Independent Masterbrand

Future-proofing our Irish news brands

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MEDIAHUIS

Our growth problem

- Too many brands
- Consumers not recognising us
- Need to grow the percentage of our audience who agree it is worth paying for us

How we presented in market

Key Themes

News Opinion Business Sport Lifestyle Style Entertainment
Travel Current Affairs Politics Futures

Supplements

Sport | Health & Living | Farming Independent | Sunday Independent Life | BusinessWeek | Property Review
Business | Weekend Magazine | Seachtain. | Tee to Green | People & Culture

Local News

Wicklow | Louth | Dublin | Sligo | Kerry | Cork

Digital formats

Independent.ie | ePaper Apps Video



Print Formats

Irish Independent | Irish Independent ON SATURDAY | Sunday Independent

Regional Print

The Argus | Bray People | The Corkman | Drogheda Independent | Enniscorthy Guardian
Fingal Independent | Corey Guardian | The Kerryman | New Ross Standard
The Sligo Champion | Wexford People | Wicklow People

Publisher

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The solution

- Evolve from a disparate group of newspapers, website, and apps into a single multi-platform news brand

The solution would require...

1. A new brand architecture
2. A new visual language to unite existing properties and audiences while attracting a new younger demographic to our digital offering

Discovery findings

The new Independent masterbrand should feel:

- Distinctive
- Human
- Modern
- Irish
- Inclusive (for everyone - high quality mass market)

Discovery findings

1. Make you recognise the brand that is talking to you
   - Distinctive
2. Make you feel something about that brand
   - Human
   - Modern
   - Irish
   - Inclusive

Discovery findings

Masterbrand, website and app naming:

Irish Independent

Case study video



Early results

- Q4 weekday brand preference matched that of RTÉ (the Irish state TV network) for the first time
- Awareness and consideration scores improve in Q1 2024
- Percentage of regular digital users who think it is worth paying for premium digital news content increases 5ppt QoQ to 44% (25% in general population)