

## Attitudes to Advertising - Ireland - August 2018

Report Price: £1095.00 | \$1478.58 | €1232.31

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“There remains a high level of advertising avoidance as Irish consumers continue to fast forward through TV adverts when using catch-up and on-demand services, and change channels and browser tabs when adverts start. However, delivering humorous campaigns with special offers will help brands to re-engage consumers.”

**- James Wilson, Research Analyst**

This report looks at the following areas:

Advertising expenditure continues to grow across Ireland. This is being driven by online channels, with video-on-demand and native advertising seeing the largest increases in spending between 2016 and 2017. However, despite the significant increase in online advertising expenditure, TV advertising remains the most effective in gaining Irish consumers' attention.

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## Table of Contents

### Overview

What you need to know  
Issues covered in this Report

### Executive Summary

#### The market

Figure 1: Estimated advertising revenues, NI and RoI, 2013-18

#### Forecast

Figure 2: Indexed estimated advertising revenues, NI and RoI, 2013-23

#### Market factors

Growing dislike for online advertising  
Social media remains an important advertising channel  
Consumers less confident in spotting advertising online  
High device ownership a challenge for brands  
Companies, brands and innovations

#### The consumer

Social networks remain effective in reaching Irish consumers online  
Figure 3: Online advertising methods consumers consider most effective (noticeable), NI and RoI, June 2018

#### Advertising on live TV noticed by Irish consumers

Figure 4: Offline advertising methods consumers consider most effective (noticeable), NI and RoI, June 2018

#### Advertising avoidance remains high

Figure 5: Agreement with statements relating to advertising, NI and RoI, June 2018

#### Recyclable direct mail important to Irish consumers

Figure 6: Agreement with statements relating to advertising, NI and RoI, June 2018

#### What we think

### The Market – What You Need to Know

Spending on advertising grows in 2017  
RoI consumers think online ads are more intrusive than offline ads  
Consumers less confident in recognising online ads  
Cinema ads well received by RoI consumers  
GDPR takes effect, and consumers are optimistic it will protect their data

### Market Size and Forecast

2018 to see strong growth in advertising expenditure  
Figure 7: Estimated advertising revenues, IoI, NI and RoI, 2013-23  
RoI driving all-Ireland adspend over the next five years  
Figure 8: Indexed estimated advertising revenues, NI and RoI, 2013-23  
Online advertising continues to grow in RoI

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Figure 9: Online advertising spend, RoI, 2009-17

Figure 10: Year-on-year percentage growth rates for digital advertising formats, RoI, 2016-17

**Growth in desktop advertising expenditure remains strong**

Figure 11: Breakdown of desktop advertising spend, RoI, 2013-17

**Search continues to dominate mobile adspend**

Figure 12: Breakdown of mobile advertising spend, RoI, 2013-17

Figure 13: Mobile spending as a percentage of total online advertising expenditure, RoI, 2013-17

## Market Drivers

**Significant increase in UK consumers disliking all online ads**

Figure 14: Openness towards online advertising, UK (including NI), 2016 and 2017

**Online advertising considered intrusive**

Figure 15: Advertising consumers consider to be most intrusive, RoI, May 2018

**Consumers taking steps to avoid advertising online**

Figure 16: Steps taken by internet users to avoid online adverts, UK (including NI), 2016 and 2017

**High device ownership provides opportunities for advertisers**

Figure 17: Ownership of or access to mobile technology devices, NI and RoI, June 2017 and June 2018

**Confidence in recognising online ads declines**

Figure 18: Confidence in recognising online advertising, UK (including NI), 2015-17

**Social networking sites important advertising channels**

Figure 18: Top five social and media networks that consumers log on to regularly (ie log on at least once per week), NI and RoI, March 2018

**New data protection laws introduced in the EU**

Figure 19: How well Irish consumers think the General Data Protection Regulation will protect their personal data, NI and RoI, June 2018

**Facebook and Google face first cases under new data laws**

**Health campaigners call for tighter rules for advertising to children**

**Advertising considered essential part of the cinema experience**

Figure 20: Agreement with statements related to cinema advertising, RoI, May 2018

## Companies and Brands – What You Need to Know

Bacardi creates interactive campaign on IGTV

New tool to measure influencer marketing campaigns

JCDecaux reduces its carbon footprint

New feature to improve advertising transparency on Facebook

## Who's Innovating?

Buzzoole to measure influence on Instagram

TBWA\Dublin planning for data-driven future with DataLab

Bacardi uses new Instagram TV platform in latest campaign

Social networks enhance advertising transparency

## Competitive Strategies – Key Players

An Post

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- Key facts
- Recent development
- BBDO Dublin
- Key facts
- Recent developments
- Carat Ireland
- Key facts
- Recent developments
- Clear Channel
- Key facts
- Recent developments
- JCDecaux
- Key facts
- Recent developments
- Ogilvy & Mather
- Key facts
- Recent developments
- Omnicom Group
- Key facts
- Recent developments
- Owens DDB
- Key facts
- Publicis Dublin
- Key facts
- Recent developments
- Rothco
- Key facts
- Recent developments
- TBWA\Dublin
- Key facts
- Recent developments
- Wavemaker
- Key facts
- Recent developments
- WPP
- Key facts
- Recent developments

## The Consumer – What You Need to Know

Email campaigns effective in reaching Irish consumers

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- TV advertising the most effective offline channel
- Photoshopping in ads viewed negatively by Irish consumers
- Consumers want direct mail to be recyclable

## Effectiveness of Online Advertising

Social networks remain effective advertising platforms

Figure 21: Online advertising methods consumers consider most effective (noticeable), NI and RoI, June 2018

Women more receptive to ads in social media news feeds

Figure 22: Consumers who think advertising on social network feeds (eg sponsored links on Facebook) are effective (noticeable), by gender and age, NI and RoI, June 2018

Ads on internet media services effective in reaching younger consumers

Figure 23: Consumers who think advertisements on internet media service (eg YouTube, Spotify) are effective (noticeable), by age, NI and RoI, June 2018

Email ads effective in reaching older consumers

Figure 24: Consumers who think email (direct mail advertising) advertising is effective (noticeable), by age, NI and RoI, June 2018

## Effectiveness of Offline Advertising

TV continues to catch consumers' attention

Figure 25: Offline advertising methods consumers consider most effective (noticeable), NI and RoI, June 2018

Boomers notice advertising on live TV

Figure 26: Consumers who think live TV advertising is effective (noticeable), by age, NI and RoI, June 2018

Less affluent consumers notice direct mail advertising

Figure 27: Consumers who think advertising they receive in the mail (direct mail) is effective (noticeable), by gender and social class, NI and RoI, June 2018

Billboard ads reaching affluent consumers

Figure 28: Consumers who think billboards and outdoor posters are effective (noticeable), by gender and social class, NI and RoI, June 2018

Rural consumers hearing radio ads

Figure 29: Consumers who think radio advertising is effective (noticeable), by location, NI, June 2018

Figure 30: Consumers who think radio advertising is effective (noticeable), by location, RoI, June 2018

## Interaction with Advertising

Irish consumers continue avoiding ads

Figure 32: Agreement with statements relating to advertising, NI and RoI, June 2018

Advertising that entertains appeals to parents

Figure 31: Agreement with the statement 'I pay attention to advertising that makes me laugh', by presence of children in the household, NI and RoI, June 2018

Women more likely to think 'Photoshopping' in ads should be banned

Figure 32: Agreement with the statement 'I think it should be illegal to 'touch up' images in advertising (ie Photoshopping images in fashion advertisements)', by gender, NI and RoI, June 2018

Ads inspire younger consumers to buy new products

Figure 33: Agreement with the statement 'An advertisement has inspired me to buy a new product or service in the last month', by age, NI and RoI, June 2018

## Attitudes towards Advertising

Consumers think paper-based advertising should be recyclable

Figure 34: Agreement with statements relating to advertising, NI and RoI, June 2018

Greater restrictions on advertising appeal to women

Figure 35: Agreement with the statement 'There should be greater restrictions on advertising some products (ie alcohol, tobacco etc)', by gender and social class, NI and RoI, June 2018

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### Personalised mail can gain Gen-Xers' attention

Figure 36: Agreement with the statement 'Personalised advertising through the post is more likely to catch my attention than standard mail advertising', by age, NI and RoI, June 2018

### Older consumers want more information on 'cookies'

Figure 37: Agreement with the statement 'There should be more information on how 'cookies' affect my online experience', by age, NI and RoI, June 2018

Figure 38: Agreement with the statement 'There should be more transparency on the information collected by companies and passed on to advertisers', by age, NI and RoI, June 2018

## Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Market size rationale

Generational cohort definitions

Abbreviations

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