



RTÉ Media Sales
Clutter Research

COMMERCIAL MINUTES PER HOUR

RTÉ v Competitors

6 v 12

COMMERCIAL MINUTES PER HOUR

“I go and put the dishes in the dishwasher –they’re (ads) nearly every 10 minson some programmes”. (35-45 years Cork)

“They have long ad breaks, about 5 or 6 minutes. RTÉ have shorter ad breaks”. (17 years Cork)

Source: B&A Day in Life research

WE HAVE PROVEN IT

Low clutter equals **higher recall and better quality of recall.**

- Better quality recall equals **priming for purchase.**
- **Factor**

The viewer is more receptive to ads in shorter breaks.

- 'Likeability' and Viewing Experience

MEMORY

Imprecise memory measures

Dr. Ken McKenzie –UCD

expert in consumer psychology

'Opt for a free recall measure of memory for this test. Free recall is the toughest memory test there is. It makes demands on the person, resulting in the best measure of whether or not a person has really processed what they've seen/heard. It's helpful to think of what we did as running a sort of eyewitness memory test. Instead of asking people 'Did you see an ad for meteor? Are they offering free texts?' we simply asked people to write down everything they could remember about the adverts they'd seen. This yields a much more realistic measure of what the person has actually processed.'

SAMPLE AND SETTING

Behaviour and Attitudes

20-50 years, nationally representative.

Pre-recruited large sample of 200 respondents

3 matched samples of the target audience.

3 groups (low, medium and high advertising) clutter).



Respondents instructed with a 'deception'.

10 respondents in

BREAK ORDER

FOR EACH GROUP

		GROUP 1	GROUP 2		GROUP 3		
	LENGTH	BREAK 1	BREAK 1	BREAK 2	BREAK 1	BREAK 2	BREAK 3
RED BULL	30	1	1		1		
EBS	30			1		1	
TEXACO CHILDREN'S ART	30			2		2	
AVIVA	10			3		3	
KITTENSOF	20			4		4	
VOLKSWAGON GOLF	30	2	2		2		
HAYWIRE	60				7		
THOMAS GEAR	20					6	
IKEA	30	3	3		3		
PANTENE	90			5		5	
CURRY'S	30					7	
UPC	40		5		5		
LIFE LINE SCREENING	90						1
PEDIGREE	10					8	
DEBENHAMS	20						2
CHILL INSURANCE	15						3
BETFAIR	35						4
B&Q	20						5
ED SHEERAN (HMV)	30		6		6		6
LOTTO	15						7
W.E. (WALLIS EDWARD)	30						8
METEOR	20	4	4		4		

THE ADS



CODING

MAX SCORE

AD FEATURES

VOLKSWAGON GOLF	3	From €19k; in its own class (or variations on this).
UPC	6	1. UPC,2. Digital TV, 3. Fibrepower broadband, 4. Good value phone Home Phone, 5. X2 faster than rivals 6. €65 per month



REPONDENT FEEDBACK

EYEWITNESS MEMORY

VOLKSWAGEN GOLF

- The Volkswagen car ad was about people trying to convince others that their cars were the same as a Golf
- Sounds like a Golf.

METEOR

- Meteo ad about man naked in a gym.



RED BULL

- Red Bull ad was set in the artic and the can of Red Bull was frozen.
- Cartoon, can't remember exact ad content.

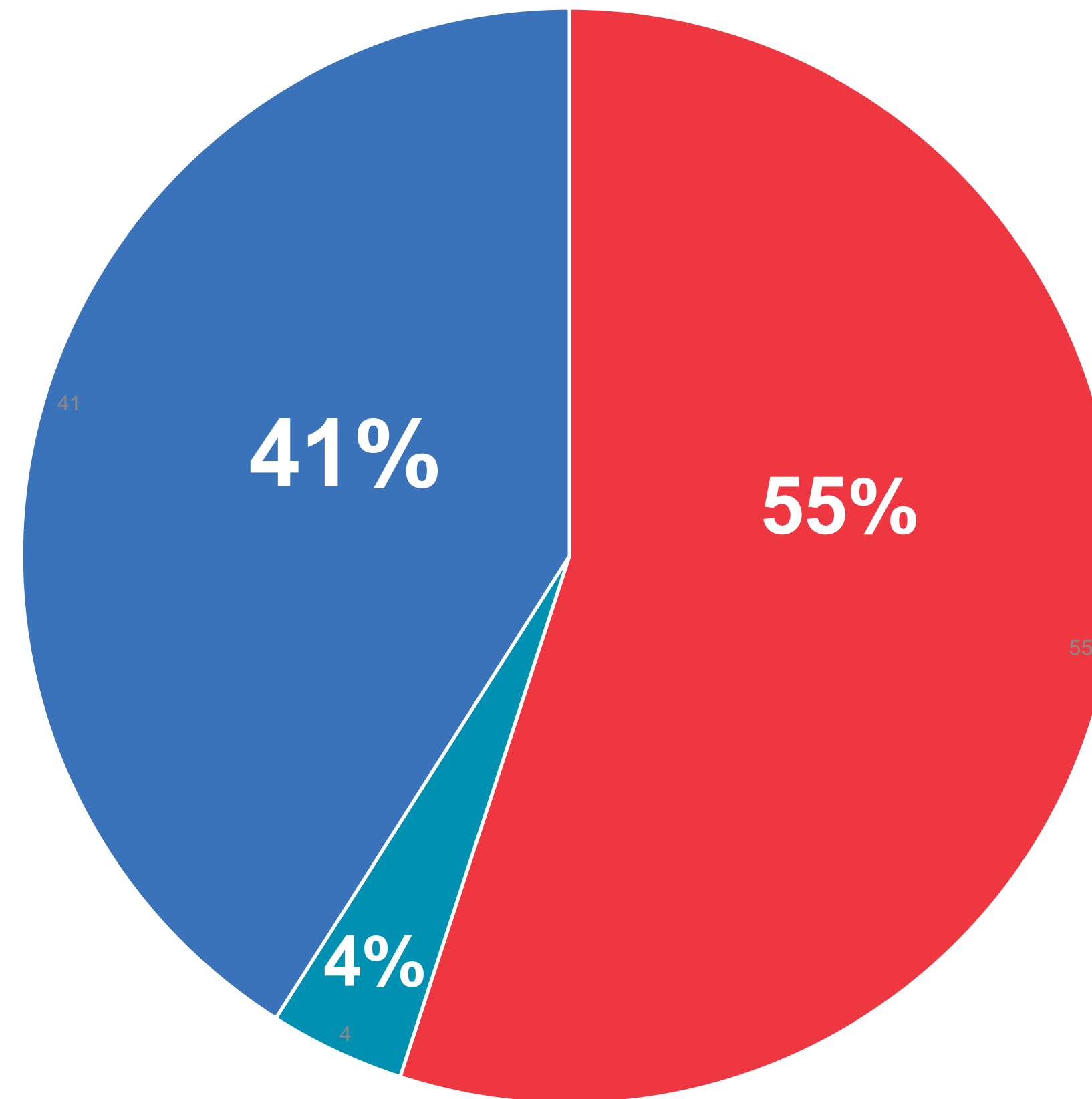
UPC

- Broadband with Irish guy on BBC Greg Doyle

For all packages, fixed charges, discounts and volume deals please contact the RTÉ Trading team

RECEPTIVENESS TO ADS

I would rather if there were significantly less ads played on the TV

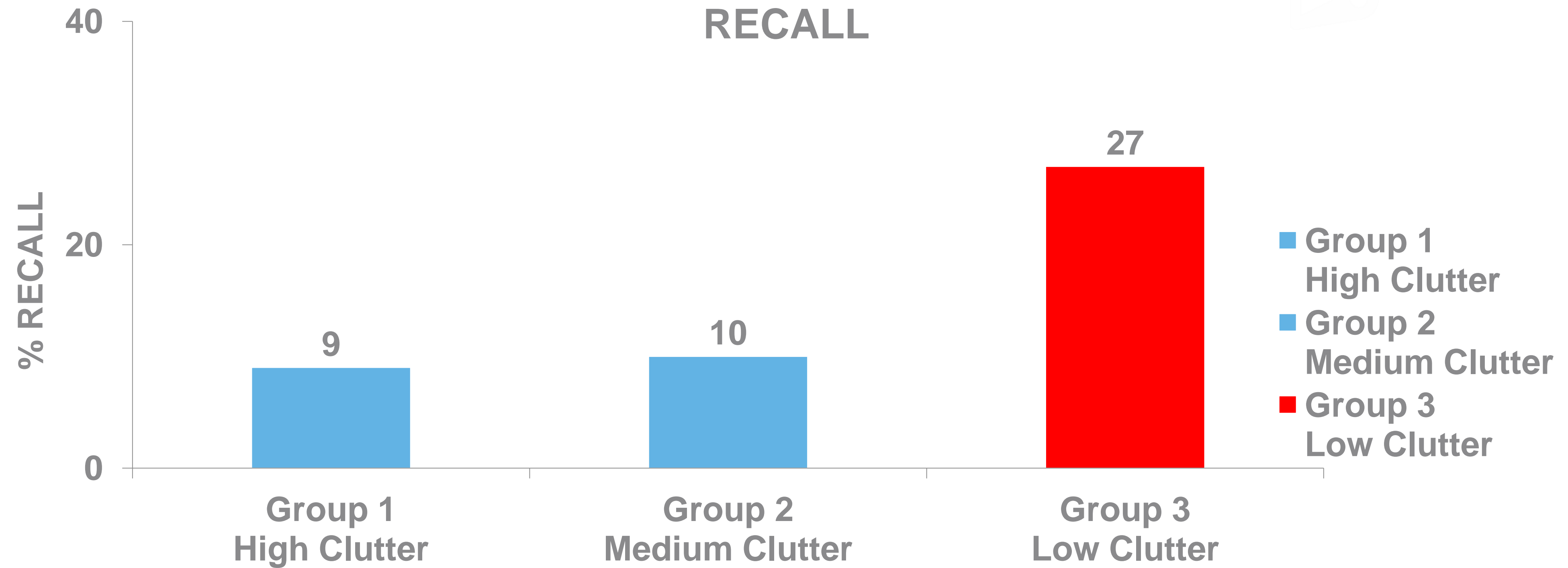


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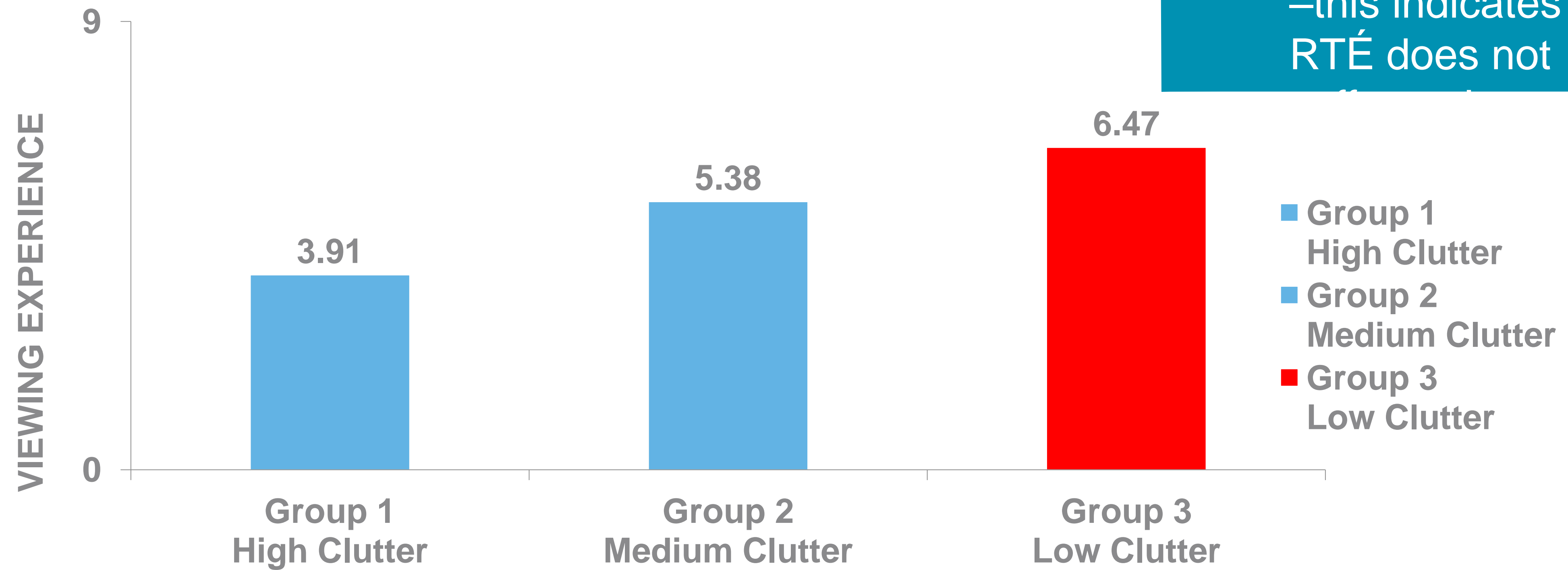
LOWER CLUTTER...

HIGHER AND BETTER QUALITY RECALL



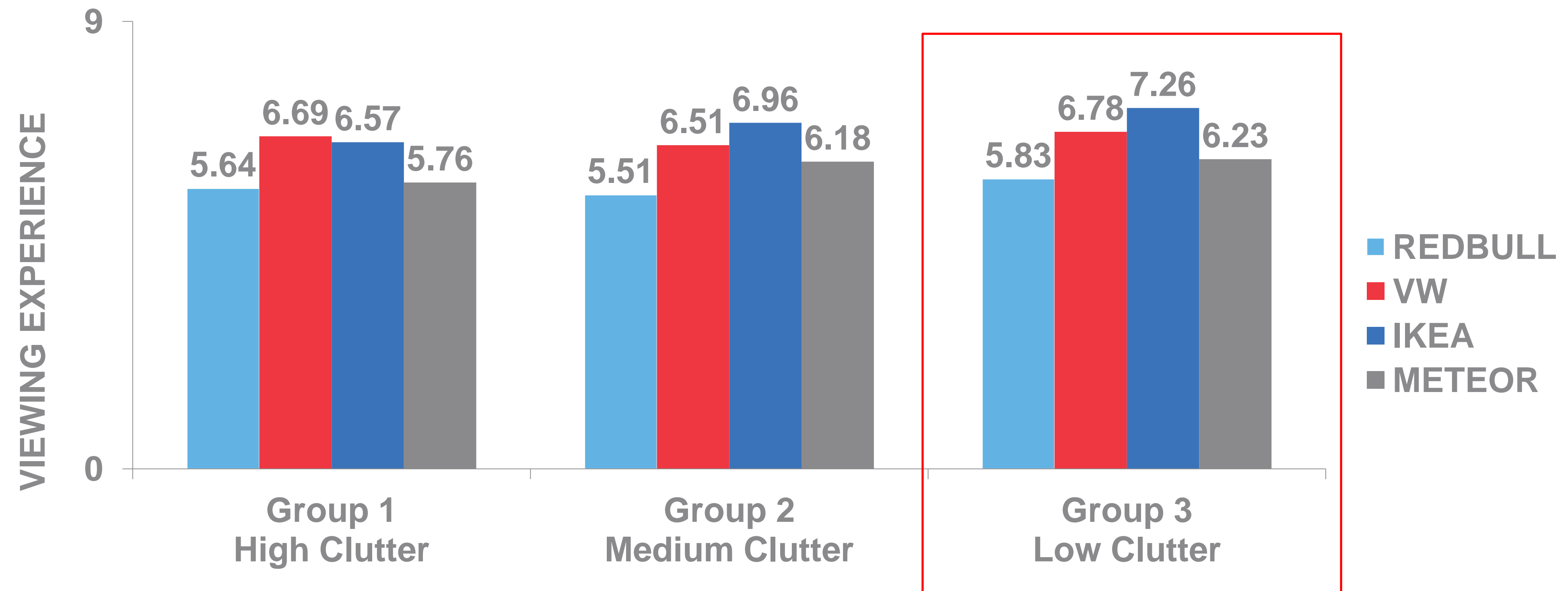
VIEWING EXPERIENCE

MEAN SCORE OUT OF 9



Remember c.40% felt TV in general suffocates audience –this indicates that RTÉ does not

LIKEABILITY OF ADVERTS



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