them to re-engage with online advertising."
– James Wilson, Research Analyst

This report looks at the following areas:

- What are the main advertising channels used to reach Irish consumers?
- Are Irish consumers exposed to too much advertising?
- What are Irish consumers' attitudes towards advertising?
- What are the main drivers of the advertising industry in Ireland?

The advertising industry in Ireland continues to recover, with growth in spending expected to continue in 2015 and beyond. This is being driven by the growth in online adspend, and mobile in particular. However, Irish consumers do not rate online advertising methods as effective in catching their attention and they are even taking steps to avoid it. That said, it could be that online advertising is reaching Irish consumers at a subconscious level and is thus a somewhat effective method for promoting goods and services.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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