

# Power of Planning

24.09.25

# Brief

Ireland faces pressing health challenges: nutrition, exercise, mental wellbeing.  
Misinformation and mixed signals cloud people's decisions.

The task: inspire healthier habits with credible, tailored messages across 3 age groups.



# The Campaign Concept: Healthy Futures Ireland: “Today’s Choice, Tomorrow’s Change”

A cross-generational campaign built around the idea that the small choices we make today have a direct impact on our future selves, and our Future Ireland.

Our campaign is **powered by real stories and real advice** — not generic health messages, but relatable and culturally relevant content for each audience group, delivered through the trusted lens of Ireland’s news media.

## Core Strategy

Use the power of News Brands and TGI data to:

- Deliver targeted content for each age group
- Harness trust and authenticity across all platforms
- Offer practical, actionable and inspiring stories to drive habit change

Messaging:

## Healthy Futures Ireland: “Today’s Choice, Tomorrow’s Change”

16–29 Tagline: **“Fuel your future — eat smart, feel strong.”**

Speaks to energy, performance, and ambition, with a positive/empowering vibe.

30–54 Tagline: **“Small changes today, big benefits tomorrow.”**

Focuses on practicality and sustainability, appealing to time-pressed lifestyles while linking healthy choices to long-term wellbeing.

55+ Tagline: **“Eat well, live well, stay well.”**

Simple, reassuring, and emphasises vitality, independence, and quality of life.

# The Aim

Capture attention, cut through misinformation, make health top of mind.

**AWARENESS**

**MASS REACH + TRUST**

Move from awareness to reflection  
*"This is for me, and I can do it."*

**ENGAGEMENT**

**BUILD DEPTH WITH CREDIBLE, RELATABLE  
STORYTELLING**

Inspire audience to take tangible steps towards healthier nutrition, exercise, or mental wellbeing.

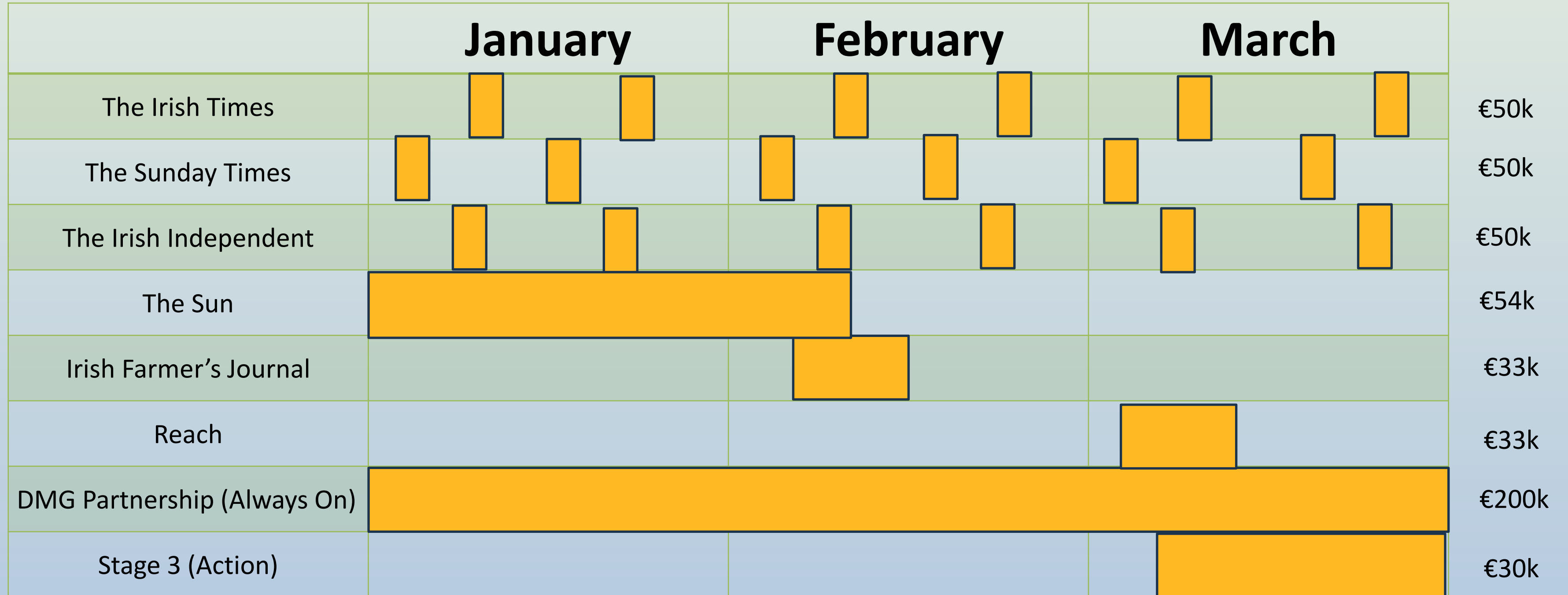
**ACTION**

**PROVING BEHAVIOURAL INTENT**

# Overview:

Platform Type	Channels	Target Audience	Content Format
Print	National + Regional	30–54, 55+	Columns, features, expert op-eds
Digital	News websites/apps	All groups	Content hubs, articles, quizzes
Social (via publishers)	TikTok, Instagram, Facebook	16–29, 30–54	Reels, stories, lives
Podcasts	Publisher-led	All groups (tailored episodes)	Series with influencers & experts
VOD	Publisher YouTube, site video	16–29, 30–54	Interviews, explainers
Events	Branded activations	55+, 30–54	Local health days, talks, trackers

# Media Planning & Budget 2026



# Media Usage by Target Audience

**ALL  
ADULTS:**

Target		All Ads									
Sample		4006									
Weighted		4,066									
Media Vehicle	Factor	Rank Total	Rank Cost	Rank Sample	Rank Reach	Rank Reach (%)	Rank Composition	Rank Index	Rank CPT		
Irish Independent	100	387	0.00	387	350	1	8.61%	100.00%	100	0.00	
Irish Times	100	336	0.00	336	271	2	6.68%	100.00%	100	0.00	
Irish Examiner	100	199	0.00	199	175	3	4.30%	100.00%	100	0.00	

Target Audience	Newspapers	Magazines	Social Media	VOD
16-29	48.3%	34.5%	96.8%	86.1%
30-54	52.6%	36.9%	95.4%	85.5%
55+	64.7%	42.6%	86.8%	79.0%

Source: Media Quintiles - Republic of Ireland TGI-2025r1-© Kantar

# 16-29 Year Olds

## Tactics:

- **Digital articles** like “What I eat in a week – on a student budget” or “Gym-shy? 5 ways to move more without setting foot in a gym”
- **Publisher podcasts** featuring well-known Irish creators talking honestly about mental health, diet culture, burnout, and screen-time
- **TikTok/Instagram Reels** with publisher-backed creators showing “A Day In My Healthy Life” – (walking instead of bus, meatless meals, mindful breaks)

## Platforms:

- Digital news sites
- Publisher social channels (especially TikTok, Insta)
- Podcasts
- VOD (publisher YouTube channels)
- Digital content that can lead directly to Healthy Futures Ireland Website.

# 30-54 YEARS OLD

## Tactics:

- **Sponsored print/digital columns** like “Small Wins” – weekly tips from nutritionists/GPs for people with 20 mins max
- **Family-focused features** in weekend supplements — “One Healthy Meal, Three Ways (Child, Teen, Adult)”, “Quick 15-min Couch-to-Active plans”, “Managing stress when you have no time”
- **Video interviews** on publisher platforms: “How I manage my mental health as a busy parent” – Irish parents, teachers, mid-lifers talking real talk

## Platforms:

- Print (weekend supplements + regional papers)
- Podcasts
- Magazines
- Digital (lifestyle and health sections)
- Apps + newsletters
- VOD/social via publisher platforms

# 55+

## Tactics:

- **Long-form features** in national/regional print: “Healthy habits after 55”, “The new science of ageing well”, “Walking clubs and community health”
- **Trusted-voice op-eds** from Irish doctors and thought leaders
- **Podcast series** with experts on topics like “Brain Health in Later Life”, “Mobility & Strength at Any Age”

## Platforms:

- National/regional print
- News websites/apps
- Podcasts
- Branded events (roadshows)

# dmg::media Partnership

## **Why?**

Over 3.2M monthly users across Ireland via EVOKE, Extra.ie, Rollercoaster, MailOnline, Irish Daily Mail, and Irish Mail on Sunday

High penetration across all three target audiences

## **Tailored Audiences**

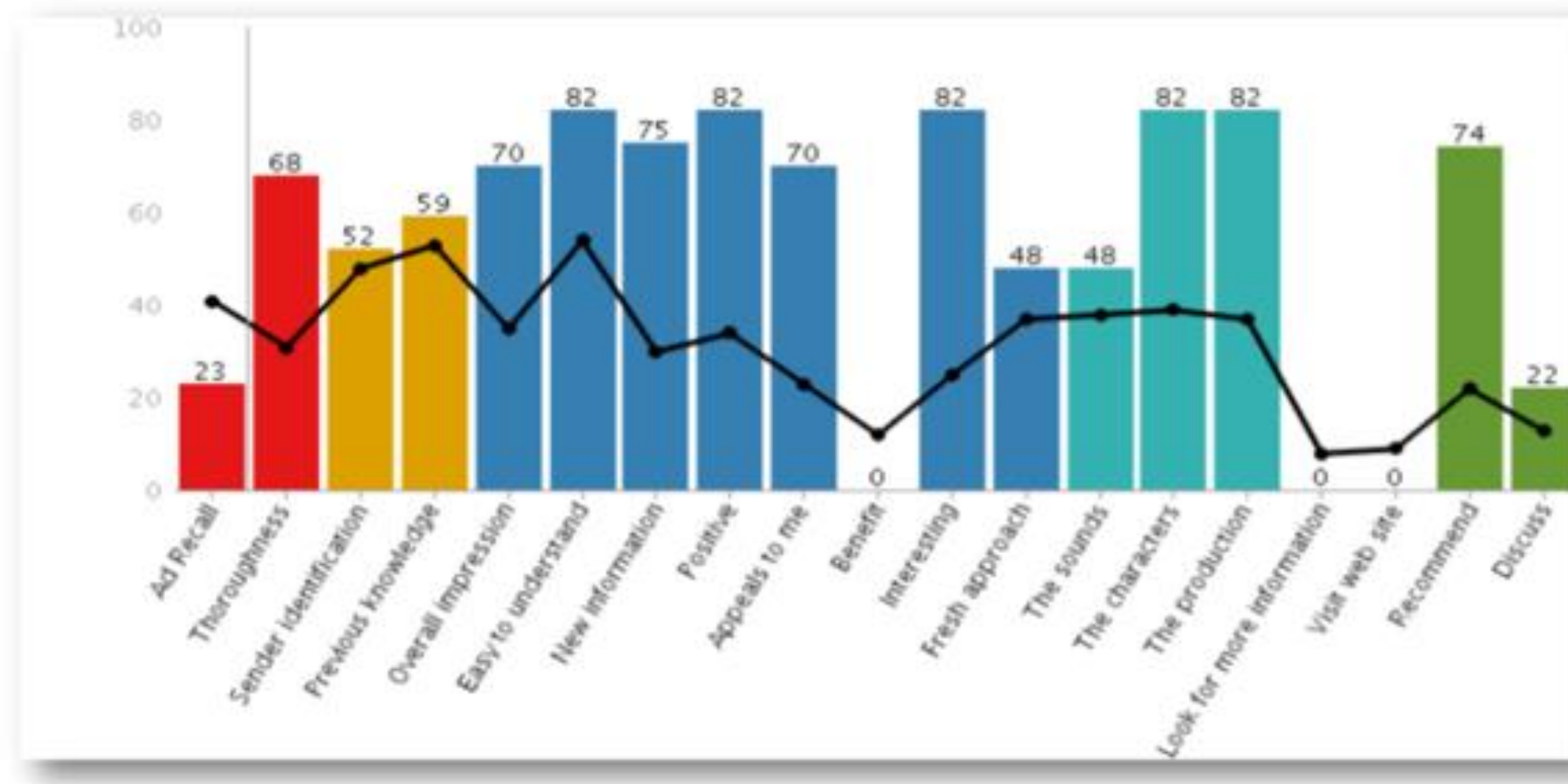
- 16–29: Engaged via EVOKE's youth/lifestyle content, Extra.ie's entertainment/news, and fast-growing social video
- 30–54: Strong connection through Rollercoaster (parenting), Irish Daily Mail lifestyle/health features
- 55+: Deep trust in Irish Mail on Sunday, Health & Wellbeing print features, and newsletter subscribers

## **Multi-Platform**

- Print: Irish Daily Mail + Mail on Sunday health specials & trusted columnists
- Digital: Native storytelling, video explainers, interactive tools
- Podcasts: DMG original series with expert guests
- Social: Highly engaged Facebook, Instagram, and TikTok audiences

# dmg::media Partnership

Ad Effectiveness Results – Can be done for any creative or format measured (e.g video vs display)



# Stage I: Awareness

PUBLISHER	FORMATS
The Irish Times	Health & Family Supplement (FP; HPTO
The Sunday Times	Lifestyle/Health Section HPTO / Skins
The Irish Independent	Living/Health Section (FP)
The Business Post	Wellness / Work-Life Supplement (FP)
The Irish Farmer's Journal	Country Living FP
Reach (Mirror, Star, Express, Dublin Live, Cork Beo, Galway Beo, Belfast Live)	Newspaper wraps at launch

## Digital Display

- Homepage takeovers across premium publisher sites & apps
- Programmatic display with keyword + contextual targeting (nutrition, exercise, wellbeing)

# Awareness: The Content

**Home Page Takeovers** :The Irish Examiner & The Irish Times- Most popular newspaper taken from Kantar

**Time Targeted Takeovers:** Targeting people early in the morning and evening time when people are scrolling and not in work.

**Interactive Skins:** Interactive clickable format, bringing you to the Landing page for Healthy Future Ireland

**Front Page Skin:** Front Page of the newspaper- will be noticed when left out by whole family



Farmers Journal is a National Newspaper with over 400,00 weekly readers nationwide with a 1.9 million average monthly page views with a 55% male 45% female split

The aim here is to showcase Healthy Futures Ireland, in a newspaper that has a high count of trusting loyal readers.



# Irish Times

Home Page Take Over



The Irish Times Podcasts:  
E.G Women's podcast Age  
30-54

## Better with Money

with Aideen Finnegan



in association with **pwc**

The Irish Times Podcasts:  
Better with Money  
Recommended for all ages 16+  
since no one wants to be in  
debt about there journey



WhatsApp Channel for all ages  
to stay connected and updated

# The Sun



# Stage II: Engagement

→ Provide depth, make health content relatable & actionable.

## NATIVE ARTICLES & EXPLAINERS ON PUBLISHER SITES

Practical, actionable content: meal prep guides, quick exercise hacks, myth-busting health tips that deliver value and keep people reading longer.

## PODCASTS

In Ireland, 76% of adults now consume digital audio weekly (*PPC Land*). Podcasts are growing in reach and trust (IE ranks 4th in Europe for weekly podcast listening at 37%, RadioCentre.ie), making them ideal for deeper engagement with 16–29s and 30–54s.

## INTERACTIVE TOOLS

Quizzes, trackers, decision tools like “Which habit will your Future You thank you for?” — these make the campaign participatory rather than passive.

# Stage III: Action

**Irish Independent / Independent.ie** – Lifestyle and Indo Daily content driving “how-to” actions and tool sign-ups

**Irish Times** – Expert-led guides and recipes in Wellbeing/Food sections targeting midlife and older audiences

**Irish Examiner** – Regional storytelling to make healthy changes feel local and achievable

**Business Post** – Workplace wellbeing and productivity angle for 30–54 audience

## KPIs

Click-throughs to campaign resources

Downloads or sign-ups for tools/guides

# MEASUREMENT & KPIs

## AWARENESS

- Unique Visitors to campaign landing pages
- Viewable CPM / Cost per 1,000 (CPM)
- Impressions / Reach (print + digital)

## ENGAGEMENT

- Time spent on native articles / dwell time
- Podcast downloads & completion rate
- Quiz / tool interactions (number of completes, repeat users)

## ACTION

- Challenge sign-ups / participation counts
  - Checklist / planner downloads
  - Event registrations & attendance
- Self-reported behaviour change (via post-campaign survey)

## Overall / Cross-Stages

- Brand lift / awareness lift (pre / post survey)
- Media ROI (cost vs impact)
- Advocacy / UGC (volume of shared stories, hashtag use)

The background is a light blue gradient. There are decorative orange elements: a large arc in the top right, a smaller circle on the right side, and another large arc in the bottom left.

# Thank you!

**Michael Poufong, Emma Brassanini, Alex Sheerin, Christine Power, Hollylee Higgins, Hanna Akinso**