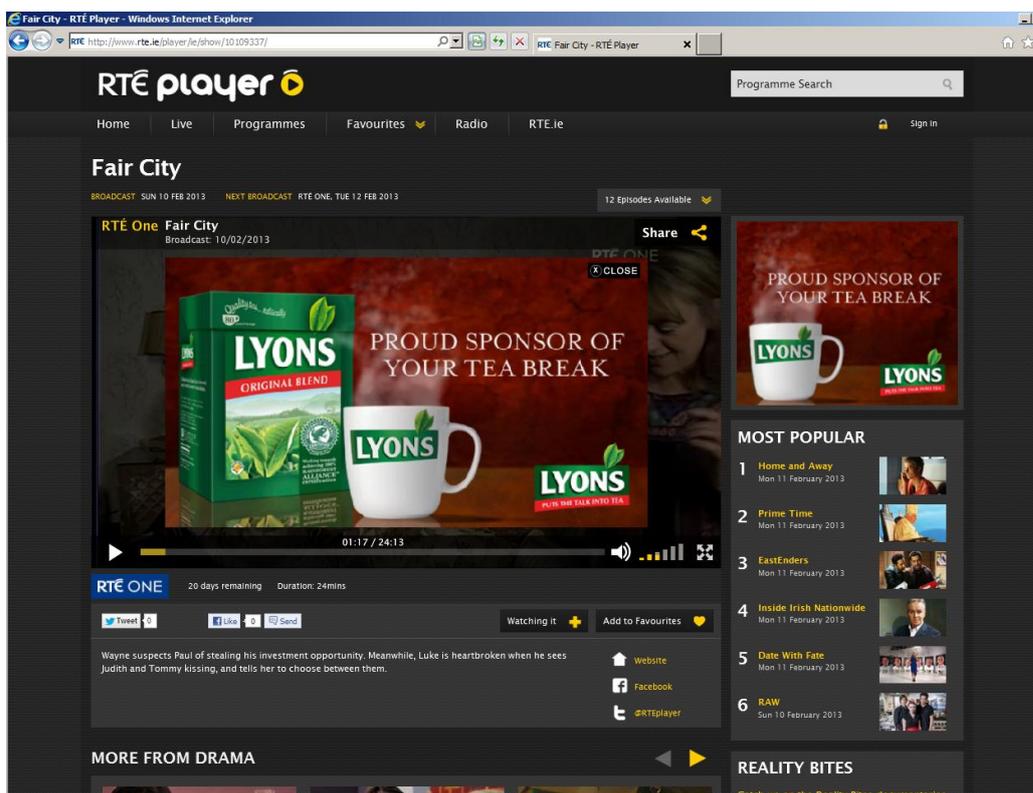


Press Release - RTÉ Digital, Lyons, On-Pause, Feb 2013



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RTÉ, Mindshare Ireland and Unilever Ireland launch the first “On-Pause” ads via the leading Irish website in Ireland – www. RTÉ.ie. Innovative partnership delivers a media first and brings a brand new format to the marketplace.



Unilever Ireland for Lyons Tea, RTÉ Player and Mindshare Ireland have partnered to create the first ever “On-Pause” advertising campaign. A media market first, this new ad format highlights the innovative approach taken by Unilever Ireland, Mindshare Ireland and RTÉ in adopting new and creative ways of engaging audiences.

The “On-Pause” ad has launched on www.rte.ie/player with Lyons Tea, highlighting the natural connection between pausing and having a tea break. The “format” has broken new ground in VOD advertising, and paves the way for RTÉ to roll out more original and inventive ways to reach both new and existing audiences in the future.

The new ad-format also demonstrates what can be delivered by working collaboratively with industry partners, and was the result of significant investment in new technology by RTÉ to enable the ad’s deployment. Forrester predicts that over 70% of digital revenues will be derived from Rich Media and video by 2016.

This campaign will be followed with one for Knorr Quick Soup. The technology behind the on pause ad format is powered by MediaMind the online division of DG.

Liz Finlay the Lyons Tea Brand Manager commented today: “It’s rare to find such a perfect synergy between a brand and a media property. After a viewer initiates their own break, we prompt them to have a TEA break and with Lyons Tea of course! It stems from a simple idea but fits perfectly and we are excited to be the first to bring this clever idea to fruition.”

Maeve O’Gorman Digital Strategy Director at Mindshare said “With around one in five women online visiting the RTÉ Player every month (comScore), it has become key to our media mix. When you combine that knowledge with the fact that ad recall is best with short ad breaks, then this unique solus position is the perfect contextual placement for Lyons.”

Ken Nugent, Sales Manager for RTÉ Digital commented, “We are delighted to partner with Lyons Tea and Mindshare to deliver this Irish media first. It was a real team effort to devise and deliver this unique advertising campaign which joins together Ireland’s Favourite Tea with Ireland’s most popular VOD catch-up service. This is part of our ongoing strategy and commitment to deliver leading edge innovation for brands in the Digital advertising market and we wish Lyons Tea continued success with this campaign.”

On Pause Ads: “On-Pause” ads appear every time the RTÉ Player is paused. When in pause mode this ad remains in vision until the user resumes play.

About the author

Caroline Stephens manages Communications for RTÉ Digital.