

## BUSINESS & LEADERSHIP

### PML Group and CBS Outdoor launch digital ooh study

Bernice Barrington  
12.02.2013

PML Group and CBS Outdoor have launched 'The Digital Effect' a collaborative research study that delivers insights into the digital Out of Home (ooh) shopper in two of Ireland's main shopping centres, Dundrum Town Centre and Swords Pavilions, both in Dublin.

The study was undertaken by Behaviour & Attitudes on behalf of the two Out of Home advertising companies in October 2012. A representative sample of 400 shoppers of the two malls took part in exit surveys to gather information on their shopping behaviours in the

malls as well as their awareness and response to the CBS Outdoor digital advertising network.



*Jimmy Cashen, Managing Director PML Group, Ian McShane, Managing Director, Behaviour & Attitudes, Colin Leahy, Managing Director CBS Outdoor*

In addition over 1,000 adults were interviewed as part of a National Omnibus survey to establish the national footprint of these and other high-profile Irish shopping malls.

The report, entitled 'The Digital Effect - Activating the Irish Shopper' measures and illustrates the full shopper journey experience across two of the most visited malls in Ireland.

Jimmy Cashen, managing director of PML Group said "PML Group is delighted to be partnering CBS Outdoor in delivering this exciting research venture. The findings from this innovative and robust study give both our companies new and valuable insights into the modern Irish shopper and into how they perceive and interact with digital Out of Home advertising. As a long standing advocate of out of home advertising research, with the on-going Poster Impact programme in place since 1996, we are proud to bring "The Digital Effect" to the market alongside CBS Outdoor, our like-minded partners. We believe it will be of great benefit to our media agency partners the creative agencies and advertisers alike."

Commenting on the launch of the report, Colin Leahy, managing director, CBS Outdoor Ireland

said: “We are very excited about this unique joint research initiative. The report delivers valuable insights for CBS Outdoor Ireland, for PML Group and for our advertising clients. ‘The Digital Effect’ delivers on our continued commitment to invest in research and insights and this ensures that our clients can be confident in their choice of Out of Home format. This study is a confirmation of the power of digital Out of Home, proves the effectiveness of our digital network in engaging audiences and supports the role of digital in the Out of Home landscape.”

A full presentation of the findings of The Digital Effect can be had by contacting CBS Outdoor or PML Group.

# IRISHTIMES

## It’s shave or win for TodayFM’s poster campaign

Laura Slattery  
14.02.2013

The billboard used to promote Today FM and the Irish Cancer Society’s “Shave or Dye” campaign has won the top prize in the annual Posters of Distinction competition run by out-of-home monitoring specialists PML Group.



Designed for Today FM and the Irish Cancer Society by Irish International, the poster emerged as the public’s favourite out-of-home advertising campaign in 2012 from more than 1,000 contenders.

“The Today FM design is great in that it

encompasses almost everything that we preach about creating strong out-of-home posters,” says Colum Harmon, marketing manager at PML Group. “It’s clean and clear, with a good dose of humour and is strongly branded with minimum text. It’s an excellent example of how outdoor should be done.”

Seven of the 10 category-winning designs had a person or character as the central aspect to their design, Harmon notes.

“This obviously resonates with the public and is a good lesson for creating effective posters going forward.”

# campaign

## McCann London scoops Nature Valley business

Ian Darby  
14.02.2013

General Mills has appointed McCann London to handle the UK and international advertising account for the Nature Valley cereal bar brand.

The appointment of McCann follows a review process that kicked off in August last year and involved a final three-way pitch.



Agency sources said McCann will handle the £3 million UK account plus the business in Australia and in selected European markets.

Work Club, the incumbent on the integrated UK

business, did not pitch for the account but will continue to handle digital alongside the General Mills brands Häagen-Dazs and Old El Paso.

Nature Valley, which launched in the UK in 2006, was supported last year with distribution at London Underground stations to promote its status as the official supplier of cereal bars to London 2012.

Also in 2012, Nature Valley launched a TV ad by The Independence Orchestra showing city dwellers falling into a farmer's field as they ate their cereal bars.

Rosie Doggett, who runs RAD Consulting, co-ordinated the pitch process.



## TBWA London wins £18 million Lidl advertising account

Stephen Lebitak  
13.02.13

Lidl has appointed TBWA London to handle its £18 million UK advertising account, The Drum has learned.



Lidl, which has previously handled advertising in-house and worked with Belfast and Dublin based AV Browne, began a search in August last year for an agency to create a brand campaign that would help attract shoppers through its doors on a

weekly basis.

The decision came following the successful “like brands” TV and print campaign from rival supermarket chain Aldi.

The appointment is expected to be officially confirmed by Lidl tomorrow, February 14. Sources within the industry say that it has already begun working with TBWA London on its brand advertising.

Lidl has now confirmed the appointment, revealing that the agency will be tasked with its overall strategy and creative execution across brand, in-store, digital and local marketing.

Ronny Gottschlich, managing director of LIDL UK commented: “The appointment of TBWA\London marks an exciting new chapter in our journey. They understand our potential for future growth, where our new customers lie and can deliver the messages that will take us there. We’re very much looking forward to working with them”

## BUSINESS & LEADERSHIP

### IAPI launches cost-effective pitching guidelines

Karina Corbett  
14.02.2013

The Institute of Advertising Practitioners in Ireland (IAPI) has launched new guidelines in a bid to reduce escalating pitching costs in the advertising industry.

Through the publication of the Finding the Right Agency guide and the development of a dedicated ([www.iapi.ie/pitchguide](http://www.iapi.ie/pitchguide)), the governing body aims to streamline more cost-effective pitching practices in the industry.

The move by IAPI is in direct response to the huge financial and unsustainable burden being placed on advertising agencies and the industry at large. Currently creative advertising agencies are requested to present detailed creative proposals at pitches and IAPI estimates that 80pc of that work never actually gets produced, which it says is “highly wasteful of agency talent and resources”.

In an IAPI survey carried out amongst its members to investigate pitching costs in 2012, the agency time costs which totalled - €10.6m - are deemed to be crippling the industry. These costs exclude the third party costs of producing storyboards

and animatics and material costs also spent by agencies trying to attract a new client.



*Orlaith Blaney, McCann Dublin and chairperson, Iapi Pitching Guidelines Task Force with Tania Banotti, Iapi CEO*

The guide has been developed in direct response to member concerns around how the industry finds a better and more effective way to pitch to assist both clients and the agencies involved. It aims to reduce the pressure currently being placed on Ireland’s advertising agencies to foster growth and ultimately generate employment.

“Current pitching practices are having a detrimental impact on the industry,” said Iapi CEO Tania Banotti.

The new guide makes the process more straightforward for all involved. It will benefit

advertisers by allowing agencies to focus on the strategic challenges facing brands rather than on speculative creative work, most of which is never used in a campaign.”

Ed McDonald, chief executive of the Association of Advertisers in Ireland (AAI) added: “Pitching is not just about looking at creative ideas that catch imagination. It’s also about learning whether the advertiser will click with a given agency. Personal relationships are a critical part of working together and that’s what a selected agency and advertiser is supposed to do. This guide offers practical guidelines to ensure that the selection process is undertaken in a thorough but practical way. The AAI has been involved in compiling the Finding the Right Agency guide and supports its publication.”

The guide, which has been developed in association with the AAI and the Marketing Institute of Ireland has collective agreement from its 51 Iapi member agencies.

## Irish market first to air new ‘Spartacus’ Carlsberg ad

14.02.2013

Karina Corbett

Carlsberg’s new TD ad is set to air in Ireland tomorrow, 15 February before any other market in the world.

‘Spartacus’, a take on the 1960s film of the same name, is set in an ultra-modern skyscraper office where hundreds of people are working in an extremely orderly and mundane environment.



*Please click on picture to view Ad*

The film starts when the intimidating boss of the company enters the room in a fit of rage, demanding to find the culprit of an office prank that resulted in him being depicted as a monkey.

Leading the way, the hero ‘Spartacus’ stands up and identifies himself as the prankster.

Demonstrating their loyalty, his fellow colleagues decide to stand up for their mate and join him one by one claiming to be Spartacus as well until the majority of the vast room are standing up in force to take the heat.

The ad ends with the team of workmates heading to the bar for a well-deserved pint of Carlsberg, underlining the brand’s positioning – ‘That calls for a Carlsberg’.

“To coincide with the launch we will be running a themed competition on the Carlsberg Ireland Facebook page starting on 18 February, to give away Expedia holiday vouchers worth €1,500 and €500 spending money,” said Julie Allman, senior brand manager at Carlsberg.

The commercial was created by London-based creative agency Fold7 in partnership with Carlsberg’s international brand marketing team.

The ad will be rolled out across Carlsberg’s global markets, starting in Ireland.

It will be aired across traditional media and digital channels and will be complemented by a suite of activations, based on the same theme of standing up for your mates.

The ad will be supported by substantial media spend in the Irish market.