



Enterprise Ireland – Awareness Tracker Case Study

Project Background

iReach Insights ran a B2B quantitative study for Enterprise Ireland to measure awareness of Advertising campaigns promoting available supports to Businesses in Ireland. This survey was conducted with SME key business decision makers looking after research and development as well as their influencers, procurement, senior buyers, the wider management teams locally.

The objective of the research was to measure shifts in awareness of Brand and of available Support funds especially Brexit amongst the business community who need to be aware of EI supports over the course of a 6-month advertising campaign.

iReach Methodology

The B2B quantitative study ran over 2 waves, with a pre-campaign and a post campaign over a 6-month period. Achieving over 700 responses for both waves of research. This was conducted through a hybrid telephone and online methodology.

The study covered the following areas;

- Awareness and Familiarity of Enterprise Ireland
- Importance of Enterprise Ireland in relation to Brexit
- Shifts in Awareness of EI Supports for Businesses in Ireland
- Advertising Awareness and Recall KPIs

The survey also showed respondents a selection of Adverts across a range of Media promoting Enterprise Ireland specifically promoting their range of supports for companies preparing for Brexit. Some examples shown to participants were newspaper website takeovers, print advertising and radio adverts. Reports and data were compiled with specific business-related breakdowns incorporated such as company size, industry and exporters.

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iReach Insights

iReach Insights is a full Marketing and Research Agency, across all research disciplines and methodologies.

iReach Insights is the only agency in Ireland to have built our own research panels of 40,000 adult consumers and 9,000 business decision makers in ROI and NI. These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper **Insights to Impact.**

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Consumer Omnibus



Online & CATI



Focus Groups & IDIs



Communities