

RSA

30KM/h

1st - 31st December 2023

Agenda

Summary of
campaign objective
and KPIs

Performance and
insights by channel

Takeouts and
learnings

Recommendations
for next time?

The goal of this campaign was to
drive broad awareness of the
30KM message among All
Adults.



DIGITAL

A close-up, low-angle shot of a person's hand typing on a laptop keyboard. The laptop is open, and the screen is visible on the left. The background is dark and out of focus, showing a lamp and some furniture. The overall mood is quiet and focused.

Irish Language Campaign

Social Campaign Overview – Irish

	Reach	Planned Impressions	Delivered Impressions	Planned CPM	Delivered CPM	CPC	Clicks	Spend
Meta	1,991,420	6,265,066	8,002,564	€4.15	€3.55	€4.01	7,083	€28,434.69
TikTok	1,252,355	6,201,543	9,406,411	€3.87	€5.34	€0.36	139,918	€50,230.19
Total	3,668,804	12,466,609	17,408,975	€4.01	€2.76	€1.82	165,908	€82,064.68

- This activity ran on Social from 11th Dec – 31st Dec. The campaign optimised towards a Reach objective.
- We targeted all adults of both male & females on all the platforms, Meta & TikTok.
- Social has a CTR % of the following: Meta 0.09% and TikTok 1.5%

Social Creatives – Meta, R&F



School Girl

3 sec Video views: 248,890

Impressions: 3,207,686

Reach: 1,340,755

Social Creatives – Meta, Reach

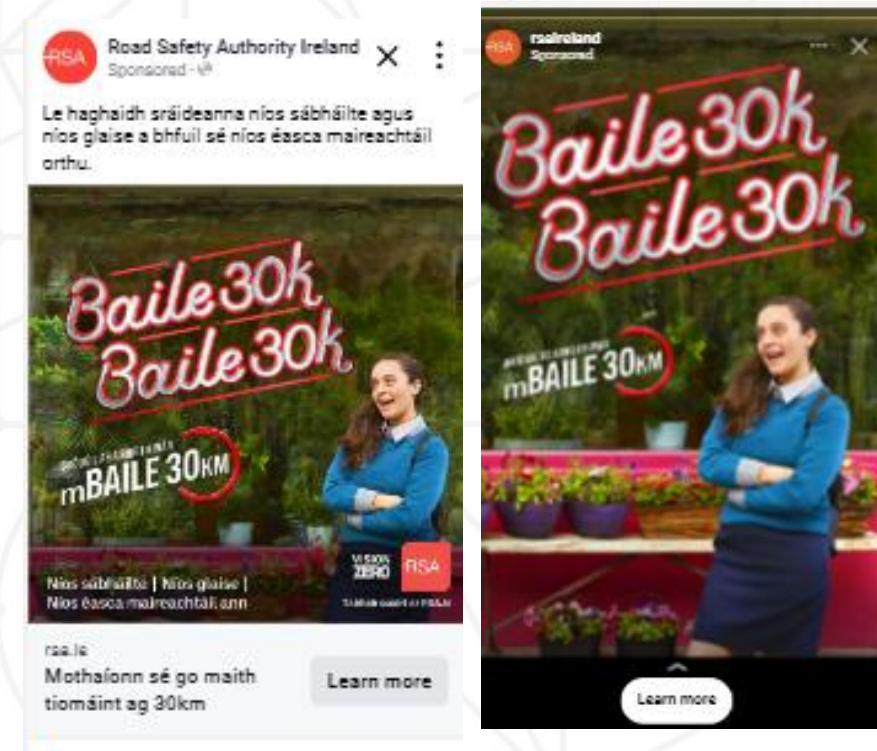


School Girl - VID

3 sec Video views: 499,833

Impressions: 568,975

Reach: 478,400



School Girl - Static

Link clicks: 968

Impressions: 11,119,691

Reach: 838,806

Social Creatives – TikTok



School Girl TopFeed

2 sec Video views: 343,385
Impressions: 3,582,612
Reach: 1,131,054



School Girl TopView

2 sec Video views: 1,106,718
Impressions: 3,145,597
Reach: 887,487



School Girl In Feed

2 sec Video views: 16,243
Impressions: 262,546
Reach: 256,012

Social Creatives – Snapchat



School Girl - VID

3 sec Video views: 143,412

Impressions: 692,011

Reach: 143,412



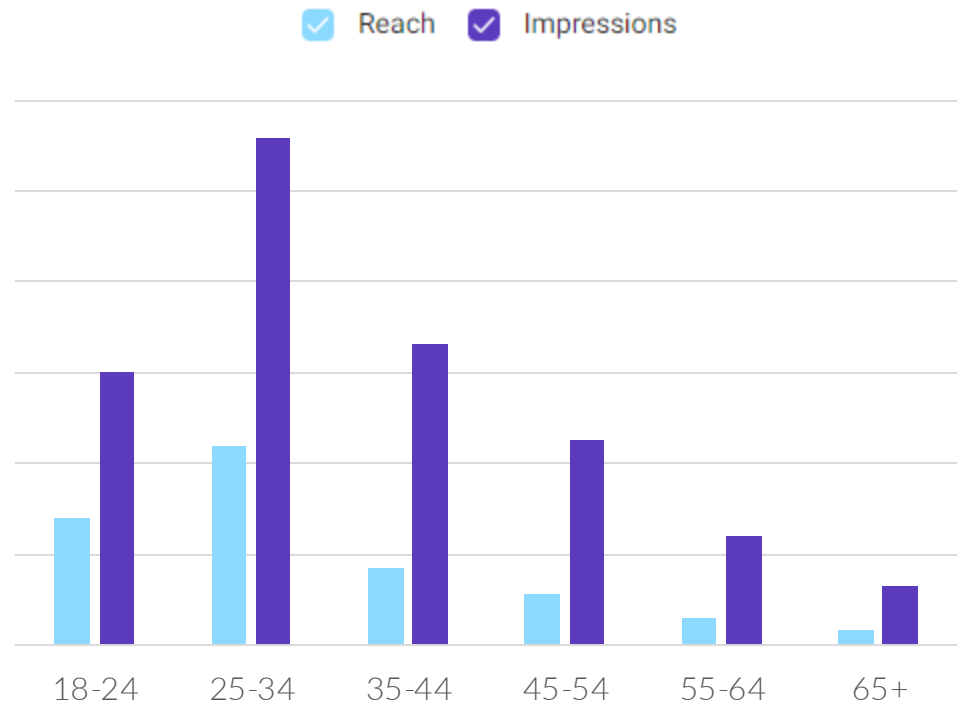
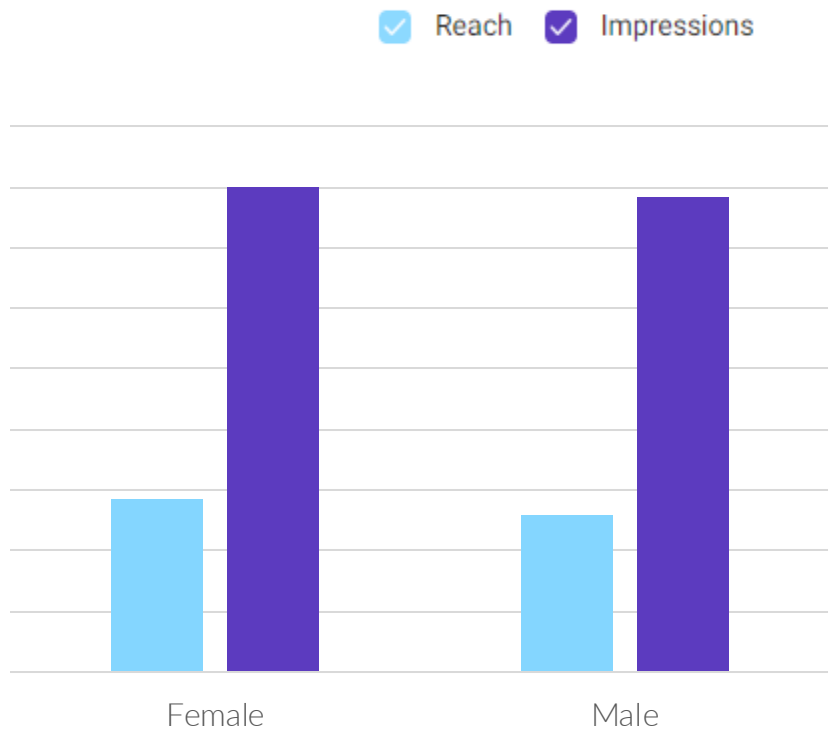
School Girl- Static

Link clicks: 1,183

Impressions: 823,904

Reach: 164,960

Social Insights – Meta



The campaign resonated better with Females between the age group of 25-34. The overall reach was recorded at **1,991,420**.

The campaign achieved a total of **8,002,564** impressions which is **28%** more than planned impressions which is due to CPM's being lower than planned.

Social Insights – TikTok

- The campaign achieved a total of 9,406,411 impressions which is 66.64% more than planned impressions.
- Reach was recorded at 640,237 which is 45.18 % of the total '18 to 34' audience.
- The Cost Per Mille (CPM) was €5.35, (showcasing cost efficiency in delivering 1,000 impressions). This high CPM is due to Top View and Top Feed campaigns.
- The campaign utilised €50,230.19 and delivered noteworthy outcomes, not only in terms of impressions and reach but also with 139,918 clicks and 1,122,961 2" video views at a Cost per click of €0.36
- The static asset 'School Girl' scored as the top performing ad with 838K Reach and 11 M impressions.

A close-up, low-angle shot of a person's hands typing on a laptop keyboard. The laptop is open, and the screen shows a blue-toned image. The background is dark and out of focus, with a circular light fixture visible. The overall mood is quiet and focused.

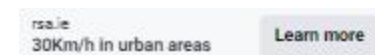
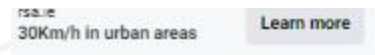
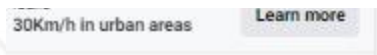
Standard English/ Irish Campaign

Social Campaign Overview - English

	Reach	Planned Impressions	Delivered Impressions	Planned CPM	Delivered CPM	CPC	Clicks	Spend
Meta	1,387,535	5,647,320	5,035,549	€2.20	€1.97	€2.01	14,956	€9,939.20
TikTok	961,577	3,729,600	3,789,608	€1.39	€1.18	€0.40	10,280	€4,147.20
Snapchat	338,689	6,240,000	6,312,936	€1.26	€1.00	0.37	17,094	6,289.60
Twitter	400,910	3,960,000	4,828,718	€2.32	€1.52	€0.77	32,435	€7,338.23
Total	3,088,711	19,576,920	19,966,811	€1.80	€1.47	€1.22	74,769	€27,714.23

- This activity ran on Social from 1st Dec – 31st Dec. The campaign optimised towards a Reach objective.
- We targeted all adults of both male & females on the platforms; Meta, TikTok, Snapchat and Twitter.
- Social has a CTR% of the following: Meta 0.30%, TikTok 0.27%, Snapchat 0.27% and Twitter 0.67%.

Social Creatives – Meta



Pigeon - VID

3 sec Video views: 5,040
Impressions: 65,537
Reach: 57,267

Cycle - VID

3 sec Video views: 37,778
Impressions: 1,222,861
Reach: 682,786

Garden - VID

3 sec Video views: 23,273
Impressions: 449,077
Reach: 331,665

Old Man - VID

3 sec Video views: 5,787
Impressions: 89,408
Reach: 72,293

School Girl - VID

3 sec Video views: 8,316
Impressions: 173,380
Reach: 137,039

Social Creatives – Meta



Old Man - Static

Link clicks: 826
Impressions: 600,732
Reach: 386,342



School Girl - Static

Link clicks: 83
Impressions: 188,371
Reach: 161,548



Cycle - Static

Link clicks: 648
Impressions: 754,037
Reach: 525,634



Pigeon - Static

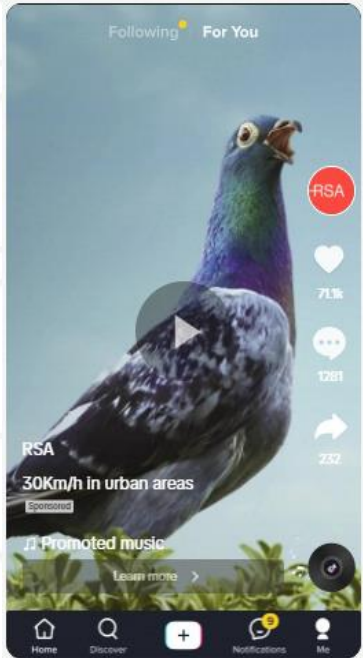
Link clicks: 1,822
Impressions: 1,295,791
Reach: 632,422



Garden - Static

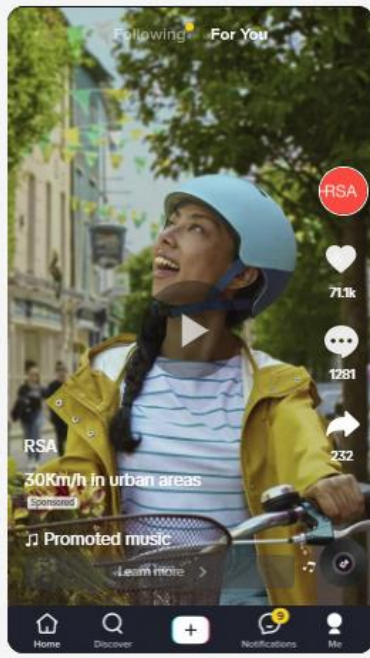
Link clicks: 101
Impressions: 196,355
Reach: 164,554

Social Creatives – TikTok



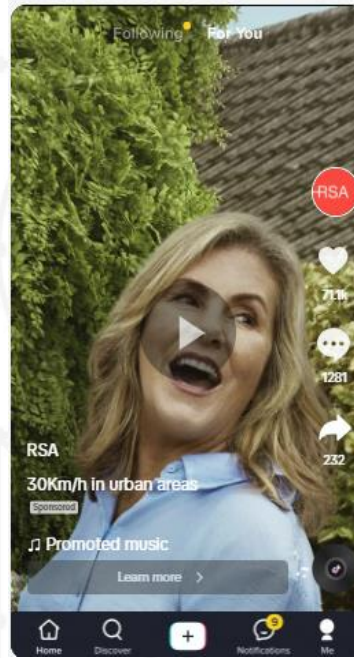
Pigeon - VID

3 sec Video views: 37,313
Impression: 567,925
Reach: 435,171



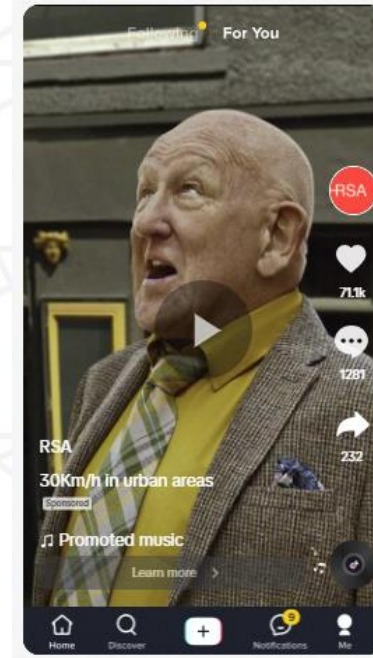
Cycle - VID

3 sec Video views: 36,253
Impressions: 688,612
Reach: 504,341



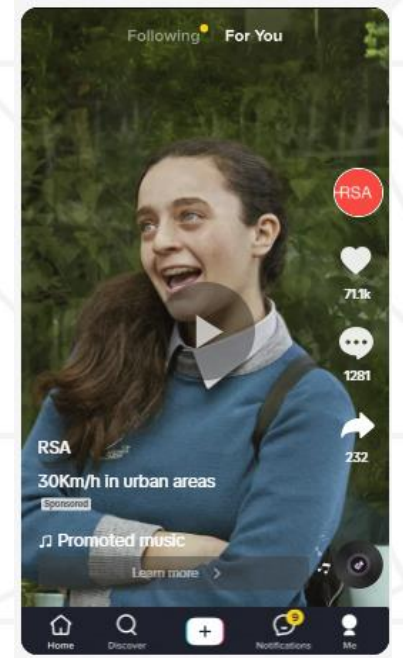
Garden - VID

3 sec Video views: 56,008
Impressions: 921,054
Reach: 607,787



Old Man - VID

3 sec Video views: 64,800
Impressions: 764,103
Reach: 544,740



School Girl - VID

3 sec Video views: 52,156
Impressions: 847,914
Reach: 577,652

Social Creatives – Twitter (English)



Old Man - Static

Link clicks: 847
Impressions: 481,543
Reach: 208,464



School Girl - Static

Link clicks: 886
Impressions: 501,194
Reach: 227,106



Cycle - Static

Link clicks: 817
Impressions: 487,054
Reach: 219,524



Pigeon - Static

Link clicks: 751
Impressions: 467,312
Reach: 206,604



Garden - Static

Link clicks: 866
Impressions: 528,706
Reach: 228,243

Social Creatives – Twitter (Irish)



RSA Ireland @RSAIreland

Le haghaidh sráideanna níos sábháilte agus níos glaise a bhfuil sé níos éasca maireachtáil orthu.



www.rsa.ie

Mothaíonn sé go maith tiomáint ag 30km

School Girl - VID

3 sec Video views: 53547

Impressions: 759,927

Reach: 185,230



RSA Ireland @RSAIreland

Le haghaidh sráideanna níos sábháilte agus níos glaise a bhfuil sé níos éasca maireachtáil orthu.



www.rsa.ie

Mothaíonn sé go maith tiomáint ag 30km

School Girl- Static

Link clicks: 1,183

Impressions: 803,640

Reach: 1198,554

Social Creatives – Twitter



Pigeon - VID

3 sec Video views: 5,040
Impressions: 506,443
Reach: 218,262

Cycle - VID

3 sec Video views: 39,467
Impressions: 509,845
Reach: 215,831

Garden - VID

3 sec Video views: 36,752
Impressions: 462,351
Reach: 201,788

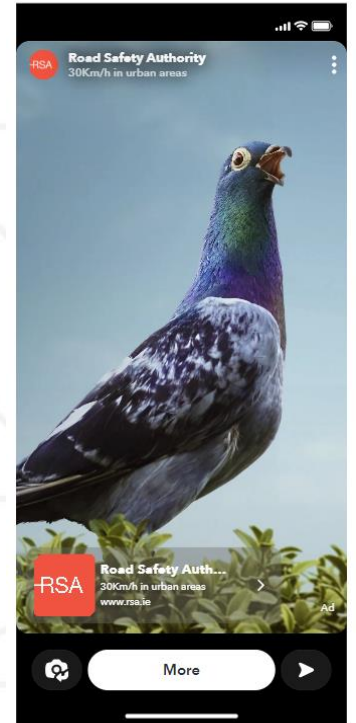
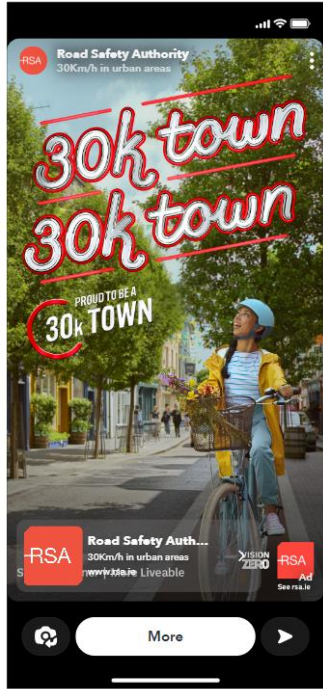
Old Man - VID

3 sec Video views: 39,697
Impressions: 432,801
Reach: 195,467

School Girl - VID

3 sec Video views: 36,004
Impressions: 451,469
Reach: 137,039

Social Creatives – Snapchat



Cycle - VID

3 sec Video views: 19,602
Impressions: 538,255
Reach: 164,479

Garden - VID

3 sec Video views: 21,403
Impressions: 548,849
Reach: 158,848

School Girl - VID

3 sec Video views: 21,655
Impressions: 559,862
Reach: 166,064

Old Man - VID

3 sec Video views: 23,138
Impressions: 569,545
Reach: 166,064

Pigeon - VID

3 sec Video views: 18,390
Impressions: 524,239
Reach: 164,283

Social Creatives – Snapchat



Old Man - Static

Clicks: 1,810
Impressions: 669,368
Reach: 189,705



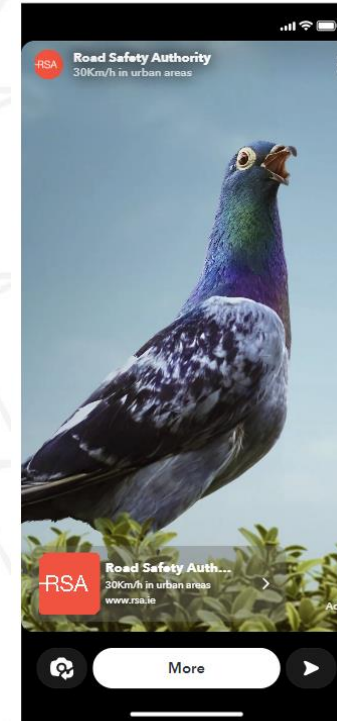
School Girl - Static

Clicks: 1,931
Impressions: 707,853
Reach: 191,175



Cycle - Static

Clicks: 1,875
Impressions: 704,788
Reach: 198,046



Pigeon - Static

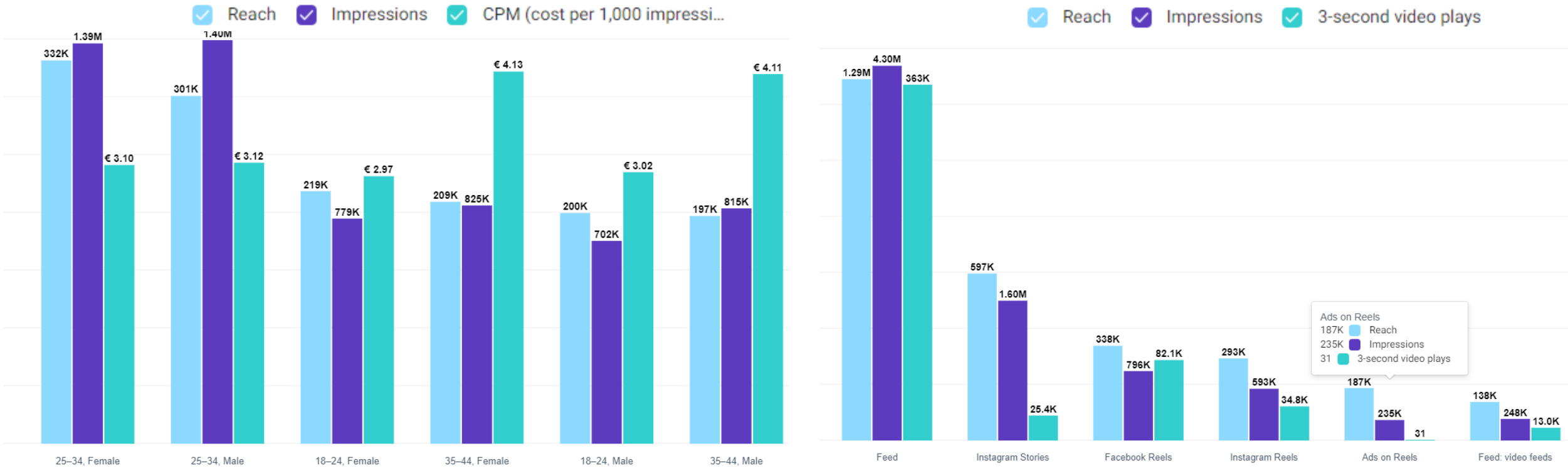
Clicks: 2,250
Impressions: 796,870
Reach: 210,871



Garden - Static

Clicks: 1,723
Impressions: 693,307
Reach: 201,234

Social Insights – Meta



- In this activity, females outperformed by achieving 89.11% more impressions than males at an average CPM of €2.00.
- Users in the 25-34 cohort drove the highest impressions at 29%. CPM was highest for 35-44 cohort at €41.13 for females and €4.11 for males.
- 4.30M of impressions was gathered by Facebook & Instagram feed followed by Instagram stories.
- We reached out to 81.62% of our target audience with this activity.

Social Insights – TikTok



The campaign achieved a total of **3,789,608** impressions which is **33%** more than planned impressions.

Reach was recorded at **961,577**, which is **55%** of the total '18 to 34' audience.

The Cost Per Mille (CPM) was **€1.18**, (showcasing cost efficiency in delivering 1,000 impressions. This is below the benchmark (€1.90).

The campaign only utilized **€4,147.20** and delivered noteworthy outcomes, not only in terms of impressions and reach but also with **10,280 clicks** and **5,105** link clicks at a Cost per click of **€0.40**

The video asset '**Cycle**' scored as the top performing ad with **56,008** 3 sec Video views and **921,054** impressions.

Social Insights – Twitter



The campaign achieved a total of **4,828,718** impressions which is **27.34%** more than planned impressions.

Reach was recorded at 400,910, **which is 25%** of the total '18 to 34' audience.

The Cost Per Mille (**CPM**) was **€1.52**, showcasing cost efficiency in delivering 1,000 impressions. This is below the benchmark (€2.10).

The campaign only utilized **€7,338.23** and delivered noteworthy outcomes, not only in terms of impressions and reach but also with **32,435 clicks** and **9,475** link clicks at a Cost per click of **€0.77**

The video asset '**Cycle**' scored as the top performing ad with **39,467 3 sec Video views** and **509,845** impressions.

Social Insights – Snapchat

The campaign achieved a total of **6,312,936** impressions which is **32.95%** more than planned impressions.

Reach was recorded at **338,689** which is **26.05%** of the total '18 to 34' audience.

The Cost Per Mille (CPM) was **€1.00**, which the lowest among all the platforms. This is below the benchmark (€1.90).

The campaign only utilized **€6,289.60** and delivered noteworthy outcomes, not only in terms of impressions and reach but also with **17,094 clicks** at a Cost per click of **€0.37** which the lowest among all the platforms.

The static asset '**Pigeon**' scored as a top performing ad with **2,250 clicks** and, **796,870** impressions.

VOD



30KM English

Overall, the View Through Rates (VTR) were very strong.

The highest performing VTR of BVOD delivered on RTE at 98%, closely followed by ALL4 at 96% and VMS at 93%.

YouTube Trueview VTR slightly behind benchmark of 30%, but still delivered well at 26%.

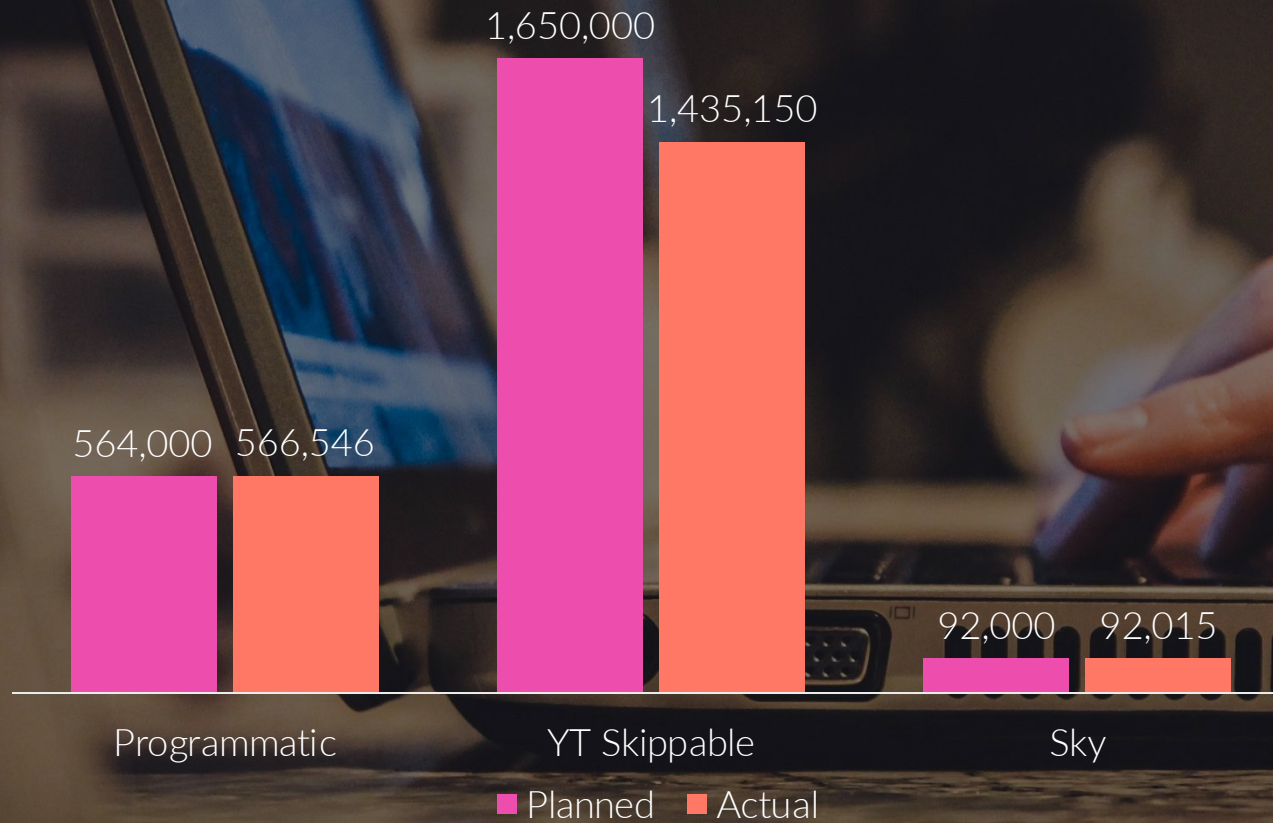


30KM English

Supplier	Completion Rate	CPCV	Spend	Reach	Freq	Impressions
Core Programmatic	94%	€0.04	€17,204	N/A	N/A	566,546
YT Skippable 20s30s	27%	€0.03	€5,881	516,896	1.8	925,815
YT Skippable 60s90s	24%	€0.03	€3,931	357,443	1.4	509,335
Sky	100%	€0.03	€3,077	48,428	1.9	92,015

Benchmarks	Completion Rate	CPCV
Core Programmatic	80%-85%	€0.03
YouTube Skippable	30%-35% (30s)	€0.03
	10%-15% (>30s)	€0.05

30KM English: VOD impressions slightly underdelivered



Market Insight/Context

Under-delivery at 9% - this was mainly driven by YT Skippable 60s90s when CPM came in higher than planned.

30KM Irish

Overall, the TVRs were very strong.

The highest performing VTR of BVOD delivered on All4 and VMS at 97%, RTE delivered at 95%.

YouTube Non-Skip delivered within the benchmark of 80%-85% at 82%.



30KM Irish

Supplier	Completion Rate	CPCV	Spend	Reach	Freq	Impressions
Core Programmatic	92%	€0.03	€20,353.2	N/A	N/A	778,099
YT Skippable	82%	€0.01	€5,689.5	826,877	1.3	1,078,643

Benchmarks	Completion Rate	CPCV
Core Programmatic	85%-90%	€0.03
YouTube Non-Skip	80%-85%	€0.02

Insights:

English 1st-17th

- CPM for 60s,90s is almost €1.5 higher than 20s,30s, €0.5 higher than planned
- VTR for 60s,90s is lower than 20s,30s, but still higher the benchmark (10%-15%)
- VTR for VOD (30s only) is higher than the benchmark (80%-85%)
- For 20s,30s, 45% of all impressions were served on smart phone, followed by more than 1/3 of impressions on Connected TV
- For 60s,90s, almost half of the impressions were delivered on Connected TV

Irish 11th-31st

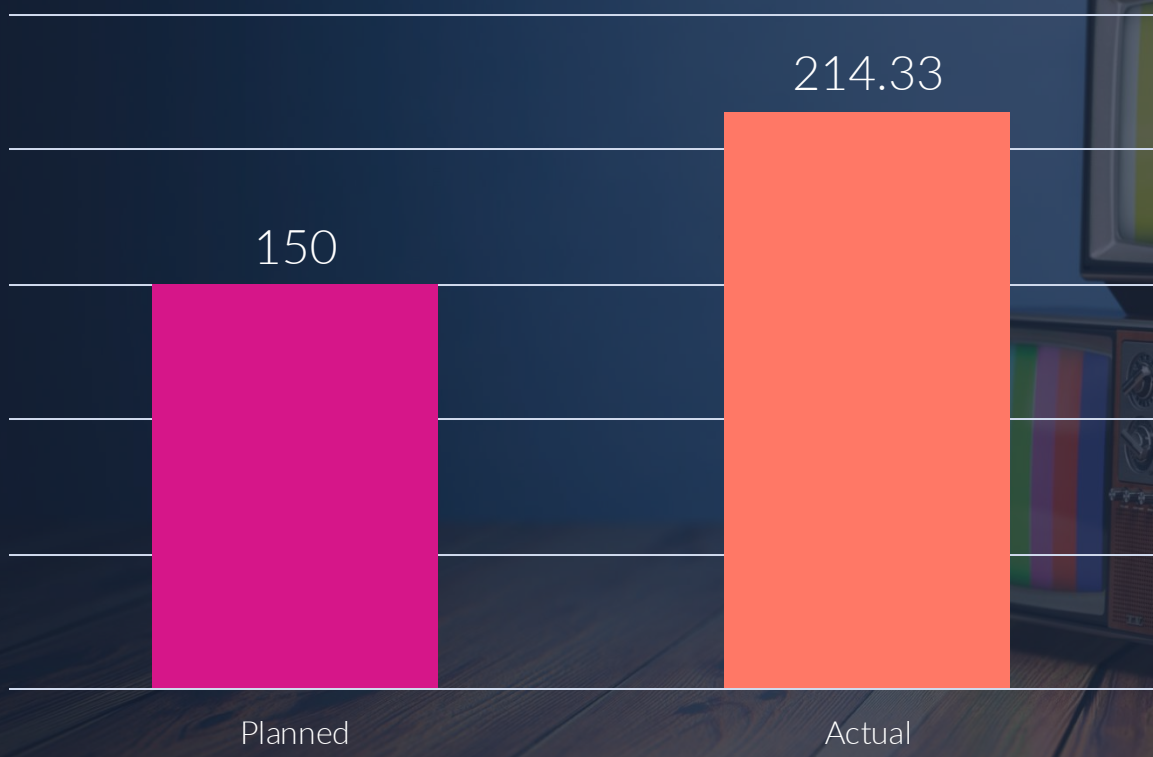
- Connected TV served almost 80% of all YT impressions
- The ad performed the best during Thursday-Saturday with the highest number of impressions served and high VTR



TV

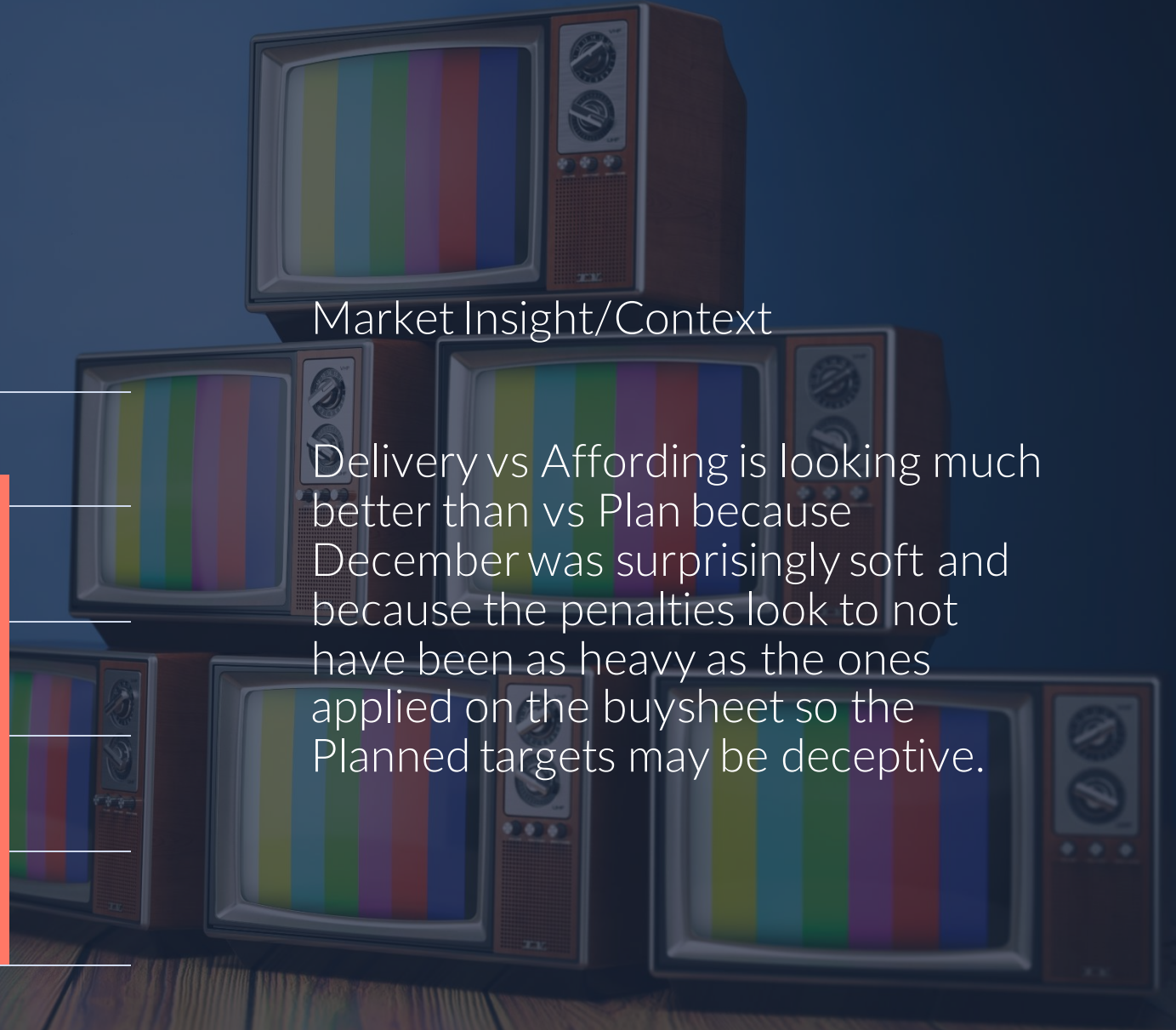


TVR

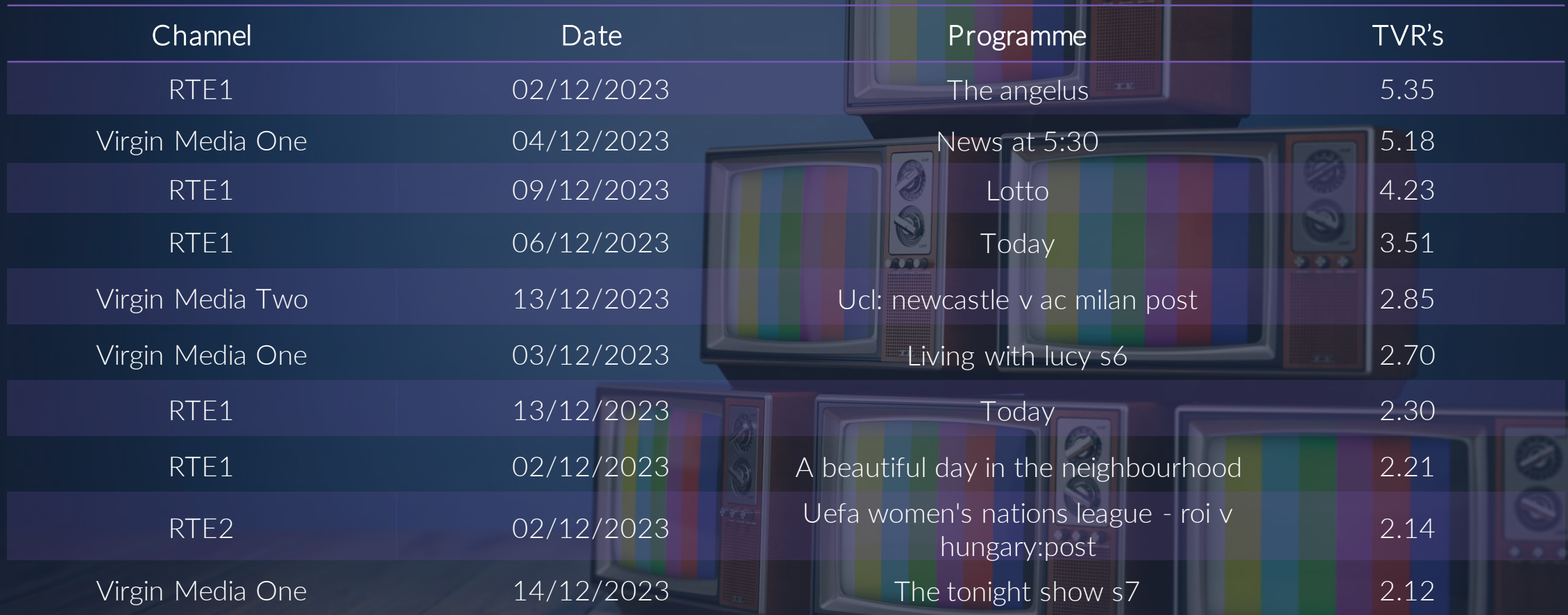


Market Insight/Context

Delivery vs Affording is looking much better than vs Plan because December was surprisingly soft and because the penalties look to not have been as heavy as the ones applied on the buysheet so the Planned targets may be deceptive.



TV – Programming

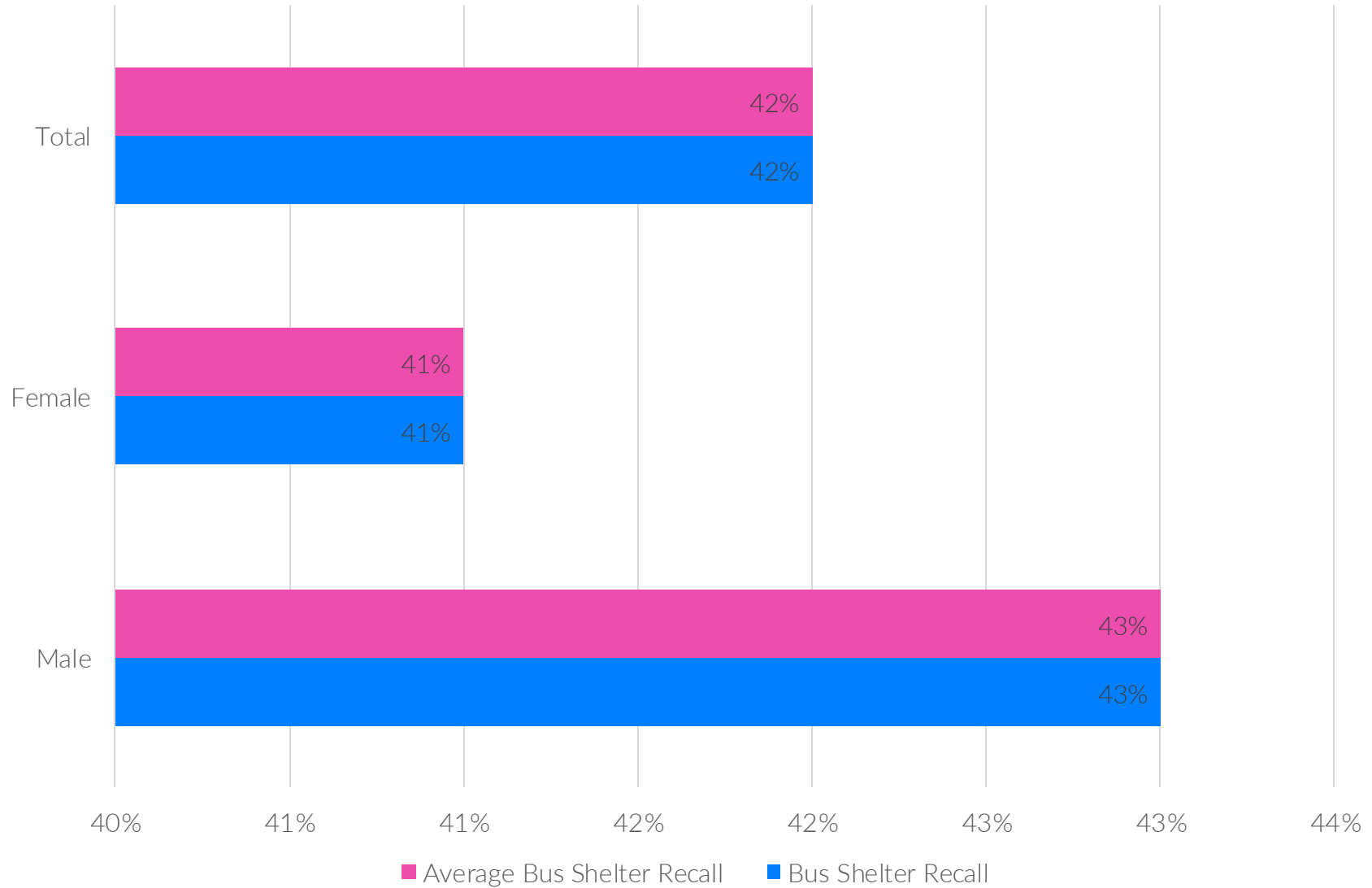


Channel	Date	Programme	TVR's
RTE1	02/12/2023	The angelus	5.35
Virgin Media One	04/12/2023	News at 5:30	5.18
RTE1	09/12/2023	Lotto	4.23
RTE1	06/12/2023	Today	3.51
Virgin Media Two	13/12/2023	Ucl: newcastle v ac milan post	2.85
Virgin Media One	03/12/2023	Living with lucy s6	2.70
RTE1	13/12/2023	Today	2.30
RTE1	02/12/2023	A beautiful day in the neighbourhood	2.21
RTE2	02/12/2023	Uefa women's nations league - roi v hungary:post	2.14
Virgin Media One	14/12/2023	The tonight show s7	2.12

OOH

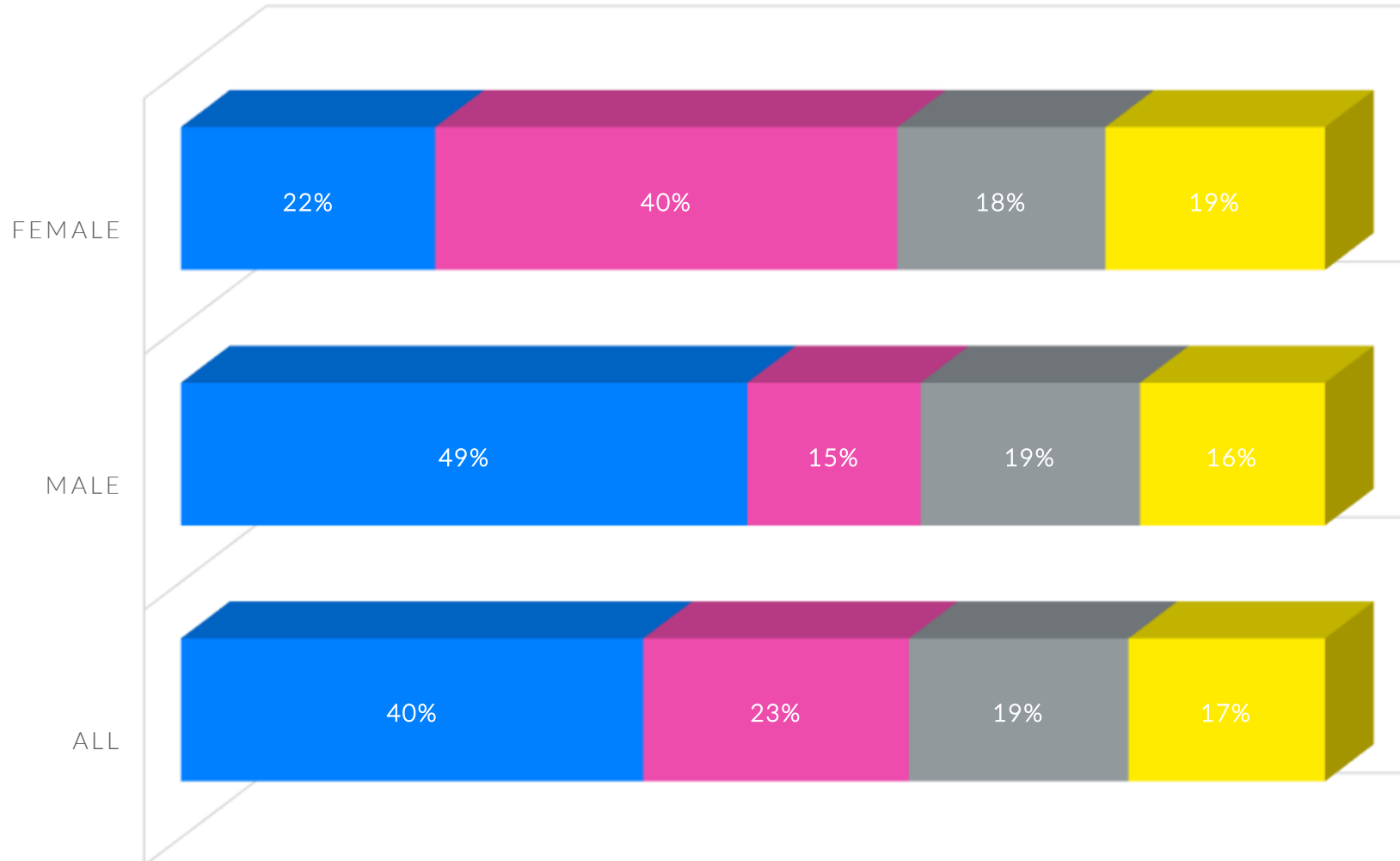


OOH Recall



RSA Design Ratings

■ Very Good ■ Good ■ Average ■ Poor



core™

HOW WILL THIS
EFFECT FUTURE
PLANNING?



1.

Social performed well with the objective of reach. With the campaign, we were able to reach 81.62% of our TA. Going forward, we will continue to maximise the reach of the campaign.

2

VOD performed strongly for both English and Irish creatives, RTE, All4 and VMS were high performing and going forward we will continue to optimise the platforms for this type of campaign.

RSA

30KM/h

1st - 31st March 2024

30KM Topline Results

core™

RADIO

1st – 31st March
Adults

Newstalk
Media Central
98FM
Today FM
Galway Bay FM
KFM
Midwest Radio
Tipp FM
Spin 103.8
iRadio NE
Cork's Red FM
Dublin City FM
RTE Radio 1
RTE 2FM
Raidio na Life

2,383,150

Delivered Reach

TV

1st – 31st March
Adults

RTÉ
VMS
Sky
TG4
Medialink

2,480,000

Delivered Reach

VOD

1st – 31st March
Adults

1,681,400

Delivered
Impressions

SOCIAL

1st – 31st March
Adults

Snapchat
TikTok
Facebook/Instagram

24,377,868

Delivered
Impressions

OOH

1st – 31st March

DigiTower
Bus Shelter
Applegreen Digital
Adshel Live
Transvision
Commuter Square

DIGITAL AUDIO

1st – 31st March
Adults

484,015

Delivered
Impressions



THANK YOU