

Social Media Landscape



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

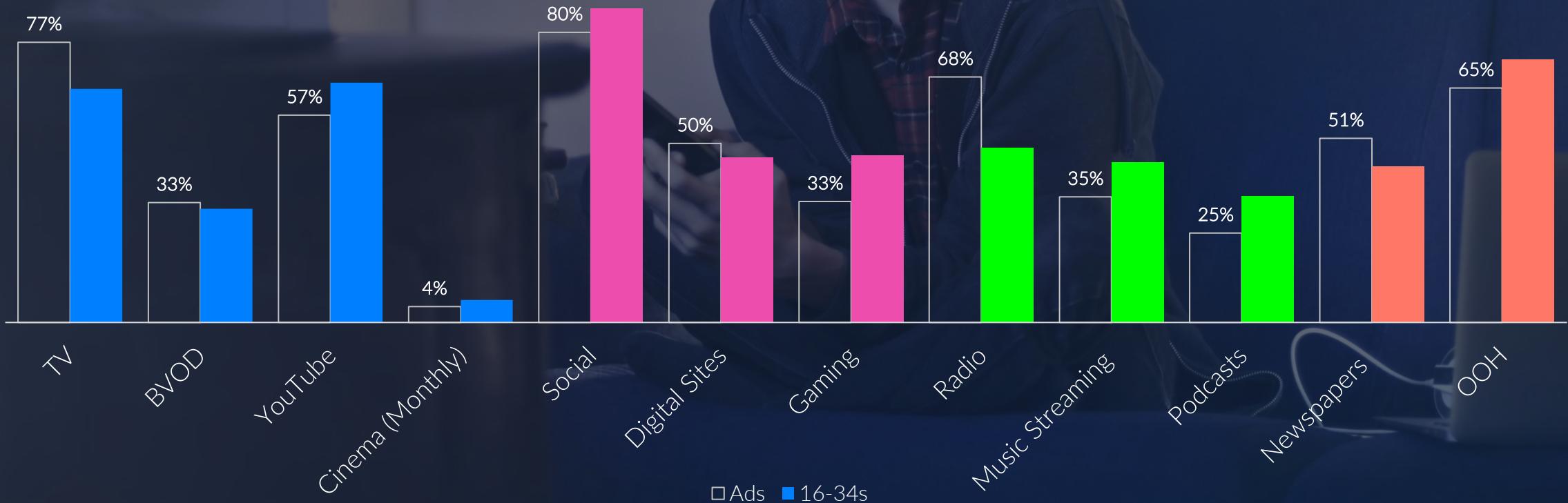
93.6%

The percentage of active social media user's vs population

Weekly reach

All Adults vs. 16-34s

Weekly Reach



Daily time spent consuming media

All Adults vs. 16-34s

Daily Time Spent Consuming Media



Irish Monthly Active Users

YouTube

Pinterest

twitter X

LinkedIn

TikTok

Snapchat

Instagram

facebook

4,000,000

650,000

1,700,000

2,700,000

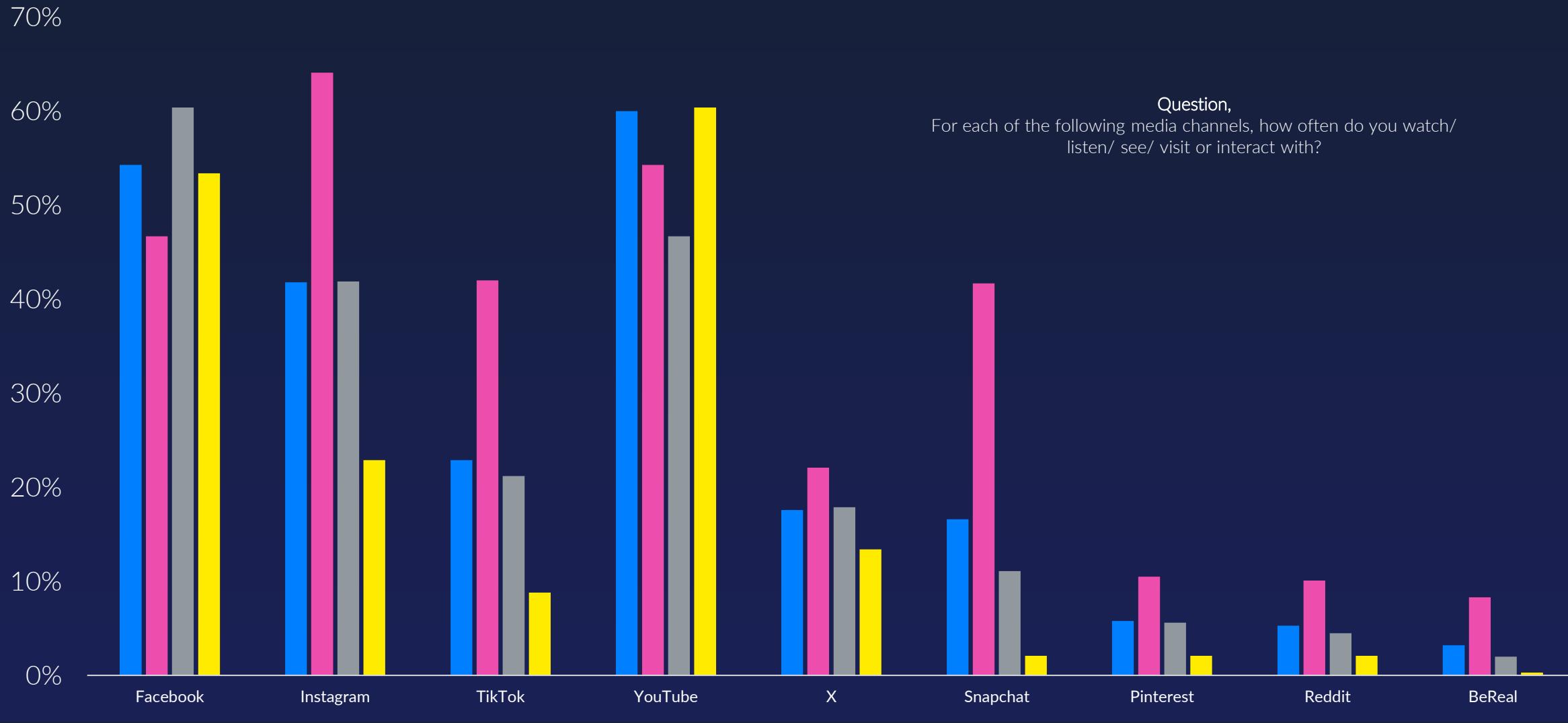
2,200,000

2,050,000

2,300,000

2,500,000

Age breakdown shows further fragmentation

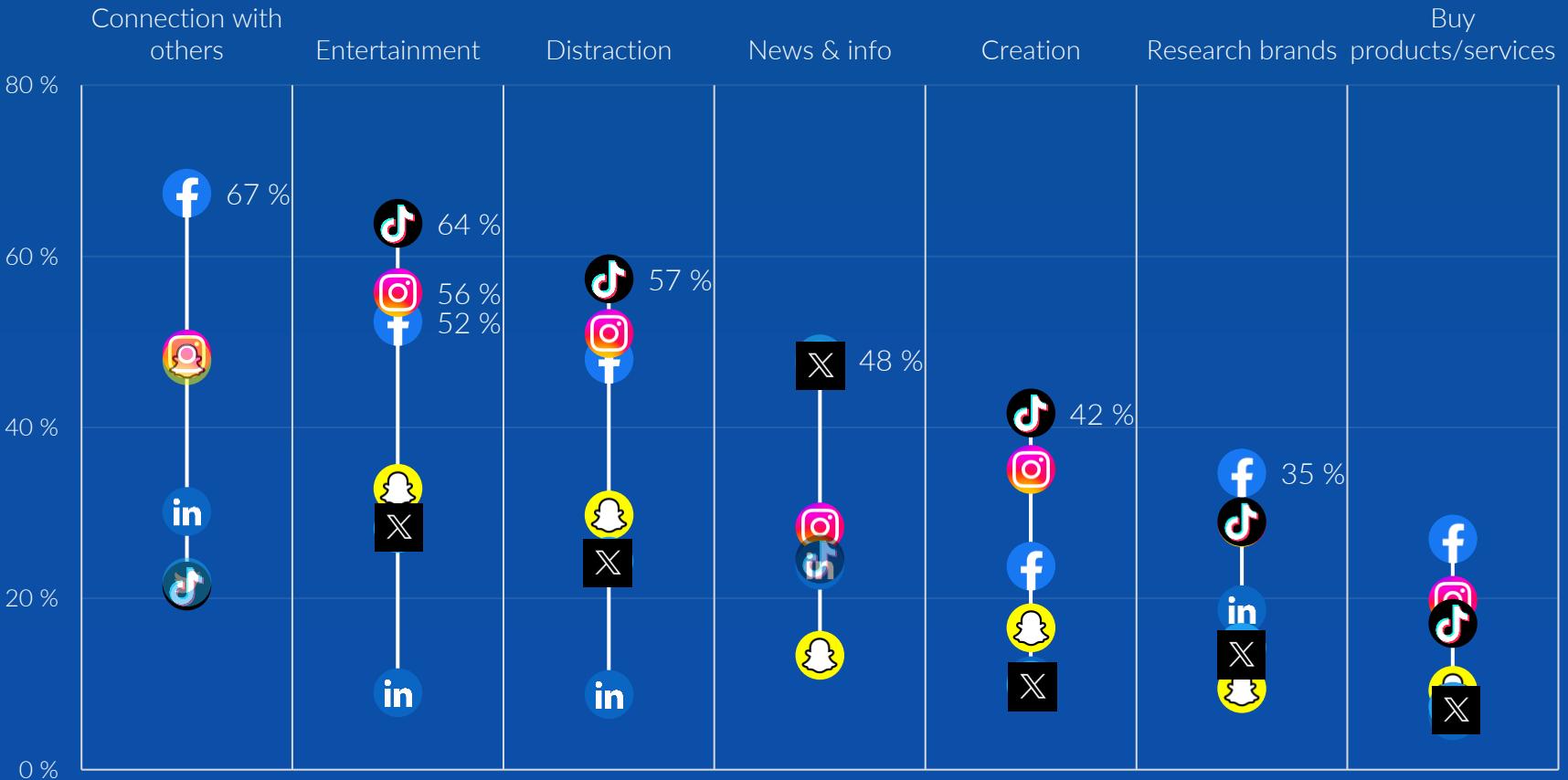


Our audience behaves differently across platforms **core**™

The Distinction of **Social Spaces**.

Why users of platform use the service.

Facebook Instagram LinkedIn Snapchat Tik Tok Twitter



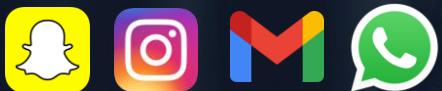
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A DAY IN THE LIFE

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

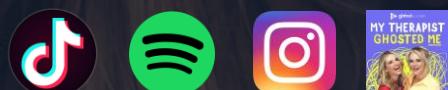
People don't have the time to consume a lot of media during this as they're busy. The most they do are mini scrolls across their socials to respond to messages or check notifications.



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 podcasts 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

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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

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The Core Approach



BRAND

UPPER

Reach and Frequency



BRAND PRODUCT

MIDDLE

Engagement and Consideration



PERFORMANCE

LOWER

Drive sales

Mapping KPI's to success

UPPER

MIDDLE

LOWER



BRAND



BRAND PRODUCT



PERFORMANCE

Objective	KPI / Benchmarks	Objective	KPI / Benchmarks	Objective	KPI / Benchmarks
Reach/Impression	CPM	Traffic	Cost Per Click	Conversions	Cost per Conversion
Video Views	View Thru Rate	Engagement	Engagement Rate	Leads	Cost Per Lead
Frequency	Avg. Freq	Sentiment	Positive Sentiment %	Call ads / DM ads	Cost per Call / Message

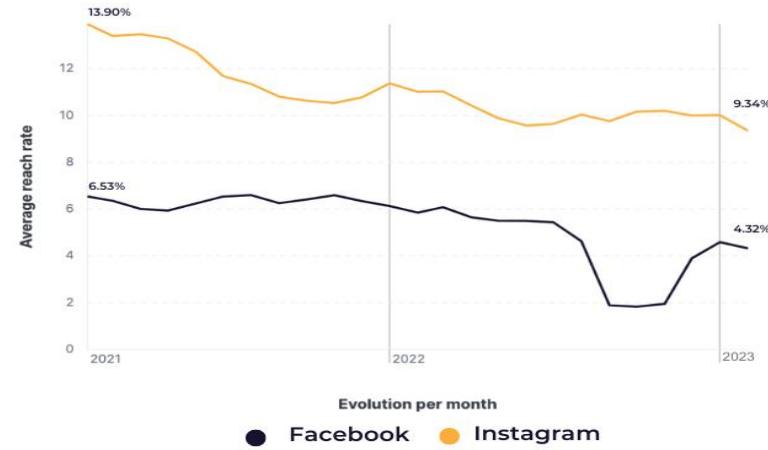
Paid Support is Vital

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Facebook & Instagram Study

5%
Average
Organic Reach
on Meta

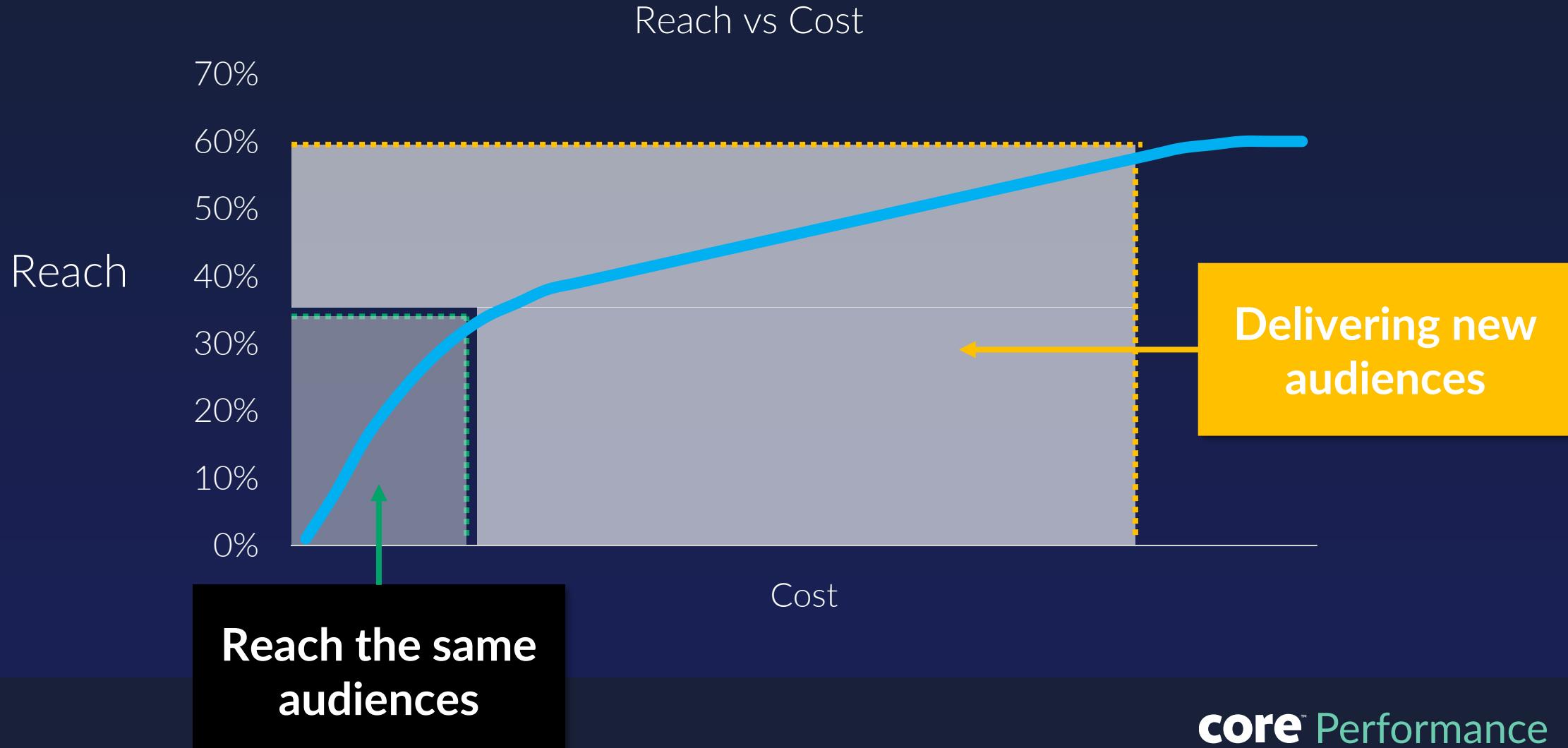
2023 Social Media Reach Study



socialinsider

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

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Identify your audience and diversify channel mix

€3,000
50% reach

Instagram

facebook

Powered by **core**™

€1,800
50% reach

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Identify your audience and diversify channel mix

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€3,000
50% reach

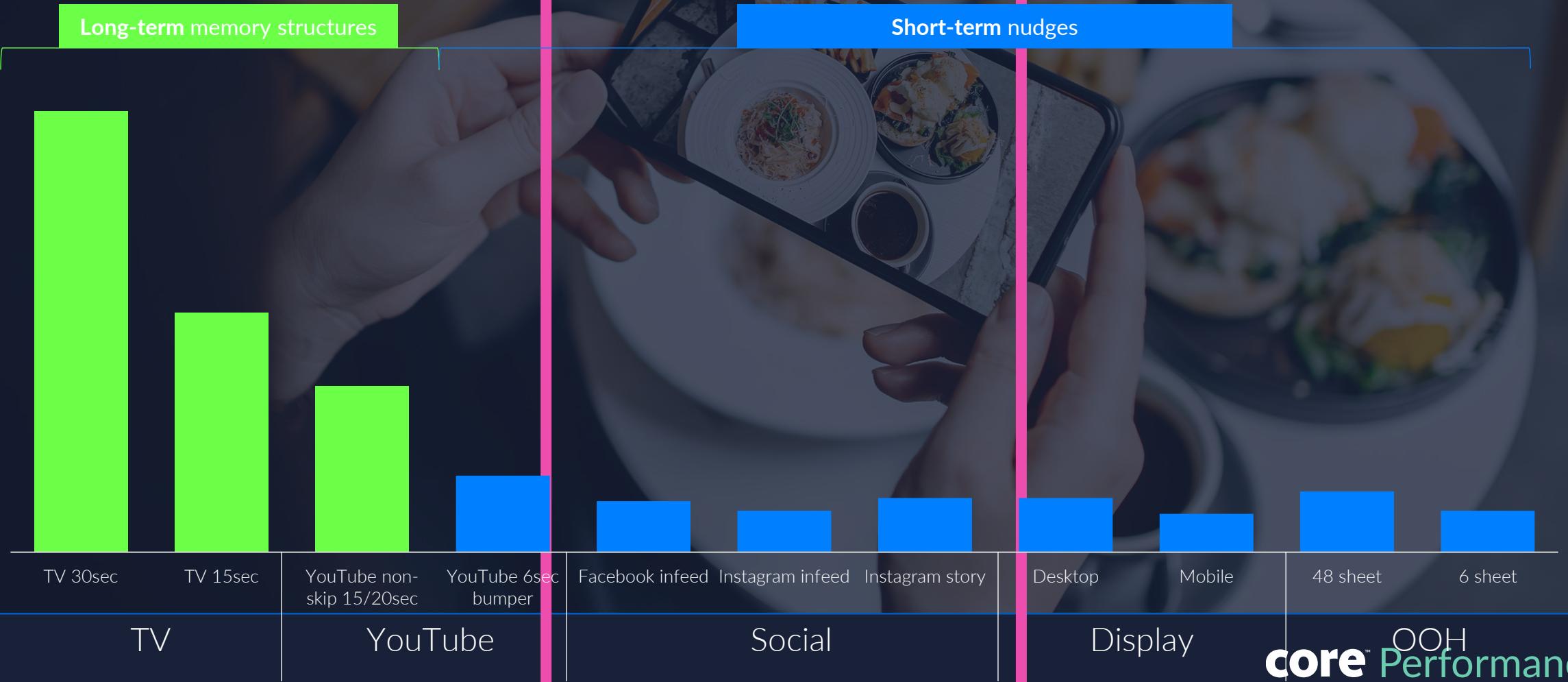
Powered by **core**™

€1,800
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Instagram
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Snapchat
TikTok
Pinterest

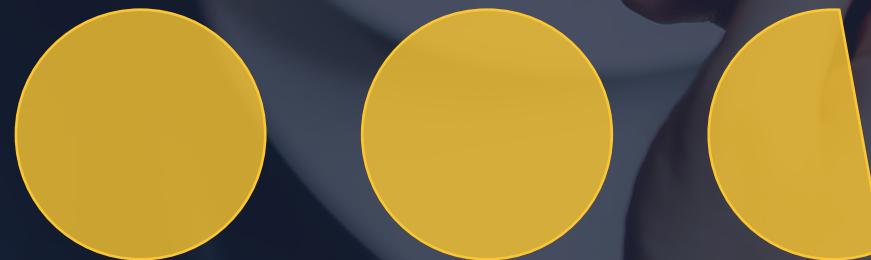
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Social has a lower attention threshold

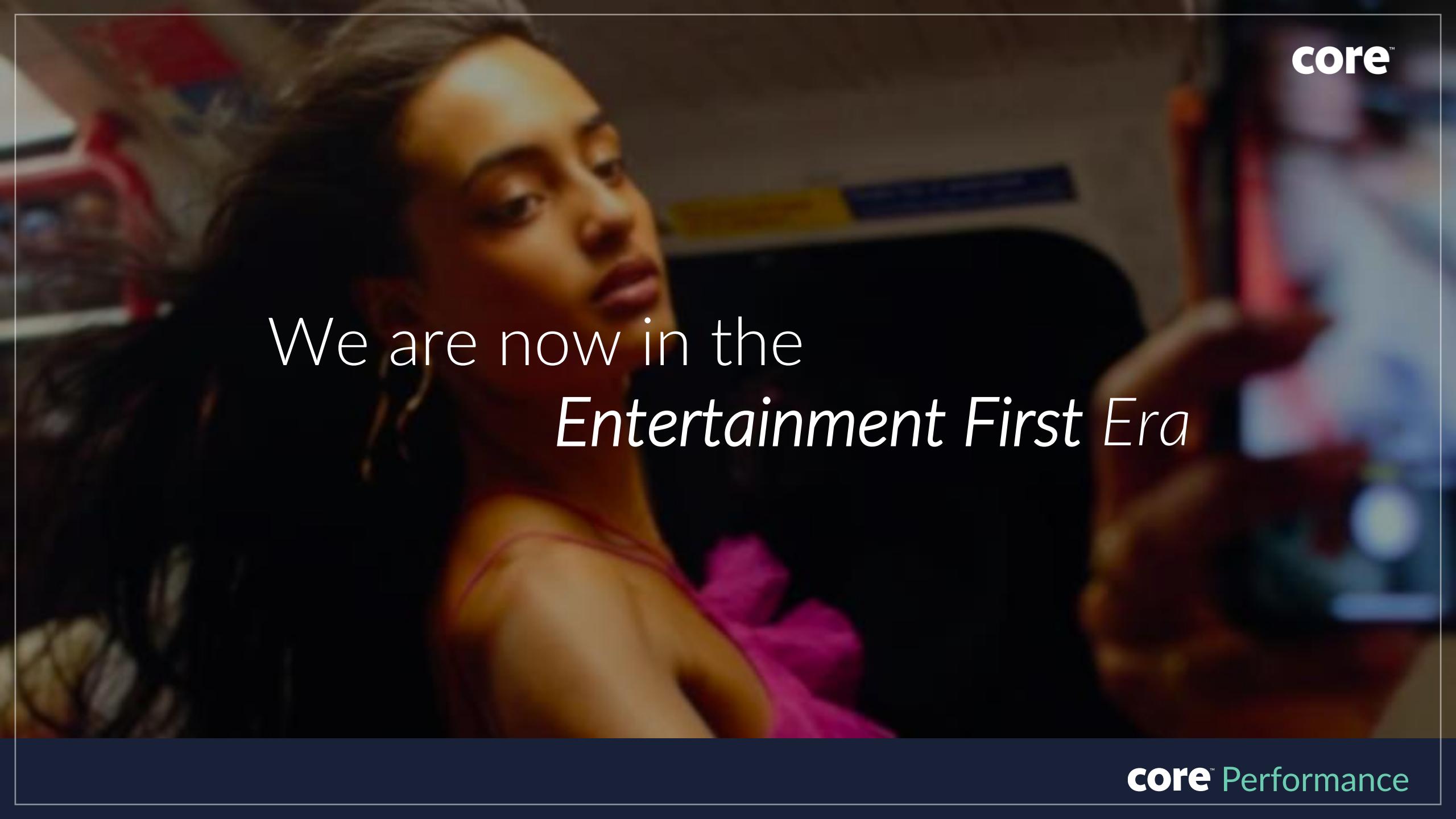


2.5 SECONDS

Attention memory threshold



Attention is the problem, Creativity is the solution

A close-up, low-angle photograph of a woman with dark hair and a pink top. She is looking upwards and slightly to the right with a contemplative expression. The background is blurred, showing what appears to be a bookshelf or a wall with various items.

We are now in the
Entertainment First Era

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INSIDER

Social media is dead

Group chats and messaging apps killed it



Social media is dead



Platform evolution
and competition



Mature (and wary)
social audience



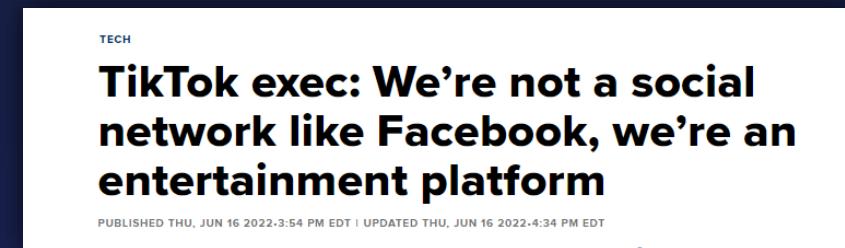
Social media is ~~dead~~ evolving



Shorts also
launched in
Sept 2020



Snapchat
launches its
Spotlight
feature
Nov 2020



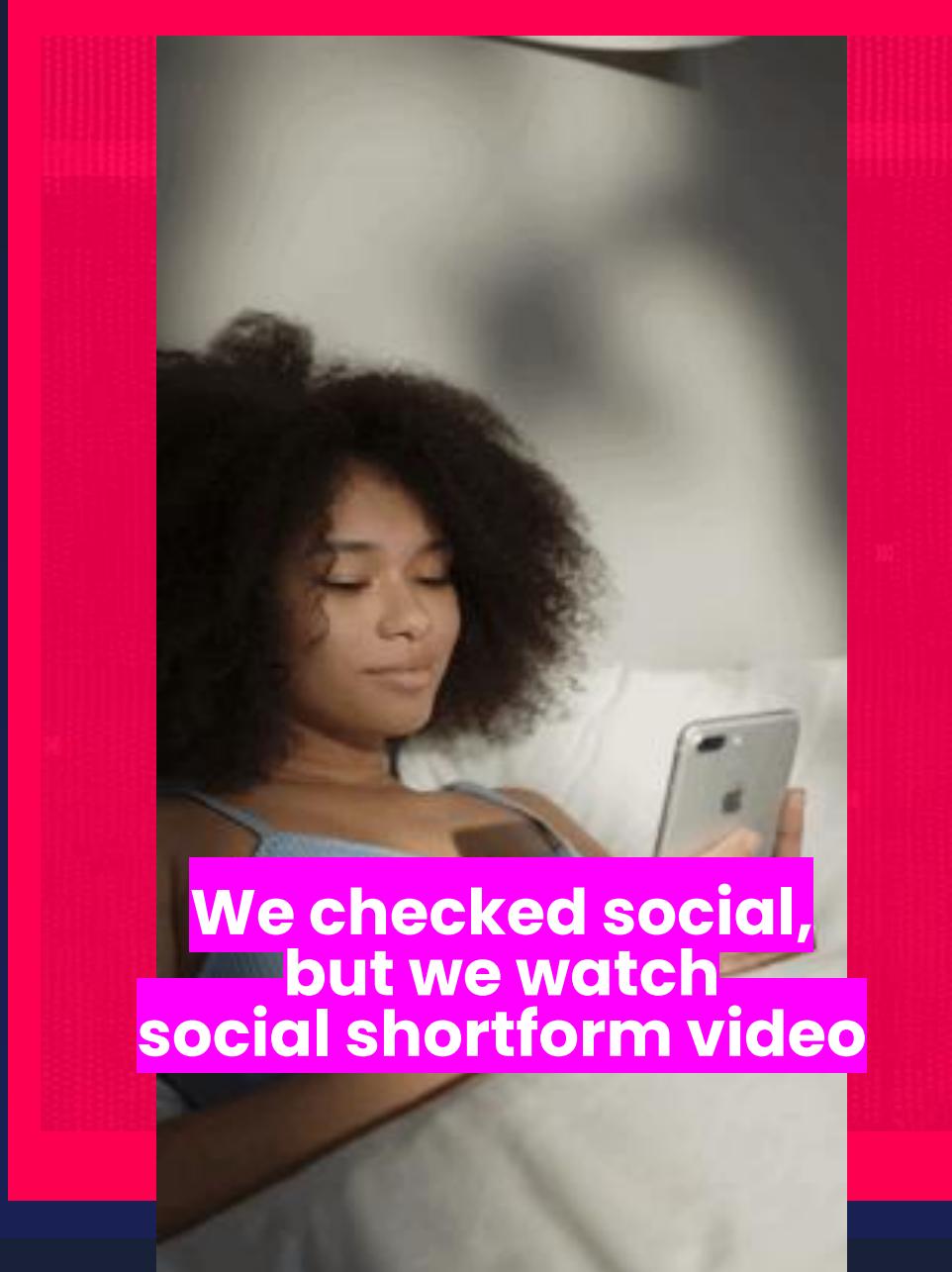
Reels
launched
Aug 2020



Spotify
redesigns
home page
Mar 2023



A focus on
consumption,
rather than interaction



**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



KFC Ireland
@KFC_IE

Fancy a little mór from your lunch? 🍗 Order our new #ZingerChickenFilletMór as Gaeilge at KFC Parnell St today & get FREE seasoned Signature Fries! Just say: BA MHAITH LIOM FILLEAD SICIN ZINGER MÓR LE DO THOIL! when ordering. Full Ts&Cs on kfc.ie #AskForMór

**THE
KFC
IRISH
HACK**

**BA MHAITH
LIOM FILLEAD
SICIN ZINGER
MÓR
LE DO THOIL!**

IF YOU CAN SAY
THAT WHEN YOU ORDER
YOU COULD GET EVEN

From 16 October to 10 October 2023. Only available at KFC Parnell Street in Dublin at the 18. To be eligible for one free regular size, customers must purchase Zinger Chicken Fillet Mór in Irish Síce for €3.95. To be eligible to receive a KFC meal, design and related marks are the intellectual property of Kentucky Fried Chicken (Great Britain) Limited © 2023. All rights reserved.

0:05 10:23 AM · Oct 17, 2023 · 1,399 Views

View post engagements

1 2 7

Post your reply

Reply

Paul-B Loves Movies @Paul_Berney · Oct 17

Tasty. 😊

34

KFC (IE) Posted by Maeve Heslin 10 Oct ·

Introducing the Cliffs of Mór-er. Same cliffs, just better, with new added ingredients. Get your Zinger Chicken Fillet Mór today. But... See more

Home Ads + Notifications Menu

kfc_ie

BRING IT HOME LADS

KFC DELIVERY ORDER NOW

View Insights Boost post

Heart Search Share

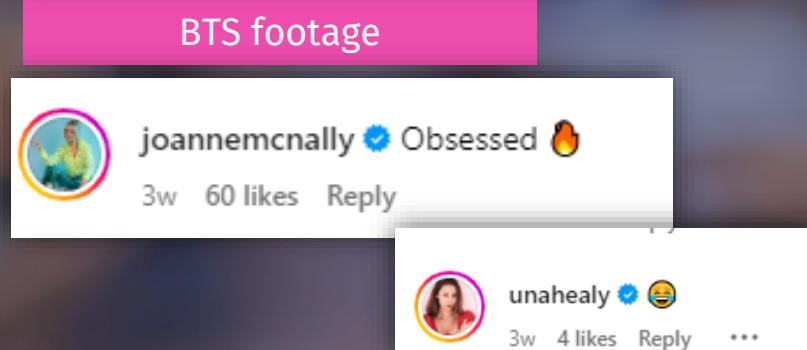
Across social, we teased the product and brought a uniquely Irish flavour to the content

Engaging Our Audience



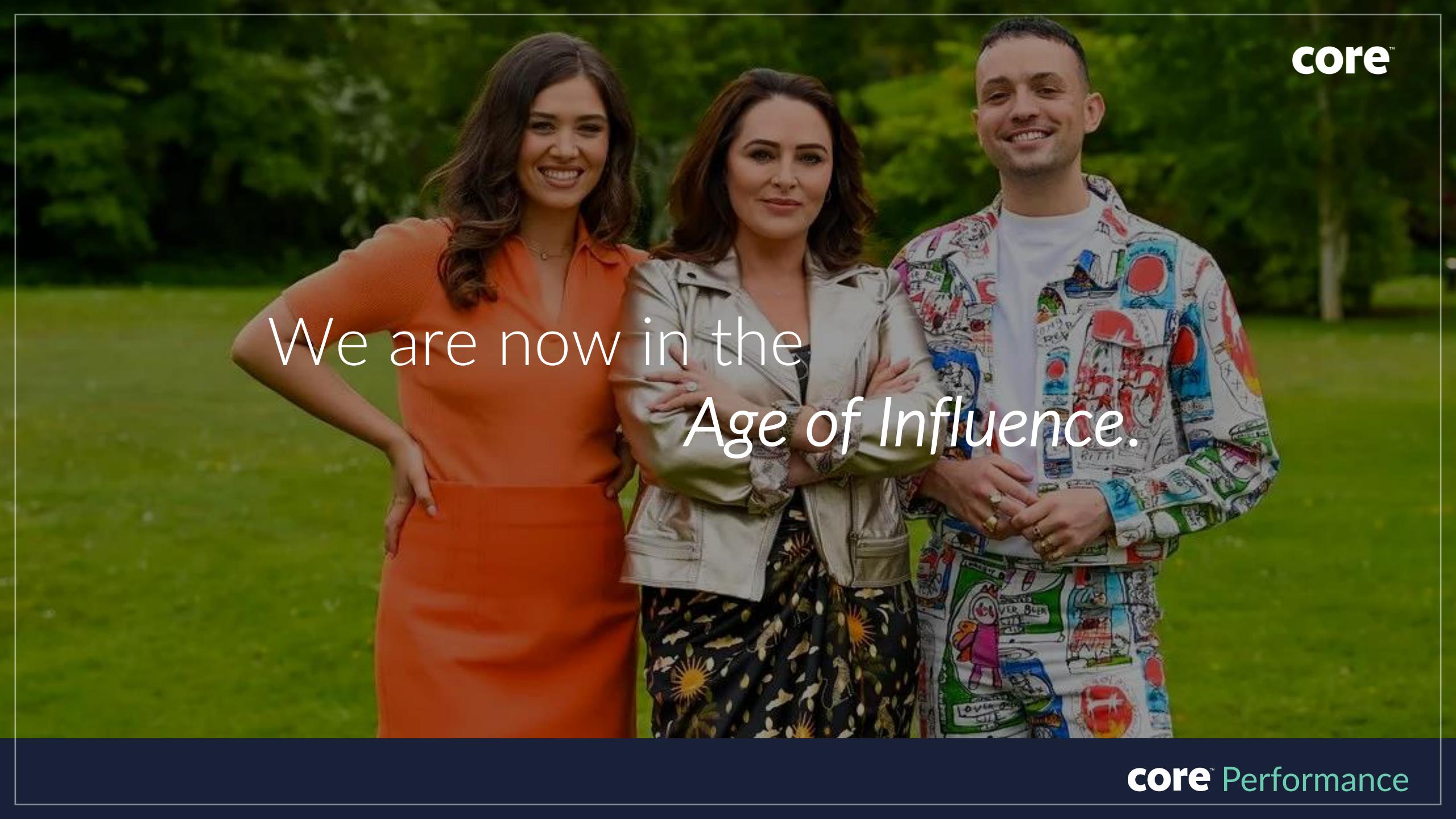
Competitions and 'surprise & delight' moments giving away KFC vouchers helped grow our following in the initial days and weeks, while fun, interactive content resonated particularly well on Facebook.

Collaborating with Influencers



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

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A photograph of three people standing outdoors in a park. On the left, a woman with long brown hair is wearing an orange dress and smiling. In the center, another woman with brown hair is wearing a grey jacket over a patterned skirt and has her arms crossed. On the right, a man with short dark hair is wearing a white suit with a colorful, graphic print and is smiling. They are standing on a grassy field with trees in the background.

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We are now in the
Age of Influence.

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Social and digital influencing youth.

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:



54 %

Under 30s say Social Influencers impact purchasing decision

16 X

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

67 %

“Influencers messages are relatable”



Youth/ Culture



Comedy & Humour



Evolution into a lifestyle-first influencer market



Parenting/ Family

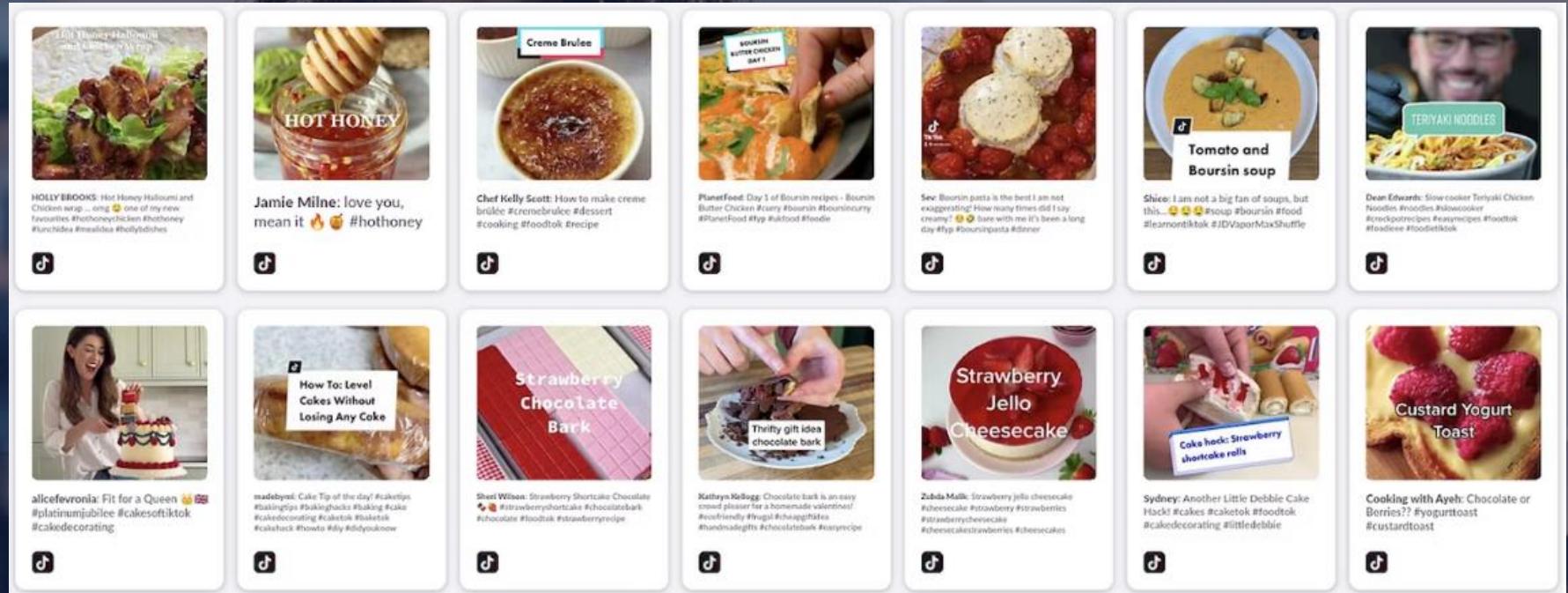


Experiences/ Guides

#foodtok

174bn

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.

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