

Mark McCann,  
CEO, Oliver.



## Oliver Picks Up MTA Account

**OLIVER IRELAND** has picked the pan-European branding account for the Malta Tourism Authority (MTA) following a contested tender process that involved 44 different agencies.

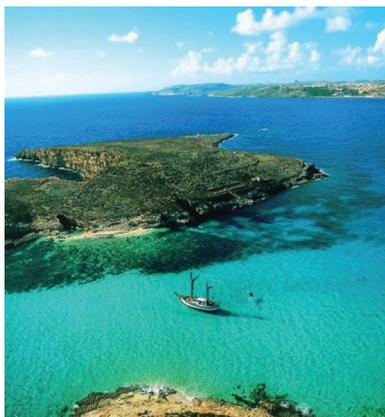
The three-year contract saw the agency develop new branding for the MTA. The new branding is based on the Maltese Cross, the traditional symbol of the islands. The tagline for the first campaign is "More than we could ever tell."

According to Mark McCann, CEO, Oliver: "We are absolutely delighted to win this contract and it is an endorsement of the exceptional collective talent of the OLIVER Ireland team. European tenders aren't often won by Irish agencies and so we are very proud to have been awarded this and look forward to working closely with the MTA. Already we are working with 13 offices around Europe as well as the Head Office in Malta, to supply creative solutions to their requirements for the Malta Tourism Authority."

Oliver Ireland is has grown rapidly over the past few years and has boosted the number of staff by 33% to 53 over the last six months, according to McCann. The new recruits have been appointed to the agency's different in-house teams, as well as to the main agency hub which is based in Glasnevin.

"Oliver will continue to welcome top talent in line with our ever-growing client needs. It's been an exciting few months in the industry as some of the world's biggest companies have decided the traditional agency model will no longer be sufficient for them. They want agile, flexible and cost-effective work, all of which the OLIVER model offers," says McCann.

Part of the Inside Ideas Group, which also includes Dare, Adjust Your Set, Ayelsworth Fleming and Oliver, clients of the Irish business include Bank of Ireland, AXA, 3M Virgin Media, Ryanair, Davy, Lidl, the Irish League of Credit Unions, New Ireland, TIFCO Hotel Group and Britvic. ■



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**MARK McCANN, CEO, OLIVER**

In association with



## They're Always Watching

### The Powerful Connection between Social Media and TV Programming

TAM Ireland are working with Engager to fully understand the powerful connection between social media audiences and TV programming. In Ireland, watching TV has always been a social experience.

- While "watercooler moments" (where those significant moments in TV broadcasting are discussed the next day in the workplace or home) still exist, they have altered slightly. The conversations still happen; however, many of them have moved online. In many ways, social media has become the digital water cooler.
- In 2018 to date, some of the top TV programmes in terms of viewing and share, have also staked their claim in the social media realm.

	SHOW NAME	CHANNEL	NO. OF EPISODES
1	Room To Improve	RTÉ One	8
2	Dancing With The Stars	RTÉ One	8
3	The Late Late Show	RTÉ One	9
4	First Dates Ireland	RTÉ 2	8
5	Ireland's Got Talent	TV3	11
6	Prime Time	RTÉ One	18
7	The Tonight Show	TV3	25
8	Claire Byrne Live	RTÉ One	8
9	Derry Girls	Channel 4	2
10	The Young Offenders	RTÉ 2	8

Notes: Engager analyse social engagement in terms of likes, comments, shares, and retweets across Facebook and Twitter. Sporting programmes are not included in the analysis.

- Since monitoring started in February, 9 of the programmes featuring in the Social Top 10 this year to date are Irish, home-produced, entertainment or current affairs programming. The exception here is Derry Girls - a Channel 4 production set in Northern Ireland which has captured the imagination of the viewing public.
- Social media isn't just a second screen for TV watchers; it's an opportunity for viewers to dive deeper into their favourite TV show. Online response to linear TV peaks as programmes air live, reflecting a show's popularity among viewers, and also how relevant it is to the audience and how it penetrates popular culture.