



iReach Briefing 14th February

Generations and Personas - Media Usage and Consumption in detail 2019



Free Webinar – What are Generations X, Y, Z and others and how do they differ in the use and consumption of media in Ireland.

Join us for this free online briefing from 12.30pm to 1.00pm to learn from new and unique iReach research insights to enhance your marketing and media plans for 2019 and hear about iReach Insights Research Panels and Community Platform in Ireland.

iReach offers an extensive range of qualitative, quantitative digital research methods across traditional and innovative approaches making market research more dynamic, more impactful and more cost effective. iReach is unique in having Consumer and Business Research Panels which are augmented by specialist panels such as our Pre-millennial or Tweens and Youth Panels. Other panels include Mums & Infants, Primary Shoppers and Family@Home communities.

What are Gen X, Y, Z and Others in Ireland – Who are they, how do they differ and how to engage with.

Online Activity, Engagement with Advertising and use of Technology

- i** Online Activity and Consumption of Media Content
 - What, when, where and for how long across different content and media channels
 - Which media catches their attention and which ones do they avoid
 - Device and Media Usage across the week and at weekends
 - Changes in consuming Radio and TV Content in detail

- i** Targeted Advertising and Engagement with each Generation and Persona
 - What adverts recalled and differences by each Generation
 - Digital Engagement and Effectiveness across X, Y and Z
 - What each Generation is doing on Social Media and when
 - Engagement with Traditional and Digital Media channels

For more details on this briefing or to register, please email Ryan O’Sullivan at ryan@ireachhq.com or telephone 01-214 3740.

iReach Insights

iReach is a full Marketing and Research Agency, across all research disciplines and methodologies. iReach 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 – Qual, Quant and Digital - to deliver deeper insights from better research.

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