

CARAT PULSE NEWS

JUNE 2011 MUSIC FESTIVALS

With summer upon us, we wanted to look at the quintessential summer event: the music festival. Our panel revealed that, despite the recession, there's no sense that peoples' positive attitude to festivals has dwindled.

Attitude towards Irish music festivals

86% of our panel agree that festivals are an important part of the summer, with no marked age differential. When asked about the number of festivals, young people feel there aren't enough and mature respondents feel there are too many. Overall, younger people are more price sensitive than their older counterparts and also more engaged with festivals genres and differences, with 85% disagreeing with the statement that 'all festivals are the same'.

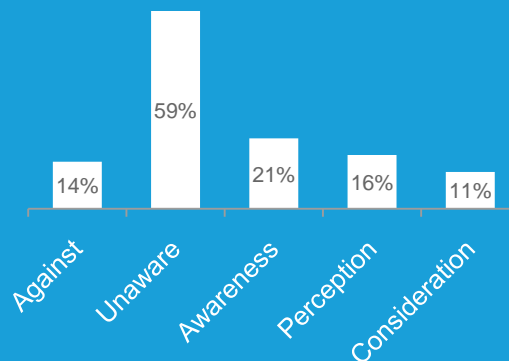
Appetite for Irish music festivals

Unsurprisingly, Oxegen and Electric Picnic rank highest in terms of awareness. 'Live at the Marquee', which takes place in Cork annually, ranks third in terms of awareness, albeit at a significantly lower level than the top two.

FESTIVAL SPONSORSHIP



While festival sponsorship retains the possibility of increasing positive perception and deepening brand consideration, brands will need to develop more innovative approaches to festival sponsorships in order to move awareness into real action.



BUYING IRISH

Provenance is quickly becoming an important global trend and this is certainly an important pattern emerging in the Irish market too. Provenance, however, is a broad concept that captures multiple shopper motivations. We wanted to skip back to the actual motivations behind 'Buying Irish' and tested these with our Pulse Panel. Supporting Irish Business and "freshness" appear to be the strongest motivators for 'Buying Irish'.



FACTORS INFLUENCING IRISH FOOD PURCHASES – MOST IMPORTANT

