

Inside Track



Charlotte Barker, client services director at branding agency Dynamo

Dynamo's Barker wins Doyenne Award

Charlotte Barker, client services director at branding agency Dynamo, has won the 2017 Institute of Advertising Practitioners Doyenne Award.

Now in its fourth year, the award recognises women leaders working in advertising, media sales and PR who demonstrate leadership and who see themselves as future heads of industry. It was designed to put the spotlight on gender imbalance in an industry where just 18 per cent of women from IAPI member agencies are at senior management level.

Katie Jones, the lead strategic planner for the HSE and Department of Justice accounts at TBWA \Dublin, won the IAPI Doyenne Rising Star Award.



Tomás Ó hUallacháin, Pobalscoil Chorca Dhuibhne, An Daingean, overall winner of the NewsBrands Press Pass Awards

NewsBrands awards honour young journalists

Young journalists of the future have been honoured at the NewsBrands Press Pass Awards.

In 2016, 8,000 transition year students took part in the initiative – created as part of the Newspapers in Education programme – and 16 were honoured for their original journalism at the Convention Centre on Friday. Launched five years ago, Press Pass works to help improve literacy and critical thinking skills, while encouraging young people to analyse the society they live in.

Minister for State Finian McGrath presented students with their awards. He said: "Newspapers have a vital role to play in any free society. They are watchdogs, chroniclers and the eyes and ears that go where most can not be. When young people engage with society, that society benefits enormously from their input and their energy. I am delighted that 70,000 transition year students have had the opportunity to study newspapers in their classrooms through the Press Pass programme."

The winners were selected by a panel of newspaper editors and journalists, chaired by Professor John Horgan, the former Press Ombudsman. For details, see presspass.ie.

Blake appointed chair of PR association

Rhona Blake, managing director of FleishmanHillard Ireland, has been appointed chairman of the Public Relations Consultants Association.

The PRCA is the trade association for Irish consultancies engaged in the practice of public relations and communications.

Blake takes over from the outgoing chairman Sharon Murphy, deputy chief executive of Wilson Hartnell, who has completed her two-year term of office. The incoming chairman will work with a voluntary board and the PRCA's chief executive, John Carroll.

Blake said: "The expertise of professional communicators has never been more important as the world continues to grapple with enormous change and tries to understand the role and shape of communications in the modern era."



Ivan Yates and Bobby Kerr of Newstalk 106-108fm announcing the radio station's new weekend schedule

Newstalk shake-up as Yates returns

Ahead of Ivan Yates's return to the station, Newstalk has announced a shake-up of its weekend schedule, which will begin on April 1.

Yates will return to Newstalk with a two-hour Sunday show from 11am to 1pm. Bobby Kerr will present a new magazine style show from 9am to 11am on Sunday mornings, in addition to Down to Business on Saturdays.

Dr Ciara Kelly's show Alive and Kicking will have a new slot at 9am on Saturday morning, while Talking Point with Sarah Carey will take over the 8am slot.

Tim Collins, chief executive of Newstalk, said: "Weekends on Newstalk will continue to set the agenda with the best guests and cutting-edge opinion and analysis, while Off the Ball will continue to deliver Ireland's best sports programme every Saturday and Sunday."

Advertisers tune into the mood for Spotify

Streaming service Spotify saw a 60 per cent growth in its advertising last year, offering a clutter-free way to reach audiences



Carole O'Dwyer of Digitize, which acts as Spotify's sales house in Ireland
Picture: Fergal Phillips



Advertisers in Ireland have started to recognise that Spotify has struck the right chord with the public. The music streaming service, which launched in Ireland four years ago, has seen a huge increase in advertising sales here over the past 18 months.

Digital media solutions company Digitize acts as Spotify's sales house in Ireland.

It saw a 60 per cent growth in its advertising last year compared to 2015, according to Carole O'Dwyer, who works for Digitize as Spotify Ireland's sales manager, and she said she expects further growth this year.

"In the last year and a half, there has been quite an acceleration in terms of advertisers using us and brands recognising that people use Spotify on a day-to-day basis at quite a high level," she said.

Generally ads on Spotify are sold by the audience and it costs around €11.50 per 1,000 listeners. Its minimum campaign spend is about €2,500.

She said initially people only spent the minimum, but now people are spending up to €50,000 across the year.

Irish success story

Ireland is a big success story for Spotify in terms of brand awareness and listenership, she said. With an 80 per cent awareness level of Spotify in Ireland, it has higher brand awareness here than anywhere else, except Sweden where it was founded, according to research carried out by TNS Research for Digitize.

The brand awareness level in Britain is 77 per cent, despite being seven years active in that market and huge advertising spends by Spotify there.

"Ireland has really taken off and led the way in terms of numbers. We are good early adopters and embracers of technology," she said.

Spotify Free, which is supported by advertising, now has 20 per cent weekly reach in Ireland, versus 17 per cent in Britain.

"Our free users are highly educated, have high monthly income, are tech savvy, shopaholics and heavy consumers of video online," she said.

It has 28 per cent weekly reach among adults aged 15 to 34 years old. This is a higher weekly reach than all of the local Dublin stations FM104, 98FM, Spin 103.8 and just slightly below 2FM, which has a 32 per cent weekly reach, she said. Among 15 to 24-year-olds, it has 34 per cent weekly reach, which puts it ahead of all local stations, 2FM and just slightly below Today FM at 38 per cent.

According to Spotify, it has 391,000 active monthly users on the free platform in Ireland. The average user spends 140 minutes per day consuming Spotify and this is higher at 170 minutes per day among 15 to 24-year-olds. Some 40 per cent of all adults in Ireland use Spotify, with that figure going up to 60 per cent for 15 to 24-year-olds.

A range of different advertisers use Spotify now, she said, including many of the alcohol brands, Universal Music, MCD, McDonald's, Lucozade, Tayto and so on. It offers several different advertising formats, including audio, video and display.

Targeting young audiences

Advertisers who wish to target 15 to 34-year-olds have started to pay more attention to Spotify now and the different ways it can communicate with that audience, she said.

"We are not trying to tell advertisers to use Spotify instead of radio stations, but show them that it can add reach among a mostly millennial audience in a premium, uncluttered environment."

"We can complement radio campaigns by adding incremental reach across different age groups. We're consumed across a variety of platforms, across the day in every situation so can reach audiences while they commute, do their weekly shop or work out at the gym."

The research showed that if media buyers just included Spotify in their plans, they would reach 20 per cent of adults in Ireland, she said. By adding Spotify advertising to a radio ad plan, it increases weekly reach by an average of 14 per cent. For 15 to 24-year-olds, it adds an average of 24 per cent of weekly reach onto campaigns.

Advertising on Spotify is more measurable and accountable than radio advertising, she said. It can do very targeted advertising. For example, ads specifically shown to 15 to 24-year-olds in Cork.

"We only have two to three minutes per hour of ads on Spotify."

"There are 12 to 15 minutes per hour on radio so the ability to cut through and speak to the consumer is a lot higher on Spotify," she said.

Some 85 per cent of Spotify consumers listen via headphones so it is like advertisers are speaking one to one to them, she said.

At the moment, media buyers from both radio and digital deal with Spotify advertising, but O'Dwyer said she expected more dedicated teams for Spotify advertising within agencies over the next year.

"The trend is showing that digital audio is a force to be reckoned with," she said.

On the beat with the gardaí

One of Spotify's latest advertisers is An Garda Síochána. The organisation is using the streaming service to target 18 to 39-year-olds for its new public awareness campaign – Mind Yourself, Mind Your Stuff. The campaign was designed to advise people to be "streetwise" on nights out as a way of reducing thefts.

The campaign is running across digital and social media, outdoor, and in-pub advertising during March. A

radio-style ad is being broadcast on Spotify. The digital and social media advertising is timed to appear when the target group is preparing to go out at night.

According to figures from the Garda Analysis Service, in 2016, in three out of four mobile phone thefts, the victim was aged between 18 and 39. In addition, 40 per cent of all thefts and robberies took place on a street, road or footpath – with a further 20

per cent taking place in a licensed premises or restaurant-type location.

Mind Yourself, Mind Your Stuff was developed by Garda Corporate Communications with Mediavest handling media buying and creative by Engage Communications.



WHAT'S THE STORY WITH CORPORATE LIVE STREAM COMMUNICATIONS?

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