



## December 2015

### Sponsorship - Ireland

"While the overall sponsorship spend in Ireland is only around a tenth of the amount spent on conventional advertising, it is nonetheless an established, resilient and growing sector with promising prospects for the years ahead. It has weathered the difficult years of the recent economic downturn, and looks set now ...

## October 2015

### Attitudes to Advertising - Ireland

"With a high level of consumers taking steps to avoid promotional content, advertisers could look to strike a new deal with consumers. Offering incentives to view advertising could encourage them to re-engage with online advertising."