



## RTÉ & World TV Day

Making our Agencies Famous

## Introduction & Summary

Each year RTÉ joins with *egta* and the *EBU*, as well as with broadcasters from across Europe to support World Television Day (21<sup>st</sup> November) to help promote the power of Television. In 2015 we activated World TV Day on and off-air, but also used the occasion as a **unique springboard to promote the power of RTÉ Television to our Media Agency customers.**





## Technical situation, Challenges, Insight, New Thinking

With over 40 Channels competing in the Irish TV market, it is imperative to find innovative ways to differentiate and promote RTÉ Television.

RTÉ also competes against media owners with much bigger B2B promotional budgets to spend on activations with Agencies (e.g. INM & Communicorp).

Added to this, there a sense that Digital occupies a lot of 'headspace' within Agencies at the moment – perceived as being more innovative and cutting edge than TV.

With this in mind, World TV Day gave us a fantastic platform to engage with the Agencies in an innovative and creative way - and also allows us a fantastic opportunity to establish an annual date in the Diary where the entire industry is reminded of the enduring power of TV.

***So how did we go about reminding Agencies of the power of TV?***

Simple. ...

*We reminded them first hand about TV's power to make people **famous**.  
We reminded them first hand that TV is still **the** conversation starter.*

## Solution & Execution

**Our solution was to bring the ‘magic of TV’ into the offices, and make the agency staff the stars of their own TV Ad Breaks.** Media Agencies don’t tend to promote themselves to the Industry in a high profile way, in fact they tend to be a little ‘faceless’.

We scheduled ‘takeover’ breaks for the respective Agencies (Group M, Core, Vizeum and Carat) featuring their own personalised 50 Second TV Execution - followed by a selection of their clients Ads.

The central concept was based upon profiling **‘the people who put the Ads on TV’** this of-course includes RTÉ TV Sales. A script template was drafted, and we asked the agencies to feed into the process so we could capture a sense of each Agency’s unique personality.



## Solution & Execution (continued...)

We scheduled each of the four breaks for the evening of World TV Day, 21<sup>st</sup> November, in four high profile breaks on RTÉ One. Coming out of the Nine News and running throughout The Ray D'Arcy Show. Bearing in mind that these would air during peak time on a Saturday night - the tone of the creative was very important. While we were essentially promoting our Industry - it was crucial that the executions wouldn't come across as a 'boring corporate' videos. To help make the Ads accessible and entertaining we used Eoghan McDermott as our presenter, and developed an introduction, shooting style, and tone-of-voice unique to each execution.

Obviously we had to be very sensitive to appearing to show any 'creative favouritism' to any particular agency, this involved some delicate diplomacy reassuring each agency throughout the process that their execution would be as good as their competitors. Agencies got very excited about the process – setting up 'creative teams' from their staff to work on their interpretation of the script.

We shot on location in Group M (including shots in MEC, Mediacom, Mindshare & Maxus), Core Media, Vizeum and Carat – with each execution concluding naturally with the last shot featuring the final link in the chain i.e. RTÉ TV Sales *'the people who make sure that the Ads actually make it to your screen'*.



## Results, Benefits and Learning

The initiative was very well received by the Agencies. We delivered an innovation and occasion that they really wanted to shout about. We achieved our objective of reaching out to the agencies to position RTÉ Television as being highly innovative and creative in a very high profile way, while also establishing 21<sup>st</sup> November firmly in the minds of our Agencies as *the* day to acknowledge and celebrate the enduring power of Television. We invested in high production values, and top TV talent to showcase the Agencies, and RTÉ at their very best.

We never anticipated that the agencies would embrace the initiative as enthusiastically as they did and take the initiative on even further, with their own spin-off activations designed to drive audience to, and enhance, their Ad Breaks.

Vizeum used it as an opportunity to publish several posts on social media regarding TV Effectiveness including a thought leadership piece on The Future of TV (See Appendix A). During Shooting, one Group M staff member commented that the TV Ad would mean that 'At last my Mother will finally know what I do for a living' – this led Group M to launch a viral campaign featuring their staff as a teaser to their TV Spot (See Appendix B). Core Media used the opportunity to create and book an additional 30 Second TV execution within their break to promote Core Media/TV effectiveness (See Appendix B).

It was highly compelling (and reassuring) to watch the power of Television in its purest form as evidenced in the positive reaction, and sense of nervous excitement, we witnessed as Agency CEOs and Staff opened their doors to our TV Crew.

**Sometimes the medium really is the message.**



‘This is a great initiative from RTÉ TV and demonstrates real leadership and confidence in your position. We support you in every way and applaud you for the investment you have made.’

**Bill Kinlay, CEO Group M**



‘RTÉ leveraged World TV Day in an innovative manner to re-enforce the power of TV amongst agencies and the wider marketing industry alike. The initiative functioned to position TV and its strength at the forefront of our minds whilst also demonstrating the innovation flare of RTÉ TV. I look forward to seeing its evolution next year.’

**Joanna Gorczak, Director of Client Service, Vizeum Ireland**



‘Core Media were delighted to be involved – anything that celebrates & recognises TV as the powerful medium it is, is a fantastic initiative (& any supplier brave enough to try & explain to the general viewing public what it is Media Agencies do, deserves an award!!). However the best compliments came unsolicited via emails from the public directly after the ad was aired.’

**Alison Harding, Group Trading Director, Core Media**



‘RTÉ’s World TV Day initiative was a highly innovative way of promoting the power of Television to agencies and advertisers. The event created great excitement among our clients, and huge enthusiasm from our budding TV stars in the office. Looking forward to World TV Day 2016 already!’

**Ciaran Cunningham, CEO, Carat Ireland**

**Vimeo Link to a compilation of all four of the 50 Second Ads:**

<https://vimeo.com/146432961>

Appendices



CARAT

group<sup>m</sup>

Vizeum

# Appendix A Vizeum

Vizeum Ireland @Vizeumireland · 20 Nov 2015

With #WorldTVDay tomorrow we look at the future of TV. Check it out here [vizeum.ie/p/the-future-o...](http://vizeum.ie/p/the-future-o...)

**TELLY CAT FLAP**

**FURY OVER LOVE/HATE KITTY KILLING**

**ISPCA blast RTE after 'sick' TV stunt**



5 8

Vizeum Ireland @Vizeumireland · 22 Nov 2015

Did you catch Vizeum during the Ray Darcy Show? Head to RTE+1 if you missed it! #WorldTVDay 🙌



5 11

Vizeum Ireland @Vizeumireland · 22 Nov 2015

Did you catch Vizeum during the Ray Darcy Show? Head to RTE+1 if you missed it! #WorldTVDay 🙌

Vizeum Ireland @Vizeumireland · 21 Nov 2015

Irish adults watch an average of 3 hours and 5 minutes of live TV per day #WorldTVDay

3 5

Vizeum Ireland @Vizeumireland · 23 Nov 2015

In case you missed it, here is Vizeum's ad from #WorldTVDay! Jo and Ali are naturals. :)



8 18

Vizeum took the opportunity to remind people of the power of TV as a ‘The Conversation Starter’ – posting a piece on The Future Of TV which referenced RTÉ’S TV NOW TV NEXT Conference “TV will repurpose itself, it will reinvent itself and will adapt, it’s something TV has had to do all its life, it has survived Betamax and VHS, will outlive DVDs and Blue Ray and is already a comfortable bedfellow of PVRs, YouTube and Apple TV. There’s life in TV for a while yet”

# Appendix B groupm

Group M used World TV Day as a platform to launch a viral campaign featuring members of staff entitled 'What do your parents think you do?'. The campaign was pushed out via **Twitter** and on **Joe.ie** and drove people to the TV spot at 21.40 on RTÉ One.



**GroupM Ireland** @GroupMIreland · 21 Nov 2015  
Behind the scenes of our new ad, watch it at 21.40 tonight before  
#TheRayDarcyShow #WorldTVDay



**GroupM Ireland** @GroupMIreland · 21 Nov 2015  
Behind the scenes of our new ad with @mediacomdublin, watch it at  
21.40 tonight before #TheRayDarcyShow #WorldTVDay



RETWEETS 4 LIKES 2

3:00 PM - 21 Nov 2015 · Details

**GroupM Ireland** @GroupMIreland · 21 Nov 2015  
Behind the scenes with @DarrenBracken of our new ad, watch it at  
21.40 tonight before #TheRayDarcyShow #WorldTVDay



**GroupM Ireland** @GroupMIreland · 21 Nov 2015  
Behind the scenes of our new ad, watch it at 21.40 tonight before  
#TheRayDarcyShow #WorldTVDay



**GroupM Ireland** @GroupMIreland · 21 Nov 2015  
"1 in 3 TV ads seen globally are placed by us to reach the right  
audience at the right time" @cianandetc #WorldTVDay



RETWEETS 7 LIKES 3



**GroupM Ireland** @GroupMIreland · 21 Nov 2015  
Ever wonder who gets the TV ads to the  
screens? Let @eoghanmcdermo  
explain... #WorldTVDay



RETWEETS 17 LIKES 10

# Appendix C CORE MEDIA

Core used World TV Day as a platform to create their own additional TV execution which was designed to highlight the power of TV to drive traffic and engagement. The 'What's the password?' execution drove audiences to the Core site for a chance for audiences to win Donuts delivered to their home, but also for one lucky business to win the chance to have a TV Ad made for them by Radical/Publicis

 **Coremedia Ireland** @CoremedialRL · 20 Nov 2015  
Looks like our site was hacked...or was it? Tune into the ad break during @rte's Ray D'Arcy Show to find out!



← ↻ 13 ❤️ 5 ⋮



**Coremedia Ireland** @CoremedialRL · 21 Nov 2015  
Heard about [#whatsthepassword](#) on [CoreMedia.ie](#)? Tune in to [#RayDarcyShow](#) ad break tonight at 22.10!



**Coremedia Ireland** @CoremedialRL · 20 Nov 2015  
We have something special planned for the ad break of the [@RTERayDarcyShow](#) on tomorrow night! [#whatsthepassword](#)



**Coremedia Ireland** @CoremedialRL · 21 Nov 2015  
Did you just see something that was not quite right during @RTE's ad break? [#whatsthepassword](#)



**Coremedia Ireland** @CoremedialRL · 22 Nov 2015  
Hope you enjoyed [#whatsthepassword](#)!  
Big thanks to [@RTEMediasales](#) for having us take part in [#WorldTVDay](#)!



**Coremedia Ireland** @CoremedialRL · 21 Nov 2015  
Staying in tonight? Keep your eyes peeled during the ad break at 10.10pm during [@RTERayDarcyShow](#) [#Whatssthepassword](#) [coremedia.ie](#)



↻ 10 ❤️ 17

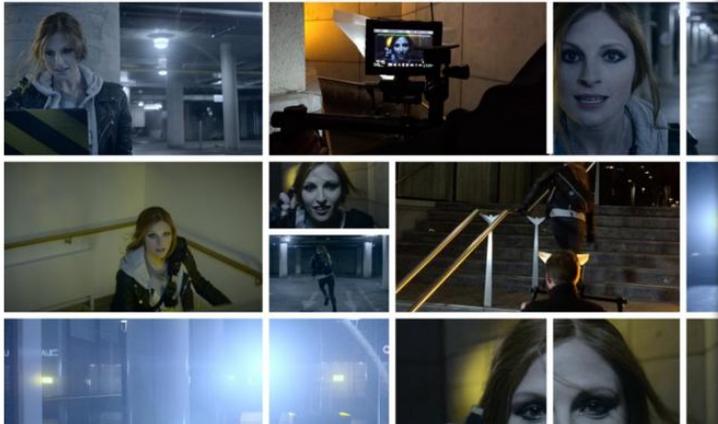
 **Coremedia Ireland Retweeted**  
**Mary Corcoran** @MaryCorcoran · 17 Dec 2015  
Thanks @CoremedialRL Nom Nom Nom... [#whatsthepassword](#) [#WorldTVDay](#)



← ↻ 1 ❤️ ⋮

# HACKING, A HOT PURSUIT AND A WHOLE LOT OF DONUTS.

How we infiltrated Saturday Night to celebrate the magic of TV.



The idea behind all of this was to remind ourselves, our clients, and brands all over Ireland what makes television magical.

As a medium for engagement, there's nothing to touch it – we sit at home with a little box in front of us and say 'entertain me' (like Joey from Friends once wondered, where else would we be pointing our furniture?).

So when RTÉ approached us about a partnership to celebrate World Television Day, we wanted to show people what the 'magic' of television actually means.

Because we believe that – when done well – television affects people, and when you begin a conversation by being entertaining, people want to get involved. Reward them for their time when they do, and you have an advocate for your brand. Even if all you're giving away is some donuts.

But for this particular piece of work, we thought we should also reward one lucky business the chance to get a TV ad of their own, on us. So we hope to get a good response to this and help another brand see what the magic of TV can do for them.

But to end this part of the story, we just want to say that as much as other digital channels have become part of modern advertising, there's never going to be a medium that sits so perfectly in our living rooms, sharing the gamut of the human condition with us day in, day out.

So here's to Television, here's to RTÉ for making this happen and here's to Three for letting us hack into the end of their ad.

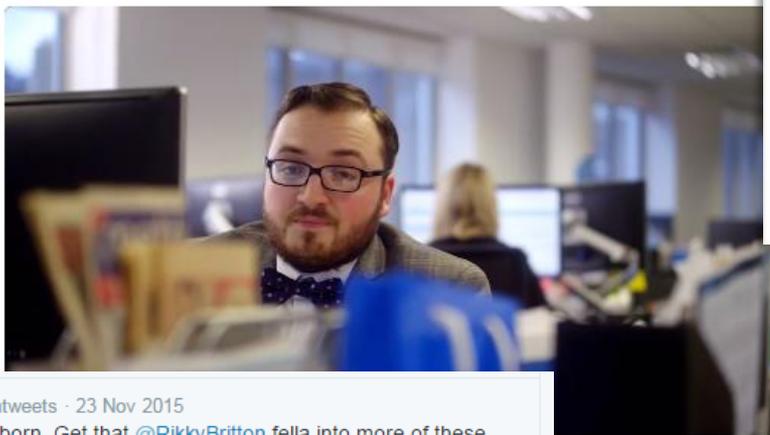
Thank you for watching, and see you next time.

# Appendix D CARAT



Carat Ireland @CaratIreland · 23 Nov 2015

In case you missed it! Here is Rikky looking suave [#WorldTVDay](#) [#TheRealDonDraper](#)



Carat Ireland @CaratIreland · 20 Nov 2015

Here's a sneak peak of our new ad for [#WorldTVDay](#). Catch it on Saturday/21:15/RTE1



Dan Flanagan @danflantweets · 23 Nov 2015

@CaratIreland A star is born. Get that @RikkyBritton fella into more of these things.



1



Rikky Britton @RikkyBritton · 21 Nov 2015

Happy [#WorldTVDay](#) everyone. Without TV I'd be unemployed and have nothing to do in my spare time.