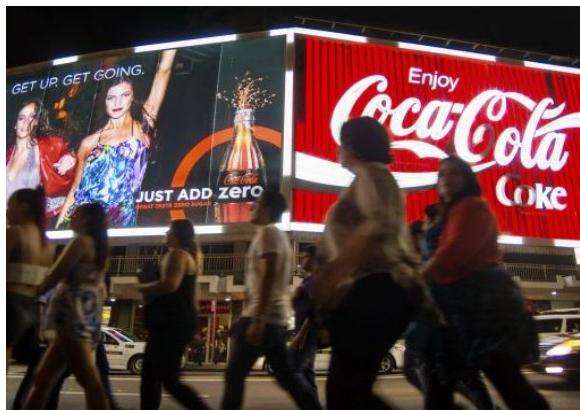


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“With a high level of consumers taking steps to avoid promotional content, advertisers could look to strike a new deal with consumers. Offering incentives to view advertising could encourage them to re-engage with online advertising.”

– 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.

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Table of Contents

Introduction

Key themes in the report
 Market size rationale
 Data sources
 Definitions
 Abbreviations

Executive Summary

The market
 Forecast
 Figure 1: Indexed estimated advertising revenues, NI and RoI, 2010-20

Market factors
 Ad-blocking has financial impact for advertising industry
 Social networks are important advertising channels
 New vlogger guidelines to provide greater clarity on promoted content
 Digital drives overall growth in readership of newspapers in RoI
 Smartphone and tablet ownership continues to grow
 Companies, brands and innovations

The consumer
 Offline advertising more effective in reaching Irish consumers than online methods
 Figure 2: How effective consumers find different methods of advertising to be (1 being the most effective and 5 being the least effective), NI and RoI, June 2015
 Irish consumers see an increase in volume of advertising
 Figure 3: Agreement with statements relating to advertising, NI and RoI, June 2015
 Consumers understand that advertising keeps services free
 Figure 4: Agreement with statements relating to advertising, NI and RoI, June 2015

What we think

Issues and Insights

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

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The Implications

Market Overview

Key points

Online ad-blocking a key issue for advertising industry

Figure 5: Global monthly active users (MAUs) of ad-blocking software, January 2013-June 2015

Apple's iOS 9 update to change the game for mobile advertising

Figure 6: Type of mobile phone device used by consumers (main device only), NI and RoI, March 2015

Facebook and YouTube the most popular social media platforms in Ireland

Figure 7: Social networks used by consumers at least once per week, NI and RoI, March 2015

Figure 8: Media networks used by consumers at least once per week, NI and RoI, March 2015

Social networks launching new services to boost appeal to advertisers

New vlogger guidelines introduced by advertising committee

Print newspapers still popular, but digital readership grows

Figure 9: Readership of print and digital newspapers, RoI, 2012/13-2014/15

Ad agencies returning to newspaper advertising

Figure 10: Advertising revenue generated by newspapers (print and digital), RoI, 2011-14

Mobile device ownership in Ireland continues to grow

Figure 11: Consumers who own, or have access to, mobile technology devices, NI and RoI, July 2014-June 2015

Second screening is a mainstream activity

Amazon and Chrome follow Firefox to block Flash

Market Size and Forecast

Key points

Advertising market continues to grow in 2015

Figure 12: Estimated advertising revenues, IoI, NI and RoI, 2010-20

Recovery in ad spending to be faster in RoI compared to NI

Figure 13: Indexed estimated advertising revenues, NI and RoI, 2010-20

Online the main driver of advertising expenditure

Figure 14: Online advertising spend, RoI, 2009-18

Significant increase in mobile ad spending in 2014...

Figure 15: Breakdown of mobile advertising spend, RoI, 2013 and 2014

...though desktop still accounts for majority of digital adspend

Figure 16: Breakdown of desktop advertising spend, RoI, 2013 and 2014

Strengths and Weaknesses

Strengths

Weaknesses

Companies and Innovations

Key points

Examples of innovation

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An Post
Key facts
Recent developments
Carat Ireland
Key facts
Recent developments
Cawley NEA/TBWA
Key facts
Recent developments
Clear Channel Ireland
Key facts
Recent developments
Irish International
Key facts
Recent developments
JCDecaux Ireland
Key facts
Recent developments
LyleBailie International
Key facts
Recent developments
MEC Ireland
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Recent developments

Rothco

Key facts

Recent developments

WPP

Key facts

Recent developments

The Consumer – Effectiveness of Advertising

Key points

TV rated the most effective method of advertising

Figure 17: How effective consumers find different methods of advertising to be (1 being the most effective and 5 being the least effective), NI and RoI, June 2015

NI men and RoI Boomers find TV advertising most effective

Figure 18: Consumers who rated TV advertising as '1' (most effective), by gender and age, NI and RoI, June 2015

Sponsorship of TV shows effective at reaching Millennials and early Gen-Xers

Figure 19: Consumers who rated sponsorship of TV shows as '1' (most effective), by gender and age, NI and RoI, June 2015

Billboards and outdoor posters effective in reaching city dwellers

Figure 20: How effective consumers rate billboards/outdoor posters as '1' (most effective), by location, RoI, June 2015

The Consumer – Interaction with Advertising

Key points

Irish consumers agree that volume of advertising has increased

Figure 21: Agreement with statements relating to advertising, NI and RoI, June 2015

NI women most receptive to advertising with special offers

Figure 22: Agreement with statements relating to advertising, by gender and age, NI, June 2015

Late Gen-Xers in RoI think there is more advertising today compared to five years ago

Figure 23: Agreement with statements relating to advertising, by gender and age, RoI, June 2015

NI Millennials most likely to feel misled by advertising

Figure 24: Agreement with statements relating to advertising, by gender and age, NI, June 2015

Figure 25: Agreement with statements relating to advertising, by gender and age, RoI, June 2015

The Consumer – Attitudes towards Advertising

Key points

Consumers understand that advertising keeps some services free

Figure 26: Agreement with statements relating to advertising, NI and RoI, June 2015

Millennials most annoyed by in-app advertising

Figure 27: Agreement with statements relating to advertising, by age, NI, June 2015

Figure 28: Agreement with statements relating to advertising, by age, RoI, June 2015

Young consumers switching to other devices during TV ad breaks

Figure 29: Agreement with statements relating to advertising, by gender and age, NI, June 2015

Figure 30: Agreement with statements relating to advertising, by gender and age, RoI, June 2015

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Young and old consumers prefer direct mail to be printed on recyclable materials

Figure 31: Agreement with statements relating to advertising, by gender and age, NI, June 2015

Figure 32: Agreement with statements relating to advertising, by gender and age, RoI, June 2015

Appendix

NI Toluna

Figure 33: How effective consumers rate TV advertising (1 being the most effective and 5 being the least effective), by demographics, NI, June 2015

Figure 34: How effective consumers rate sponsorship of TV shows (1 being the most effective and 5 being the least effective), by demographics, NI, June 2015

Figure 35: How effective consumers rate radio advertising (1 being the most effective and 5 being the least effective), by demographics, NI, June 2015

Figure 36: How effective consumers rate cinema advertising (1 being the most effective and 5 being the least effective), by demographics, NI, June 2015

Figure 37: How effective consumers rate newspaper/magazine advertising (1 being the most effective and 5 being the least effective), by demographics, NI, June 2015

Figure 38: How effective consumers rate advertising they receive in the mail (direct mail) (1 being the most effective and 5 being the least effective), by demographics, NI, June 2015

Figure 39: How effective consumers rate smartphone/tablet in-app advertising (eg Candy Crush) (1 being the most effective and 5 being the least effective), by demographics, NI, June 2015

Figure 40: How effective consumers rate advertising on a search engine (eg Google/Yahoo) (1 being the most effective and 5 being the least effective), by demographics, NI, June 2015

Figure 41: How effective consumers rate display/banner advertisements on webpages (1 being the most effective and 5 being the least effective), by demographics, NI, June 2015

Figure 42: How effective consumers rate advertising on social network feeds (eg sponsored links on Facebook) (1 being the most effective and 5 being the least effective), by demographics, NI, June 2015

Figure 43: How effective consumers rate 'Liked' advertisements on social networks (eg when a friend has liked a company post/page) (1 being the most effective and 5 being the least effective), by demographics, NI, June 2015

Figure 44: How effective consumers rate billboards/outdoor posters (1 being the most effective and 5 being the least effective), by demographics, NI, June 2015

Figure 45: How effective consumers rate advertising on the side of buses/taxis (1 being the most effective and 5 being the least effective), by demographics, NI, June 2015

Figure 46: How effective consumers rate advertisements on internet media service (eg YouTube, Spotify) (1 being the most effective and 5 being the least effective), by demographics, NI, June 2015

Figure 47: How effective consumers rate augmented reality/NFC points/QR codes (eg interactive bus stops) (1 being the most effective and 5 being the least effective), by demographics, NI, June 2015

Figure 48: How effective consumers rate product placement (eg famous brands featured in a TV show/film) (1 being the most effective and 5 being the least effective), by demographics, NI, June 2015

Figure 49: Agreement with statements relating to advertising, by demographics, NI, June 2015

Figure 50: Agreement with statements relating to advertising, by demographics, NI, June 2015 (continued)

Figure 51: Agreement with statements relating to advertising, by demographics, NI, June 2015 (continued)

Figure 52: Agreement with the statement 'Smartphone/tablet in-app adverts annoy me', by demographics, NI, June 2015

Figure 53: Agreement with the statement 'I change the channel/radio station/my browser tab when advertisements start', by demographics, NI, June 2015

Figure 54: Agreement with the statement 'I have had my name taken off mailing lists/databases', by demographics, NI, June 2015

Figure 55: Agreement with the statement 'I think I bought a product/service in the last 12 months after it was endorsed/reviewed by a blogger/vlogger that I follow', by demographics, NI, June 2015

Figure 56: Agreement with the statement 'I have been encouraged to buy products that have sponsored television programmes', by demographics, NI, June 2015

Figure 57: Agreement with the statement 'I find online advertising to be more 'in your face' than offline advertising (eg expanding video banners)', by demographics, NI, June 2015

Figure 58: Agreement with the statement 'Personalised advertising through the post is more likely to catch my attention than standard mail advertising', by demographics, NI, June 2015

Figure 59: Agreement with the statement 'I understand that advertising is essential to keep some services free to use (eg Google, Facebook)', by demographics, NI, June 2015

Figure 60: Agreement with the statement 'I prefer advertising sent through the post to be printed on recyclable materials', by demographics, NI, June 2015

Figure 61: Agreement with the statement 'I switch to using other devices when ad breaks start on TV (eg smartphone/tablet)', by demographics, NI, June 2015

Figure 62: Agreement with the statement 'I enjoy outdoor advertising that you can interact with using a smartphone/tablet (eg QR codes)', by demographics, NI, June 2015

Figure 63: Agreement with the statement 'I think it should be illegal to 'touch up' images in advertising (ie Photoshopping images in fashion advertisements)', by demographics, NI, June 2015

RoI Toluna

Figure 64: How effective consumers rate TV advertising (1 being the most effective and 5 being the least effective), by demographics, RoI, June 2015

Figure 65: How effective consumers rate sponsorship of TV shows (1 being the most effective and 5 being the least effective), by demographics, RoI, June 2015

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- Figure 66: How effective consumers rate radio advertising (1 being the most effective and 5 being the least effective), by demographics, RoI, June 2015
- Figure 67: How effective consumers rate cinema advertising (1 being the most effective and 5 being the least effective), by demographics, RoI, June 2015
- Figure 68: How effective consumers rate newspaper/magazine advertising (1 being the most effective and 5 being the least effective), by demographics, RoI, June 2015
- Figure 69: How effective consumers rate advertising they receive in the mail (direct mail) (1 being the most effective and 5 being the least effective), by demographics, RoI, June 2015
- Figure 70: How effective consumers rate smartphone/tablet in-app advertising (eg Candy Crush) (1 being the most effective and 5 being the least effective), by demographics, RoI, June 2015
- Figure 71: How effective consumers rate advertising on a search engine (eg Google/Yahoo) (1 being the most effective and 5 being the least effective), by demographics, RoI, June 2015
- Figure 72: How effective consumers rate display/banner advertisements on webpages (1 being the most effective and 5 being the least effective), by demographics, RoI, June 2015
- Figure 73: How effective consumers rate advertising on social network feeds (eg sponsored links on Facebook) (1 being the most effective and 5 being the least effective), by demographics, RoI, June 2015
- Figure 74: How effective consumers rate 'Liked' advertisements on social networks (eg when a friend has liked a company post/page) (1 being the most effective and 5 being the least effective), by demographics, RoI, June 2015
- Figure 75: How effective consumers rate billboards/outdoor posters (1 being the most effective and 5 being the least effective), by demographics, RoI, June 2015
- Figure 76: How effective consumers rate advertising on the side of buses/taxis (1 being the most effective and 5 being the least effective), by demographics, RoI, June 2015
- Figure 77: How effective consumers rate advertisements on internet media service (eg YouTube, Spotify) (1 being the most effective and 5 being the least effective), by demographics, RoI, June 2015
- Figure 78: How effective consumers rate augmented reality/NFC points/QR codes (eg interactive bus stops) (1 being the most effective and 5 being the least effective), by demographics, RoI, June 2015
- Figure 79: How effective consumers rate product placement (eg famous brands featured in a TV show/film) (1 being the most effective and 5 being the least effective), by demographics, RoI, June 2015
- Figure 80: Agreement with statements relating to advertising, by demographics, RoI, June 2015
- Figure 81: Agreement with statements relating to advertising, by demographics, RoI, June 2015 (continued)
- Figure 82: Agreement with statements relating to advertising, by demographics, RoI, June 2015 (continued)
- Figure 83: Agreement with the statement 'Smartphone/tablet in-app adverts annoy me', by demographics, RoI, June 2015
- Figure 84: Agreement with the statement 'I change the channel/radio station/my browser tab when advertisements start', by demographics, RoI, June 2015
- Figure 85: Agreement with the statement 'I have had my name taken off mailing lists/databases', by demographics, RoI, June 2015
- Figure 86: Agreement with the statement 'I think I bought a product/service in the last 12 months after it was endorsed/reviewed by a blogger/vlogger that I follow', by demographics, RoI, June 2015
- Figure 87: Agreement with the statement 'I have been encouraged to buy products that have sponsored television programmes', by demographics, RoI, June 2015
- Figure 88: Agreement with the statement 'I find online advertising to be more 'in your face' than offline advertising (eg expanding video banners)', by demographics, RoI, June 2015
- Figure 89: Agreement with the statement 'Personalised advertising through the post is more likely to catch my attention than standard mail advertising', by demographics, RoI, June 2015
- Figure 90: Agreement with the statement 'I understand that advertising is essential to keep some services free to use (eg Google, Facebook)', by demographics, RoI, June 2015
- Figure 91: Agreement with the statement 'I prefer advertising sent through the post to be printed on recyclable materials', by demographics, RoI, June 2015
- Figure 92: Agreement with the statement 'I switch to using other devices when ad breaks start on TV (eg smartphone/tablet)', by demographics, RoI, June 2015
- Figure 93: Agreement with the statement 'I enjoy outdoor advertising that you can interact with using a smartphone/tablet (eg QR codes)', by demographics, RoI, June 2015
- Figure 94: Agreement with the statement 'I think it should be illegal to 'touch up' images in advertising (ie Photoshopping images in fashion advertisements)', by demographics, RoI, June 2015

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