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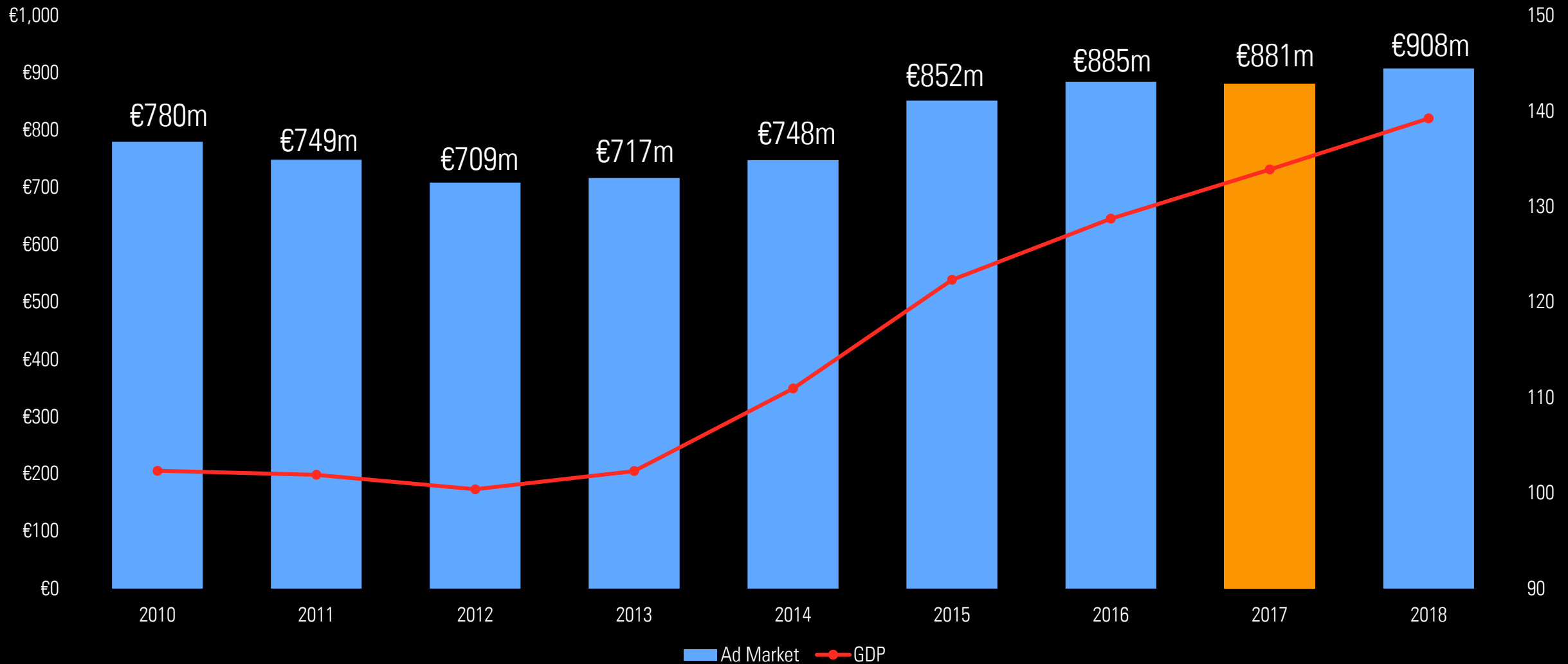
TO SHOW THE **MAIN TRENDS** IN THE
IRISH MEDIA INVESTMENT LANDSCAPE &
THE **BEST STRATEGIES** TO SUCCEED

AIDAN GREENE — CORE MEDIA

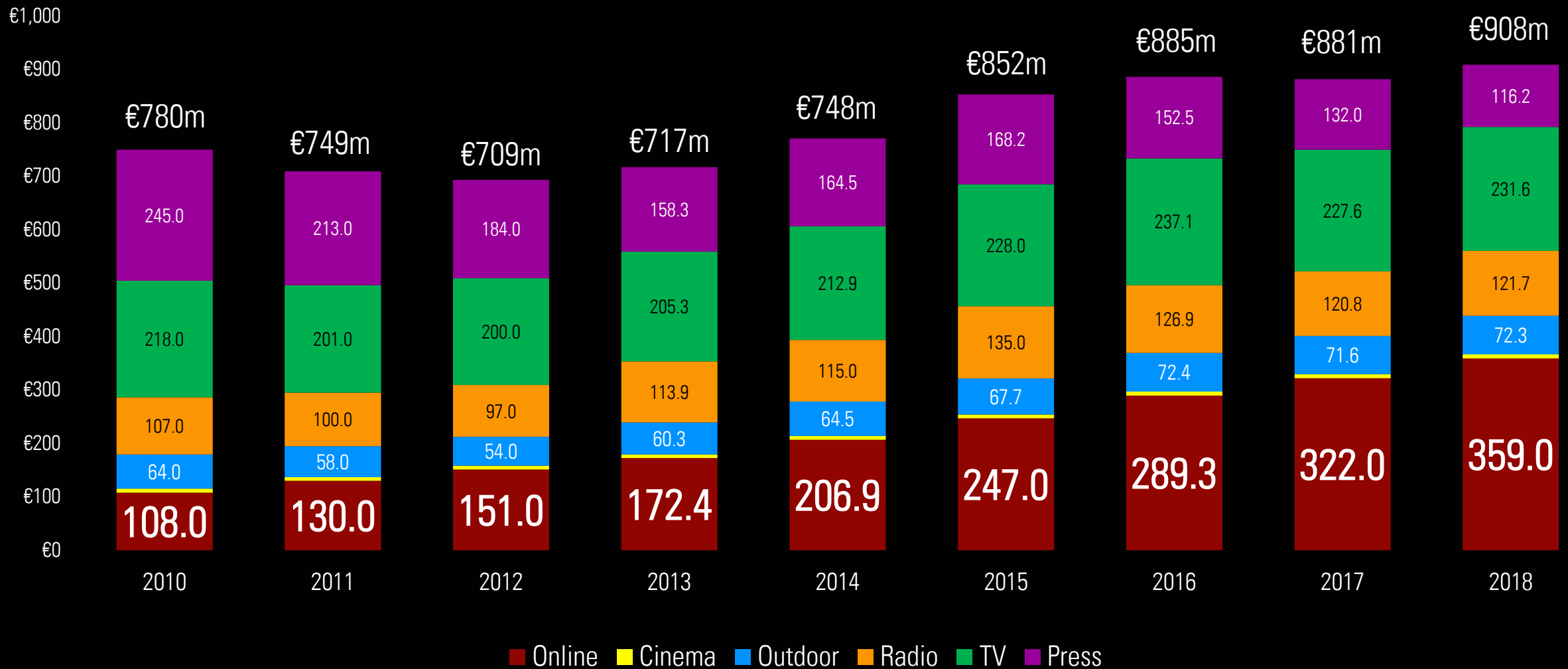
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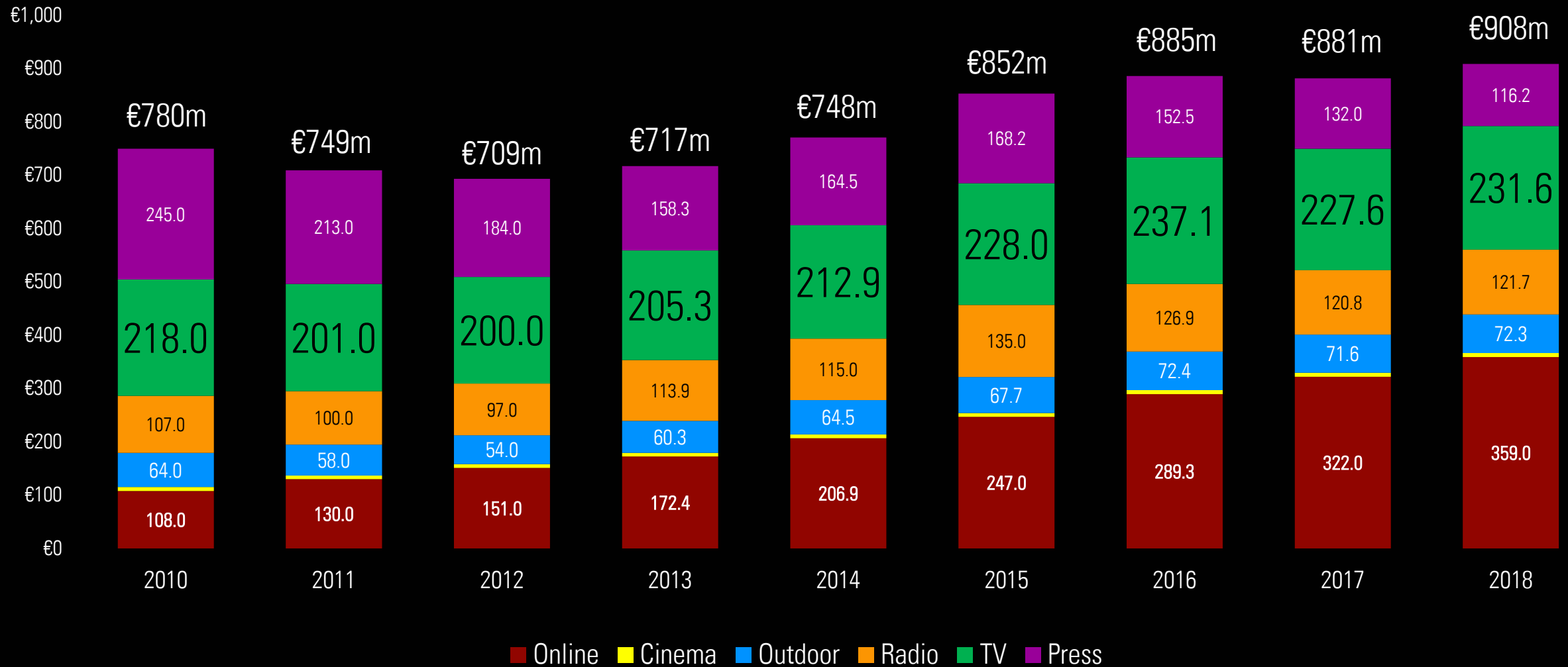
GROWTH & BREXIT



GROWTH OF DIGITAL

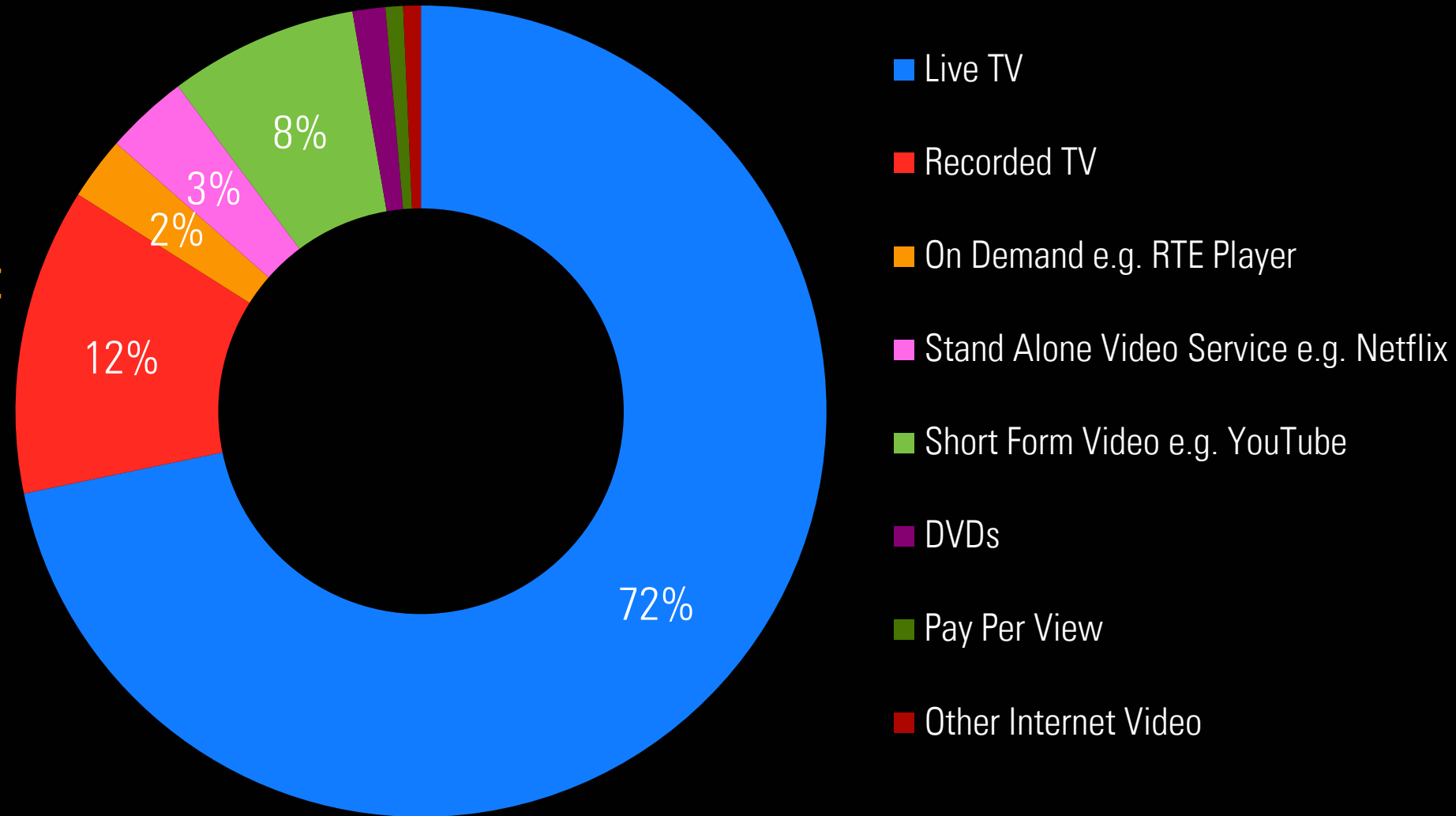


RESILIENCE OF TV

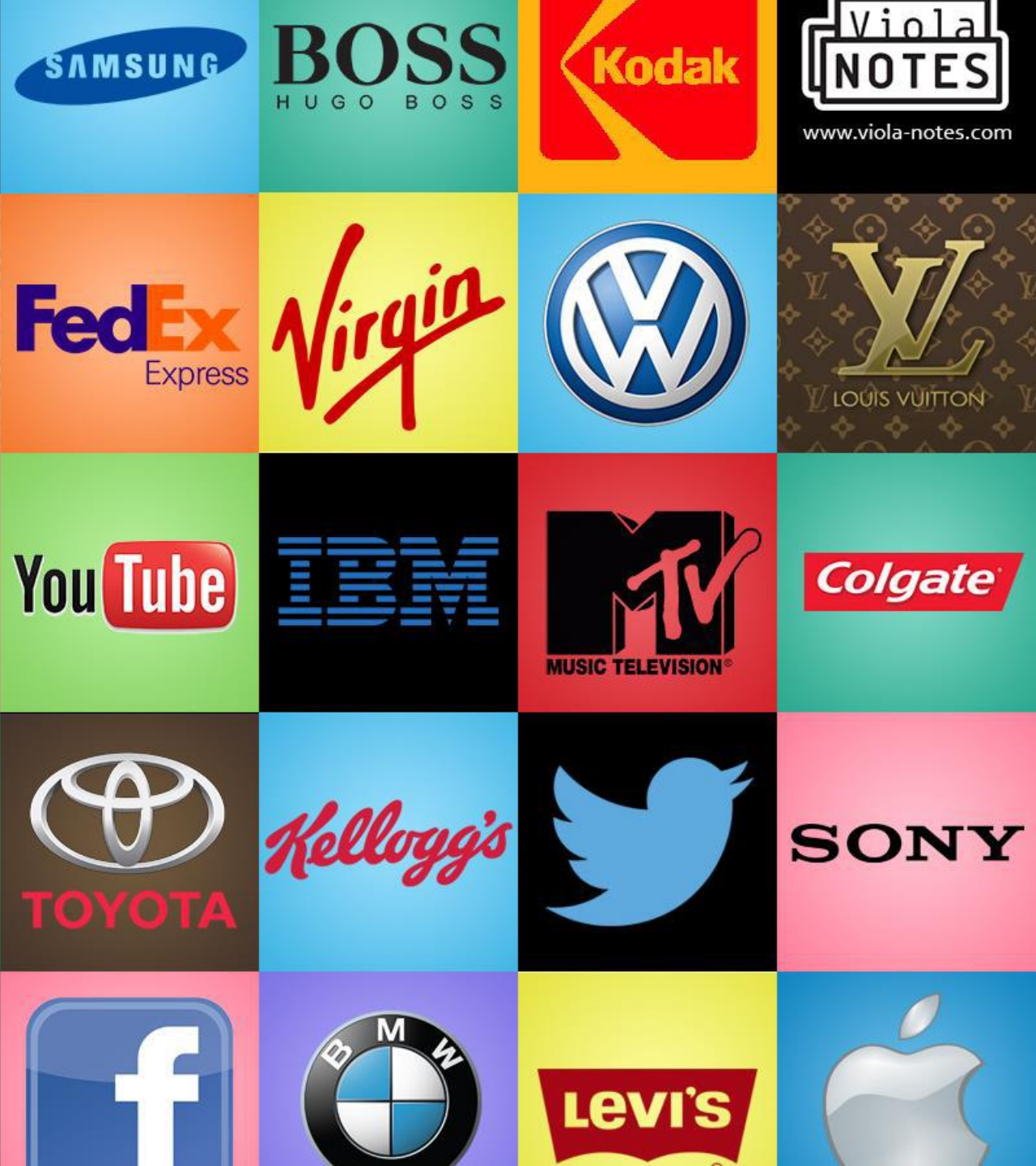


TV REMAINS THE MOST EFFECTIVE CHANNEL

TOTAL VIDEO VIEWING:
ALL ADULTS
221 MINS PER DAY



370
ADS PER DAY



OXFORD

how brands grow

what marketers don't know

Byron Sharp

How brands grow →

- Fall:
- creating advertising
- over-investing in consumers, while buyers
- Pricing too high with regular research that structures!





“The way to grow a brand is to improve its mental and physical availability . . . everything else is secondary.”

Byron Sharp, How Brands Grow

1. GO BROAD NOT NICHE

GROWTH COMES FROM LIGHT
USERS NOT LOYALISTS



2. DON'T GO BIG, GO LONG



2. DON'T GO BIG, GO LONG



3. BE DISTINCT, RATHER THAN DIFFERENTIATED



3. BE DISTINCT, RATHER THAN DIFFERENTIATED



3. BE DISTINCT, RATHER THAN DIFFERENTIATED



MARKETING MULTIPLIED

THE MACROECONOMIC & MICROECONOMIC
IMPACT OF MARKETING COMMUNICATIONS

*CHRIS JOHNS, JIM POWER
& ALAN COX*



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INVEST IN CREATIVITY



INVEST IN CREATIVITY

THE PAST

VOLUME

BEAT GREAT



INVEST IN CREATIVITY

THE PAST

VOLUME

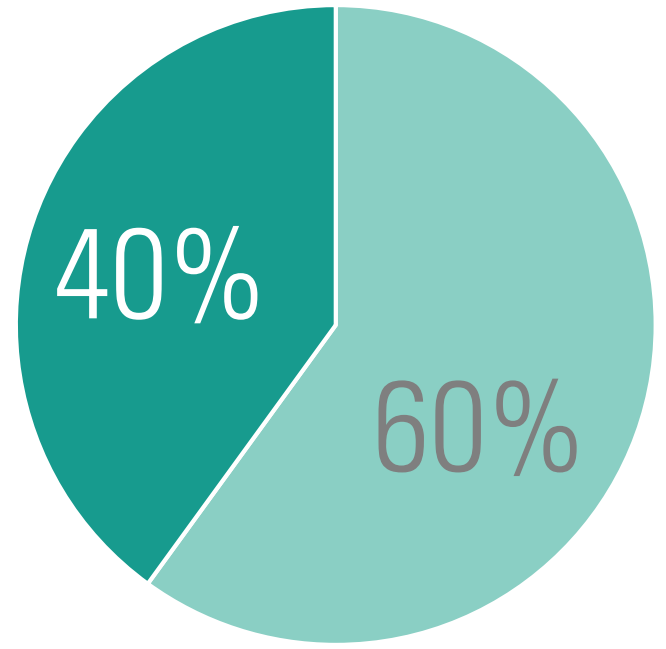
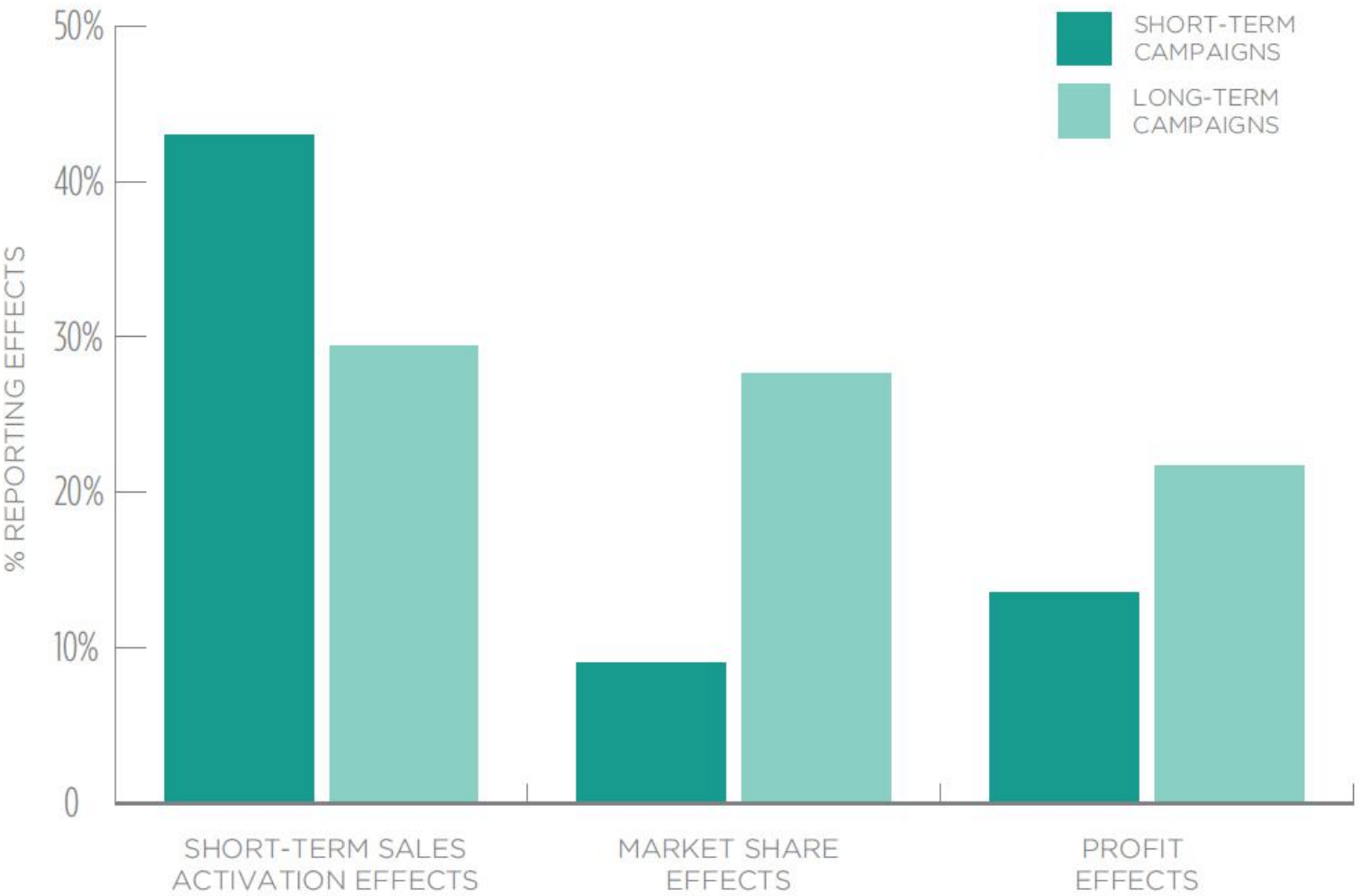
BEAT GREAT

THE PRESENT

GREAT

BEATS VOLUME

PLAN FOR THE LONG TERM



OPTIMAL MARKETING MIX

Source: Peter Field, "Selling Creativity Short", 2016; Core Media & AAI "Marketing Multiplied", 2016

IN SUMMARY

1. Video still the most effective channel
2. Target a broad audience, not a niche one
3. Don't go big, go long
4. Use distinct assets to build memory
5. Invest in creativity
6. Plan with a 60/40 split



THANK YOU

