

WELCOME



The
**Marketing Society
of Ireland**



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of Ireland**

@Mktsociety

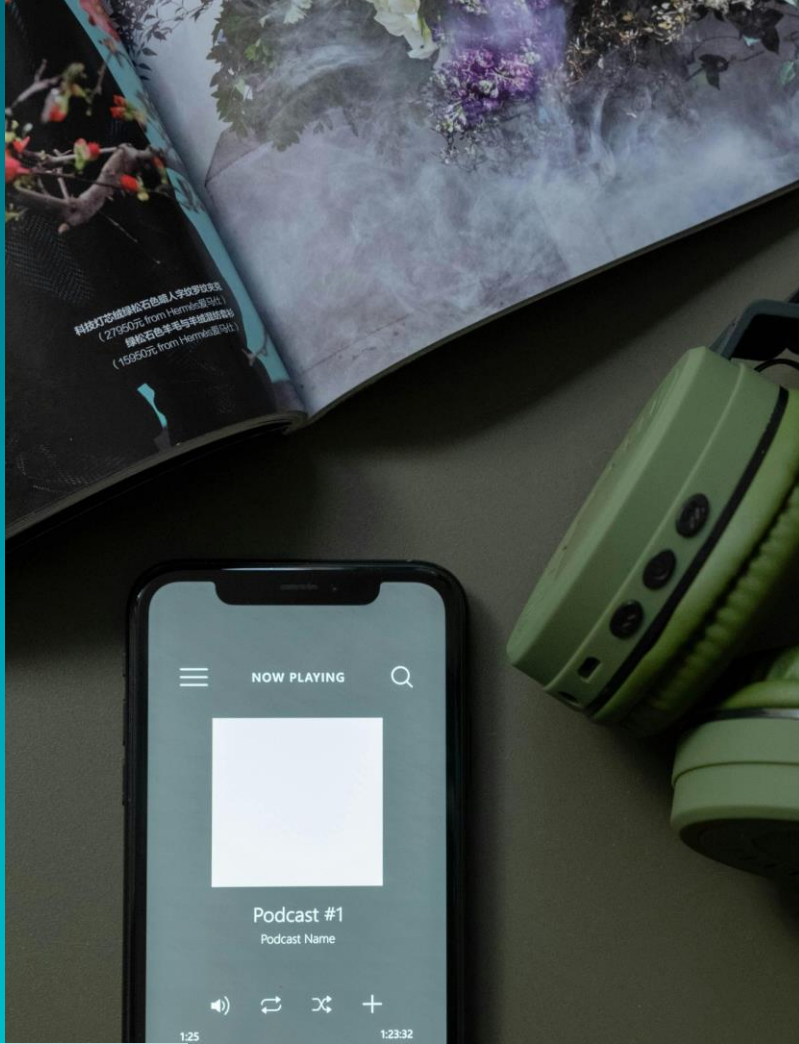
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Creativity, Innovation and Media

Adapting to disruptive forces

Creativity,

Innovation and

Media

adapting to disruptive forces



Lee Geraghty

Partner & Head of UK Market,
Jump! Innovation



Hughie Devine

Head of Sponsorship & Programmatic Partnerships,
MediaHuis



Paul Kelders

CEO,
Jump! Innovation

The Creativity Mindset



Lee Geraghty

Partner & Head of UK Market,
Jump! Innovation

THE CREATIVITY MINDSET

WHERE AM I, AGAIN?



jump!

THE HOMOGENOUS 'NON-PLACE'

“Everywhere looks like everywhere else, and as a result, anywhere feels like nowhere in particular”

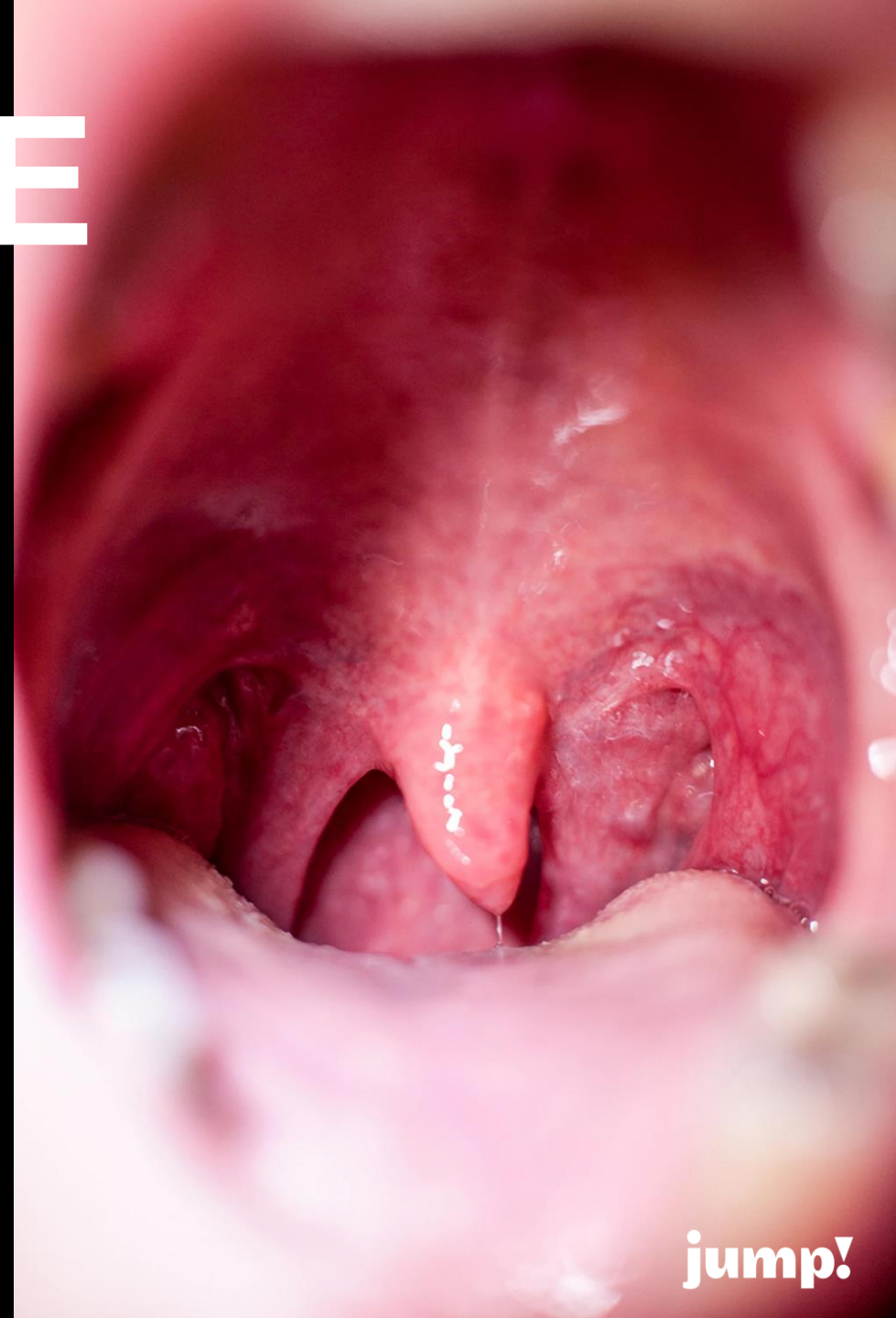
Marc Augé



jump!

AN ABUNDANCE OF CULTURE

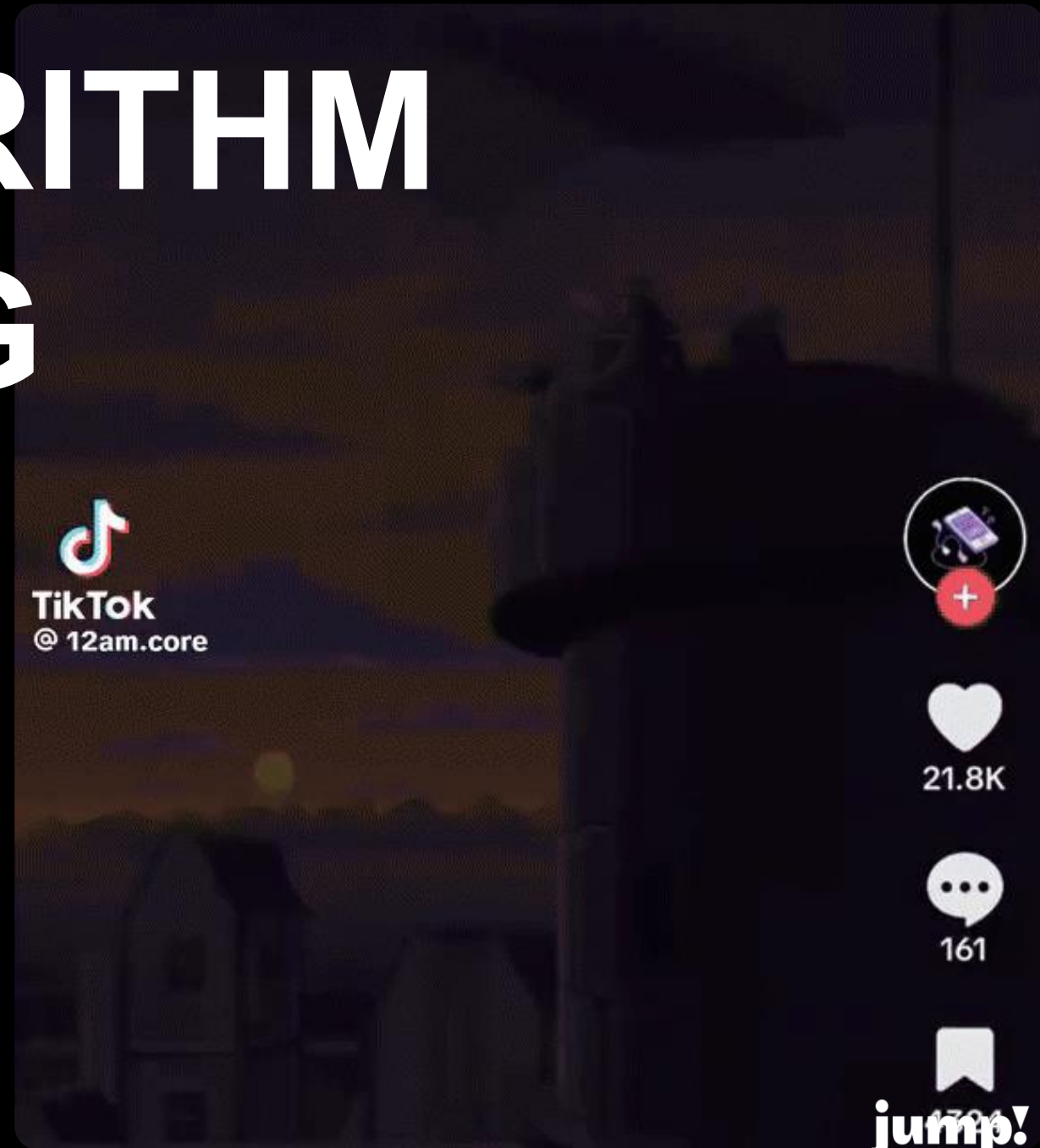
Everything, everywhere, all at
once.



jump!

“THE ALGORITHM IS CREATING FILTER BUBBLES”

Ali Parisner



AND PASSIVE CONSUMPTION



“You say that everything
sounds the same
Then you go buy them,
There’s no excuses, my friend
Let’s push things forward”

Mike Skinner; The Streets

THE AI EFFICIENCY PARADOX



CREATIVITY IS THE ANTIDOTE.

“IMPORTANT...” – MCKINSEY
FOR ME?
HOW? AND WHAT?



CREATIVITY MOVES UNDERSTANDING

“Underneath all the thundering,
there’s magic”

Kneecap / Grian Chattan

jump!

**DESCRIBE A KISS TO
SOMEONE WHO HAS
NEVER EXPERIENCED
ONE.**



THAT FIRST KISS

The way you feel when you kiss him
for the first time.
Like fire within your bones.
Like your soul has returned to the water.
Like every part of you that came
from a dead star
is alive again.

—
Nikita Gill

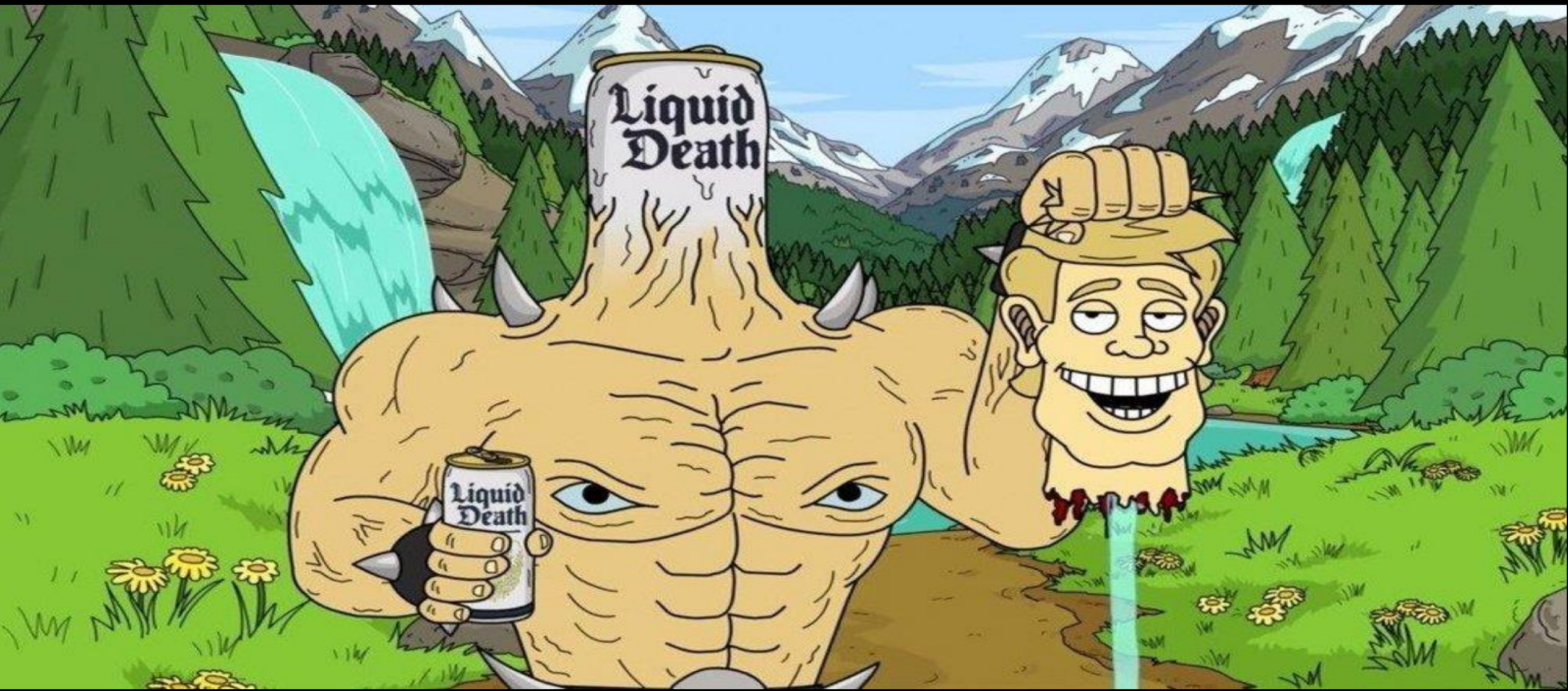


I know churches...



Ah...ok... **jump!**

I know water brands...



Ah...ok... **jump!**

I know Louis Vuitton...



Ah...ok... **jump!**

I know peak sporting performance...



Ah...ok... **jump!**

CREATIVITY IS
IMAGINATION,
SHARED. fuck.

IMAGINATION



“Its magic lies in the wonder of
what we do not know”

Rick Rubin: The Creative Act

SHARING



I love the dynamics of
lemon tart but I hate
the fuss...

Massimo Bottura: Osteria Francescana



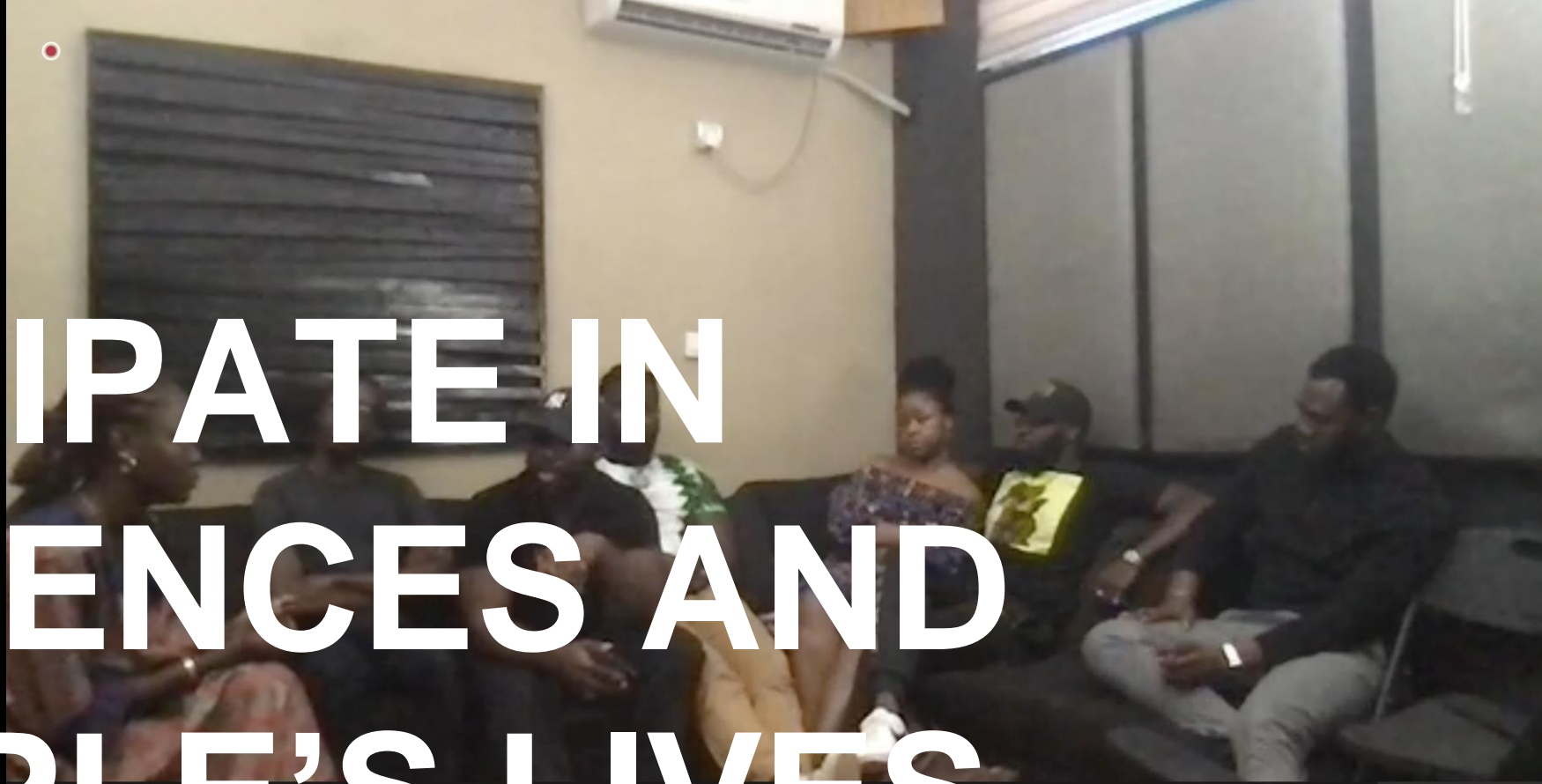
**SO,
MAKE YOUR
IMAGINATION
IMMENSE.**

01 CONNECT THINGS



02

**PARTICIPATE IN
EXPERIENCES AND
IN PEOPLE'S LIVES**



03 GET OUTSIDE YOURSELF



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Call for Elections



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Awards Season



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Advertising Research



Strategic Brand Research



Media Research



Brand or Product Development Research



Business to Business Research



Sustainability



Public Policy and Social Research



Analytic Impact



Grand Prix Award



Research Excellence Awards



Closing Date for Entries

The Rapid Growth of Digital Audio

Mediahuis Ireland's Digital

Audio offering



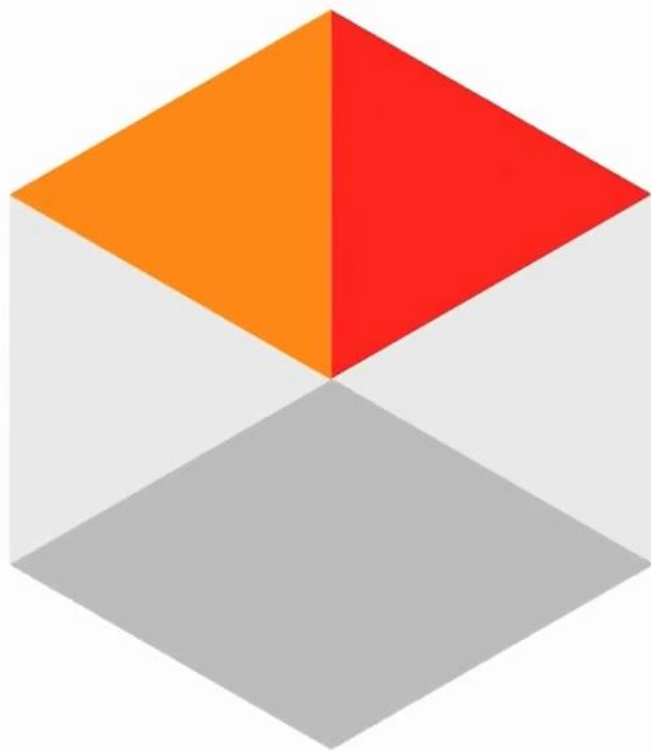
Hughie Devine

Head of Sponsorship & Programmatic Partnerships,
Mediahuis

Just Under 8 in 10 Irish Adults listen to Digital Audio in an average week.

Reach - 3.06m Adults

Source: RedC/IAB 2024

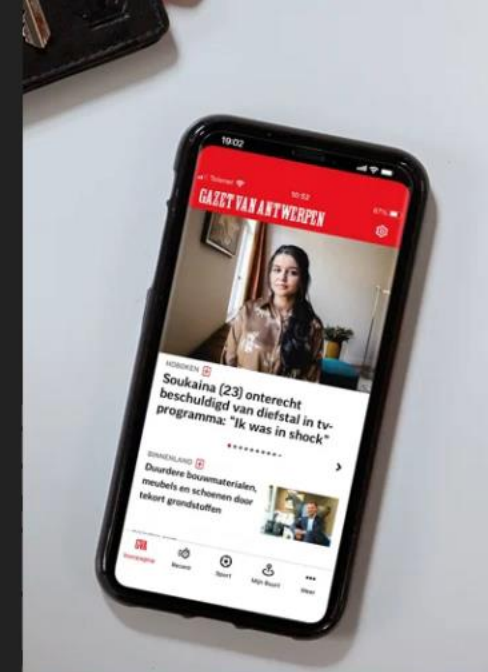
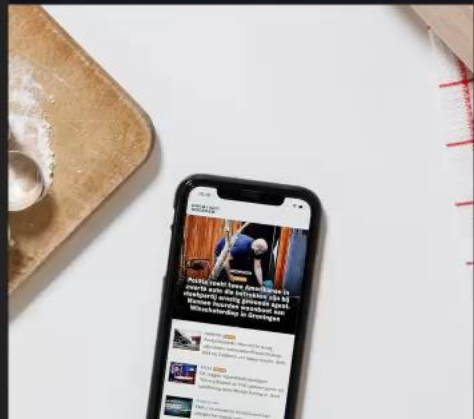


Hughie Devine | **Head of Sponsorship & Programmatic Partnerships**



Preparation

- ❖ Start with a stat!
- ❖ What is in it for the audience?
- ❖ Stand UP!
- ❖ Leave a lasting impression



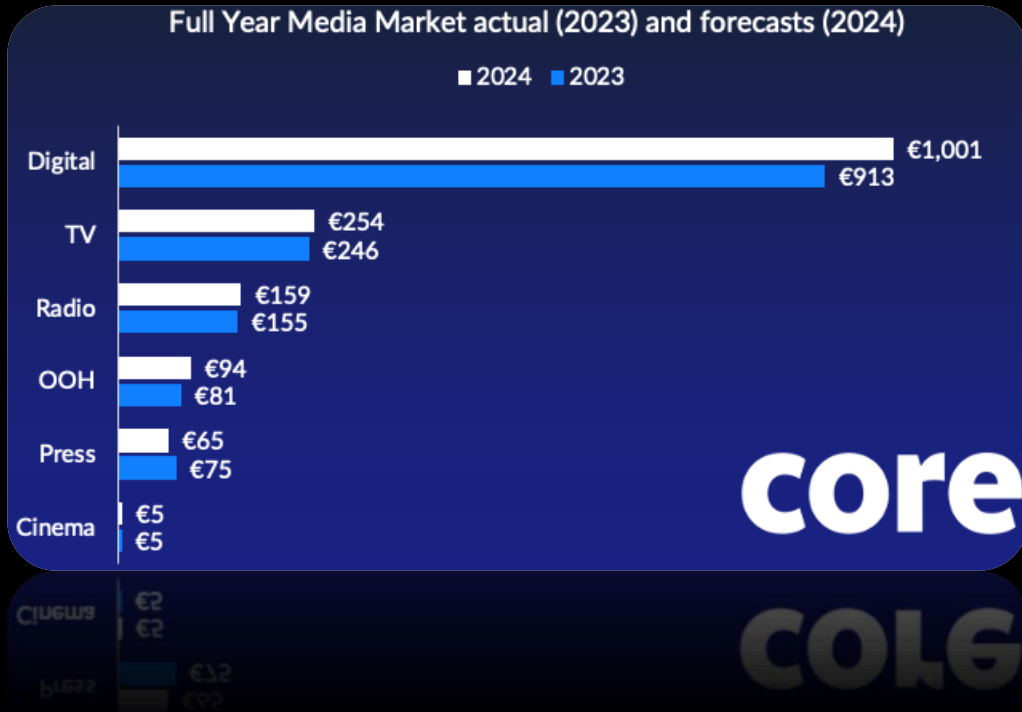
WICKLOW PEOPLE
BELFAST TELEGRAPH.CO.UK
NEW ROSS STANDARD
DROGHEDA
THE ARGUS
SUNDAY TELEGRAPH
Belfast Wing
CARTELL
THE ARGUS
I'M NOT HERE TO HURT YOU
Belfast Telegraph.co.uk
CARZONE
ULSTER GROGGER
BRAY PEOPLE
CARS IRELAND
ULSTER GROGGER
THE ARGUS
THE THROW IN
CARZONE
ULSTER GROGGER
WEXFORD PEOPLE
SWITCHER.IE
IRISH INDEPENDENT
ULSTER TELEGRAPH
SUNDAY WORLD
FINGAL INDEPENDENT
Belfast Ireland's Own
SWITCHER.IE
DROGHEDA
INDEPENDENT BREAKING BALL
BOREY GUARDIAN
THE CORKIAN
THE ARGUS
WICKLOW PEOPLE
THE HERALD
INDO DAILY WORLD CUP
INDO DAILY WORLD.COM
THE KERRYMAN
ULSTER GROGGER
IRISH INDEPENDENT
WEXFORD PEOPLE
THE KERRYMAN
CRIME HEALTH
ENNICORTHY
GUARDIAN



❖ Let's talk about ...

- ❖ Irish AdSpend
- ❖ Mediahuis' Audio Strategy
- ❖ Effectiveness
- ❖ 2025 - IMPACT

❖ Irish Ad Spend - 2024



- ❖ 5 Years Time?
- ❖ Compete with Tech Giants?
- ❖ Video – €291m
- ❖ Digital Audio – 1%



❖ Strengths of Digital Audio

- ❖ Immersive Experience- Ads have 49% more impact vs linear ads;
- ❖ Real Time Reporting -Actual listens rather than panel;
- ❖ Targeting Capabilities
- ❖ 80% of digital audio is consumed with no visual media. 100% engaged.

Mediahuis Strategy

- ❖ Trusted Journalists – New Platform
- ❖ Nationwide Reach
- ❖ Digital 1st Newsroom – Dublin Riots
- ❖ New Ideas for Podcast series

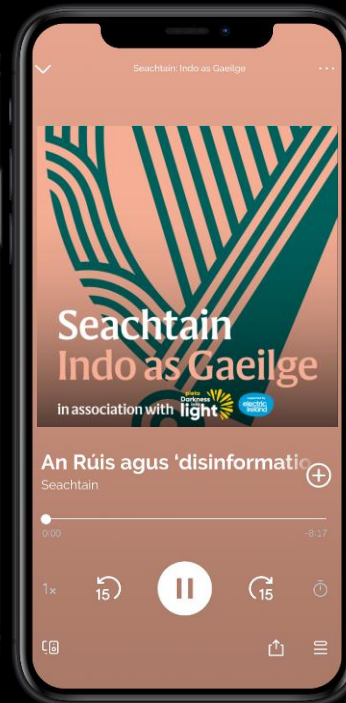
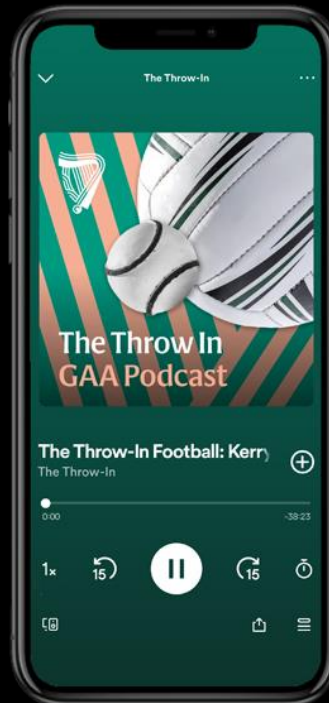


❖ Total Network Audience

2021- 30k Listens Per Month

2024 – 2,400,000 Listens Per Month

AUDIO



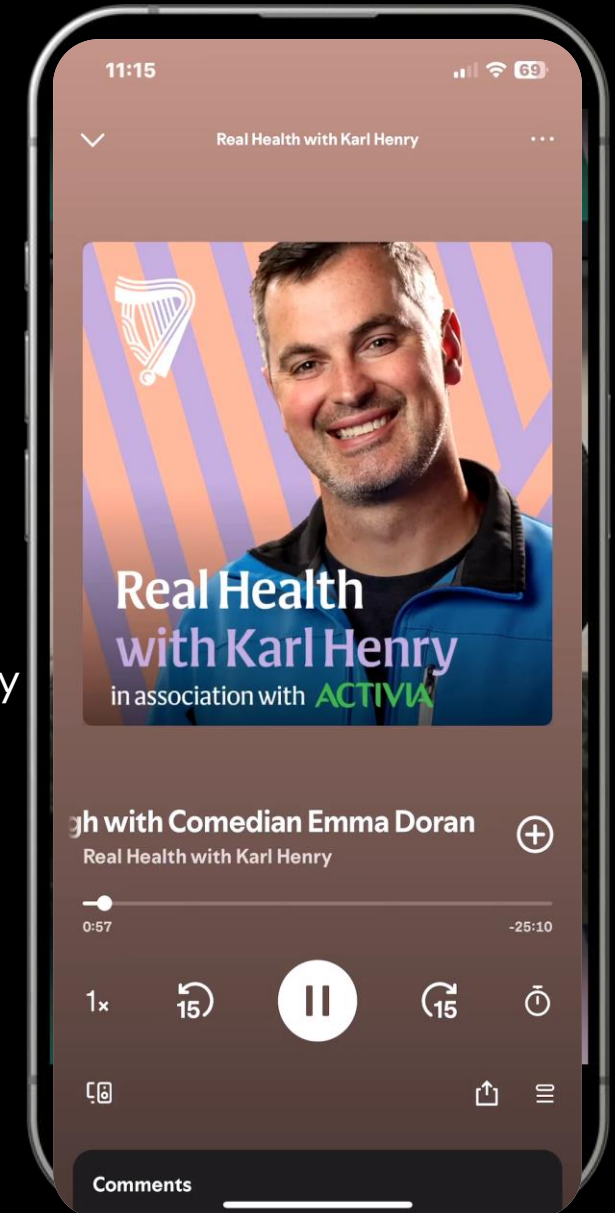
❖ Power of Host Reads

OPINIONS

Results

- 73% aware of the sponsorship when prompted
- 75% recall the creative when its was replayed.
- 59% more likely to consider Activia as a result of this partnership.
- Brand Perception - 81% stating that the partnership suggests Activia is a high quality brand.

❖ Listen Through Rate – 97%



❖ Power of Host Reads

Results:

OPINIONS

- 81% recalled the sponsorship when the creative was played.
- For 3 in 4 the sponsorship did not negatively impact enjoyment.
- 89% believe that the association suggests that Elavon is a high quality brand
- 86% stated that it would make them more positively disposed to the brand.
- 75% agreed positively with the quality of the creative execution

❖ Listen Through Rate – 97%



Premium Irish indep

The Indo Daily

Daily

Play (k)

0:03 / 1:36

The dismissed "coercive behaviour" allegations against F1 boss, husband of Geri

Irish Independent 65.3K subscribers

PL 3ST

The Indo Daily

in association with ZURICH

scandal: Dan Wootton sacked from The Indo Daily

0:04 24:08

1x 15 15

in association with ZURICH

The Indo Daily

in association with ZURICH

Irish Independent News Opinion Business Sport Life Style Entertainment Travel

Irish News Dublin Local News Budget 2025 World Farming Latest News Subscriber Exclusives

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SPONSORED: What you need to know about topping up your pension

Considering a pension top up? The benefits and long-term rewards of a top-up are more than you realise.

Getty Images

Thu 14 Sep 2023 at 06:00

Sponsored by Zurich ZURICH

New owners revealed for John and Francis Brennan's The Lansdowne hotel in Kenmare

PREMIUM
Cillian Murphy and the mistimed kiss: 9 great moments you missed at last night's glitzy Golden Globes

ZURICH

Start your pension with Zurich today.

Take Action

Zurich Life Assurance plc is regulated by the Central Bank of Ireland.

Other news

NEWS | 23

If you want to avoid turbulence, don't fly over Andes or Alps – and sit near the wing

Data from last year reveals the flight routes most affected by buffeting

TOP 10 MOST TURBULENT AIRLINES IN THE WORLD

Swire (10) - South Africa
British Airways (9) - London
Lufthansa (8) - Frankfurt
Air Canada (7) - Toronto
Delta (6) - Atlanta
Qatar Airways (5) - Doha
Emirates (4) - Dubai
Cathay Pacific (3) - Hong Kong
ANA (2) - Tokyo
Qantas (1) - Sydney

Small actions can have great impact.

Whether you are starting your pension or you have been contributing for years, Zurich Pension can help you get the most out of your pension plan.

Take a small action for your future. That could be to start a Zurich pension plan today. It's simple and easy to do. Contact us today to find out more.

ZURICH

The value of your investment may go down as well as up. Investing past performance is not a reliable guide to future performance. Investing in any investment product involves a fair degree of all other money you invest. Investing benefits may be affected by changes in currency exchange rates.

*Standard Investment Excellence by Investors Ireland in 2019, 2018, 2016, 2015, 2014, 2013 & 2012. Not awarded until 2020.

Zurich Life Assurance plc is regulated by the Central Bank of Ireland.

The average number of injuries related to aviation each year in the US is 57

Sponsorship

Irish Independent News Opinion Business Sport Life Style Entertainment Travel Video

ZURICH

So take a small action for your future.

Irish News

BREAKING Lows of -5C tonight and snow likely for some regions as Met Eireann issue weather warning

Celebrity **PREMIUM**
Cillian Murphy and the mistimed kiss: 9 great moments you missed at last night's glitzy Golden Globes

ZURICH

Like planting seeds for a better tomorrow.

The Indo Daily: Unsolved - Who killed Lisa Dorrian?

The Indo Daily: Unsolved - Jean McConville and her children's ongoing quest for justice

The Indo Daily: The mystery behind a gruesome double murder in a lonely Longford village

The Indo Daily: Unsolved - Who murdered the



Tuesday, 12 March 2024

Irish Independent News Opinion Business Sport Life Style Entertainment Travel Video

Irish News Dublin Local News World Farming Latest News Subscriber Exclusives Podcasts Topics

GUT HEALTH SUPPORT SEE MORE

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Real Health Podcast: Money, mortgages and financial fitness with Eoin McGee

Are you sick of penny pinching till payday? Does securing a mortgage feel like a personal Everest? And where do you start if you want to begin saving? On the Real Health podcast this week, Karl chats to Eoin McGee, financial planner and presenter of the tv show, "the complaints bureau," which premieres on RTE One this Thursday.

Real Health with Karl Henry
Money, mortgages and financial fitness with Eoin McGee

Money, mortgages and financial fitness with Eoin McGee

Karl Henry
Mon 4 Mar 2024 at 02:00

What is lifestyle creep? How do we save without being completely miserable? And how do we prepare to secure a mortgage?

On the Real Health podcast this week, I speak to Eoin McGee, financial planner and presenter of the tv show, "the complaints bureau," which premieres on RTE One this Thursday.

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karlhenrypt

Real Health with Karl Henry in association with ACTIVA

Learn More

karlhenrypt Great catch up with @annemarie on this weeks podcast episode #episode #blog #podcast #podcasting #podcastersofinstagram #podcasts #spotify #podcastlife #podcaster #youtube #apple #news #interview #entrepreneur #motivation #applepodcast #radioshow #art #dj #music #newepisode

Thursday, 9 May 2024

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Real Health Podcast: What to do when things don't go your way, with Buddhist teacher Haemin Sunim

Real Health Podcast: What to do when things don't go your way, with Buddhist teacher Haemin Sunim

Mon 6 May 2024 at 06:55

Life isn't all sunshine and rainbows. What should you do when things don't go your way? How should you react? And why should we look at problems as challenges?

On this week's episode of the Real Health podcast, I am joined by Zen Buddhist teacher, author of *The Things That You See Only When You Slow Down*, international bestseller, Haemin Sunim, who has written a book titled "When Things Don't Go Your Way."

I asked the Buddhist teacher to explain the 'a-ha' and 'ouch' moments

GUT HEALTH SUPPORT YOUR GUT IS WHERE IT ALL BEGINS

GUT HEALTH SUPPORT

Premium

karl henry real health podcast

Real Health with Karl Henry
in association with ACTIVA

Real Health: A guide through and beyond cancer with psychiatrist Professor Anne-Marie O'Dwyer

Irish Independent
17.7k subscribers

167

Share Download Save

16K views 2 weeks ago Real Health

karlhenrypt • Follow

Original audio

karlhenrypt Great to chat with Professor Anne Marie O Dwyer on this weeks podcast episode

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4 w

For you

joecanlan1 Being positive during my Cancer journey helped me big time I never said why me tth

4 w 4 likes Reply

— View replies (1)

owenokaneten1 Great interview... Couldn't agree more of the positivity stuff ! Not possible or healthy. We are a mix of emotions

4 w 2 likes Reply

— View replies (1)

teresa.omahony.7 Great interview and shes so right.

4 w 1 like Reply

— View replies (1)

highlandcattleireland

4 w 1 like Reply

— View replies (1)

Liked by mccluskey905 and others

Real Health with Karl Henry
in association with ACTIVA

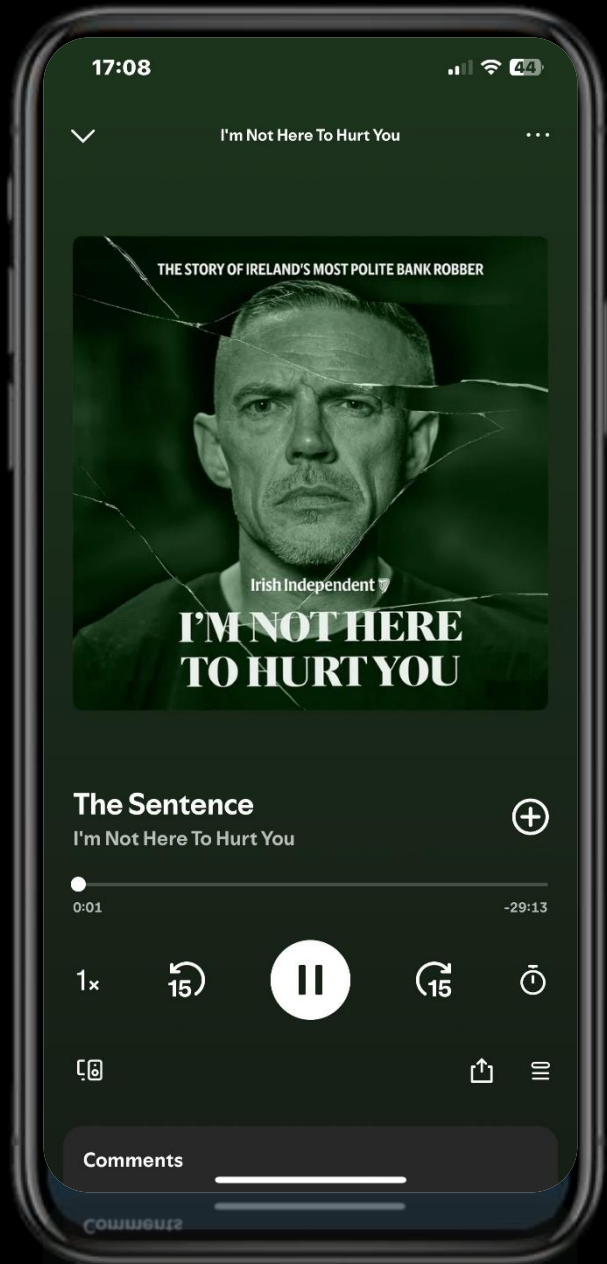
There are so many myths.

Awards



- **Best Daily Podcast** – Irish Podcast Awards 2023
- **Best Serialised Podcast** - New York Radio Festival
- **Best Business Podcast** – Smurfit 2023
- **Best Podcast** – European Media Awards 2023
- **Currently nominate for the Best Podcast** - International News & Media Association Awards 2024
- **New York Radio Festival Awards 2024**





SONY PICTURES



 **Audiohuis**





The Pitch Deck
Adrian Weckler



Thank you for listening

- ❖ Started with a stat!
- ❖ What is in it for the audience?
- ❖ Stood UP!
- ❖ Hopefully left you looking to increase digital audio spends in 2025.



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Q&A



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Thank You!



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