

Irish Consumer Trust in Earned Media Sources most credible

Editorial content still resonates strongly

Online Advertising not yet reached full potential

While television advertising remains a primary means by which brand marketers connect with a wide audience, one cannot underestimate the credibility of recommendations by friends and online consumer opinions. When it comes to most trusted sources of advertising in Ireland, 96% of consumers say they trust 'earned media' such as Word-of-Mouth or Recommendations from friends and family (vs. 92% globally and 89% on EU average). This is according to a new Global Trust in Advertising study from Nielsen, a leading global provider of information and insights into what consumers watch and buy.

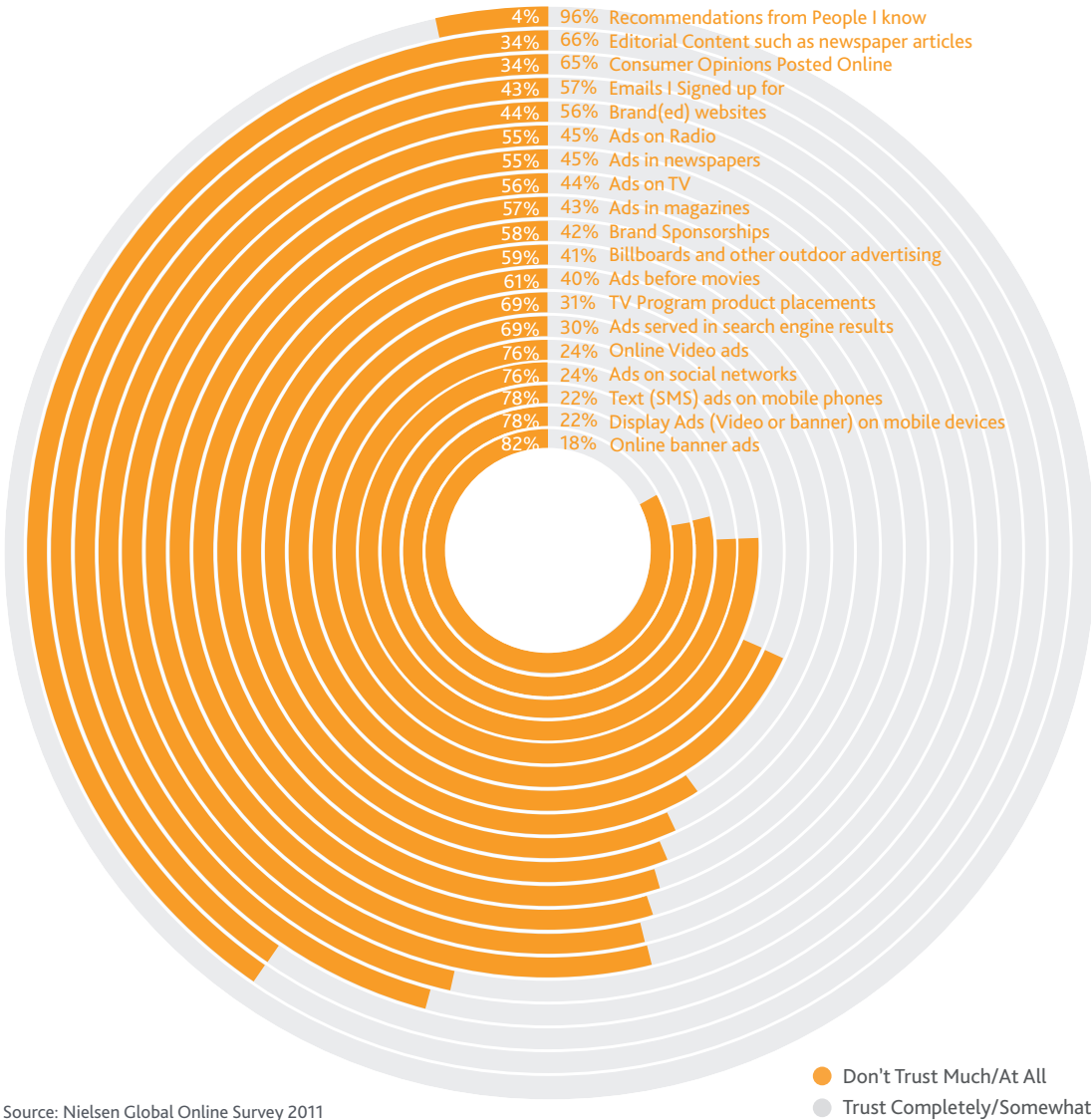
Consumers in Ireland reported higher levels of trust versus EU average across 18 of the 19 earned, paid and owned advertising methods reviewed in the survey, and 4 higher versus global average (Word of Mouth, Editorial content, Emails signed up for and Radio Ads).

Trust in editorial content and online consumers reviews

Editorial content such as newspaper articles are the most second trusted source of messaging for Irish respondents, with two thirds stating they are receptive to this source (66%), significantly more than global (58%) or EU (47%). In fact, Ireland had the second highest reported trust level in the EU only behind Finland for this particular source. Online Consumer Reviews ranked a close third in trust for Ireland (65%), though slightly behind global average (70%) indicating still room for growth in trust in this type of advertising.

Q. To what extent *do you trust* the following forms of advertising/recommendation?

(Summary Ireland)



Trust in traditional advertising ads

For traditional advertising, Ireland's trust levels are slightly behind global average. Almost half of Irish consumers say they trust Television ads (44%), Newspapers (45%), Magazines (43%), Radio (45%), Outdoor (41%). Traditional advertising in Ireland has struggled to maintain growth throughout the recession, in what remains a difficult environment. Nielsen ROI Ad Spend for traditional advertising (television, press, outdoor, cinema and radio) showed a -4% decline full year 2011 versus 2010, with only television experiencing growth year on year at +2%.*

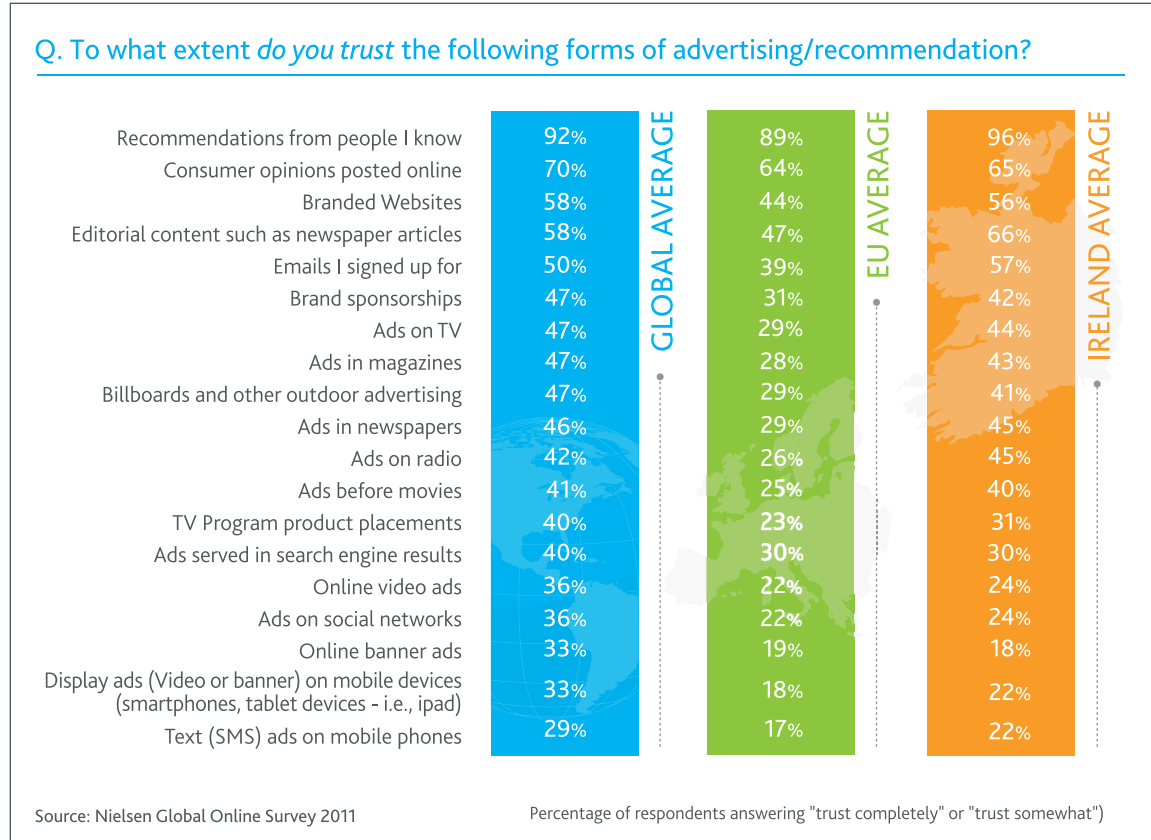
Trust in online, social and mobile ads

57% of Irish online consumers consider Consumer-Consented Email Messages trustworthy, which is notably higher versus global (50%) or EU (39%) averages. 56% also trust Content on Branded Websites. However, in terms of emerging online formats, we see lower consumer trust levels for Ireland versus global average within the various forms of advertising. 30% of Irish online consumers reported trust in Ads Served in Search Engine Results (versus 40% global), while Online Video Ads and Sponsored Ads on Social Networks are credible among a quarter of respondents (versus over one third globally).

Social media engagement can generate huge influences on purchase considerations for brands, and due to the high level of trust consumers place in friends recommendations and online opinions, paid advertising activity on social networking sites is an obvious emerging key platform for brands to consider. Today is a world where connected devices are continuing to enrich access for consumer reviews and social conversations, thus providing lots of opportunities for brands to engage with what consumers are saying.

Text ads on Mobile Phones and Display ads (video or banner) on Mobile Devices such as tablets or smart phones are both trusted by just over one fifth of Irish respondents, while Online Banner ads are reporting lowest trust level for Irish respondents at 18%.

In terms of these emerging formats, Nielsen overall global results show a growth and increase in trust for online search and display ads over the last 4 years, and evidently there is further potential for growth in trust in Ireland as digital becomes more prevalent.

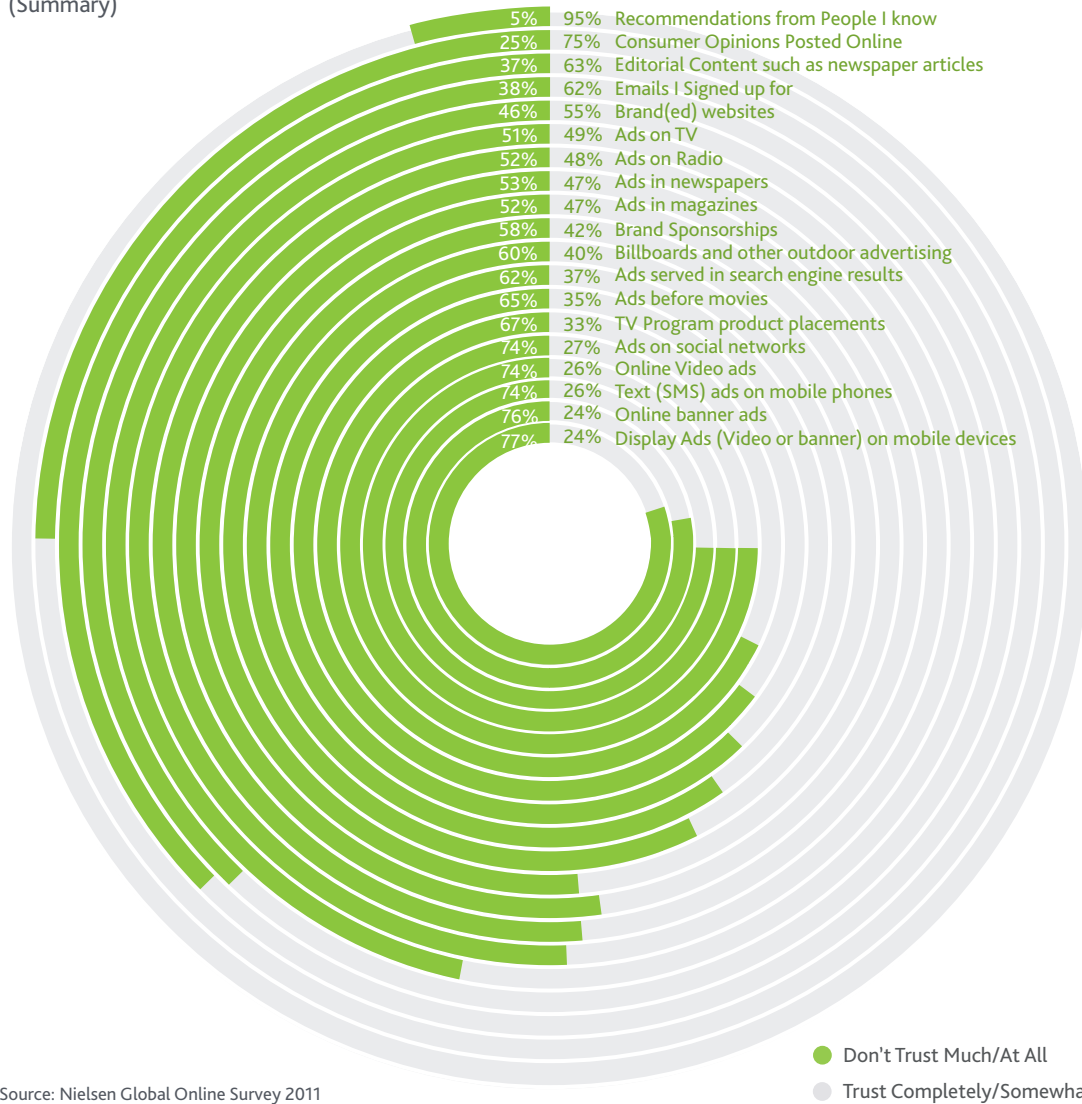


Importance of the relevance of advertising

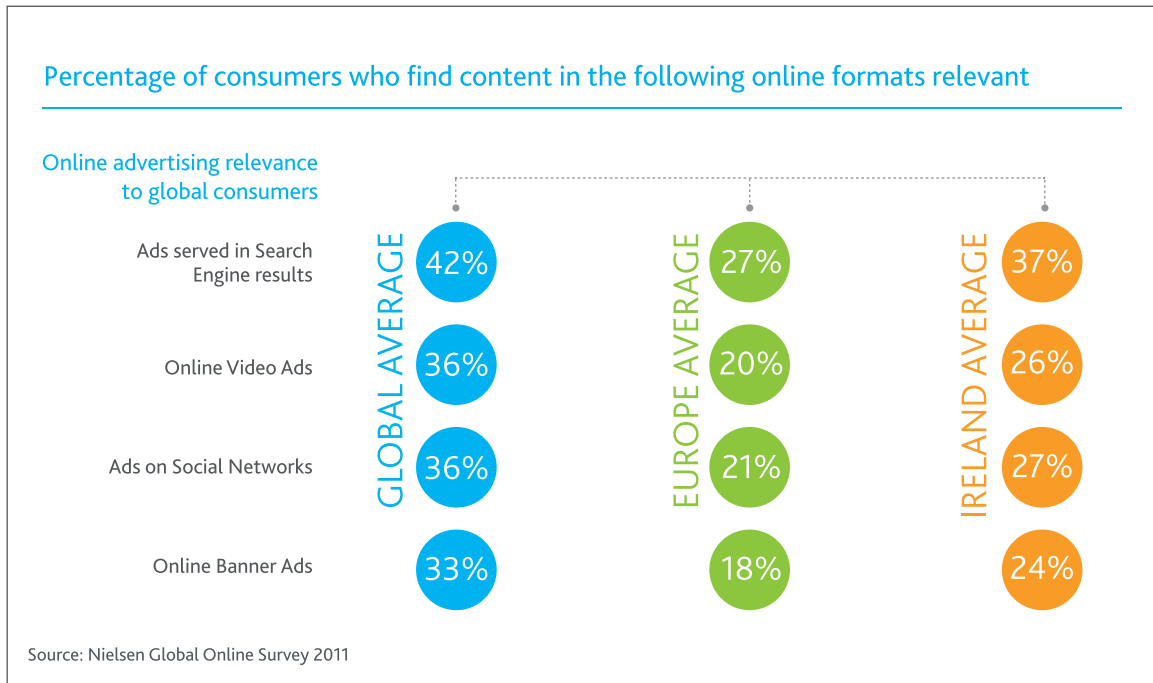
The Nielsen Global Trust in Advertising survey also examined which advertising and brand messages are most *relevant* for consumers. Reaching intended consumers with effective ads in today's fragmented media environment is increasingly difficult, and ensuring messaging resonates and is relevant with core audiences is essential. High levels of reported relevancy are found in media where the consumers look for information on a product or category.

Q. When looking for information about the products you want and need, to what extent are the following advertising/recommendations *most relevant to you?*

(Summary)



95% of Irish respondents say Word of Mouth has the highest relevancy, while a strong 75% find Consumer Opinions Posted Online personally relevant. This has huge potential for leveraging brands effectively in the form of encouraging consumer experience online and social feedback. In terms of online advertising, the survey also indicates there is still room for growth in Ireland to provide highly relevant ads to consumers when you compare it to global average. (See chart below).



Importance of media influences for purchase decisions

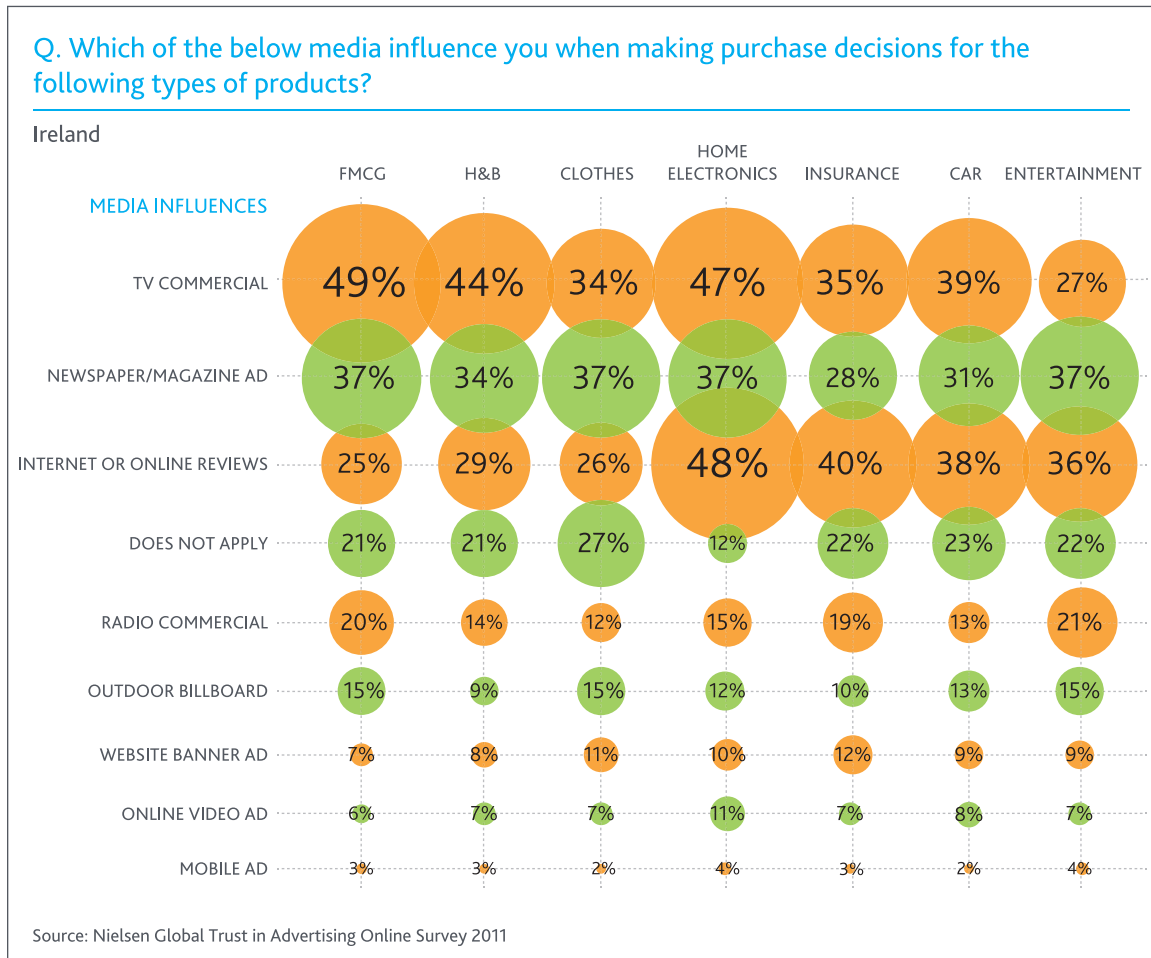
In terms of what is an important media influence for purchase decisions, Irish consumers responded that, for FMCG categories, television advertising remains the most persuasive form of media. However interestingly this can differ by category. When it comes to Insurance, Home Electronics or Entertainment for example, Internet or Online reviews can be more influential when it comes to making a purchase decision.

This can present a dilemma for marketers when deciding where to place their euros to get the greatest ROI on advertising. As new digital platforms, whether online, smart TVs, tablets or mobile devices, advance faster than the industry's ability to measure them, the important decisions regarding what elements of the media mix are actually driving sales and incremental benefit, *are becoming critical to get a handle on.*



“Brand marketers today need to find better and smarter ways to connect to the ever-changing consumer, and it is essential to be aware of how media messages are resonating with audiences on various platforms, as it can differ from category to category. Methods such as marketing mix models to determine reach and effectiveness by new and traditional media platforms are becoming more and more important to help answer questions on where best to spend the budget”

Karen Mooney, Nielsen Media



*Source: Nielsen Media ROI Ad Spend

About Nielsen's Marketing Mix Service - Marketing Return on Investment –

ROI centric marketing management and accountability are critical for organisations today. Nielsen's Marketing Mix service helps companies succeed in developing the right marketing strategies and associated investment decisions across their business. Bottom line profit growth is critical in today's highly competitive market.

Features

- Measurement of a wide array of marketing elements, including traditional activities (e.g. TV, in-store trade) and new media (e.g. Internet)
- Marketing activity measured at the level of execution. Market level evaluation for TV; store-level data for price and promotions quantification
- Promotions assessed across key mechanics & in-store trade support
- Pricing evaluated to understand regular price sensitivity & the implications for pricing strategy
- Consulting services to the client through iterative simulations and 'what-if' scenarios in order to improve marketing plans
- One page business scorecard recommendations, summarising key action points.

About the Nielsen Global Survey

The Nielsen Global Trust in Advertising Survey was conducted in August/September 2011 and polled more than 28,000 consumers in 56 countries throughout Asia Pacific, Europe, Latin America, the Middle East, Africa and North America. The sample has quotas based on age and sex for each country based on their Internet users, and is weighted to be representative of Internet consumers and has a maximum margin of error of $\pm 0.6\%$. This Nielsen survey is based on the behavior of respondents with online access only. Internet penetration rates vary by country. Nielsen uses a minimum reporting standard of 60 percent Internet penetration or 10M online population for survey inclusion. The Nielsen Global Survey, which includes the Global Consumer Confidence Survey, was established in 2005.

About Nielsen

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, please visit www.nielsen.com.

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