## **Domestic Marketing**

RTE Weather Sponsorship: Multi-Year Opportunity Authority Paper 18th May 2021

#### 1. OVERVIEW

**Purpose of Paper:** To seek the approval of the Authority to commit to a three-year sponsorship of the RTE weather from Jan 2022 to Dec 2024.

#### **Decision required:**

The Executive recommends that the Authority approves Fáilte Ireland bidding for the sponsorship of the RTE weather for a period of three years with a maximum bid.

The funds will come from the domestic marketing.

budget and as we propose to use the sponsorship to promote Ireland as a holiday destination amongst domestic consumers.

### 2. The Sponsorship

The weather is an intrinsic part of the tourism experience where it is an outdoor activity or an indoor attraction. It can be a reason to travel or a barrier to holidaying in Ireland. This sponsorship gives us an opportunity to meet these challenges head-on and use the platform to inspire people to get away.

#### The Package on Offer

RTE TV: 110 stings each week, each 10 seconds long, in and out of:

- 1 O'Clock
- 5 O'Clock
- 6 O'Clock
- 9 O'Clock
- Weather Mid-Morning
- European Weather
- Farming Weather
- Late Weather
- World Forecast

#### RTE Player

10sec stings before all weather content

Sponsorship of RTE.ie Weather site

10sec stings on all RTE.ie/weather bulletins

Takeover across RTE News Now

#### The Cost of the Sponsorship

We are proposing a three-year commitment.

Hence, our current plan is to offer to increase our bid up to a maximum of

.) and have approval from the Authority

#### RTE's Process for the Weather Partnership

5<sup>th</sup> May - We confirmed to RTE our interest in the sponsorship.

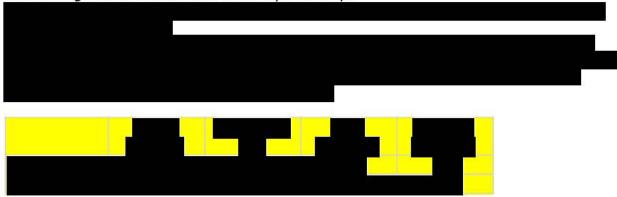
14<sup>th</sup> May – The Executive will have had a meeting with RTE to discuss our vision for the sponsorship and how it can help not just tourism but also RTE's wider community responsibilities. In attendance from RTE is a mix from the Commercial and Editorial teams.

25th May – Failte Ireland will need to send an email to RTE with our initial bid for the sponsorship. There may then be additional rounds of bidding.

#### 3. FINANCIAL RATIONALE

#### Media Value

There is significant media value in this sponsorship.



#### Source of Funds

As part of Budget 2022 submissions we will be requesting additional domestic marketing funding to support the industry and we will take this sponsorship into account in those submissions. Even if no additional funds were made available in 2022 for domestic marketing, the Executive would still recommend this investment using existing domestic marketing budget.

The cost of the sponsorship annually will be between we would fund the sponsorship fee from existing budgets by:

- Reducing our other TV, VOD and cinema investment
- Reducing outdoor media, press, radio and other TV sponsorships.

Even if our marketing budget was cut dramatically over the next three years, we would still recommend this sponsorship as it provides significant consumer reach

#### 4. MEDIA STRATEGY RATIONALE

#### Marketing Strategy

In our Accelerate Domestic Tourism pillar strategy our three-year goal is to: Increase the number of people who take a break from 65% to 70%, growing the domestic share of Irish consumers total holiday spend from 32% to 40%.

The role of the Weather Sponsorship is twofold:

- Inspire We know our greatest barrier to driving penetration is that people don't
  think of taking short breaks. It is not top of mind as something they could spend
  their free time doing. Hence, the Weather sponsorship will become the centrepiece
  of our 'Always On' strategy, keeping domestic breaks top of mind with a constant
  reminder of the joy of travel and discovery.
- Convert Promote travel in the following two weeks by giving them motivating reasons to travel to specific destinations / counties.

The sponsorship keeps us top of mind reaching over 50% of all adults in Ireland every week. With the various digital channels included, we will also reach 33% of the younger unconstrained adults. If we are successful in securing the sponsorship, we will reweight all our other communications channels to ensure we are maximising the impact of our budget

across all cohorts, young & old, families & unconstrained, to keep domestic trips top of mind and drive bookings.

#### 5. CREATIVE COMMUNICATIONS RATIONALE

#### **Creative Messages**

We know from research we have access to world-class creative already shot for each regional brand area and ten additional counties.

A significant barrier to penetration is that consumers don't see travel as relevant to them right now or don't know where to go.

The sponsorship gives us an excellent opportunity to communicate a strong 'go now' call to action, and flex the message on a daily basis based on the upcoming weather, the time of year and our priority events.

#### Weather

- "The sun is coming, time to head to the amazing beaches in County Clare"
- "Looks like City-break weather, perfect time to enjoy Kilkenny".

#### Time of Year

- Bank Holiday Family breaks to Wexford
- Romantic weekends away for Valentine's Day
- Christmas shopping weekends in Dublin, etc

#### **Events**

- Puca
- Festival of Lights
- New Year's Festival

#### **Vouchers**

- Perfect gift for Mother's Day / Father's Day
- Christmas

In addition, we will create dedicated weeks for different counties. Where we will use edits of the content we have shot for each county, to bring to life the breadth of experiences available to consumers if they travel now.

We estimate we will produce around 70 spots over the next three years, keeping our message fresh and relevant.

We estimate an additional cost of over three years for the production of up to 70 stings covering editing, voiceover, usage, etc., all using existing Keep Discovering footage.

#### THE RECOMMENDATION

The sponsorship gives us access to an attentive audience, with the opportunity to flex our message across the year to promote more counties, more experiences and more events.

The Executive recommends that the Authority agrees to bid for the sponsorship of the RTE weather for a period of three years with a maximum bid of

# MINUTES OF THE MEETING OF FÁILTE IRELAND, THE NATIONAL TOURISM DEVELOPMENT AUTHORITY HELD ON 18th MAY 2021 AT 9AM BY CONFERENCE CALL

**Attendees**: Paul Carty (Chairman), Clare Duignan, Joe Dolan, Margaret Ward, Des O'Dowd, Tom Coughlan, Tim Husbands, Alice Mansergh, Stephen Dowling

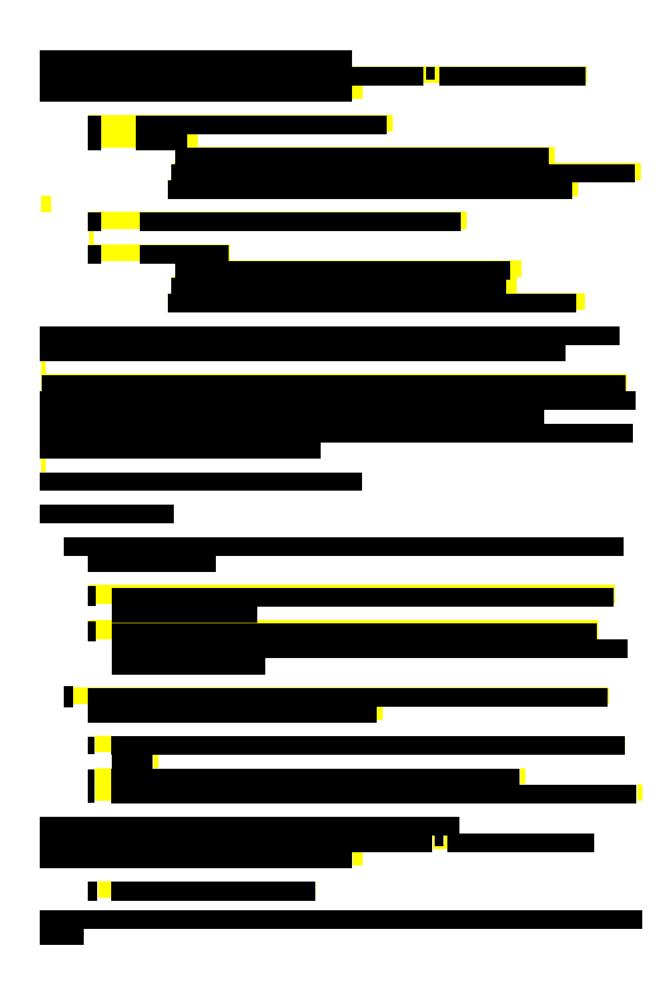
In Attendance: Paul Kelly, Paul Keeley, Deborah Nolan, Orla Carroll, Niall Tracey,

Trish Murphy

**Apologies:** Sean Boland









#### RTE Weather - Sponsorship

The RTE Weather Sponsorship proposal was presented to the Authority. The Members approved the Executive to bid for this deal as outlined in the paper of the meeting. The Members noted that this is a good opportunity and tourism is a strong fit for the weather. The Members requested that the Executive ensure VFM is achieved throughout the period of the sponsorship by

- Ensuring the messaging is specific to age profile of the audience
- Keeping the creative fresh
- The creative includes tourism careers and eco-tourism as appropriate
- The contract includes KPI's on the speed of the editorial process to ensure that the clips used are appropriate to the weather report, time of year, events etc.
- Monitoring of consumer action following these broadcasts

The Members authorised the Executive to utilise any savings in the sponsorship bid to increase production budget.

