


Social Media Landscape

A photograph of a modern, multi-story building at night. The building features a large glass facade that reflects the surrounding environment. A prominent sign on the building reads '1WML'. The building is illuminated from within, and a street lamp is visible on the right side of the frame.

The purpose of this is showcase the Irish Social Media landscape and identify the macro trends influencing social behaviours.

Our Agenda

Multiple
Platform
eco-system

1

Entertainment
First Era

2

Age of
Influence

3

We are now in a
Multiple Platform eco-system

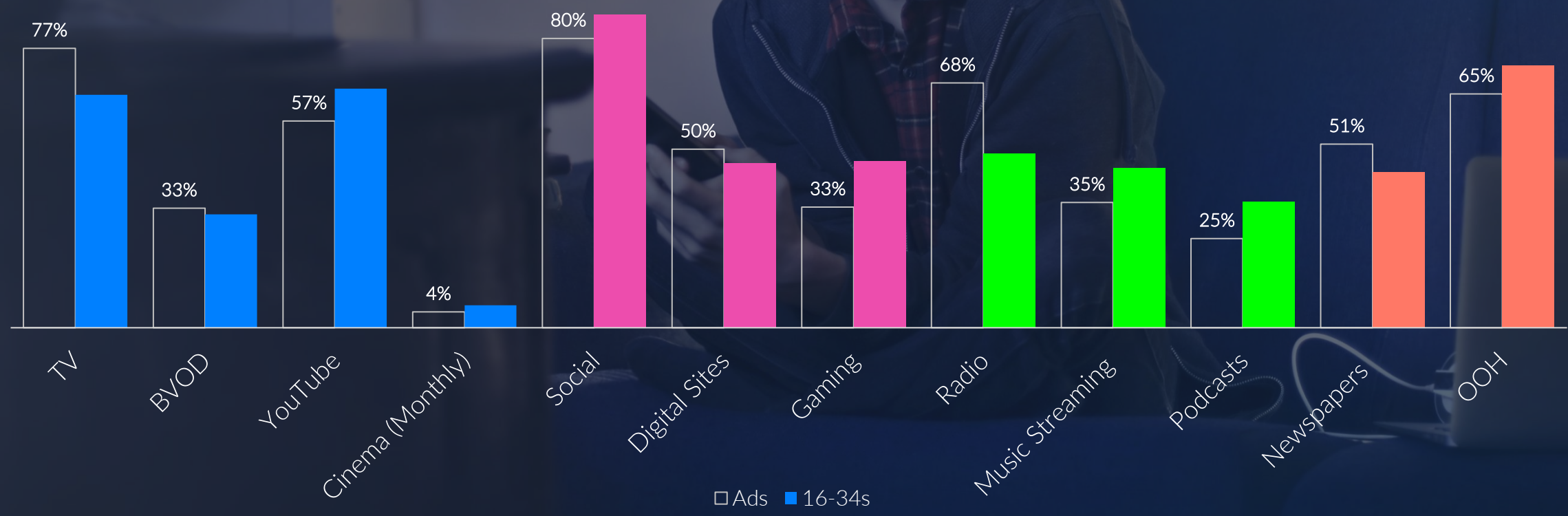
93.6%

The percentage of active social media user's vs population

Weekly reach

All Adults vs. 16-34s

Weekly Reach



Source: TGI Kantar Media 2023 H2, weekly reach by media

Daily time spent consuming media

All Adults vs. 16-34s

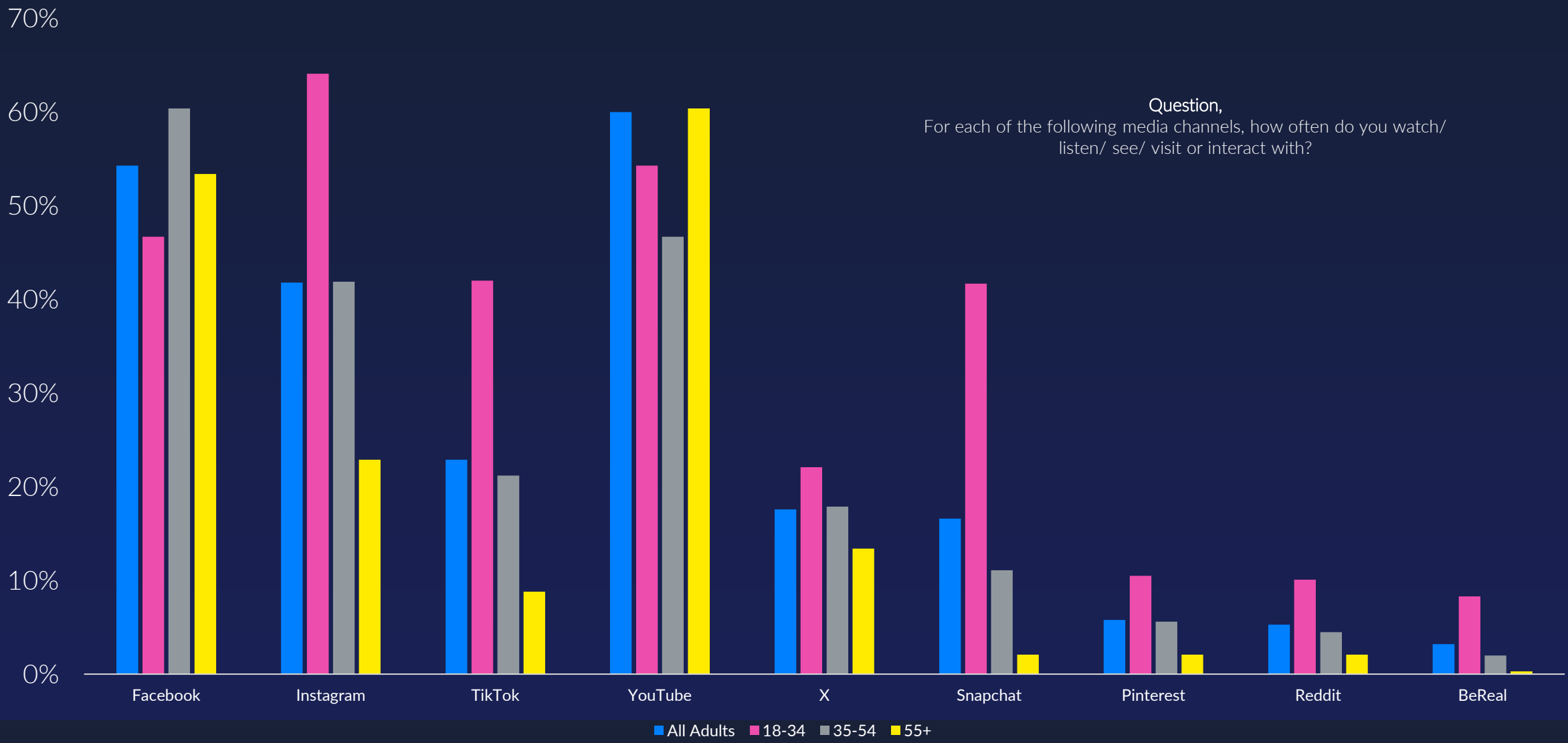
Daily Time Spent Consuming Media



Irish Monthly Active Users

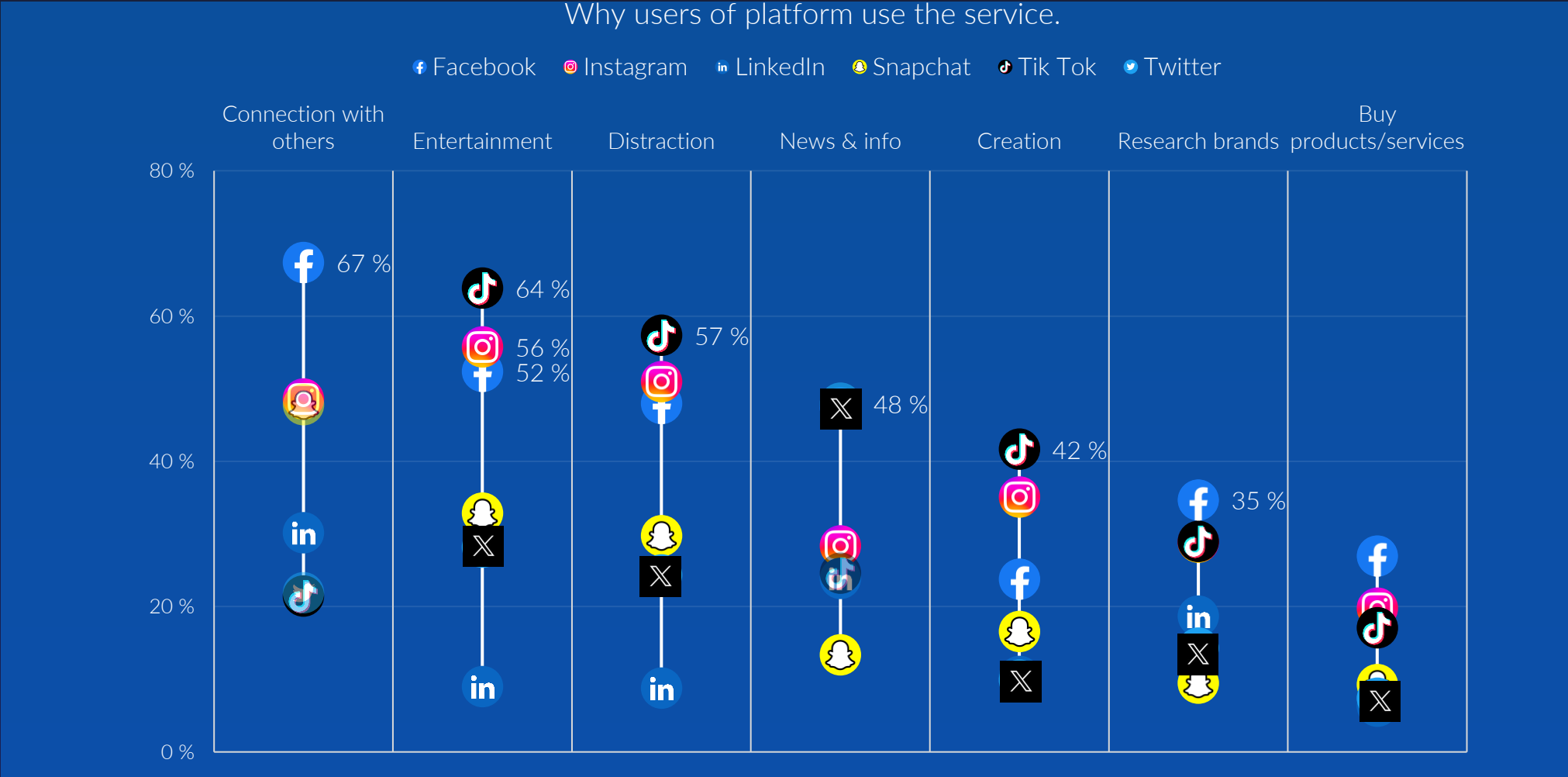


Age breakdown shows further fragmentation



Our audience behaves differently across platforms **core™**

The Distinction
of **Social Spaces**.

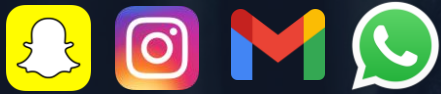


A DAY IN THE LIFE

We interviewed over 20 people (aged 15-30) about a regular day in their lives and how media plays a role throughout the day. This slide maps what their day looks like.

5:30-6:30: Wake Up

Most people check their notifications from Social & E-mail apps first thing in the morning before getting off the bed.



6:30-7:30: Getting Ready

While getting ready, some people will have music, podcast or a YT video playing in the background. Those who have breakfast will also do a scroll on socials.



9:00-13:00: Work/School

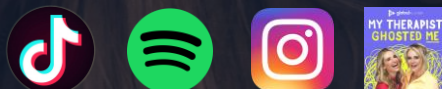
People don't have the time to consume a lot of media during this as they're busy. The most they do are mini scrolls across their socials to respond to messages or check notifications.



7:30-9:00: Commute

Majority use public transport like bus & dart. They will consume TikTok, IG and Snap while travelling with music or a podcast playing in the background.

Those who drive will have radio or their own music on. It depends on the distance of the travel. Long distance entails their own music while short could mean radio.



13:00-14:00: Lunch

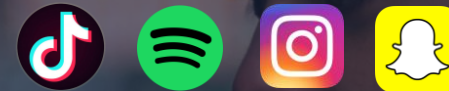
While on the campus, the media usage is minimal as people are socialising. However, when at home, people admitted to using several social channels, YT videos, and SVOD.



14:00-17:30: Work/School

17:30-18:30: Commute

The behaviour during these time periods mirrors that of the one in the morning. This mostly involves socials and audio streaming.



18:30-19:30: Unwind

As soon as people are back home, they do a carefree scroll on their socials. Some people may go to the gym or a run wherein they listen to podcast or music.



22:30-23:30: Before Bed

Before people doze off, they are likely to scroll through apps like TikTok, IG and Twitter. Some audio streaming is also common.



20:30-22:30: After Dinner

Some people will get together with their family to watch either Live TV (news or re-run of popular shows) or SVOD. Females are more likely to choose SVOD or shows like Love Island. Whereas males are more likely to choose video games or sport live streams.








19:30-20:30: Dinner

While cooking dinner, people tend to have audio, TikTok or YT video playing. If they're alone while having dinner, they may put on an SVOD show or Live TV if something they like is on such as Love Island or Premier League. Some families have dinner together and don't use media while having it.



Role of each platform

					
Channel Role	BRAND AFFINITY & ACTION AT SCALE	NEW AUDIENCE GROWTH CHANNEL	CUSTOMER SERVICE & SPORTS	YOUTH FOCUS	LONG FORM SUPPORT
Objective	Anchor brand storytelling and deliver messaging to drive affinity at scale	Bring social-first messaging to audience for brand products & drive affinity in a new space	Interaction on customer queries	Focus on interaction with young category entrants around key products	Complement brand stories with longer form content
Formats	Reels Stories Grid Carousels Partnerships	Video/ TopView Test new formats like Story Ads/ Polls/ Carousels	Tweet and image	Lenses & Filters	+20 seconds video Test YouTube Shorts
Influencer Activity, Brand Activations & Partnerships					

The Core Approach



Mapping KPI's to success

UPPER



BRAND

Objective	KPI / Benchmarks
Reach/Impression	CPM
Video Views	View Thru Rate
Frequency	Avg. Freq

MIDDLE



BRAND PRODUCT

Objective	KPI / Benchmarks
Traffic	Cost Per Click
Engagement	Engagement Rate
Sentiment	Positive Sentiment %

LOWER



PERFORMANCE

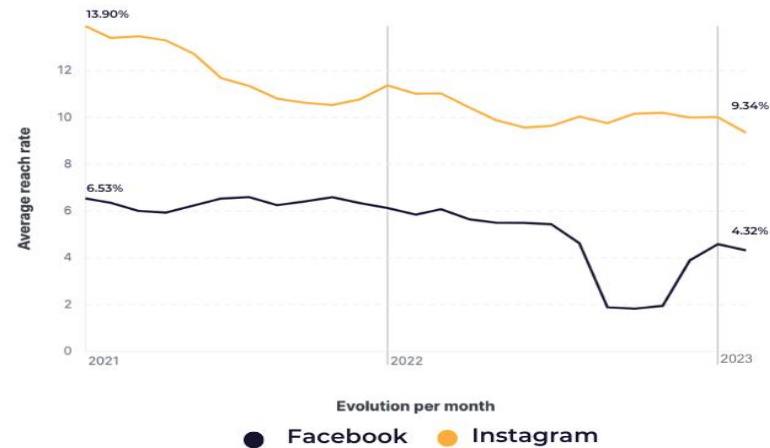
Objective	KPI / Benchmarks
Conversions	Cost per Conversion
Leads	Cost Per Lead
Call ads / DM ads	Cost per Call / Message

Paid Support is Vital

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Facebook & Instagram Study

5%
Average
Organic Reach
on Meta

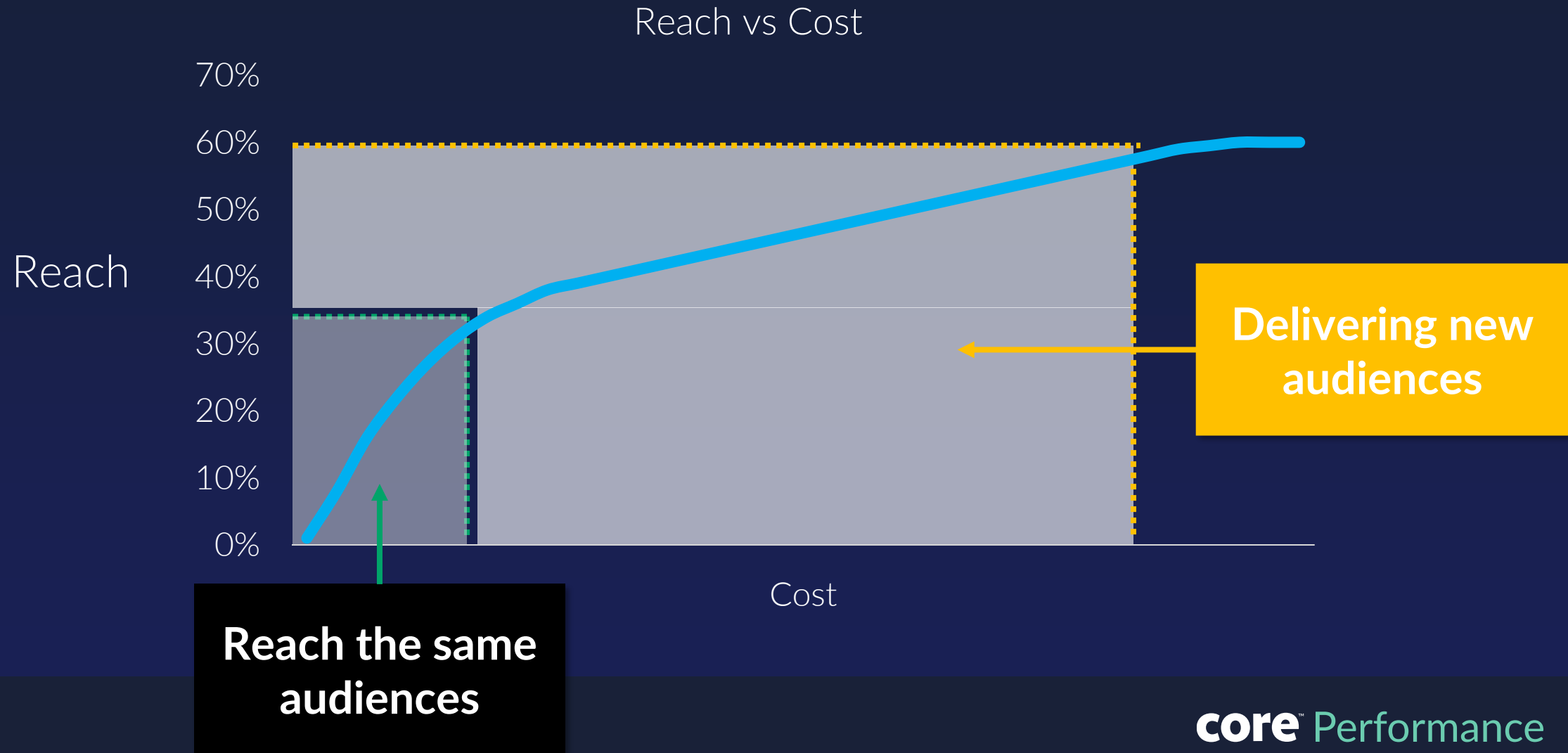


2023 Social Media Reach Study

socialinsider

Growing our targeting, will grow our opportunity to reach new customers

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core™ Performance

Identify your audience and diversify channel mix

core™

€3,000

50% reach

Powered by **core™**

€1,800

50% reach

Instagram

facebook



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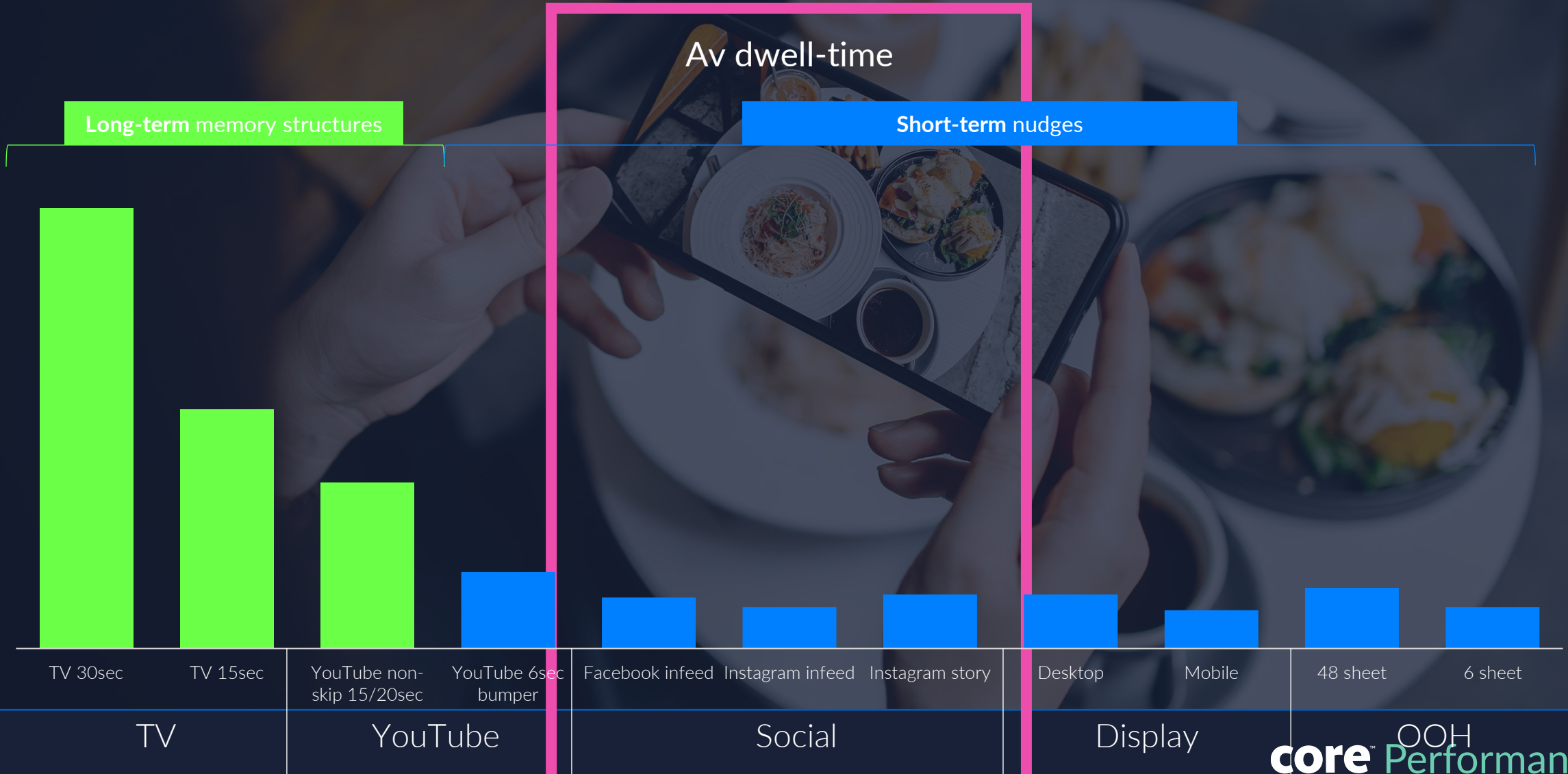
Snapchat

TikTok

Pinterest

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Social has a lower attention threshold



2.5 SECONDS

Attention memory threshold



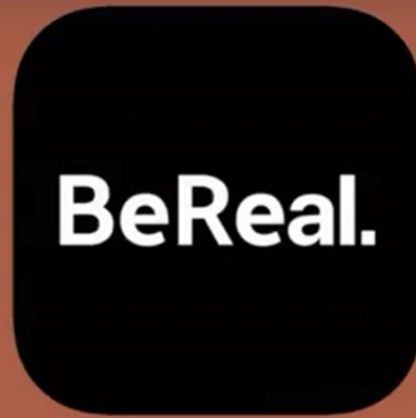
Attention is the problem, Creativity is the solution

We are now in the
Entertainment First Era

INSIDER

Social media is dead

Group chats and messaging apps killed it

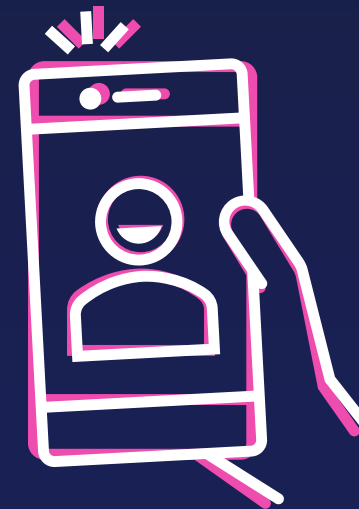


Social media is dead

core™

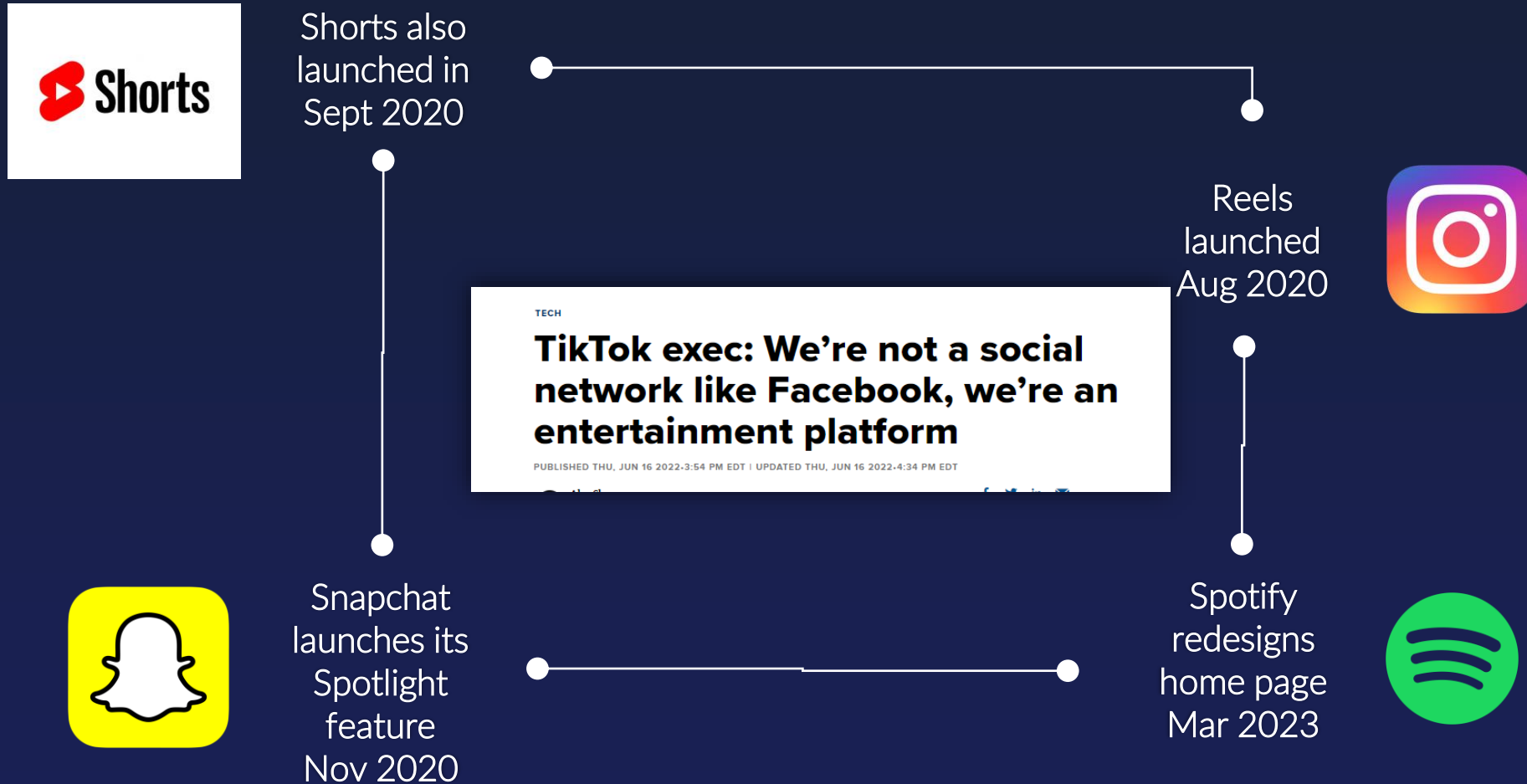
Platform evolution
and competition

Mature (and wary)
social audience



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Social media is ~~dead~~ evolving



A focus on
consumption,
rather than interaction

A woman with dark, curly hair is lying in bed, looking down at her smartphone. The image is framed by a thick red border. The background is a soft, out-of-focus white.

**We checked social,
but we watch
social shortform video**

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Social-first creative works better

+25%

Increase in seconds viewed

Lo – Fi content trends

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Taste Test



Recipe Videos



POV Video



Contests and Giveaways



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Getting Irish Audiences to #AskforMór

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The Challenge:

KFC wanted to bring a new twist to an Irish classic

Solution:

We created an innovative solution to bring a new Irish classic to life, and delivered it to audiences through a supercharged creative, social & OOH campaign



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Being Uniquely Irish

core™



Across social, we teased the product and brought a uniquely Irish flavour to the content

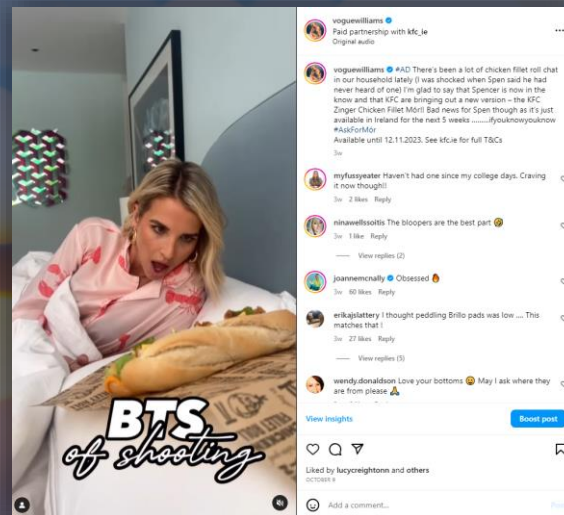
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Engaging Our Audience

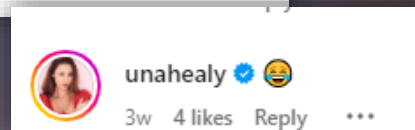
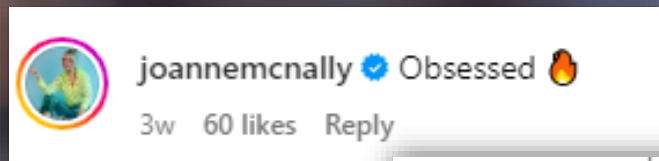


Competitions and 'surprise & delight' moments giving away KFC vouchers helped grow our following in the initial days and weeks, while fun, interactive content resonated particularly well on Facebook.

Collaborating with Influencers



BTS footage



Bonus podcast reference
& Stories share

For launch, we were thrilled to team up with leading Irish podcaster and presenter, Vogue Williams, to bring the ZCF Mór to her audience of over 1 million across Instagram and TikTok

We are now in the
Age of Influence.

Thinking about various decisions you make in life, products, or services your purchase or areas you may seek advice on, how influential are the following on your decision:

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Social and digital
influencing youth.



A woman with long dark hair, wearing a white t-shirt and a dark apron, is cooking spaghetti in a black pan on a stove. She is holding a smartphone in her left hand. The background is a kitchen with various items on the counter.

54%

Under 30s say Social Influencers impact purchasing decision

16x

Higher engagement when a creator posts on behalf of a brand.

67%

“Influencers messages are relatable”



Youth/ Culture



Comedy & Humour



Parenting/ Family



Experiences/ Guides

Evolution into a lifestyle-first influencer market

Views



What this means for you?

Identify where
your audience
are spending
their time

1

Understand &
play
to each
platform's
strengths

2

Supercharge
social first
content

3

Consider the
best content fit
for the platform
& audience

4

Select talent
with a genuine
interest in your
brand / product

5



THANK YOU.