

Agenda

1. The lay of the land in 2025 & what it means for Digital Advertising
2. Audience targeting – a changing climate
3. Partnering for success – opportunities to leverage trusted media partners

1. The lay of the land

We are seeing a levelling of the playing field...

53%
of global
spending is
Online

Expected to grow to
60%, but maturing

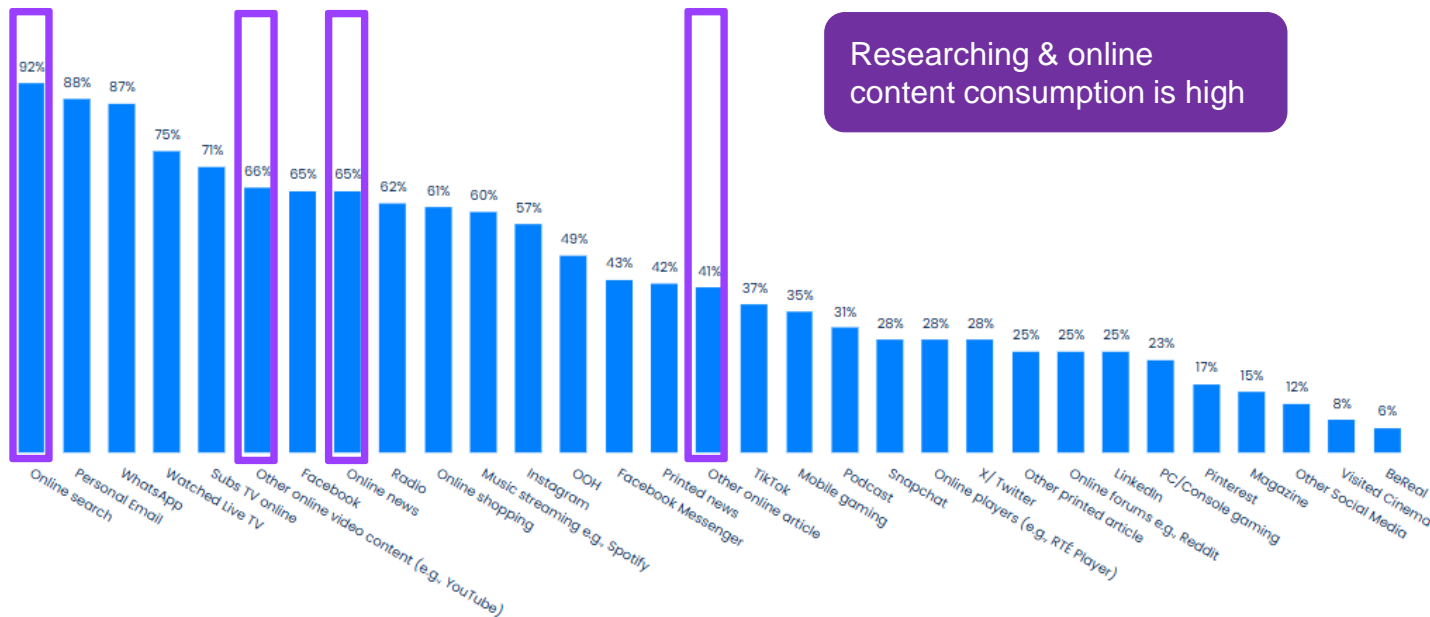
61%
Want seamless
comms across
sales channels

Up from 56% in 2023

And the way in which we're consuming media is more fragmented than ever

DAILY MEDIA CONSUMPTION

Daily reach % - All Adults



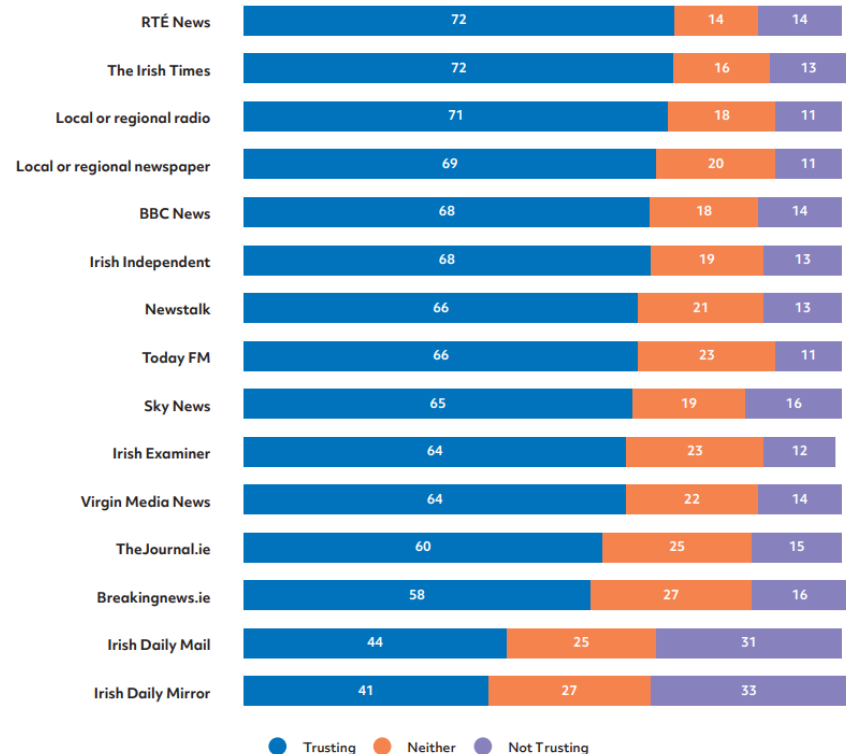
Researching & online content consumption is high

Q. Which of the following activities did you do YESTERDAY? (n=1005)

Trust in news and Media is high in Ireland compared to other countries

- 46% of Irish consumers trust 'most news most of the time' vs. UK=36% and EU=39%
- Ireland's leading news outlets index very highly for trust
- All major media suppliers are advancing their own 1st Party Data offerings

FIG 37: TRUST IN NEWS BRANDS



Base: All who have heard of brand, n=1808 to 2013

Note: ranking is based on 6-10 score to 2 decimal places

What does this mean for our Digital Advertising?

*“Right people,
Right message,
Right time”*

is as important
as ever.

Shopping
behaviours
aren't linear &
we need to
listen to the
signals

In a world of
misinformation,
trusted media is
becoming more
and more
important

1ST Party Data
is the key to
efficient Digital
Performance

2. The way we reach our target audiences is changing

Unclear whether the cookie will crumble, but we're moving ahead anyway...

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red) against a background of a large crowd of people at an outdoor event.

In shock decision, Google abandons third-party cookie deprecation plans

Google says it will not deprecate third-party cookies on Chrome

Article by Daniel Konstantinovic and Jeremy Goldman | Jul 22, 2024

Google's latest Chrome update leaves third-party cookie phase-out as unclear as ever

A 'one-time global prompt'

For now, we can still use a variety of audience targeting – more of which is becoming targeted via 1PD (logged in) data

Demographic

Age
Location
Gender
Job Title
Marital Status
Parental Status

The person

Category

Food & Drink
Organic Foods
Fashion
Electronics
Sports Equipment

The content

Affinity

Sports Fans
Comedy Fans
Value Shoppers
Outdoor enthusiasts
Family Focussed
Bargain Hunters
Cooking Enthusiasts

Their Interests

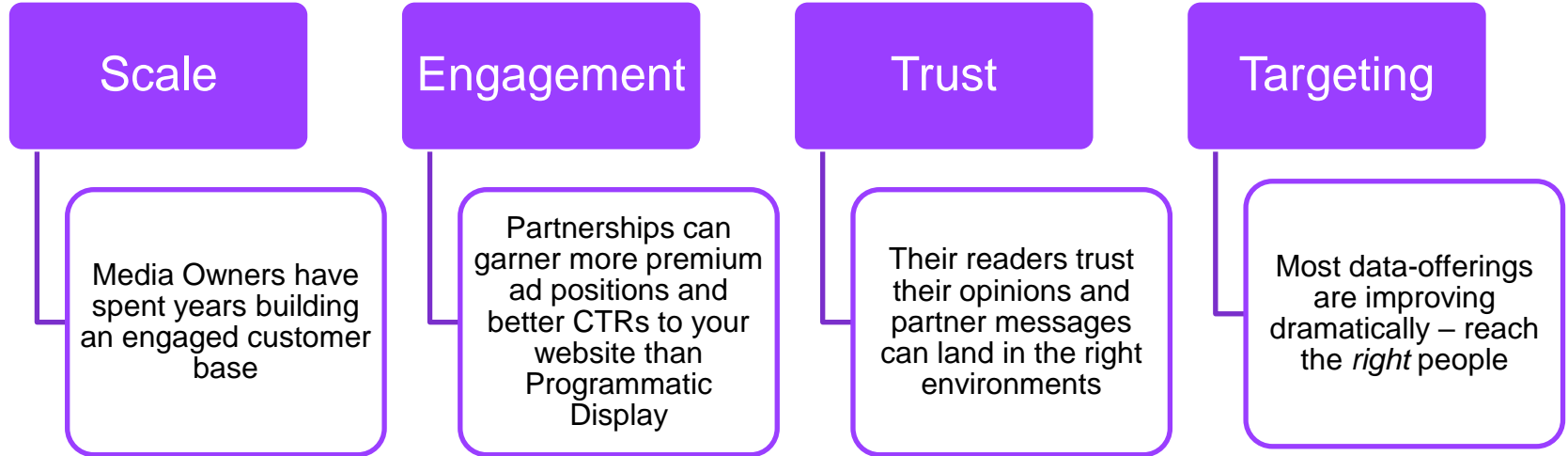
In-Market

Activewear
Personalised Gifts
Household supplies
Appliances
Grocery

Active online behaviours

3. Partnering for success

Why Using Media Partners is a good idea:



We're spoilt for choice in Ireland...

Reach



dmg::media



Lovin Dublin

 The Journal

 THE IRISH TIMES

RTÉ

Tesco Media and
Insight Platform.

>> Powered by dunnhumby



Media Partner Example 1 –

J MEDIA 2025

Journal Media Premium Audience


Young Family Audience (Parents of Young Kids) - Used by Retail Clients

Audience Demographics:

25-44
Years Old

Parents

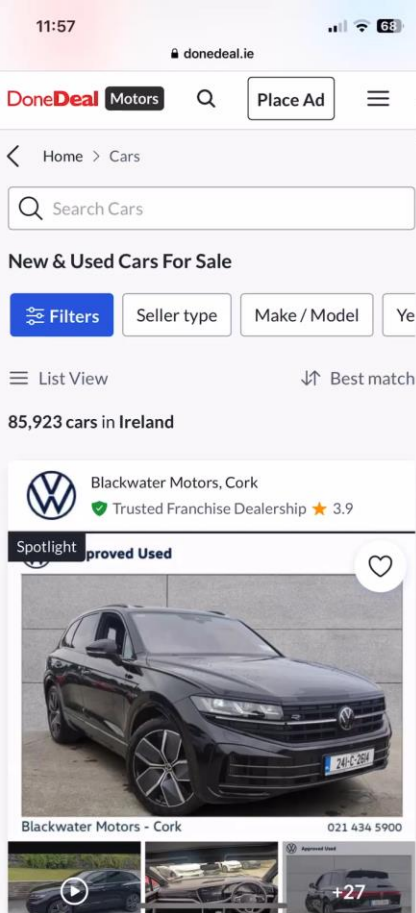
Family Content



Example Audience Campaign Targeting:

TheJournal	DoneDeal Motors	DoneDeal Marketplace	Daft.ie
<ul style="list-style-type: none">Parenting & Family ContentYoung CouplesNewly WedsFTBers	<ul style="list-style-type: none">Family CarsSUV'sHatchbacks€10k-€30k	<ul style="list-style-type: none">Baby & Kids SectionHouse & DIY <p>Adverts.ie</p> <ul style="list-style-type: none">Baby & Nursery Section	<ul style="list-style-type: none">New BuildsFTBer Homes3-4 Bed Properties€250k-€500k

12



11:57 donedeal.ie

DoneDeal Motors Place Ad

Home > Cars


Search Cars

New & Used Cars For Sale


Filters Seller type Make / Model Year

List View Best match

85,923 cars in Ireland

 Blackwater Motors, Cork
Trusted Franchise Dealership 3.9

Spotlight **proved Used**



Blackwater Motors - Cork 021 434 5900

+27

Media Partner Example 2 **Reach**

audience+

Family Content
(x2 freq cap)
423,000
UU's

New
subsc
Family
21
U

What else do
know that this
audience is
interested in



Mantis: Families

Mantis provides access to highly accurate contextual targeting segments.

AI-led contextual targeting allows for higher accuracy, through a combination of meta-data points. Access valuable audiences in a cookie-less environment.



mantis advanced semantic targeting.

powered by

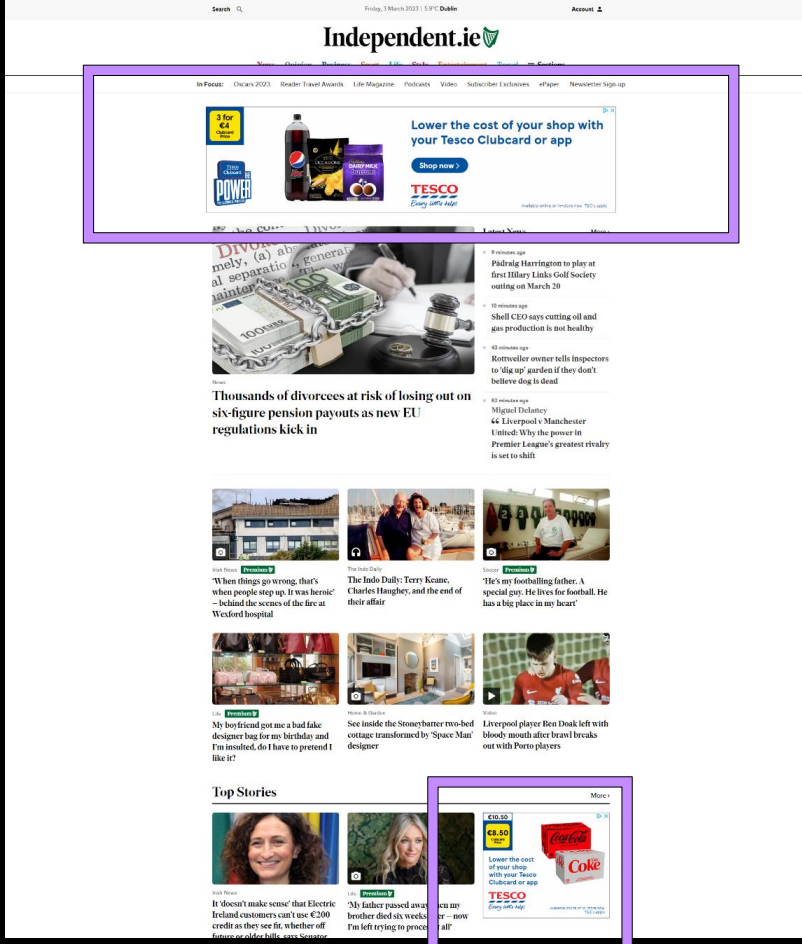


Reach
Where people live

Media Partner example 3 MEDIAHUIS

- Insight: the biggest shopping days of the week are a Thursday & Friday
- Tactic: Every person who visits the Independent on a Thursday sees a Tesco Offer, guaranteed
- Layer on specific target audiences as you see fit

Own the 1st visit



The screenshot shows the homepage of Independent.ie. At the top, there is a search bar, the date 'Friday, 3 March 2023 | 5:57°C Dublin', and an account icon. Below the site name, there are navigation links for 'In Focus: Oscars 2023', 'Reader Travel Awards', 'Life Magazine', 'Podcasts', 'Video', 'Subscriber Exclusives', 'ePaper', and 'Newsletter Sign-up'. A large purple-bordered advertisement for Tesco is positioned prominently, featuring the text 'Lower the cost of your shop with your Tesco Clubcard or app' and a 'Shop now >' button. Below the ad, there are several news articles with headlines such as 'Thousands of divorcees at risk of losing out on six-figure pension payouts as new EU regulations kick in', 'Padraig Harrington to play at first Hillary Links Golf Society outing on March 20', and 'Shell CEO says cutting oil and gas production is not healthy'. A 'Top Stories' section at the bottom features three articles, with a purple-bordered advertisement for Coca-Cola overlaid on the right side of this section.

Media Partner example 4: **dmg::media**

Takeovers are becoming more intuitive...



In-ad, ecommerce shoppable brochures

Immersive, branded backgrounds

Showcase multiple videos in one takeover



MailOnline **EVOKE**

Roller Coaster.ie
For the Ups & Downs of Pregnancy & Parenting

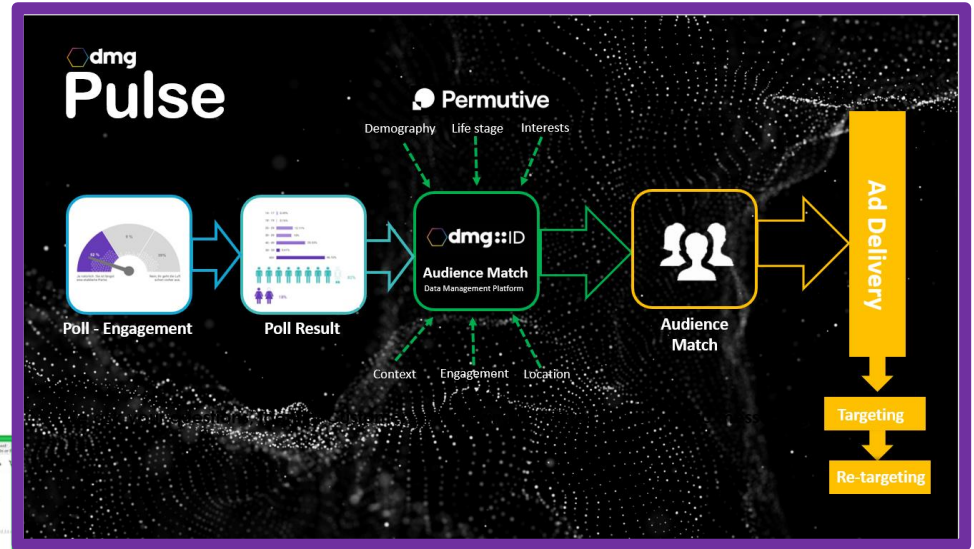
everymum

One Fab Day[™].com
WEDDING INSPIRATION & IDEAS

Extra.ie

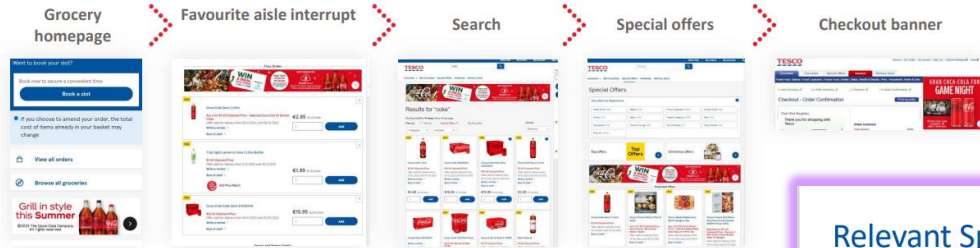
Media Partner example 4: **dmg::media**

Opportunities for retailers via Audiences and New ad unit opportunities



Retail Media: not just the next buzzword...

Engage customers along their path to purchase.



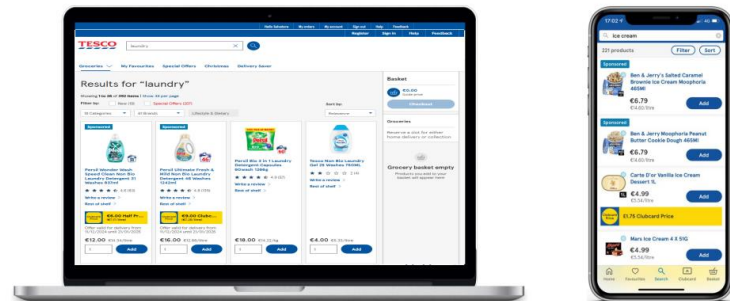
Target users across the online purchase path with your products

Tesco Media and Insight Platform.

Source: Adobe Omniture 01-06/24 – 31/08/24

Give products the best change of being noticed and added to basket

Relevant Sponsored Search enables you to bid for the top two Tesco.ie Search results positions across Web & App.



Tesco Media and Insight Platform.

>> Powered by dunnhumby



Key Takeaways

Be really specific around who you want to target, how and when

Remember: Partnerships are more than just ad buying

Ads that are relevant to the user, the content and the customer journey are going to win.

Start reviewing how to build and activate your own 1st Party Data

