

Attitudes to Advertising - Ireland - August 2019

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“Irish consumers think that it is important to see more diversity in the actors and models used in advertising. Better visibility of under-represented communities in their advertising will help brands to create more inclusive promotional campaigns that better reflect and enable them to connect with an increasingly diverse audience.”

– James Wilson, Research Analyst

This report looks at the following areas:

- Relevant advertising appeals to consumers
- UK brands banned from using 'harmful' gender stereotyping in ads
- Social media will see continued investment from brands
- Brands taking steps to better represent diverse communities in advertising

Irish consumers have noticed an increase in the amount of advertising online in the 12 months to June 2019. This reflects that online channels continue to drive advertising expenditure across the island of Ireland, with video-on-demand and social media the main formats brands are investing in to promote their products and services. Indeed, advertising on social media platforms remains the most effective way to gain Irish consumers' attention online.

Diversity in advertising is an important issue for Irish consumers who want to see promotional material be more inclusive and better represent an increasingly diverse society. Consumers have also noticed more advertisements with social and ethical messages over the past year. This reflects that brands are increasingly aligning themselves with and supporting social and ethical issues that are important to consumers as they continue to favour brands that share their values.

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