

Hello



NEWSLETTER
FEBRUARY 23





Hi Everyone,

We are saying goodbye to the shortest month of the year! And even though it was only 28 days, a lot has happened and even more to look forward to in March.

We begin with another consumer piece, continuing on from the stressors of inflation, war and Covid with a more uplifting view from B&A about Irish people's resilient nature in such hyper uncertain times.

We found there's several ways we're coping, using media such as cradling the familiar through "Irishizing" our favourite TV shows and looking for sequels in cinema for those we love.

We're also looking for more outdoor time, use public transport more than we ever did pre-pandemic and look forward to spending in the upcoming seasonal events such as Mother's, Father's day and Easter.

We'll briefly talk about the new digital era with the introduction of ChatGPT.

We also began our countdown in anticipation for our UM Matterkind Reimagined event.

And last but not least, we would like to congratulate our UM Young Lions for working super hard this past weekend!

See you again next month,

Zsofi and Alanna



Zsofi Toth
Strategy & Insights Lead
UM Ireland
zsofi.toth@umww.com



Alanna O'Brien
Junior Account Executive
UM Ireland
alanna.obrien@umww.com

29 DAYS TO GO!

Matterkind Reimagined





CONSUMER NEWS

THE IRISH RESILIENCE IN THE 'AGE OF HYPER UNCERTAINTY'

THE RESILIENT IRISH: 'IN THE LAST 10-15 YEARS WE HAVE BEEN THROUGH AN ECONOMIC CRISIS, A PANDEMIC AND NOW AN INFLATIONARY CRISIS'

Much of the information in the 2022 edition of the B&A survey makes for somewhat depressing reading and points to "an age of hyper uncertainty", with more than 90% of respondents highlighting the higher cost of living and 78% expressing concern about what the current spike in prices might mean for the country's future economic wellbeing.

Reaper is not overly downbeat, however. "Our resilience as a nation is evident with over half believing that their greatest achievements are ahead of them. Resilience is a key word to describe Irish people – in the last 10-15 years we have been through an economic crisis, a pandemic and now an inflationary crisis."

Personal connections, increased time with family, enjoyment of the outdoors and our generally improved quality of life as things people will seek to maintain. "It feels like we're inhabiting a world more anxiety-ridden and unpredictable than it has seemed in recent memory. Rather than a blip in the timeline, the Covid experience points to the inherent instability of the world we live in."



However, he argues that Irish people "have become savvier in terms of buying behaviour, with a greater marketing literacy. We have a willingness to spend more to get the best, but also shop around more for the best bargains."

Reaper suggests the full economic implications of the period we're living in "haven't quite hit us yet – we can all see those trains coming down the tracks [and] the age of the hyper-thrifty consumer may soon be upon us. However, it will be a 'tale of two halves', with luxury still having a clear role, albeit less conspicuous, and positioned as value."

"In addition, the experience of the pandemic has ignited a strong desire to 'make up for lost time', especially amongst younger cohorts. How all this pans out alongside the cost-of-living increases remains to be seen, but many of us feel that we need or deserve these things, so we're compartmentalising our anxieties and worrying about that later."





DUBLIN NARCOS IS COMING TO IRISH TV THIS MARCH

A new three-part docuseries will launch on Sky Crime on Sunday, 5 March.

Dublin Narcos tells the story of the increase in addiction, violence, and organised crime during 1980s and 1990s.

With first-hand testimonies from drug kingpins and former Gardaí, as well as those who were caught up in a cycle of addiction. We also hear from the fearless journalists whose attempts to expose the drug barons led to the death of one of their bravest, Veronica Guerin.

Also, part of the Sky Originals line-up, and another connection to Dublin, is Gary Neville's The Overlap on Tour, which follows footballing legends Gary Neville, Roy Keane and Jamie Carragher on a trip like no other as they travel to Dublin, Liverpool, Manchester and London as part of The Overlap's Live Arena Tour.

Also, on the line-up Michael Mann's (Heat, Manhunter) new epic Ferrari, starring Adam Driver and Penelope Cruz, which dives into the history of the iconic car company.



NEW DATING SERIES GRÁ AR AN TRÁ IS IRELAND'S ANSWER TO LOVE ISLAND

Virgin Media has launched their brand-new season line up and as they revealed the brand-new shows coming to the channel, one really caught our eye.

Amidst the glorious Love Island chaos with two new seasons being announced for the show, it's not the only dating series coming to our screens.

The Emerald Isle is getting its own take on a summer dating series but it's like we've seen before.

Virgin Media's brand-new series Grá ar an Trá is coming and they're currently on the hunt for singletons to be in the series.



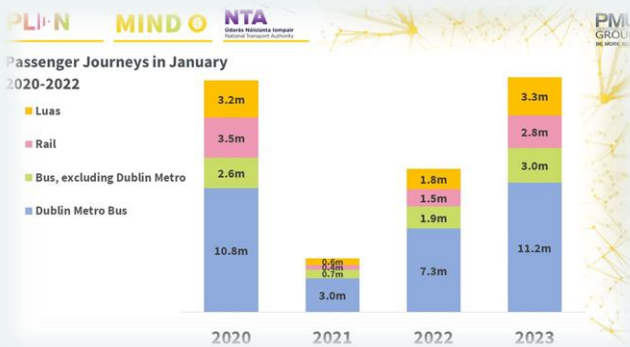


OOH NEWS

PUBLIC'S PUBLIC TRANSPORT USAGE ON THE INCREASE, HIGH FOOTFALL PREDICTED DURING EASTER PERIOD.

OVER TWENTY MILLION PUBLIC TRANSPORT JOURNEYS TAKEN IN JANUARY

Irish people took over 20.4 million public journeys in the first month of the year. That is 64% up on the January 2022 figure of just under 12.5 million and over four times that recorded in 2021. It also surpasses the 20.1 million figure taken in pre-pandemic January 2020. For more information, click [HERE](#).



MOTHER/ FATHER'S DAY ARE BIG SPENDING DAYS

Mother's Day / Father's Day (56%; grouped together) are the second most popular seasonal shopping events after Christmas. These celebrations of family have become big opportunities for FMCG brands, high street brands and digital retailers alike. The highest responding age group is 35-44s at 68%. 78%) 43% of consumers indicated they shopped for Easter last year. When media channels were surveyed across these key seasonal events, OOH media was reported to be the most effective in driving mental availability for brands across various demographics, in the run up to these significant seasonal events.

DUBLINERS PLAN TO SPEND EASTER OUT OF HOME

People are looking forward to getting out and about during the long weekend. 60% of survey participants plan to meet with family and friends. Over half (51%) of 25-34s intend to travel to the city centre. They are also the age group most inclined to go to the cinema and clothes shopping at 39% and 38% respectively. Nearly a quarter of respondents are looking forward to a staycation while 34% of families will be participating in an Easter Egg Hunt.





CINEMA NEWS

NEEDING NOSTALGIA THROUGH SEQUELS

UPCOMING OPPORTUNITIES IN MARCH



CREED III
MARCH 3RD
ACTION/ DRAMA



SCREAM VI
MARCH 9TH
HORROR



65
MARCH 10TH
SCI-FI



CHAMPIONS
MARCH 10TH
COMEDY/ DRAMA



SHAZAM 2
MARCH 17TH
ADVENTURE/ COMEDY



ALLELUJAH
MARCH 17TH
DRAMA





DIGITAL NEWS

CHATBOTS AND NEW AD TESTING PLATFORM TO SIMPLIFY THE CREATIVE PROCESS.

CHATGPT IS IN MOTION

ChatGPT has been all the rage. ChatGPT is an AI chatbot system that OpenAI released in November to show off and test what a very large, powerful AI system can accomplish. You can ask it countless questions and often will get an answer that's useful.

It's already seeing use in marketing, such as writing briefs, strategies and creative outputs. But it's even used for content creation for blog posts, social media updates and other types of content. With a topic or keyword, the chatbot can suggest headlines, opening sentences and even complete paragraphs for use in marketing materials. While it's missing the human touch and perspective, it's showing very interesting developments to where our future is headed.

Furthermore, Microsoft is reportedly already planning to bring ads to Bing's AI chatbot. Microsoft is reportedly in talks with advertising agencies on how to slot ads into the juiced-up Bing, particularly when it comes to the generative AI-powered chatbot. The company is already testing ads there, according to Reuters, including by slotting in traditional search ads.

The ad agency talks are still said to be in the early stages. Only a small number of users have access to the chatbot, and millions more are on the waitlist. As such, Microsoft may not feel like there's a rush to incorporate ads right away. For more, click [HERE](#).



Source: Engadget, Adworld

RED C LAUNCHES ONLINE AD TESTING PLATFORM FOR BRANDS AND AGENCIES

The new platform is underpinned by RED C survey design and sampling and allows companies to run their own expertly designed advertising research tests, verified by RED C quality implementation and norms, cost effectively and quickly with a 24-hour turnaround service.

The new platform examines and evaluates advertising creative based on several key metrics including creativity, distinctiveness, fame and emotional response. It also provides a measure of claimed Brand Impact of the ads both on the long-term emotional impact, and shorter-term rational engagement with the brand. For more click [HERE](#).

REDC DIRECT

TEST YOUR ADVERT'S IMPACT

Run your own expertly designed advertising research tests, verified by RED C quality implementation and norms, cost effectively and quickly.

GET STARTED NOW

LOG IN





AUDIO NEWS & OPPORTUNITIES

NEW 80S MUSIC STATION, PODCAST LISTENERSHIP REMAINS HIGH

RADIO LISTENERSHIP FIGURES REMAIN HIGH BUT MIXED FORTUNES FOR SOME BROADCASTERS

3.2m or 78.3% of all Irish adults tuned into a radio station on a daily basis with weekly listenership figures rising to 90.7%.

87% of 15-34 year olds listened to radio every week. In addition over 2.1m adults listen to their local or regional station every single week day.

There is a steady increase of listening through devices with 5.4% of all adults listening now through a smart speaker while listening via a mobile device accounts for 3.3% of all radio listening. The average adult is listening to radio content for over 4.3 hours each day.

National radio still holds the majority share position in Dublin (56.6%) and the greater Dublin Commuter belt (55.9%).

RTÉ has seen a minor erosion in some of its key listenership figures. RTÉ Radio 1 however, still remains the only station with more than 1m listeners and it's output still dominates Top 20 radio programmes in the country.

Morning Ireland was the most listened programme (433,000 listeners). Ryan Tubridy Show shed 13,000 listeners to 331,000. Today with Claire Byrne also dropped 10,000 listeners to close with 321,000 along with Joe Duffy Liveline and News at one also shedding listeners.

Today FM, Newstalk, 98FM, SPIN 1038 and SPIN South West and Newstalk have improved performances.

There is a clear encouragement in reaching 20-45 year olds with these cohort figures being up across the board.

Top 10 podcasts on Apple Podcasts

1. The Coldest Case In Laramie
2. As I Remember It: Bertie Ahern & The Good Friday Agreement
3. My Therapist Ghosted Me
4. Crime World
5. The Witch Trials of J.K. Rowling
6. SmartLess
7. OTB Rugby
8. The Diary Of A CEO with Steven Bartlett
9. Stolen Hearts
10. The Rest Is History

Top 10 podcasts on Spotify – Ireland

1. My Therapist Ghosted Me
2. The Diary of a CEO with Steven Bartlett
3. The Witch Trials of J.K. Rowling
4. The Joe Rogan Experience
5. Crime World
6. The 2 Johnnies
7. As I Remember It: Bertie Ahern & The Good Friday Agreement
8. Hold My Drink with Charleen and Ellie
9. Huberman Lab
10. The Therapy Crouch





UM News

WE'RE WAITING IN ANTICIPATION

WE PROUDLY PRESENT OUR YOUNG LIONS



Cannes Young Lions 2023 Competition Kicked Off With 150 Participants. Winners will represent Ireland at the Cannes Lions Festival of Creativity in June.

Entrants will be competing across seven categories- print, media, PR, film, digital, design as well as the Young Marketer category.

The charities that have been chosen for this year's competition are Dyslexia Association of Ireland, GOAL and Irish Guide Dogs for the Blind.

In house we have two teams competing on behalf of UM Ireland. Alanna O'Brien and Claire Marron entered into the media Category and Jay Mendon and Yash Mate entered into the digital category!

The sponsors and partners of this year's competition include PRII, PRCA, Pull the Trigger, Sky Media Ireland, Meta, Smurfit Kappa, Ladbible Ireland, Droga5 Dublin, Business Post and Aer Lingus.

Shortlisted teams will be revealed in March!!

Good Luck Guys!

UM & MATTERKIND REIMAGINED, THE EVOLUTION OF ADDRESSABLE

We are very much looking forward to welcoming our clients and partners to our inaugural UM & Matterkind Reimagined event in our offices on the 30th March. Here is a quick look at the topics we'll be discussing in detail:

- Evolution of Addressable
- Transformational TV: Keeping Pace with an Evolving Ecosystem
- AdTech for good
- Becoming Truly Omni-Channel

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

See you then!

29
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THANK YOU



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