



RTÉ Media Sales  
Sponsorship Opportunity



# SUMMARY

## THE DOIREANN PROJECT

After the success of the pilot episode in January, Doireann Garrihy is back with even more characters, impersonations and laughs in this six-part series.

Doireann impersonates a host of famous faces including Pippa O'Connor, Amy Huberman, Úna Healy, Teresa Mannion, So Sue Me, Dr Eva, favourites Dáithí and Maura and characters like Southsider Sorcha and School Gate Mum.

The series is targeted to 18-34 year old females.

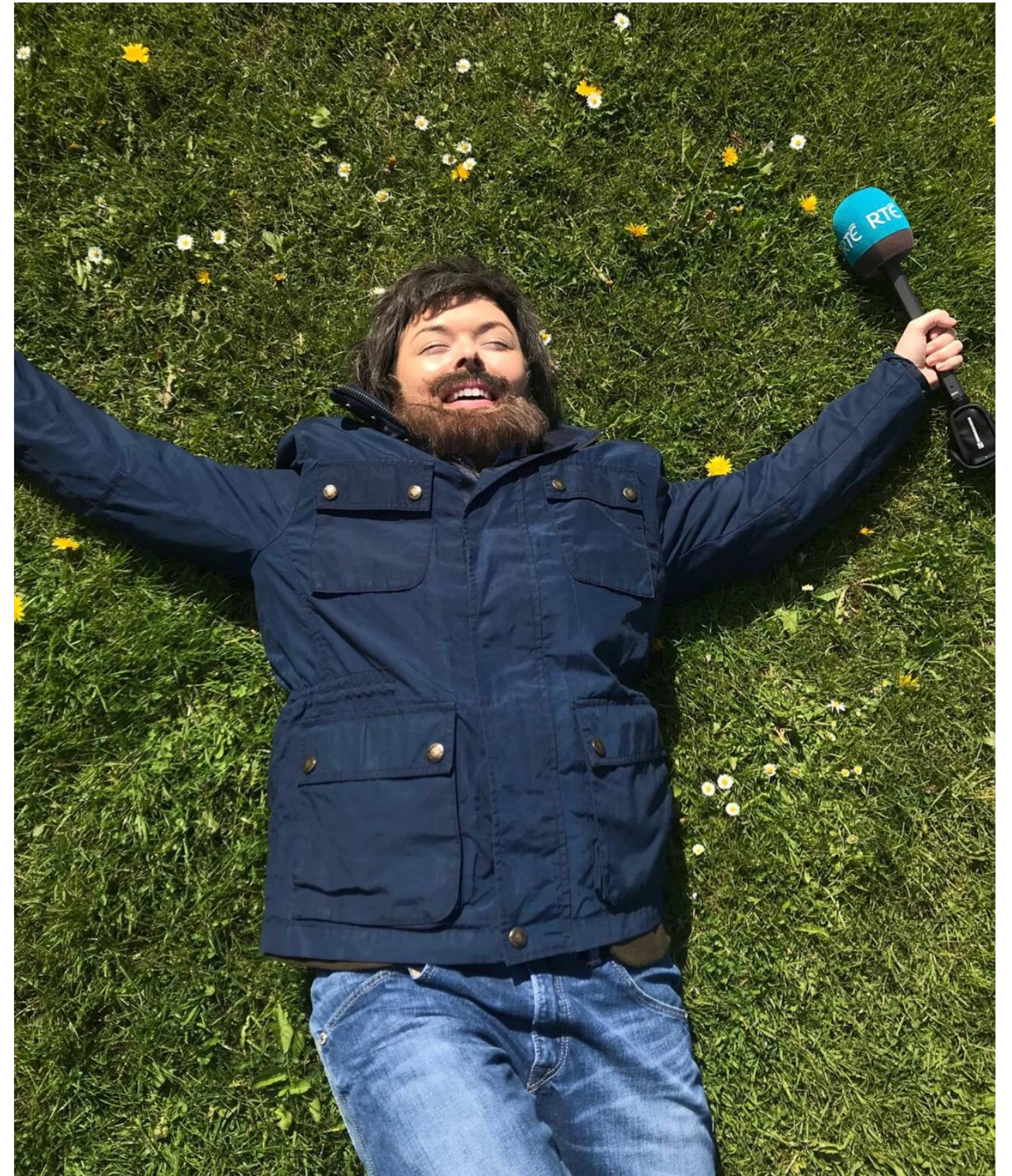
### SERIES FORMAT

6 x 10 minute episodes on RTÉ Player

2 x 30 minute compilation episodes to air on RTÉ 2 during the Christmas period

### RECENT HIGHLIGHTS

Most successful Player Original Pilot ever with 100,000 streams.

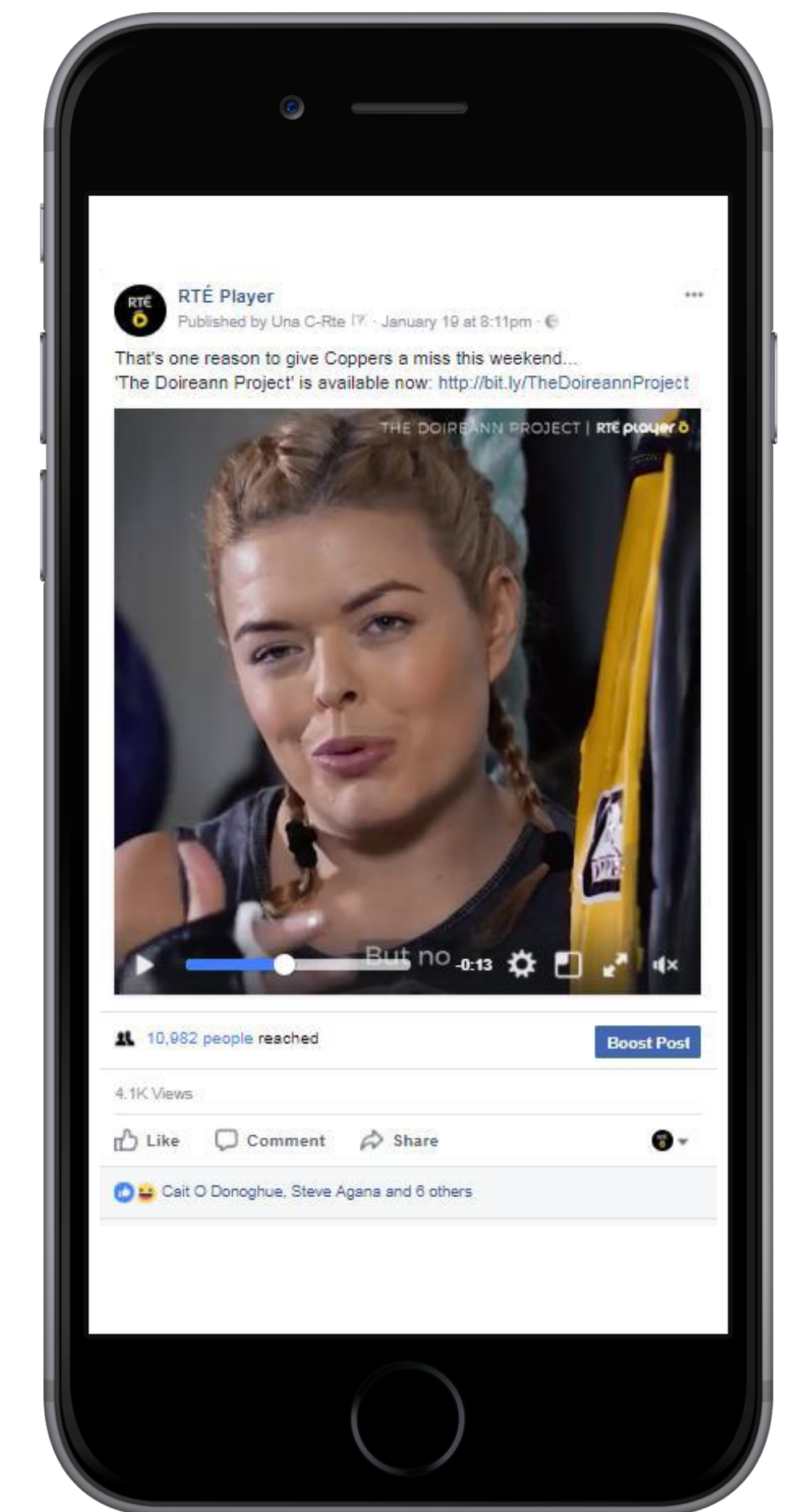
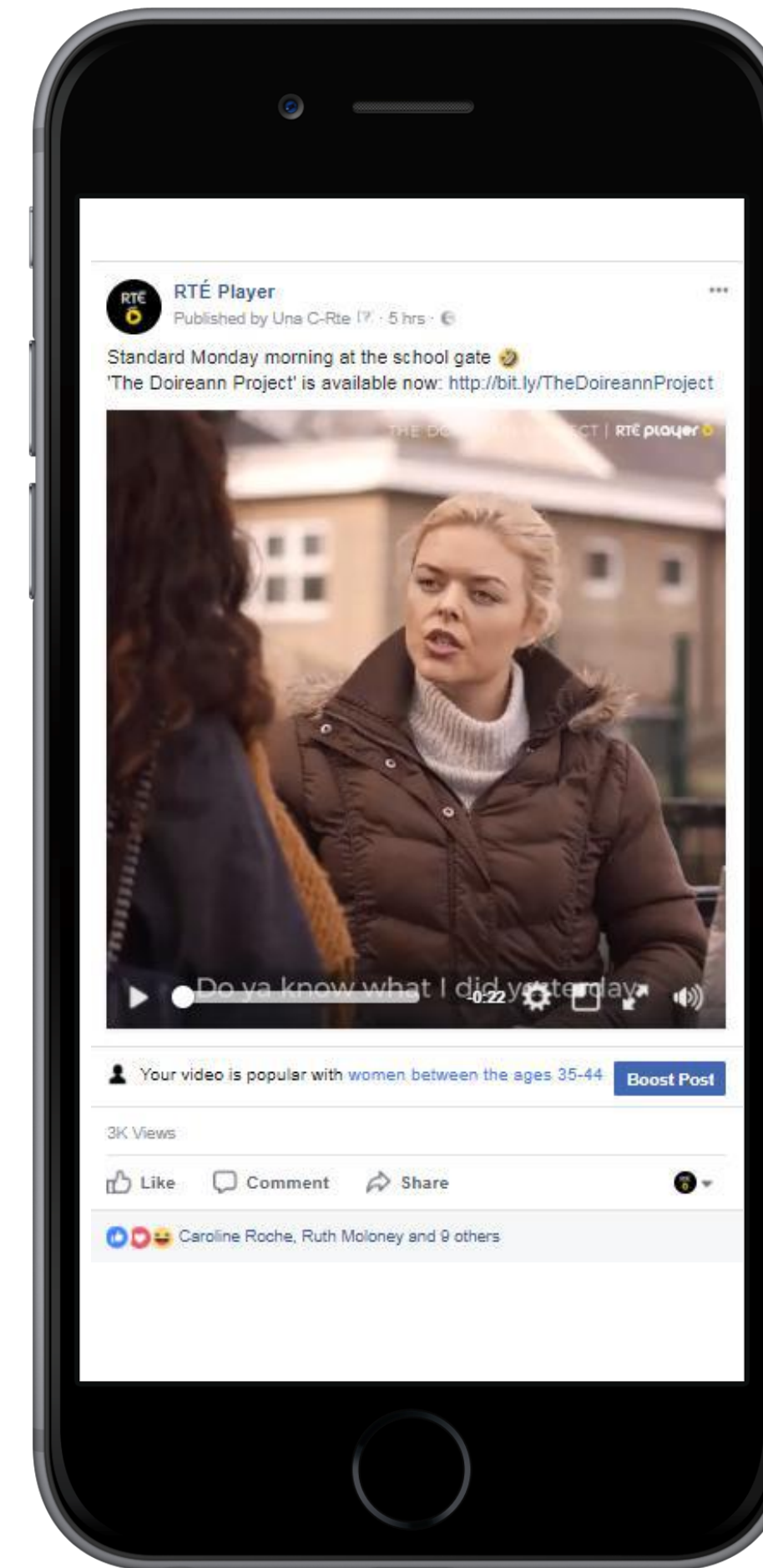




# PILOT PERFORMANCE

## THE DOIREANN PROJECT

- Strongest RTÉ Player original EVER.
- 9 minute pilot and was made in-house.
- TV + Online collaboration.
- RTÉ Player app downloads were up **50%** the week The Doireann Project was released
- Nearly **60%** of viewers were under 35
- Promotion by RTÉ and Doireann on social media worked as a driver to raise awareness of the pilot with the target demographic.



#thedoireannproject was trending in Ireland all day leading up to and after the release

# ONLINE ARTICLES REACTIONS

There was also a huge pickup online both before and after publishing all with positive reviews and commenting on the fans reactions

[RTÉ.ie/entertainment](#)

[RTÉ.ie/lifestyle](#)

[Irish Country Magazine](#)

[The Irish Sun](#)

[Lovin.ie](#)

[Shemazing](#)

[VIP Magazine](#)

[RSVP Magazine](#)

[Breaking News](#)

[Evening Echo](#)

[Goss.ie](#)

[The Irish Examiner](#)

[Extra.ie](#)

[Donegal Woman](#)




# PACKAGE DETAILS

## THE DOIREANN PROJECT

	DETAIL
RTÉ PLAYER	6 x 10 minute episodes (TX November 2018) Pre-rolls (10" stings leading into the show)
RTÉ 2	2 x 30 minute episodes (TX Christmas period) 10" top & tail stings 7" stings in/out of centre break Total of 4 x stings per episode (Additional stings for any repeats)
TV PROMO	As The Doireann Project is on of the key series for the launch of the new RTÉ Player, it will be included as part of a TV Promo which will promote the full catalogue of RTÉ Player Originals

**TOTAL  
COST  
€60,000**

# FOR MORE INFORMATION, PLEASE CONTACT:

	<a href="mailto:brian.geraghty@rte.ie">brian.geraghty@rte.ie</a>	<a href="mailto:yolanda.zaw@rte.ie">yolanda.zaw@rte.ie</a>
	01 208 2606	01 2083587
	<a href="http://www.rte.ie/mediasales">www.rte.ie/mediasales</a>	





**RTE Media Sales**  
**Thank you!**

