



Ireland's Top 100 FMCG brands and TV advertising

Think of some of the most iconic and enduring brands in the *Checkout Top 100 Brands* ranking: Coca-Cola, Cadburys Dairy Milk, Kerrygold, Barry's Tea, to name just a few. Can you remember their TV advertising? Of course you can!

The *Checkout Top 100 Brands* ranking is a showcase of the biggest players in Ireland's FMCG sector. Being included on the list, is a huge achievement for any brand and maintaining and indeed, increasing your brand's position on the list is an even bigger feat. Firstly, a strong relationship between a brand and Irish consumers needs to be created. This relationship then needs to be maintained and built upon. This is done in many ways, particularly by constantly reinforcing and proving your brand's worth to Irish consumers.

How do brands do it? Television ads play a major role in sustaining a brand's relationship with the consumer and can give brands a credibility and ensure that they have a tangible

presence in consumers' lives – when a brand appears on TV, it somehow becomes more 'real'. The powerful commercial messaging of TV advertising generates emotional responses in consumers, driving memorability, sales, and long-term brand equity.

In Ireland, even in an age of changing media habits and digital media giants, TV remains a colossal force for brands. The simple reason being, it is very effective. It delivers short term results, as well as long term brand-building objectives, and this is underscored by the *Checkout Top 100 Brands* list.

Top 20

Seventy-two of the *Top 100* brands used TV advertising in the 12 months to 1st April 2020. (That is, they used TV spot advertising. We are

not including TV sponsorship, broadcaster video-on-demand services, or paid for content in our analysis). Breaking it down further, and looking at the top 20, we can see that 70% of brands used TV advertising. The number one brand, Coca-Cola, has held that spot for over a decade. It has a strong heritage and affinity with Irish consumers, which has been built around award-winning advertising campaigns. The vast bulk of its advertising investment has gone on big budget TV ads, and it has been responsible for some of the most iconic TV advertising spots over the last 50 years.

Tayto is one of the most famous Irish brands. Since the 1960s it has continually invested in advertising, with a particular focus on TV advertising. In 2019 it launched the Tayto Munchos campaign. The Tayto marketing team upweighted their television spot investment on the previous year and then used the medium of TV in a humorous way to leverage the brand's Irishness and promote their new Mexican snack. Tayto moved from the number-six position to the number-three position on this year's list.

Brand growth

Just over half of the brands on the *Top 100* list (51) increased their brand position this year by one place or more. A total of 72.5% of these brands were using TV advertising. Brands such as Brady Family Ham, Pringles, Lucozade, Kerrygold and Red Bull have used brand building messages on TV and across other media over the past number of years. These brand building messages are a slower burn in comparison to 'direct response' type advertisements. However, they tend to be more broadly targeted, and are designed to drive a deeper and more emotional connection between a brand and consumers. For this reason, these messages are usually more memorable. The power is in the longer-term impact, where growth is driven steadily year-on-year.

Dropping down

A total of 17 brands dropped between five and 11 places in brand position between this year's and last year's list. While there are many factors that can influence this decrease, it is worth noting that 82% of those brands were running no TV advertising, or had decreased the weight of their TV advertising campaigns year-on-year.

We know that views that ads get online (via YouTube etc) are now an important way for brands to communicate. However, because the figures are so visible, the offline views (from TV) that are often driving them can get overlooked. A million online views are not to be sniffed at, but with a monthly reach (the net number or percentage of people who have seen a particular piece of broadcast output) of 94.4% of Irish individuals for TV, the average

72%

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Irish TV ad campaign achieves 17.62 million views. That is before you consider the different quality of the viewing experiences. This means that leaving TV out of your brand's media mix makes it very difficult to find that number of 'eyeballs' elsewhere. We also know from studies on TV's advertising effectiveness from all over the world (the Benchmark series by Dr Karen

Nelson-Field in Australia and Ebiquity and Gain Theory's 'Profit Ability' study commissioned by Thinkbox in the UK, for example) that adding TV to your marketing mix has a significant effect on the performance of other channels. The crucial elements of trust and fame that TV creates makes all of your marketing work harder.

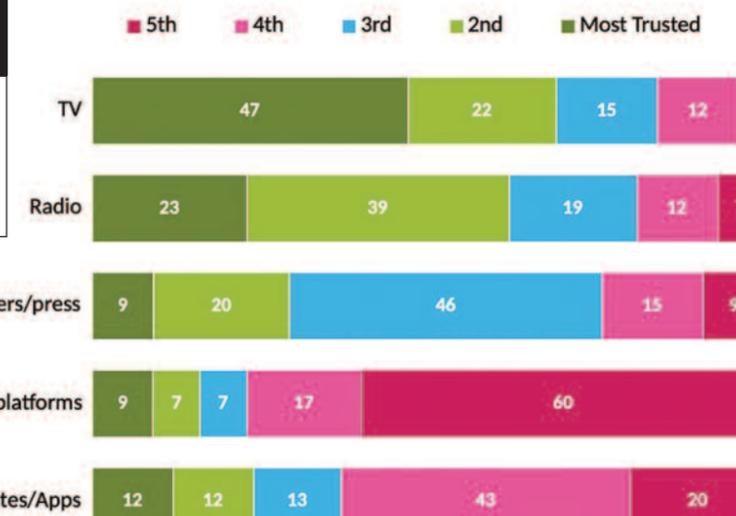
Due to its visibility and perceived higher cost, television immediately confers an element of prestige and legitimacy on the advertiser. It is viewed as a trusted and truthful medium – one that is crucial to viewers at the moment. It is an unspoken endorsement for the company just to be there. We know from our Covid Tracker Study - Reopening Ireland, that TV advertising has been by far the most trusted source of advertising throughout the Covid-19 crisis and that the levels of trust in TV advertising have increased throughout each wave of the research.

This 'halo effect' is, in part, thanks to the way that investing in a creative to produce stand-out TV advertising can stimulate conversation and word-of-mouth marketing, which is the holy grail of credible messaging. Whether it generates conversations at home or at work, or brings a new jingle or catchphrase into popular culture ('Today's Bread Today', 'It Gives you Wings', 'Have you had your Weetabix'), an ad that successfully beams that halo will bring positive results for weeks, months, or even years, after its broadcast ... long after it has delivered the results that were actually paid for.

Have a look at the list of the *Top 100* brands on the following pages - any brand with a TV icon beside their name has used TV advertising between April 2019 and March 2020. ■

TV - the most trusted source of news and information

Source: TAM Ireland/B&A Covid Tracker June 2020 Q.17 Please rank each of these sources from 1 to 5, where 1 is the source of news and information that you have trusted most during the COVID 19 crisis, and 5 is the source that you have trusted least?



Social media has been by far the least trusted source of news and information during the Covid 19 crisis, with TV out on its own as the most trusted.