



# Advertising Solutions

Awareness, Consideration, Conversion: what matters?  
We work with advertisers and their agencies to design,  
measure, evaluate and guide advertising and  
communications strategies across multiple channels and  
platforms: in the short run and/or over the long term.

  
**amárach**  
research

## Boutique Bake

### Customer Requirements:

to demonstrate power of radio and digital advertising to drive brand awareness, consideration and ultimately sales.

### Research Approach:

Amárach worked with Urban Media to design a pre- and post-campaign research tracker for the Boutique Bake brand in order to measure and evaluate the impact of radio and digital separately and together.

### Research Output:

The findings were published\* and launched at an event for media buyers, agencies and brand owners, with results showing massive growth in brand awareness and in-store sales during and after the campaign.

\* Report here:

<https://www.urbanmedia.ie/projects/boutique-bake/>

Amárach has delivered advertising solutions for:



EIRCODE



Independent  
News & Media

dentsu AEGIS network

### Advertising Solutions

Amárach works with brand owners, agency planners, media buyers and others to deliver powerful and robust measurements of advertising campaign effectiveness and value. To discuss our advertising solutions contact: [sarah.rooney@amarach.com](mailto:sarah.rooney@amarach.com)



Read our  
**'Seven Reasons to use Amárach':**  
<https://amarach.com/>

Find out more

"We believe in helping our clients succeed & grow through a better understanding of their customers' needs."

### Get in touch:

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