



December 2015

Sponsorship - Ireland

"While the overall sponsorship spend in Ireland is only around a tenth of the amount spent on conventional advertising, it is nonetheless an established, resilient and growing sector with promising prospects for the years ahead. It has weathered the difficult years of the recent economic downturn, and looks set now ...

October 2015

Attitudes to Advertising - Ireland

"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."

September 2015

Charitable Giving - Ireland

"Slacktivism is popular in Ireland, with Irish consumers showing a preference for interacting with charities through 'liking' their social networking pages, signing online petitions and posting pictures and videos of fundraisers. Thus further integrating these platforms into their promotional activities and encouraging consumers to interact with them can help charities ...

June 2015

Social Networking - Ireland

"As social networks crack down on like-gating activities (ie encouraging consumers to 'like' a company's post or profile as part of a competition), brands may be forced to start purchasing advertising space on social networks such as Facebook and Instagram in order to reach consumers."

— Emma McGeown, Research ...