

Electric Ireland GAA Minor Moments Campaign

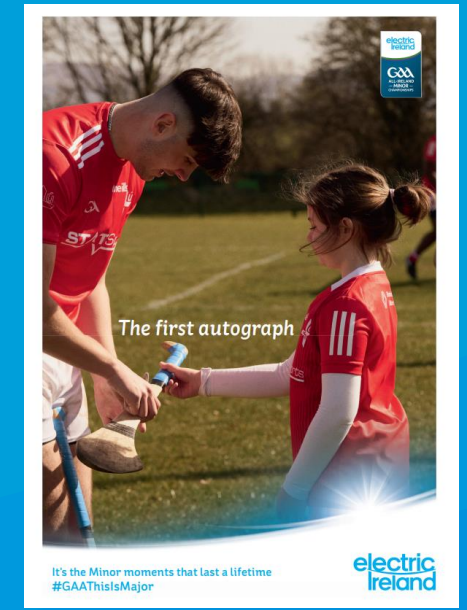
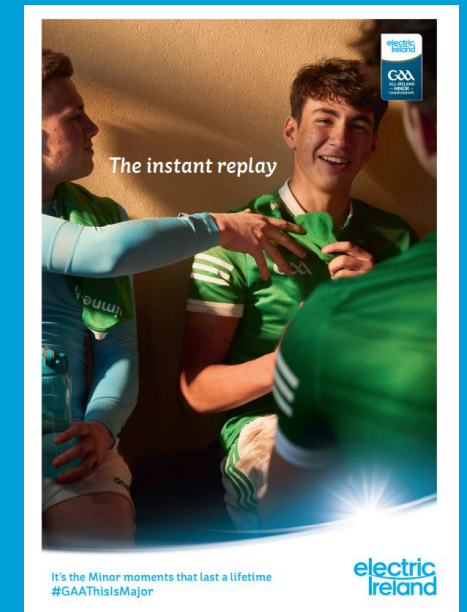
Cinema, TV, VOD, Radio, Digital Audio

Core message of this campaign lets audiences know that for past, present, and future GAA players, it's these minor moments that really mean the most.

Created a suite of 'minor' **10 second long films**, each one attached to a different emotion and significant moment of our Minor lives.

30sec TV ad launched in cinema across the country to showcase our Minor Moments films on the Silver Screen. **We featured in 7 of the 10 top grossing films for 2022, which contributed to our admissions of 571K**

30 second radio ad was live across national and regional stations, as well as all major podcast streaming platforms. **Our radio campaign had 78% 1+ reach. Digital audio delivered 810k impressions.**



[Links to 10sec ads](#)

electric Ireland

We Stood Out in Public Relations

Teamed up with **8 campaign ambassadors**. Four former Minor players, paired up with former teammates from their Minor days who also went on to achieve success in their life, away from the field of play.

Held two media days with our ambassadors to draw attention to Championship.

Collaborated with a freelance GAA writer, Paul Keane, to write preview pieces and hold interviews with GAA legends ahead of the Minor finals.

Released four episodes of 'Minor Moments Relived' content series. 2.2M impressions, 882k reach and 162k engagements.

Announced hurling & football teams of the year. 30 players recognised. 100 pieces of coverage, 3.4M impressions, 1.6M reach.

Increased Opportunity to See & Hear: **16,156,987** (2021: 12,839,012)

227 pieces of PR (up 69% from 2021)



We Engaged Our Target Audience Online

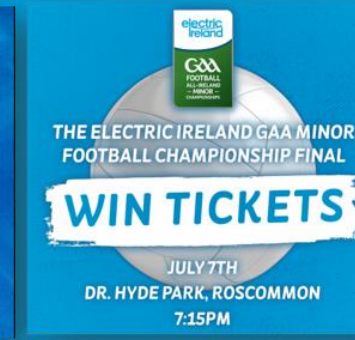
Over 1.2 Million engagements across social media channels (496k in 2021) and over 25 Million impressions.

GAA Minor sponsorship was the **single biggest driver of positive conversation online** for the Electric Ireland brand in a time when utility companies were not positively perceived.

GAA Minor Moments Podcast

Produced our own podcast 'GAA Minor Moments', which aired weekly for 10 weeks over the course of the Minor Championships. 2022 results:

- Total pieces of media coverage: 17
- Total reach: 457,458
- Total listens: 57,000+ and counting
- Average ep listen: 81% (country avg. is 51%)
- Countries listened: 103



GAA Minor Moments - Hosted by Fergal O'Keeffe (acast.com)



We Communicated Our Minor Moments Campaign to a Wide Audience

Our Customers



We created a branded envelope and bill panel and sent them out to **1.1 million customers.**



Our Staff

We shared our campaign assets and held tickets competitions for **8,000+ staff**



Dedicated landing page
11,242 landing page views in 2months



GAA Fans

We included an Outdoor campaign to bring our Minor Moments campaign to the streets near key stadia around the country that was seen by **268,704 people.**



We celebrated Best & Fairest Awards and Minor Moments of the Week



Campaign Results

Our campaign has delivered strong results for the brand:

- Sponsorship awareness is **72%**.
- Sponsorship association is **37%**.
- **+10% uplift** in all brand statements for those aware of the sponsorship.
- **52%** agree the sponsorship is a great fit.
- **47%** agree the sponsorship improves the GAA Minor Championships.
- **1 in 7 (14%)** are more likely to consider Electric Ireland.

Our tie with the GAA Minors is well known in the business community:

- **1 in 4 (23%)** decision makers know that Electric Ireland sponsor the GAA Minor Hurling & Football Championships.
- **16%** think of Electric Ireland as the main sponsor of the GAA.

We have elevated the Championships:

- **36%** of Irish adults are interested in the GAA Minor Football & Hurling Championships.
- Total attendance across the Championships in 2022 - **134,920**.
- **500k** TV views – **80% increase** since 2021.
- Packed stadiums for both Minor Hurling and Football finals in the first year of decoupling.

