

COVID-19

Irish Media Consumption: an Analysis

Compiled by Buymedia

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Covid-19 - Irish Media Consumption: an Analysis

As our daily lives change dramatically amid the COVID - 19 crisis, most of us find ourselves with more time on our hands than ever before.

We are turning to our trusted news and media providers to keep us updated on the crisis but also to keep us entertained.

Media consumption has gone up across the board.

Our media companies are working hard to bring us the most up date news on COVID -19 but also more light hearted lifestyle content such as home cooking recipes and at home workouts.

Media Consumption: Covid-19

Increases in Online Reach

There has been a surge in traffic to media companies with digital options which has been greatly welcomed with most, reporting an **increase in their online reach across the board.**



The **Reach Group** reported that overall page views were **up by 33%** and readers are **spending 17% longer** reading articles.

Media Consumption - Covid-19

The **Irish Times** reported that **traffic is at record levels**, web and app views at **26 million**, life and style magazines recorded second highest week, home delivery business has **850+ new customers** since beginning of year, digital subscription up **8,000** since Jan. 1st.

Communicorp reported that radio reach was **up 34%**, listeners spent **45% more time on stations**, **38% increase** in website listening, **48% increase** in app listening.



Media Consumption - Covid-19



Social Media advertising is **more effective than ever**. With more people aimlessly scrolling Facebook and Instagram, social media adverts and sponsored posts are extremely effective at this time.

Conclusions

Although there has been a drop in the sales of print newspapers, traffic to publications with digital access, apps or tools has increased significantly.

Social media advertising is more effective than ever and radio is also seeing much larger increases in audience reach.

Media companies are responding to the current situation by changing the format of their content and keeping it upbeat to help us all to stay entertained.

B U Y M E D I A

Case Study: Great Depression

In the 1920's, Post was the category leader in the ready-to-eat cereal category.

During the Great Depression, Post cut back significantly its advertising budget and rival Kellogg's doubled its advertising spend, investing heavily in radio and introducing a new cereal called Rice Krispies, featuring "Snap," "Crackle" and "Pop."

Kellogg's profits grew by 30% and the company became the category leader, a position it has maintained for decades.



Case Study: 1990/1991 Recession



In the 1990-91 recession, Pizza Hut and Taco Bell took advantage of McDonald's decision to drop its advertising and promotion budget.

As a result, **Pizza Hut increased sales by 61%, Taco Bell sales grew by 40% and McDonald's sales declined by 28%.**

Case Study: Covid-19

Rather than choosing to 'go dark' as the Covid-19 pandemic escalates, Birds Eye decided to show its support for shoppers by staying on TV screens and offering them the comfort of a familiar brand.

Turned around in just 18 days, the TV advert was created and approved by Birds Eye marketers across Europe working completely remotely.

"Going dark did not feel like the right thing to do. At times of uncertainty consumers really appreciate having a consistent message and having brands they know and trust out there talking to them" - Sarah Koppens, Uk & Ireland Marketing Director, Birdseye



Conclusion

Adaption As Opposed to Reduction

A businesses' marketing focus needs to be on **adapting to the current climate** and consumers needs as opposed to a total reduction in marketing spend.

Going dark is not an option for any business in this current climate.