

IRELAND'S CREATIVE INFLUENCE SURVEY



CN

Ireland:
*Where
Creative
is Native*

iapi

THE IRISH TIMES
Supporting
Creativity in Ireland

Introduction

In September 2022, for the second year running, [IAPI](#), in partnership with [The Irish Times](#) sought the opinions of creative professionals working in the advertising and marketing sector.

The aim? To gain an understanding of how creative professionals in the commercial creativity and communications industry in Ireland are feeling about a number of issues, which include the quality of work being produced, to how they feel about working in Ireland right now and whether living here influences their creativity.

The research was carried out as part of the Ireland: where Creative is Native initiative aimed at promoting Irish commercial creativity at home and abroad.

www.creativeisnative.com



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Participants

300+ respondents completed the survey over the past two years

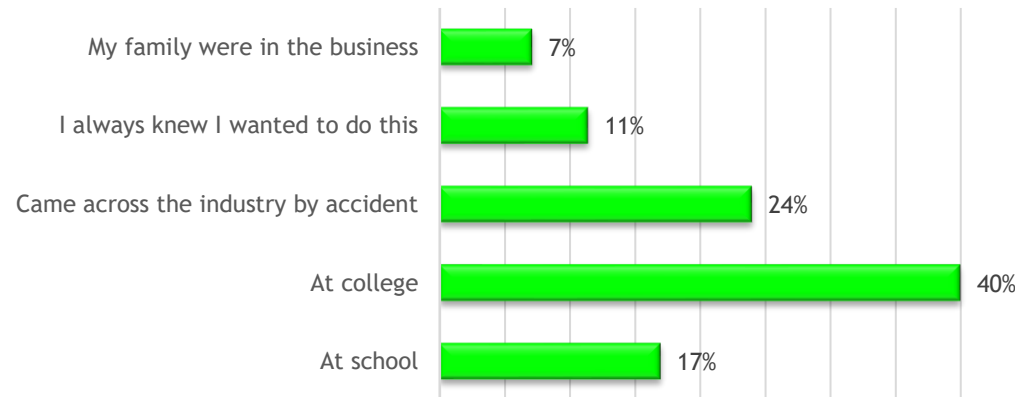
It is worth noting that the number of non-Irish has risen slightly (by 3%) since last year in line with the push towards greater diversity in the sector but still only represents 16% of the respondents.

Junior creatives formed a greater proportion of respondents in 2022 vs. 2021 and female representatives grew from 43% to 54% this year.

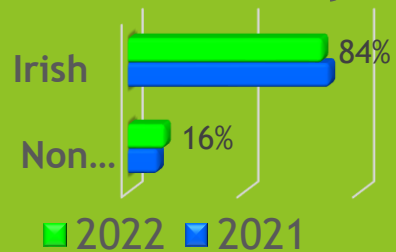
As to be expected nearly 60% of respondents were from creative agencies.

In relation to how they got into the industry 1 in 4 respondents say they came across the industry by accident. This particularly reflects the lack of understanding in secondary level education about the profession and what it can offer creative thinkers.

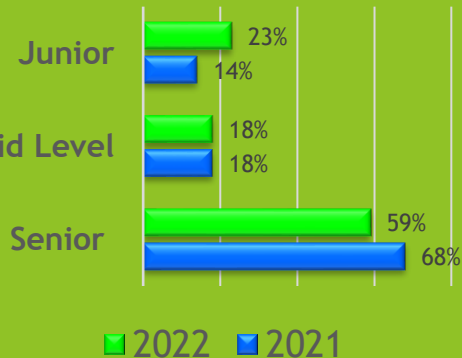
When did you decide on a career as a commercial creative?



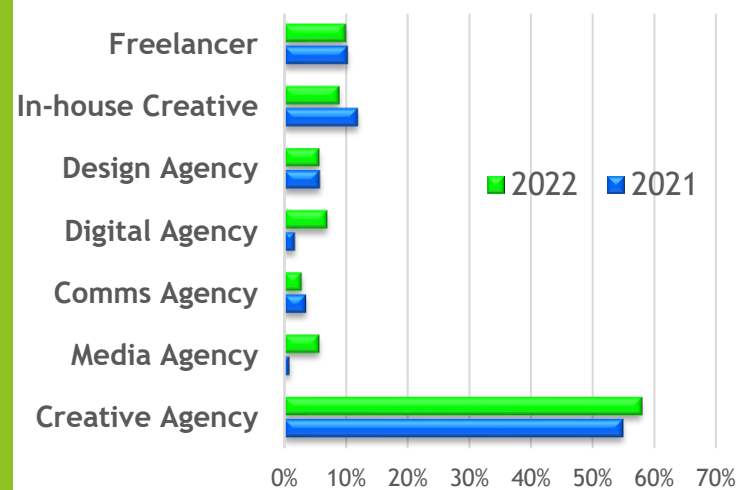
Nationality



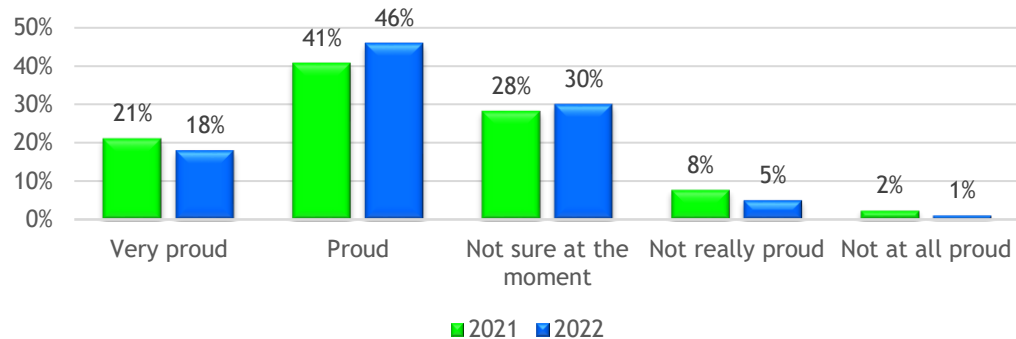
Career Level



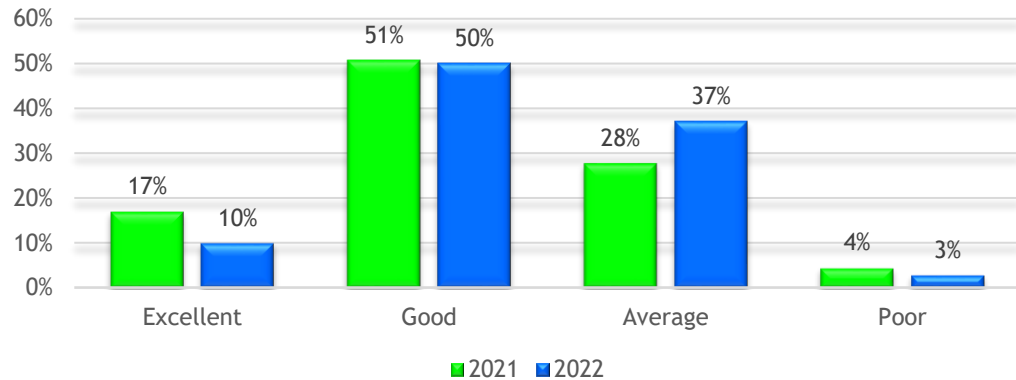
Place of Work



How proud are you to be working in the the Commercial Creativity sector right now?



How would you rate the quality of Commerical Creativity in Ireland?



Pride in the industry

Two-thirds (64%) of creative respondents are proud or very proud to be working in the industry.

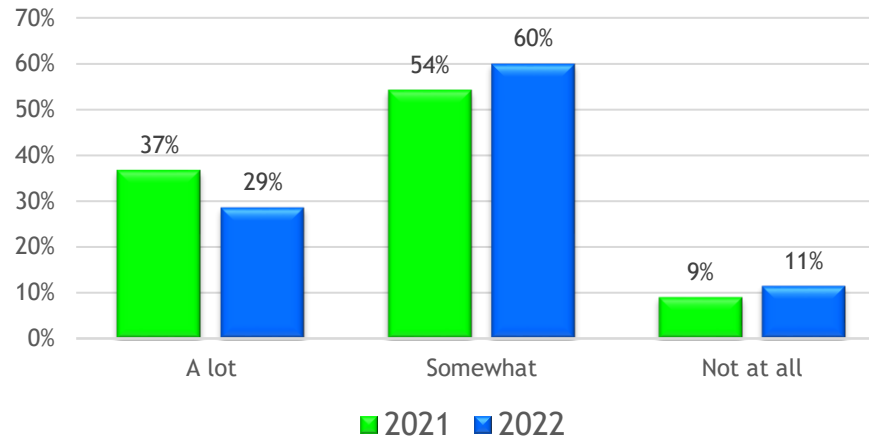
However, the quality of creative work is perceived by only 1 in 10 to be excellent and those believing it to be average have increased by nearly 10% this year compared to last year.

This perception is further highlighted later in this report which quotes directly from respondents.

Ireland's Cultural Impact on Creativity

“We CAN'T rely on our creative legacy to build our creative future.”

How much does the culture in Ireland influence our Commercial Creativity?



The view of Ireland's influence on commercial creativity has declined year on year. Perhaps this represents an opportunity to be grasped by brands and their agency partners if they wish to resonate more with Irish consumers.

In addition, there is a resistance towards leaning too much on our past to influence our thinking...



Rank the following aspects of Irish culture that stimulate creativity? (1=least, 7= most)



Humour...

...tops the polls once again as Ireland's No.1 cultural characteristic that stimulates Irish creativity.

However, there is some debate on how well this is used or, whether it is being used in the right way within commercial creativity.

This year, our progressive society comes second in the ranking, and again, respondents believe that brand advertising should lean more into contemporary aspects of Ireland today.

The characteristic that was ranked as the least influence is writing skills honed through the years. Again, respondents believe that our literary legacy is not something that has a major influence within Irish commercial creativity.

Positive views on Ireland's Cultural Influence on Ads

I think when it comes to connecting with Irish audiences; Irish humour/nostalgia/culture play a big part in the success in that work.

You know you'll be told things straight out without it being overly harsh and people will help you when you need it. It seems a different environment than other places around the world!

Home grown music, style and culture could influence our work much more

The support of GAA within advertising has helped to transform the sport

Irish creatives are very welcoming and have an 'in it together attitude' which is a good environment to let creativity flourish.

Yes I think Irish culture and humour is very unique to us - the ads made in the 90's early 2000's really utilised this and stood out as a result

Toyota's Irish TV advert utilises Liam Cunningham in a dark, yet captivating performance which sees them traverse the Dublin Mountains and into the city, exploring the Irish landscape.

I think our love of the arts as a whole influence our creative people. The want to stand out, make noise, over-perform.

I do think the qualities we have to exploit are resourcefulness, a unique voice, conceptual and creative wit and a curiosity about the world

I personally don't think that Irish culture is reflected enough in advertising and that contributes to the quality being of a lower standard than it could be.

The work out there feels heavily influenced by international adland and is quite homogeneous.

We hone in on humour and sense of humour to a point that other elements of Irish culture are forgotten within advertising

Recently I feel Irish clients/brands have become more scared to make breakthrough/edgy work.

I think there is a creeping monoculture.

Being an outlier or going against the grain of "perceived Irish culture" is frowned upon

I don't think our creative legacy historically has influenced advertising to the extent that might be expected.

There is not enough contemporary 'creative nourishment' being provided - by the education sector, by the cultural sector itself, by government and local bodies.

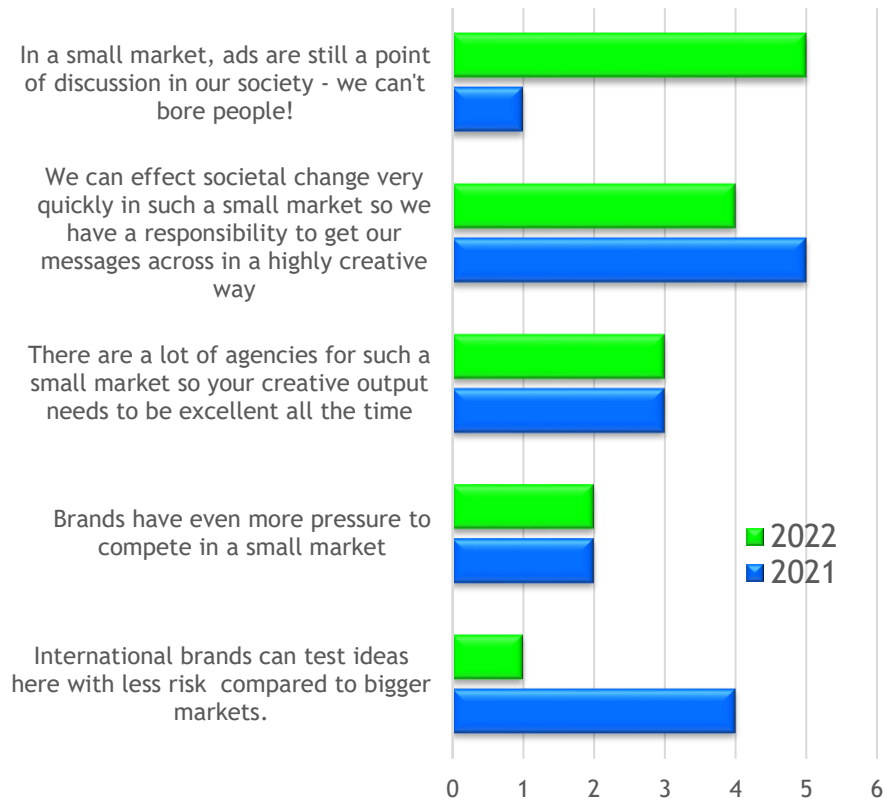
Critical views on Ireland's Cultural Influence on Ads

I think Irish culture is co-opted rather than it contributing to creative output.

Irish culture is dying. It is being diminished by an over focus on commercialisation that (ironically) is in turn having a negative impact on the commercial creativity sector.

Positive aspects of working in a small market

Rank these statements in order of their positive influence on producing great creative work?
(1=least, 5=most)



“Confidence in the creative community is improving thanks to the global impact and leadership of the largest agencies in the sector.”

“Young creatives now believe they can make work here that will make an impact on a global scale.”

“The Irish audience has no time for a lack of awareness. Therefore, the creative needs to be so strong and clever to actually resonate with the people.”

“I think it's actual agency reputation. The great agencies do great work so are tasked to keep doing the great work.”

“Creativity can be great when we have the backing of a big brand but the voice of the Irish, so we can experiment and make something specific.”



Negative aspects of working in a small market

“Lack of understanding and confidence about what makes great work at every level in an agency.”

“Too many marketers are not selected, recruited or trained to have creative confidence or understanding on what makes great, long-lasting creative.”

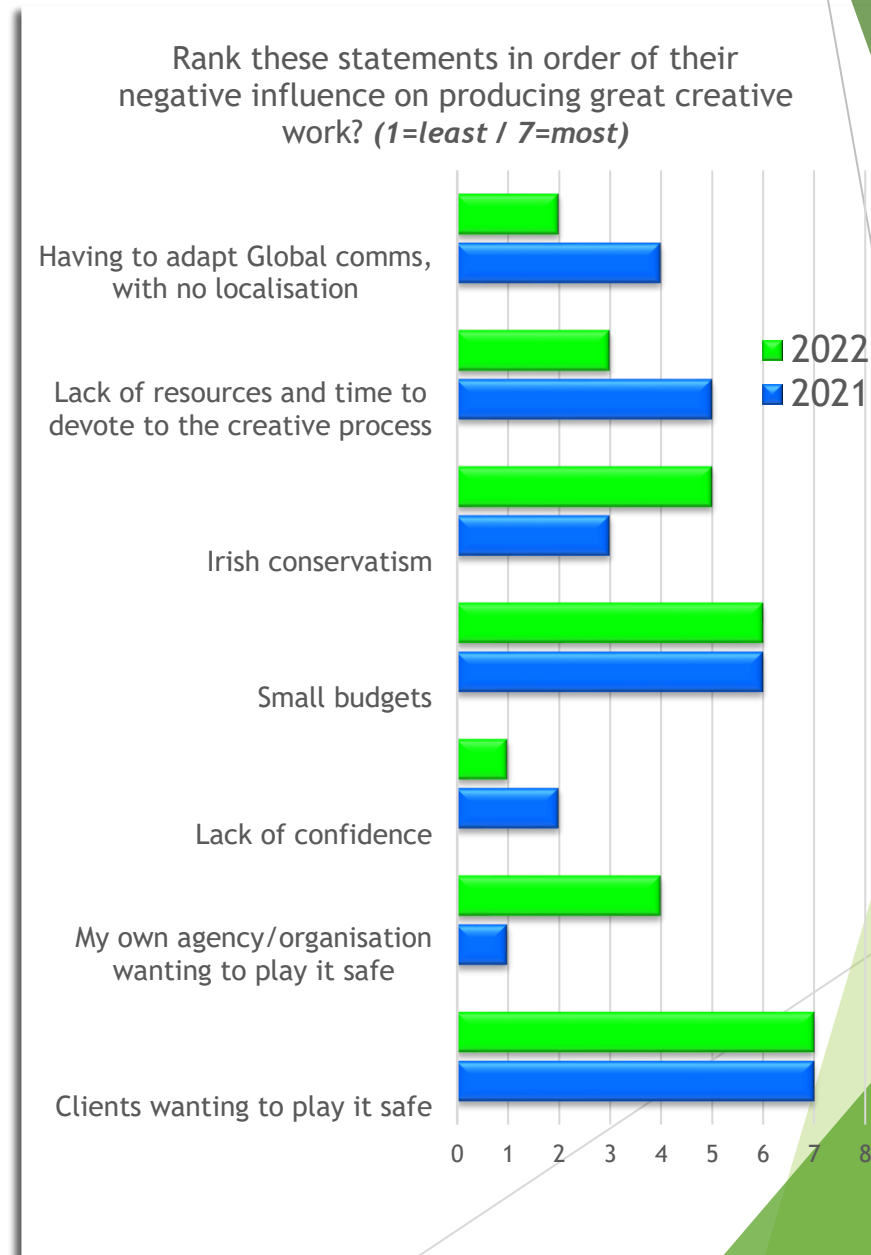
“Client Services are very often told to keep the client happy at all costs. That I feel is one of the biggest barriers to creative work.”

“Clients not seeing strong creative work as a better solution to their business challenges.”

“We are still too conservative. We're not as open as we think and that combined with fear and commercial pressures is holding us back. Anyone that says it's the client's fault should give up. It's up to us to bring it to them and to build their confidence. Let's stop blaming the clients.”

“Irish ads that only speak to Irish people. Instead of Irish brands speaking on a global scale.”

“As a small market we should be punching harder, but we seem to be stuck in a safe zone instead of taking the risks we should be taking.”





Inspiring Ads

63% of the Ads that were mentioned as having inspired creative professionals from their past were for the Guinness Brand. The most popular being their Christmas Ad, followed by The Surfer and coming 3rd was Waiting for the Pint.

Other Ads mentioned by several respondents included Kerrygold “Who’s taking the horse to France?”; Aer Lingus “You’re Home”; and Finches “Under My Skin.”

Current inspiring campaigns mentioned by respondents include:

The Times - “JFK Unsilenced”

Three - “The Island”

Nissan Micra - “No More Nice Car”

AIB - “The Toughest”

Three - “Jeff’s World”

McDonnells Curry Sauce

Swim Ireland - “Look at Me!”

Can you think of any Irish sayings that have slipped into our vernacular that originated in an advertising campaign/slogan?

- ▶ “I don’t know what a tracker mortgage is?” - Financial Regulator
- ▶ “Don’t forget to turn off the lights.” - Guinness
- ▶ “Who’s taking the horse to France?” - Kerrygold
- ▶ “Is this a date?” Barry’s Tea
- ▶ “Ahh that’s Bass...”
- ▶ “Ahh Bisto”
- ▶ “Gonna be tropic” - EBS
- ▶ “Should have gone to Specsavers”



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