

GARDENS. OUR SECOND NATURE.



Tirlán
CountryLife

Introducing Tirlán.
The new name for
Glanbia Ireland.

PROUDLY CHAMPIONING BLOOM POSTCARD GARDENS

The campaign

TODAY fm PROMOTION

DAVE MOORE

Weekdays from 9am – 12pm

TODAY fm

Dave Moore on Today FM weekdays from 9am

Energise your morning with Ireland's newest way to take on the day.

Dave Moore brings his market leading heritage to this new show format.

An optimum harmonious blend of entertainment, conversation, and music our audience loves!

BAUER MEDIA GROUP

National and Local radio competitions

Reels

Let's get ready for Bloom 2024! 🌸

We are delighted that Tirlán CountryLife is the official feature sponsor of the Bloom... more

NURTURING GARDENS, FROM BACKYARDS TO GARDEN FESTIVALS.

BORD BIA Bloom | **Tirlán CountryLife**

LEARN MORE

Reels

Learn more

Let's get to know more of the community groups that are participating in this year... more

Digital, Paid Social, Pragmatic advertising (Audio & display advertising)

NURTURING GARDENS, FROM BACKYARDS TO GARDEN FESTIVALS.

What's been earned, Expert horticulturalists, Quality Plant selection, Value offers & Rewards

BORD BIA Bloom | **Tirlán CountryLife**

Outdoor advertising

Reels

HEPTAGON GREENHOUSES

Winning Sustainable Bloom Festival Contest

Learn more

#AD Looking to transform your garden? I ordered beautiful garden essentials... more

Influencers

Reels

Learn more

Tirlán CountryLife 🌿 Where expertise flourishes with a horticulturist in every... more

Reels

Join us at Bloom on May 30th-June 3rd

Learn more

Celebrating our sponsorship of the Postcard Gardens at Bloom in all of our stores! ... more

Across our channels

Posted in Tirlán

O'Rourke, Lisa

May 20 · 984

2 shares · Seen by 1,176

QUESTION

Competition Time!

To celebrate Tirlán CountryLife's official sponsorship of one of the leading features at Bloom Garden Festival 2024, we have 3 pairs of tickets to giveaway. Bloom Garden Festival is taking place on the June bank holiday weekend in the Phoenix Park, Dublin from May 30th – June 3rd.

To be in with a chance to WIN, simply answer the following question in the comments below:

Q: Which feature is Tirlán CountryLife proudly sponsoring at Bloom Garden Festival 2024?

Competition closes this Friday, 24th of May at COB. Winners must organise collection of physical tickets from the Abbey Quarter reception. Best of luck!

BORD BIA Bloom | **Tirlán CountryLife**

Learn more

LOTS OF PRIZES TO BE WON!

Experiential activations

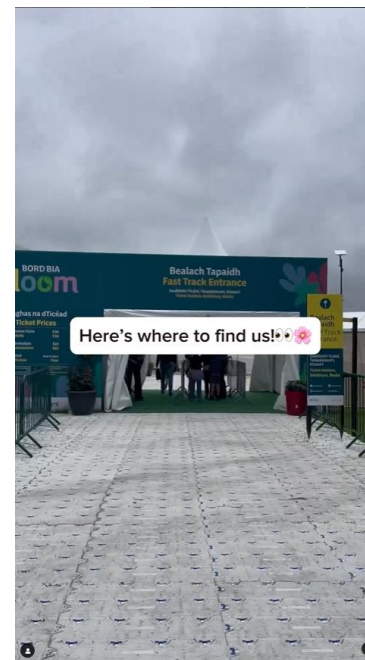
The Activation



On Social

The Organic Social

Increased Engagement
Broadened Reach
Storytelling



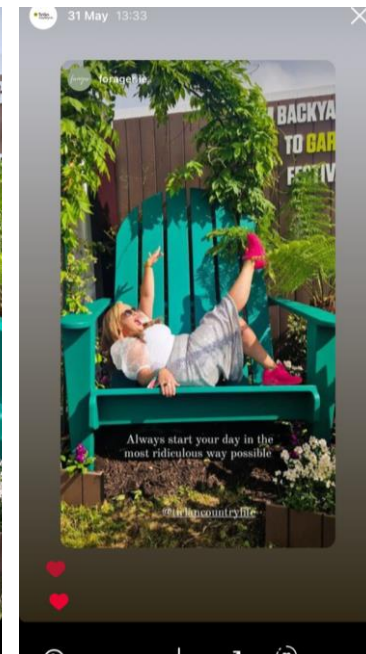
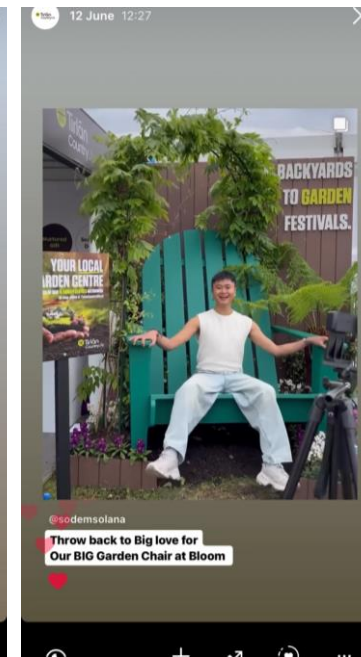
On Social

The Influencers

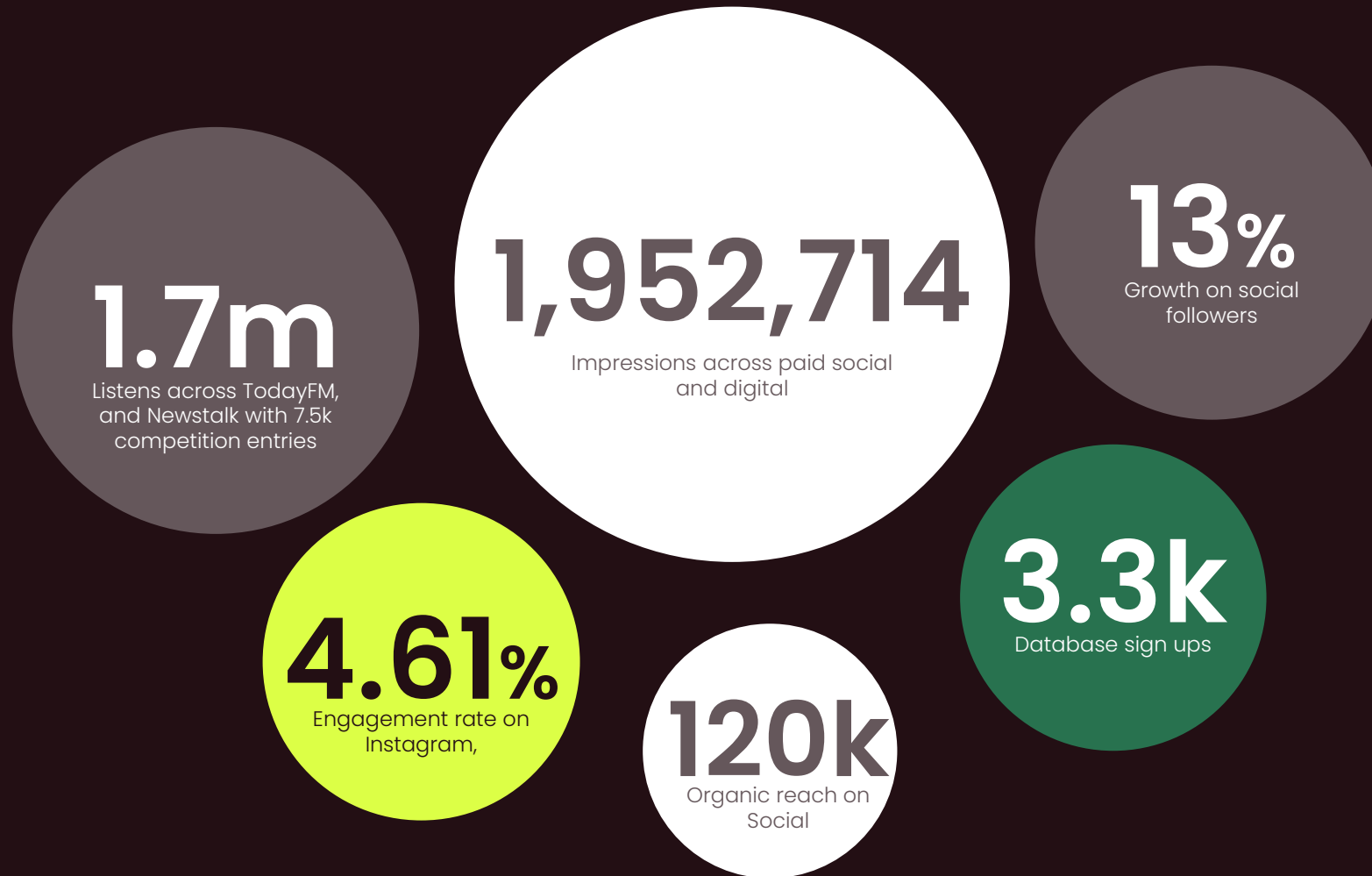
Amplified our reach

Authentic brand promotion

Increased awareness and interest



How it performed



Do differently

1

On digital:
Diversity of
content and better
customer journey.

Good topline
results but poor
follow through.

2

Identify activities
that require a
longer live-time.

Some of our social
was resource
heavy but we
didn't get the
traction out of it
because we were
moving so fast.

3

Enhance our paid
content strategy
by shifting focus
from retrospective
to proactive
promotion of
upcoming
activities.

Do again

1

Focus on activities
that promote user
generated content

2

The National Radio
competition,
yielded great
results for broad
brand awareness.

3

Our Paid
Influencers were
brilliant for
opening us up to
NEW growth
customers.

GARDENS. OUR SECOND NATURE.



Tirlán
CountryLife