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NEWS

MediaCom to share 2017 sentiments

 THE IRISH TIMES
MEDIA SOLUTIONS



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MARKETING SENTIMENT SURVEY 2017

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As another year of hoped-for business growth gets underway, Ireland has not experienced such a level of uncertainty about the country's economic prospects since the last recession in 2008. Brexit, the Trump factor, exchange rate fluctuations and falling levels of consumer confidence are some of the factors that have fed into a general air of caution in Irish business.

Marketing investment is an essential ingredient for an economy to grow. At this time of year, there tends to be a myriad of forecasts by agencies on how they see investment in media channels performing in the months ahead. Yet, media investment is only one part of marketing communications and the definition of what constitutes 'media' has changed utterly.

MediaCom and *The Irish Times* gauged the views of the people who shape marketing

budgets and ultimately determine the fortunes of media, agencies and the wider marketing community. The study is a measure of the pulse of decision-makers on their intentions and expectations for marketing in the year ahead, MediaCom's Peter McPartlin said.

The research was conducted by iReach, using an online panel of business people across small, medium and large bodies, including Government and semi-states. The first results from the survey are based on over 200 individuals with direct involvement in marketing budgets, across companies of different size and various sectors of Irish business.

The research findings will be presented at a breakfast hosted by *The Irish Times* and *Marketing.ie* at 7.30am next Thursday, January 19 in the newspaper's offices on Tara Street. A panel of senior marketing people from AIB, Coca-Cola and Ervia will also give their perspectives on the year ahead. Admission is free but booking is essential.

(Article first published on Marketing.ie)