Evening Herald Campaign Brief with Michael Cullen

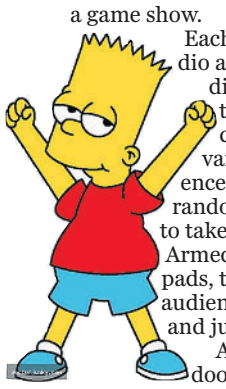
MEDIA

Comedy, A-listers and The Simpsons – Sky's plan to lure in viewers

SKY hopes to boost viewing figures with a new Irish comedy series. Moone Boys stars Chris O'Dowd, of The IT Crowd and Bridesmaids fame, as a boy growing up in Boyle, Co Roscommon.

The six-part series will go out on Sky 1 HD next summer. Moone Boy follows on from Treasure Island and Neverland, both shot in Ireland.

Eddie Izzard, Elijah Wood and Donald Sutherland star in Robert Louis Stevenson's Treasure Island on Sky 1 HD from New Year's Day. Tough action drama Mad Dogs returns with a new series in January. Davina McCall visits Dublin in search of those who've Got To Dance. In Don't Stop Me Now, Amanda Byram combines a talent search with a game show.



Each time the studio audience is divided in to three – singers, comedians and variety. Audience members are randomly selected to take to the stage. Armed with voting pads, the rest of the audience plays judge and jury.

Amid trap doors and exploding stages, the winner is, literally, the last act standing.

The Simpsons' 500th episode goes out in March. Called At Long Last Leave, Springfield stages a disaster readiness drill.

Everyone is told to stay indoors, but Homer and his crew have other ideas.

They discover the drill is just a scam and the plan is to expel them from the town.

Director Mark Deering said Sky's subscriber numbers were up by about 5pc in the last year. Sky has 10.3m subscribers across Ireland and the UK.

Sky does not provide a breakdown on the figures for the two markets, but AC Nielsen estimates Ireland has about 67,000 Sky subscribers. Around 75pc of Irish homes have pay TV.

MAG REACHES FOR THE STARS

DUBLIN-BASED Stellar Magazine has been lauded in industry awards. The publication received the title of Consumer Magazine of the Year for those in the bracket of more than 15,000 circulation.

The ceremony for the Magazines Ireland Awards 2011 took place at the Four Seasons Hotel, Dublin. Pictured are Newspread CEO Ian Keogh, an event sponsor, and Sandra Horan, Rosie McMeel, Dylan St Paul and Susan Vasquez – all from Stellar Magazine.

CREDIT is due to Creative Inc for coming up with the branding for Pop Noodle. That is a new pop-up Asian street food restaurant and takeaway located on Dublin's Aston Quay. Niall Corcoran's agency came up with the name, created the visual identity and handled the restaurant's interiors. Tasty in every sense.

EVEN though winter has a grip, you can't beat great ice cream at any time of year. Murphys Ice Cream founders Kieran and Sean Murphy star in a catchy new TV ad. It has echoes of Ben & Jerry messages in the early days – before the brand was snapped up by HB owner, Unilever.

Created by Rothco, it's one of four new ads sponsored by AIB.

Take 5

This week's guest is Roisin O'Hea, who set up O'Hea PR eight years ago.

1 Why did you choose PR as a career?
Journalism was my first choice and I worked in newspapers and magazines for five years, before being lured to the dark side.

2 Facebook, Twitter or LinkedIn?
I'm an avid member of the Twitterati.

3 Favourite Christmas ad?
The Guinness Christmas Card ad.

4 What would do if you were invisible for a day?
I couldn't possibly say as then they'd know I was there.

5 Biggest indulgence?
My Pauric Sweeney hand bags and an upcoming trip to Australia via the Middle East.

Michael Cullen is editor of Marketing.ie magazine; cullen@marketing.ie

AVIATION

Emirates set to create 25 jobs

AIRLINE giant Emirates will create 25 new Dublin jobs with the opening of a new office in the city centre.

The new recruits will be based at the office on Harcourt Road and at Dublin Airport's terminal 2.

The new positions are in sales, reservations, ticketing, finance, airport operations and cargo.

And, separately, the former head of sales for Aer Lingus has been appointed country manager for Ireland with Emirates.

Margaret Shannon, (above), who was also regional manager at KLM, has over 30 years' experience in the travel industry.

Ms Shannon will be based at Emirates' office at Harcourt centre, Harcourt Road. Emirates are due to operate a new daily service from Dublin to Dubai from January 9.

The airbus A330-200 will be deployed on the route, offering first, business and economy class.

Meanwhile, Etihad Airways has hired almost 110 chefs for its first class service between London, Sydney, Melbourne and Paris.

The first-class chefs are fully qualified professionals, trained under reputable culinary institutions and apprenticeships.

Etihad held open days to find the chefs.

BANKING

AIB seeks risk officer

THE CENTRAL Bank has been asked for approval from AIB to appoint Anglo's Peter Rossiter as its permanent chief risk officer.

Peter Rossiter, who used to work at Citigroup, has worked at Anglo or the Irish Bank Resolution Corporation for two years–joining months after the bank was nationalised.

AIB has been without a permanent chief risk officer since May 2009.

MANUFACTURING

Report raps Olympus

AN independent panel has issued a damning report into the accounting scandal at Japan's Olympus.

The 178-page report, commissioned by the company, outlined that there needed to be legal action against executives behind the cover-up.

The panel criticised the camera maker's external auditors but it found no link with organised crime.

The £1.1bn scandal at the Japanese camera maker first emerged after sacked chief executive Michael Woodford went public with concerns over murky accounting and some expensive and questionable acquisitions.

COMMERCE

Halpenny leads IFCC

THE Ireland France Chamber of Commerce has appointed Gerry Halpenny as its new president.

Mr Halpenny is a partner in the business department of LK Shields Solicitors and the head of mergers and acquisitions at the firm.

Founded more than 30 years ago, the Ireland France Chamber of Commerce (IFCC) is a bilateral membership organisation which promotes the expansion of trade and business links between Ireland and France.

PROPERTY

NAMA in loans urge

NAMA has been urged to take on more loans in a new report. A total of 780 borrowers have had their loans acquired by the National Asset Management Agency. But only 180 are managed directly by NAMA – the remainder are managed by the banks.

The report, by Michael Geoghegan, a former chief executive of HSBC, for Michael Noonan also says there is a need for greater skills and more entrepreneurship in NAMA.