



**GARDENS.
OUR SECOND
NATURE.**



Tírlán
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

The image displays four screenshots of social media posts from the Tirlán CountryLife account, illustrating their advertising strategy for the Bloom 2024 event. The posts include:

- Post 1:** A man in a high-visibility vest and cap sits on a large, teal garden bench. The background shows a garden center with a sign that reads "Tirlán CountryLife" and "YOUR LOCAL GARDEN CENTRE". A white box with the text "Let's get ready for Bloom 2024!" and a flower icon is overlaid on the image. A "Learn more" button is at the bottom.
- Post 2:** A white tent is set up in a grassy field. Several people in high-visibility vests are walking towards the tent. A white box with the text "Let's get ready for Bloom 2024!" and a flower icon is overlaid on the image.
- Post 3:** A close-up image of hands holding a small garden scene with a red umbrella and flowers. The text "NURTURING GARDENS, FROM BACKYARDS TO GARDEN FESTIVALS." is overlaid in large, bold letters. Logos for "BLOOM" and "Tirlán Countrylife" are at the bottom, along with a "LEARN MORE" button.
- Post 4:** Two women are standing outdoors in a garden setting. A white box with the text "Learn more" and "have either forgotten their" is overlaid on the image. A "Learn more" button is at the bottom.

Influencers

The Activation



On Social

The Organic Social

Increased Engagement
Broadened Reach
Storytelling



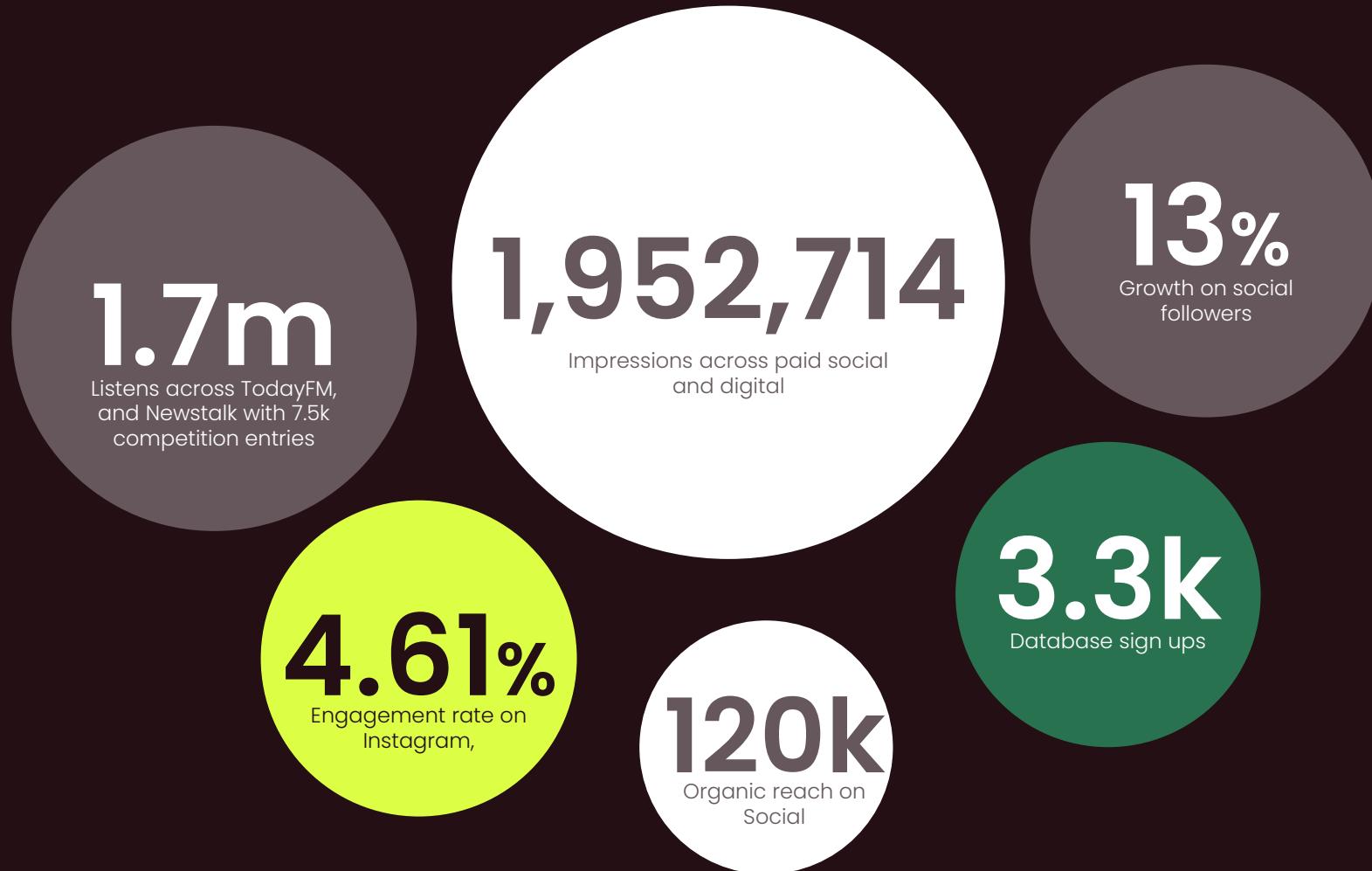
On Social

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.

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.**



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