



# Media Solutions

No other sector has been disrupted like the media sector in recent years. Amárach has worked with media owners to navigate change and uncertainty in order to align themselves with emerging audience needs. Our research into news and media consumption helps publishers, digital channels and investors meet the needs of both digital natives and their parents.



## Case Study: INM

### The Book of Evidence

#### Customer Requirements:

to prove to sceptical media buyers, brand owners and advertising planners that advertising in newspapers generates substantial returns on investment.

\* Report here:

<http://www.inm.ie/thebookofevidence/>

#### Research Approach:

Amárach analysed its tracking data for INM to show the superior Net Promoter Score enjoyed by INM (and other newspaper) titles and the links between this and better ad recall and brand affinity including NPS.

#### Research Output:

The findings have been published\* and have been used to engage the media and advertising community in a data based conversation about the role of newspapers in the wider communications landscape.

Amárach has delivered media solutions for:



### Media Solutions

Amárach works with media owners, advertising agencies and media investors to understand changing audience needs and opportunities. To discuss our media solutions contact: [gerard.oneill@amarach.com](mailto:gerard.oneill@amarach.com)



Find out more

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

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

#### Get in touch:

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