

Hello



NEWSLETTER
JAN 23





Hi Everyone,

Welcome back to a new year ahead.

As usual we have a lot to say this month. Starting with some consumer news on the impact of the cost-of-living crisis, followed by opportunities within media in the coming month.

As the new year has begun, we want to look forward and see what trends may come down the line so we looked at them from angles such as tech, living and OOH however, we're working on something bigger for you which we will share very soon.

We've also seen some excitement around the current Irish TV putting our beloved island on the map and attracting more tourism with the likes of Derry Girls, Bad Sisters and the Banshee of Inisherin.

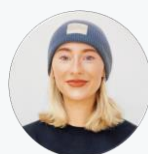
And finally, we round off things with our own agency's news such as our upcoming live event that you're all welcome to. Matterkind, UM's addressable team, will be hosting a live event called 'Reimagined' on 30th March. For more details hop on to UM News page to read more.

Regards,

Zsofi and Alanna



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CONSUMER NEWS

UTILITY PRICES, GROCERY COSTS AND FUEL ARE THE TOP COST-OF-LIVING WORRIES FOR IRISH ADULTS

The cost-of-living crisis has been impacting consumers for many months now, prompting considerable shifts in consumer behaviour and priorities as Ireland's adults seek to mitigate the worst effects of inflationary pressures – and leaving marketers scrambling to understand what these rapid changes mean for engaging key audiences.

To shine a spotlight on the cost-of-living impact, we re-contacted a sample of our Republic of Ireland TGI respondents in December to ask them about the effect it is having on their lives, subsequently integrating the results into the full Republic of Ireland TGI survey – with the full data available for Republic of Ireland TGI subscribers to analyse now.

Little surprise that the top cost of living concerns that Irish consumers have are around utility price increases (81% concerned 'a lot' about this), rising grocery costs (74%) and rising fuel costs (72%) – and that such a high proportion of consumers feel impacted by these.

So what actions are consumers taking now to mitigate these pressures on their purse strings? Cutting down on nights out at restaurants, less discretionary spend such as beauty and clothing costs and fewer takeaways are the top choices, as shown above.



Consumers in Ireland are changing their behaviour to be more careful with their money more quickly than consumers in Britain, in some instances. For example, the proportion who agree 'I am more aware of personal finance than I used to be', has risen more quickly over the last year amongst Irish consumers than those in Britain.

It is not just what consumers are doing now that marketers need to be mindful of, but also what cost saving measures they are seeking to take in future. Top actions Ireland's consumers plan to start doing in the next six months are shopping around for a better broadband deal (34%), shopping around for a better energy provider (30%) and shopping around for a better insurance provider (28%) – all of which provide an opportunity for marketers to get ahead in engaging consumers before they make their anticipated provider switch.

It is not just behaviours but media habits that are also impacted by the cost-of-living crisis, as consumers seek out information on finance and cost saving. TGI reveals that top sources for financial and cost saving information and advice are friends and family (34%), followed by TV (26%), radio (17%) and social media (16%) – key for those planning campaigns to understand in order to effectively reach consumer targets where they are being most engaged on this issue.





AV NEWS

VIRGIN MEDIA ANNOUNCES PROGRAMME SCHEDULE, RTE AND VIRGIN CONFIRM JOINT SIX NATIONS COVERAGE

VIRGIN MEDIA TELEVISION ROLLS OUT SPRING SCHEDULE

Virgin Media Television has released its Spring TV Schedule this week with a mix of new Irish factual and entertainment shows, live sports fixtures and new boxsets on its Player. With shows such as the 'Guinness Six Nations' kicking off in February, Ireland's favourite reality dating show, 'Love Island's Winter edition and their daily studio shows such as 'Ireland AM', 'The Six O'clock Show', 'The Tonight Show' and 'Virgin Media News'.

Paul Farrell, managing director, Virgin Media Television reported that Virgin enjoyed a strong 2022 in terms of advertising revenue, although he noted that linear advertising was slightly down on 2021 levels but still higher than pre-pandemic levels in 2019. He also reported that it was a good year for its streaming platform Virgin Media Player which recorded a high of almost 46m viewers, an increase of 1m in 2021.



Some of the highlights of the new Spring schedule include new entertainment shows like a new six-part property show, fronted by Liz O'Kane and Michael Fry, 'How To Buy A Home'. Starting in March, this series unpacks the unfiltered realities Irish people face in the search for a home. 'Stories From The Street' is a new three-part documentary and follows the lives of homeless people in the capital while. Elsewhere series two of 'Eating With The Enemy' will feature some familiar faces such as George Hook and TikTok star, Miriam Mullins.

Live sport is also prominent on the schedule with the Guinness Six Nations, the highly anticipated return of the UEFA Champions League, 'UEFA Europa League & UEFA Europa Conference League', along with horseracing from including Cheltenham and Aintree.

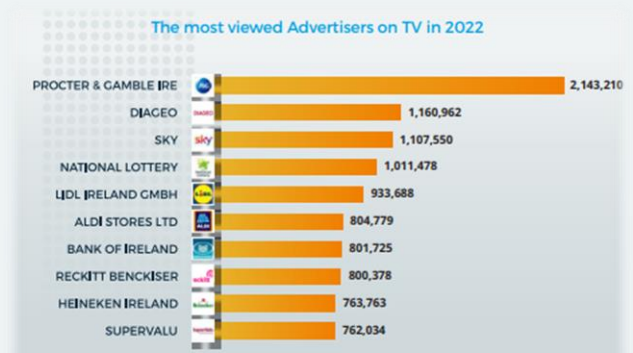
RTÉ AND VIRGIN MEDIA TELEVISION CONFIRM DETAILS OF FREE-TO-AIR SIX NATIONS COVERAGE



RTÉ and Virgin Media Television announced details of its joint Guinness Six Nations coverage, where the action will be free-to-air for Irish sports fans

The partnership will see all games equally aired across both broadcasters again this year.

The 2023 Men's Six Nations will open with Ireland v Wales on Virgin Media One, followed by England v Scotland on RTÉ2. Ireland will then take on current champions France on Saturday, 11 February.





THE INFLUENCE OF AV

MORE FILMS AND TV PROMOTING IRELAND AND THE IRISH LANDSCAPE – INFLUENCING IRISH TOURISM

DERRY GIRLS AND BAD SISTERS STARTS FRONTING NEW AD CAMPAIGN TO BRING MORE TOURISTS TO IRELAND

Tourism Ireland has announced they have a marketing budget of €78 million this year to bring more holidaymakers here. They hope the initiative will see the number of holidaymakers return to pre-pandemic levels.

They also hope it will bring “value-adding tourists”

The advertisement campaign will go live on St Patrick’s Day in Ireland’s top four tourism markets – Great Britain, the United States, Germany, and France followed by nine other important tourism markets around the globe.



“Tourism Ireland estimates that the media exposure last year was worth an estimated €610million in equivalent advertising value. They confirmed that their latest wave of research shows that the desire to travel is stronger than ever.

BANSHEES OF INISHERIN SUCCESSFULLY PROMOTES IRELAND’S WEST COAST ISLANDS

The **Banshees Of Inisherin** even though a black tragicomedy, has succeeded in promoting the islands of Ireland for tourism.

Thanks to a successful tourism campaign, the movie’s dark plot has been converted into brilliant advertising for Ireland’s west coast islands.



It has been recorded that a sum of 6.1 million views has been accumulated from YouTube through behind-the-scenes versions of the movie. Interviews with Martin McDonagh, Colin Farrell, and Brendan Gleeson are all featured in the advertisement. According to The Chief executive of Tourism in Ireland, Niall Gibbons they wanted to highlight their country’s beauty in the most original ways, and the movie seemed the truest to itself in terms of presenting Ireland’s beauty.

UPCOMING AV HIGHLIGHTS FOR FEBRUARY

- EATING WITH THE ENEMY
- THE CLINIC FOR WELL PEOPLE
- TRUMPS LAST STAND
- THE SUSPECT
- THE WALK IN
- LITVINENKO
- MALPRACTICE
- KAREN PIRIE
- WITHOUT SIN
- SIX NATIONS
- UEFA EUROPA LEAGUE
- UEFA EUROPA CONFERENCE LEAGUE





OOH NEWS

2023 TRENDS, GUINNESS LARGEST OOH INVESTOR AND RETAIL TOP SECTOR

WHAT'S TRENDING IN OOH FOR 2023?

#1 Everything 'on the go'

Brands can intercept and influence mobile consumers in OOH with instant information curated for relevant search behaviour as they live, work and play in the real world.



#2: Comfortable with Uncertainty

Brands can use data and DOOH screens as part of a wider marketing ecosystem, to flex activity and messaging relevant to ever changing consumer behaviour across multiple touchpoint environments.



#3: The Green Future is Now

Addressing the tension between growth, sales and sustainability to create new measures of success.



#4: Creativity (still) rules

Creative is still the 2nd biggest determinant of driving ROI after market share and OOH presents brands an infinite canvas to draw upon.



#5: One size doesn't fit all

Brands can play to OOH strengths as a trusted channel for both brand building and performance in 2023.



GUINNESS WAS TOP OOH INVESTOR AND RETAIL BEING THE TOP SECTOR IN 2022

A significant increase in investment by the finance sector and among **zero-alcohol drink brands** were prominent trends on OOH in 2022.

Retail remains the top spending category on the medium, increasing its display value by 1% compared to 2021.

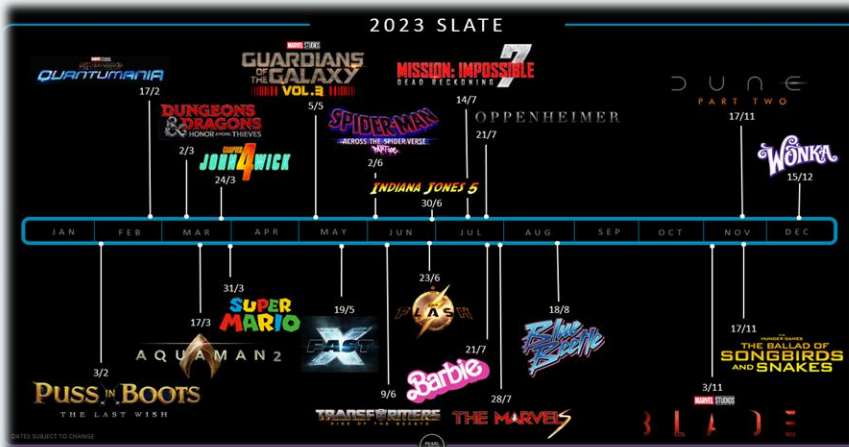




CINEMA INSIGHTS 2023

CINEMA NEWS, SCHEDULE AND FEBRUARY HIGHLIGHTS

2022 OVERVIEW



UPCOMING OPPORTUNITIES IN FEBRUARY



PUSS IN BOOTS: THE LAST WISH
FEB 3RD



THE WHALE
FEB 3RD



MAGIC MIKE'S LAST DANCE
FEB 10TH



ANT MAN AND THE WASP: QUANTUMANIA
FEB 17TH



THE INSPECTION
FEB 17TH

CINEMA NEWS

With Avatar: The Way of Water finishing off 2022 with a bang, there was a strong finish to a year that saw audiences rediscover the joy of their local cinema. ROI admissions in 2022 were over 10.5million, an increase of +80% in 2021. With a fantastic film slate we are optimistic for the year ahead as advertising spends looks to grow further in 2023.

Banshees of Inisherin won 3 Golden Globes whilst An Cailín Ciúin has been shortlisted for nomination for Best International Picture at the Oscars

In 2023, look out for other exciting, media-first sponsorship opportunities, including sponsorship of the P&D on-screen sting, Premieres sponsored film content and even cinema sponsorship.





INSTAGRAM AND FACEBOOK INTRODUCE MORE LIMITS ON TARGETING TEENS WITH ADS

Meta is making some changes to how its apps handle advertising and young users. Under the new rules, advertisers on [Instagram](#) and [Facebook](#) won't be able to leverage as much personalized data to target ads to teens. Users under age 18 will also be newly empowered with more choices about which ads they see and why.

Starting next month, Meta will remove the option for targeting advertising to teen users based on gender. The company will also end advertisers' ability to target personalized ads to under-18 users based on their in-app activity, including who they follow on Instagram and what Facebook pages they like

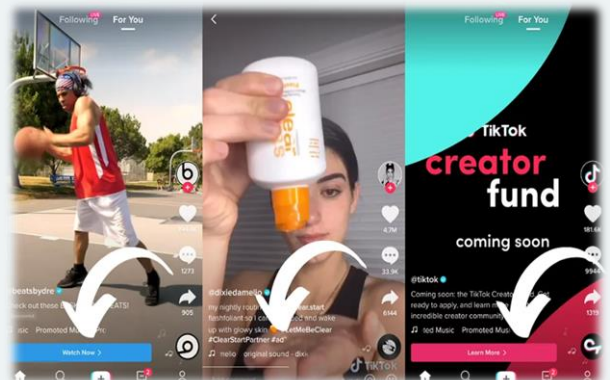
After the changes, personalized ads on those apps will only draw on a user's age and location to determine relevance. According to Meta, location is necessary to assess which products and services are available in a user's area.

In two months, Facebook and Instagram will also roll out new controls for teen users (kids under age 13 aren't allowed on those apps — technically). Teens will be given an option to "see less" of a given topic, shaping which ads the platform will serve them.

TIKTOK UNDERCUTS SOCIAL MEDIA RIVALS WITH CHEAP ADS IN BATTLE FOR GROWTH

TikTok is offering cheaper advertising rates than rival social media platforms as the fast-growing video app moves to grab a larger share of the digital ads market amid a slowdown in online spending.

Advertisers, industry bodies and brands have told the Financial Times an increasing amount of ad spend has moved from platforms such as Twitter and Meta, which owns Facebook and Instagram, over to TikTok owing to lower costs and better levels of engagement.





Audio News & Opportunities

NEW 80S MUSIC STATION, PODCAST LISTENERSHIP REMAINS HIGH

PODCAST LISTENERSHIP REMAINS STRONG INTO 2023

We can see a good bit of change in top podcasts but continued demand in listenership to last month with Diary of a CEO currently #1 with Spotify listeners. My therapist ghosted me has remained popular within the top four for Spotify. New emergences can also be seen as HBO's the last of us, based on the new series is currently trending number 3 on Spotify podcasts.

Top 10 podcasts on Spotify – Ireland
1. The Diary of a CEO with Steven Bartlett
2. My Therapist Ghosted Me
3.HBO's The Last of Us Podcast
4. Leading
5. Jenny and Mairead Now
6. The Therapy Crouch
7. The Joe Rogan Experience
8. The Two Johnnies Podcast
9. Crime World
10. The Tommy, Hector and Laurita Podcast

Top 10 podcasts on Apple Podcasts
1. Leading
2.The Indo Daily
3. The David McWilliams Podcast
4. The Rest is Politics
5. Brendan O Connor
6. The News Agents
7. In The News
8. The Daily
9. Hoaxed
10. Inside Politics



NEW 80'S MUSIC STATION LAUNCHED BY IRELAND'S CLASSIC HITS

CEO Kevin Branigan said: "Ireland's Classic Hits radio is a premium brand that broadcasts to 2.5M people across Ireland's major urban areas.

Classic hits 80's will feature the biggest artists and songs from the decade; the presentation team will feature presenters from the main classic hits radio service such as Colm Hayes and Lucy Kennedy, Trina mara, Damien Farrelly, Robbie Fogarty and Brian Walsh and new arrivals, including Declan Ralph, Robbie Kane, Emily Brew, Paul McGuinness and Dave Daly, as well as 80s pop star Kim Wilde.



Source: podtail, chartable,





2023 Trends

MACRO AND MICRO TRENDS FOR UPCOMING YEAR FROM CES

BRANDS RUSH TO BUILD OUT THE EV ECOSYSTEM

Electric vehicles have completely taken over the mobility innovation space, with in-car dashboard innovation and EV charging solutions. In addition to the developments in charging infrastructure, there was a renewed focus on conquering the dashboard operating system, promoting increased in-vehicle connectivity in cars emerging examples of this Sony teaming up with Honda to unveil their joint EV brand, Afeela, which will leverage Sony's experience with AI, entertainment, virtual reality, and augmented reality to present a unique EV experience.

DIGITAL HEALTH IS EVERYWHERE WITH "AWAREABLES"

With health and wellness continued to be embedded into all aspects of the consumer journey, beyond the moments when a person might be thinking specifically about their health brands have an opportunity to capitalise on this, new examples of this; NuviLab, an AI healthcare startup, focusing on nutrition; its core product is an AI food scanner that allows a user to scan their food and receive nutrition information about what's on their plate.

SMART HOME & KITCHEN AUTOMATION EMBRACE "MATTER"

Another hot topic for smart home this year was the universal connectivity protocol, Matter. The widespread adoption of Matter now allows smart devices to connect with each other and communicate appropriate commands. This has created a new need for more sophisticated controls for smart home users.

GAMING & VR FIRMS GET REAL WITH THE METAVERSE

While there were at least a dozen companies and startups that incorporated virtual world-building into their sales pitch, few were able to present an interesting use case for the metaverse outside of its existing gaming and entertainment positioning. Beyond some half-baked attempts at leveraging virtual venues for industry-specific networking, such as the Surgiverse (for surgeons), it appeared that the tech industry is finally moving on from the initial metaverse frenzy and reassessing their metaverse strategy.

"GOOD VIBES ONLY" AT HOME & BEYOND

Another trend emerging from the home tech space was the rise of digital sensorial experiences, particularly in terms of scents and ambient lighting, home appliance brands are leveraging connected devices from shower heads to wall decor to make sure your home remains "good vibes only.", examples being LG launching a main character refrigerator featuring color-changing LED backlit panels, known as theMoodUp fridge.





UM News

2023 OFF TO A GOOD START

UM AND JUST EAT PARTNER WITH VIRGIN MEDIA FOR WINTER LOVE ISLAND

Just Eat sponsored with the latest series of Virgin Media Television's reality show Love Island in a deal brokered by UM. The popular show returned to VMTV on Monday at 9pm for its second winter series. Maya Jama takes over as the series host and will introduce audiences to a new batch of singletons, all searching for love in the South African villa.



CLASS OF 2022 GRADUATE FROM FUTUREPROOF ACADEMY

At the end of last year, we wrapped up Futureproof Academy 2022. A massive thanks to the students from CBS Westland Row who participated in this year's program. We were treated to some amazing fresh thinking, brave ideas, and some great presentations. We hope to see some of you back in the agency in the near future. We've put together some highlights of this year's course. Hope you enjoy it! Looking forward to Futureproof Academy 2023.

Click [here](#) if you'd like to see our wrap-up video.

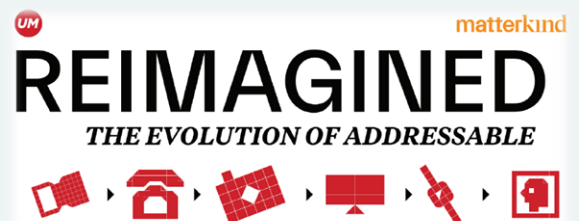
UM & MATTERKIND REIMAGINED, THE EVOLUTION OF ADDRESSABLE

Matterkind, UM's addressable team, will be hosting a live event called 'Reimagined' on 30th March.

With the recent seismic shifts in AdTech and media consumption, it seems only fitting to discuss and debate 'the evolution of addressable'.

Matterkind, alongside UM and key tech partners, will be hosting a morning of lively discussion and debate around some of the most important topics that make up the rapidly evolving addressable landscape.

If you'd like to secure your spot, please RSVP to alan.daly@umww.com



THANK YOU



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