

Attitudes towards Advertising - Ireland - August 2016

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“Brands should look to soften their approach in delivering ads, particularly online, and use less data-heavy forms of advertising. Such an approach would be well received by mobile users frustrated by slow page load times, the impact that this has on their devices’ battery life and the cost in terms of data usage.”

– James Wilson, Research Analyst

This report looks at the following areas:

- What are the most effective advertising channels?
- How do Irish consumers interact with advertising?
- What are Irish consumers’ attitudes towards advertising?

Advertising continues to be a key activity for brands, with growth in spending on advertising expected to continue in 2016 and beyond. This is being driven by online advertising and mobile in particular, reflecting the high level of smartphone ownership in Ireland and the increased amount of time that consumers spend accessing the internet from these devices.

TV advertising remains the most effective method of catching Irish consumers’ attention, indicating that offline channels still have a significant role to play within brands’ communication strategies. That said, when TV advertising breaks start, Irish consumers are switching to using their mobile and tablet devices and using catch-up and on-demand services to fast forward through TV advertising. As a result, brands will be challenged as to how they reach an increasingly fragmented audience that are actively taking steps to avoid advertising.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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