



June 2013

Outdoor Adventure Tourism - Ireland

“Outdoor adventure tourism has the potential to grow as a sector due to the forecast increase in visitors to Ireland and consumer expenditure. As such, companies operating in this sector may wish to consider developing a more balanced communication strategy that includes greater offline activity to reach and appeal to ...

May 2013

Online Social Networking - Ireland

“While advertising on social networking sites offers companies the opportunity to reach and engage with Irish consumers directly, the brands that will see the greatest return from promoting their goods and services through these channels will be those that offer tangible solutions to consumers’ individual needs.”