

iReach Market Research in Media

iReach experience and expertise in the TV, Radio and Media Sector



www.ireachinsights.com



iReach Industry Expertise - TV, Radio and Media Sector

iReach has built up significant experience and expertise in the TV, Radio and Media sector having completed a wide range of successful market research projects for clients in Ireland and the UK. Projects have ranged from new Ad Testing, Media Measurement and Cut through, Radio Effectiveness, Purchase Consideration and Brand Impact. iReach is unique in our ability to support research projects across Consumer Segments in ROI and NI as well as measuring media impact on business decision makers.

iReach can bring this experience and expertise to your organisation to support Deeper Insights from Better Research to provide significant value to companies in the media sector. Using the most appropriate research techniques across Qualitative and Quantitative methods, our prescriptive approach ensures we deliver actionable plans and strategies.

Key Benefits:

- LEARN how to profit from iReach access to Primary and Secondary research on the TV, Radio and Media sector in the UK and Ireland.
- RECEIVE impartial insights, clear action items from iReach Analysts to enhance business performance.
- APPRECIATE the true 360 degree view on research problems that was previously unavailable to you. This view is provided for many business areas including New Ad Testing, Brand Awareness, Ad impact and Purchase Intent and Media measurement..
- BENEFIT from unbiased research, analysis and advice, backed by proprietary market intelligence from iReach experts.

- ACQUIRE the knowledge of the Media sector from iReach on best practices across all Media and Advertising verticals.

- MAXIMISE the value of research from iReach in gaining an insight and understanding of strategic business issues in a cost effect way.

Media and Advertising Tracker:

Weekly tracker of Advertising activities in the Digital TV sector in NI and ROI to support competitive strategy and media planning activities to maximise Advertising spend and multi-channel impact.

Advertising Effectiveness:

Using iTest Ads from iReach, this fixed price project was designed to measure the awareness, recall, cut-through, purchase intent and tie results to bottom line impact on sales.

New Ad Concept Testing

National TV Station wanted to test new Advertising formats such as themed Ad Breaks at different times during the year such as St. Patrick's Day and Easter. iReach built a rich media online study to measure likely impact of such concepts.

Brand Awareness and Purchase Impact

Nationwide Radio campaign was launched and iReach supported the campaign through a detailed Ad effectiveness research program to measure how the campaign directly impacts unit sales.



Inspiring knowledge

iReach Market Research is the only agency in Ireland to have built our own research panels of 15,000 adults consumers and 5,000 business decision makers in ROI and a further 5,000 adult consumers in NI.

These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

-  Monthly Omnibus
-  Online & CATI
-  Focus Groups & IDIs



For more details:

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iReach Market Research is a full Agency in Ireland covering all methods and techniques.

See more:

www.ireachinsights.com