

**Our aim:
To deliver good news
But with a warning:
Don't outsource the thinking**





UK / Ire comparison

core™

UK GDP is

6.1

times bigger than Rep of
Ireland

UK Population is

13

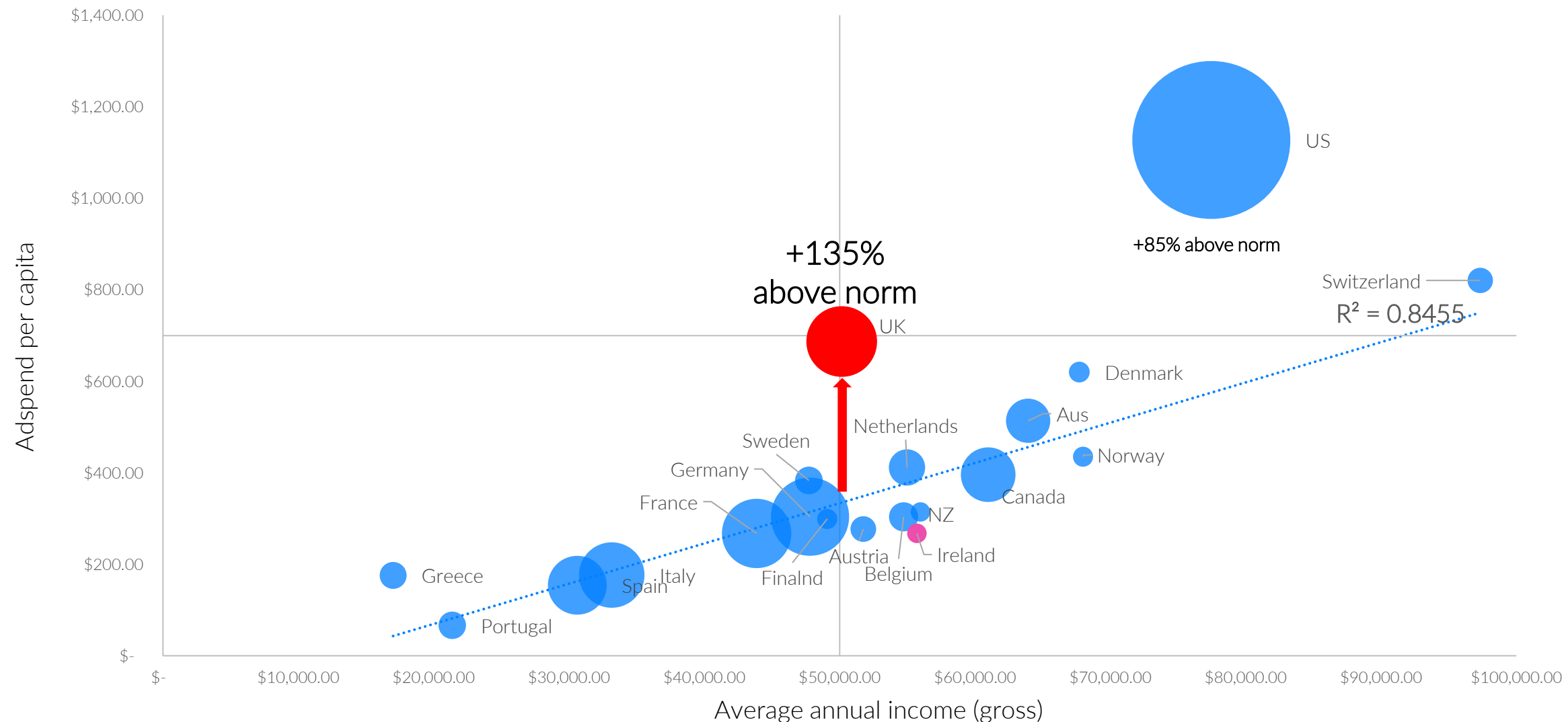
times bigger than Rep of
Ireland

But UK Adspend is

31

times bigger than Rep of
Ireland

GDP to ad spend relationship

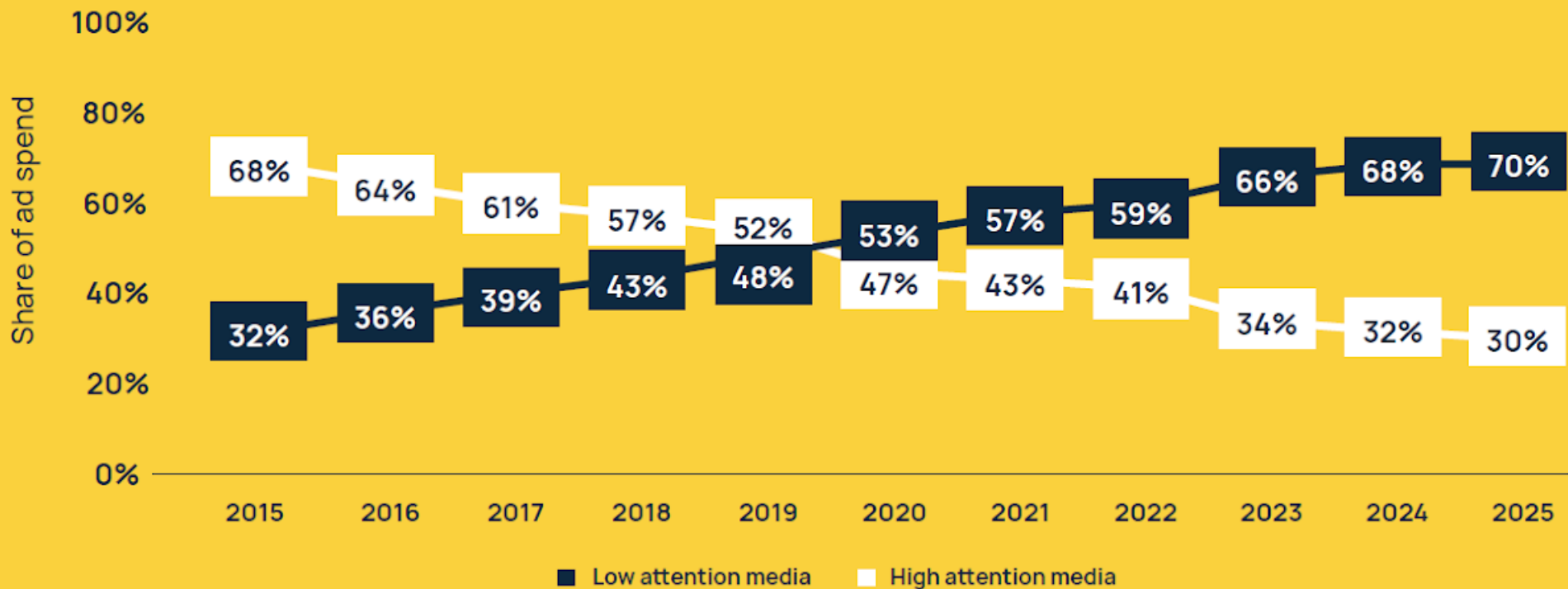


**Media is
a mirror**

core™



Ad investment has shifted away from high-attention media over the last decade



Source: AA/WARC total ad spend for each media excluding search and direct mail

High- and low-attention media defined by Lumen Attention data. High-attention media = TV, cinema, radio, magazines, news brands; low-attention media = OOH, social and internet pure play excluding search and direct mail



 ~~SIMPLICITY~~ 

CONFUSION

~~MEASUREMENT~~ 

COMPLEXITY

~~ACCOUNTABILITY~~

MEANINGLESS
METRICS

Optimisation Obsessed



HOW DOES ACTIVITY ON YOUR PLATFORMS COMPARE?



Our new colleague AI



MATHS

MAGIC

AI is making things faster

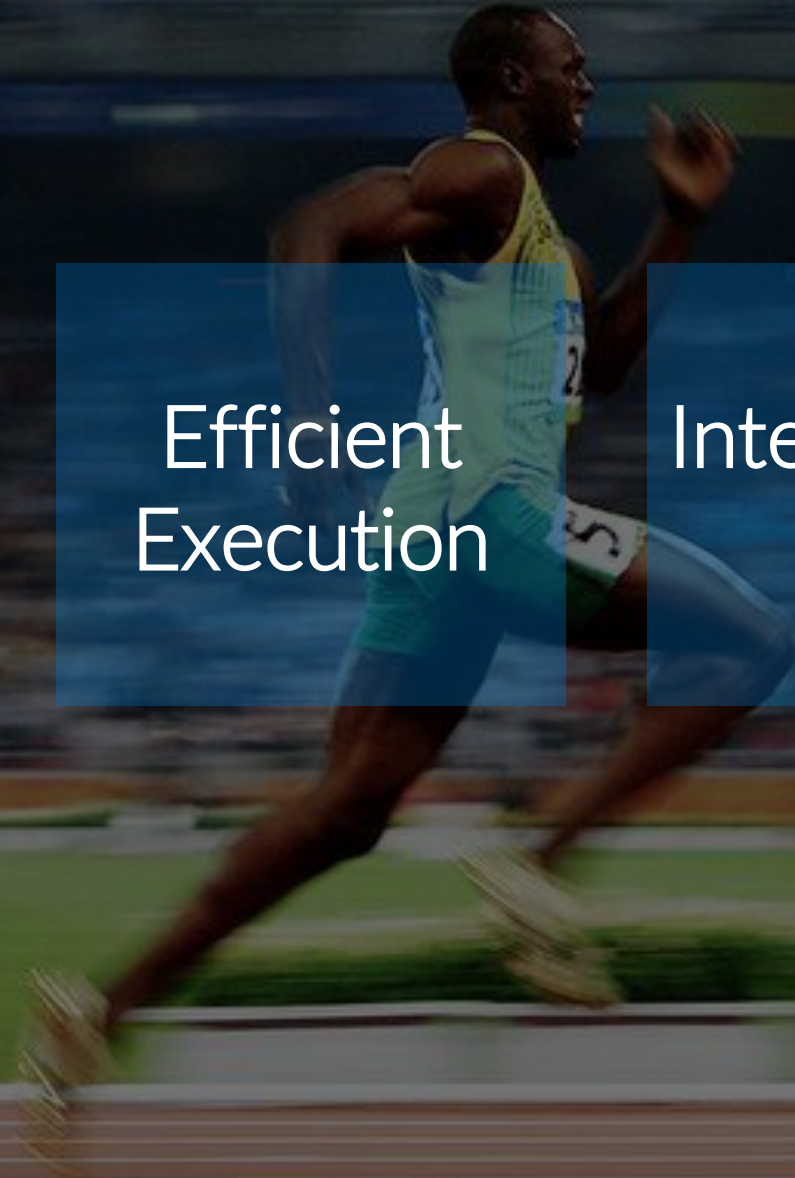
core™

Better
Briefs

Design, Edit,
Optimise

Efficient
Execution

Interrogating
Data



Search AI

core™

The screenshot shows a Google search interface with the query 'Mercedes GLC'. Below the search bar, there are five tabs. The first tab is active and shows a sponsored advertisement for BMW. The ad includes the BMW logo, the text 'BMW IE', the URL 'https://www.bmw.ie', and a description: 'The Official BMW Website — Discover the BMW range and get more information on the BMW website. Experience the fascination of BMW and discover our latest models.' Below this, there are three links: 'BMW Configurator', 'View Current Offers', and 'Available New Cars', each with a brief description and a right-pointing arrow. Below the BMW ad, there is another sponsored advertisement for Land Rover. It includes the Land Rover logo, the text 'Land Rover', the URL 'https://www.landrover.ie', and a description: 'Build Your Range Rover — Our Electric Hybrid Offers Optimised Efficiency & Extended Range All-Electric Driving. This is The...'. Below this, there are two links: 'Pricing & Specifications' and 'Build Your Own', each with a brief description and a right-pointing arrow.

Google

Mercedes GLC

Sponsored

BMW IE
https://www.bmw.ie

BMW

The Official BMW Website — Discover the BMW range and get more information on the BMW website. Experience the fascination of BMW and discover our latest models.

BMW Configurator
Build and price. Discover all options.

View Current Offers
Visit the BMW official website today to find your perfect BMW.

Available New Cars
Search our stock for new BMW models.

Sponsored

Land Rover
https://www.landrover.ie

The 2025 Range Rover

Build Your Range Rover — Our Electric Hybrid Offers Optimised Efficiency & Extended Range All-Electric Driving. This is The...

Pricing & Specifications
Performance, Dimensions Efficiency and More.

Build Your Own
Use Our Car Configurator to Build Your Perfect Land Rover Today.

Is there a competitor ad present?

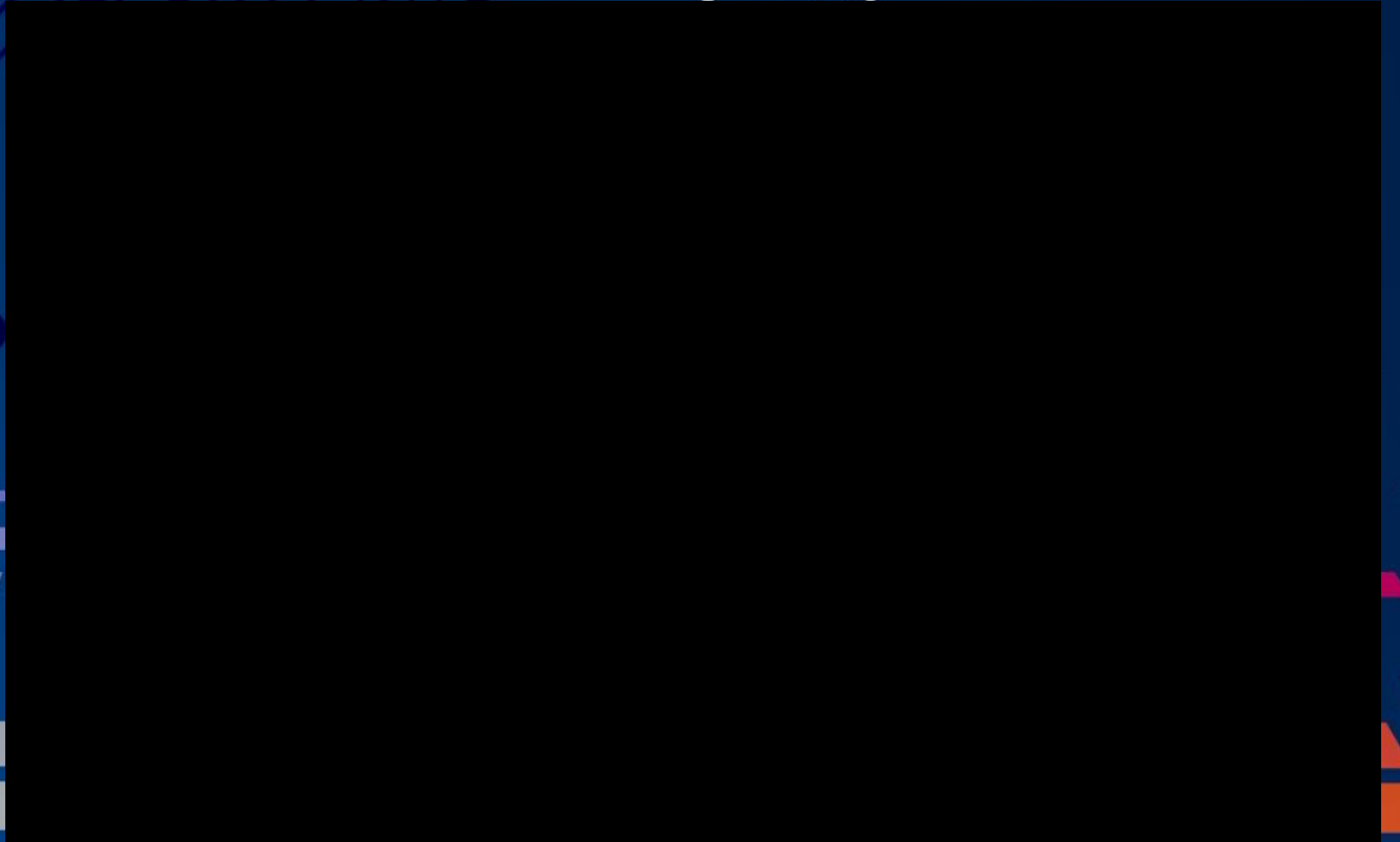
Yes

Is Mercedes no.1 organically?

No

SearchAI **auto-enables** PPC keyword

Precision AI



Workflows

Refining presentations

Cleaning Data

Social Listening

Image Creation

Polishing Awards

Insights

Building Personas

Keywords

Tactics

Checking Tenders

Reporting

Scripts

Optimising

Sounding board

IT Support

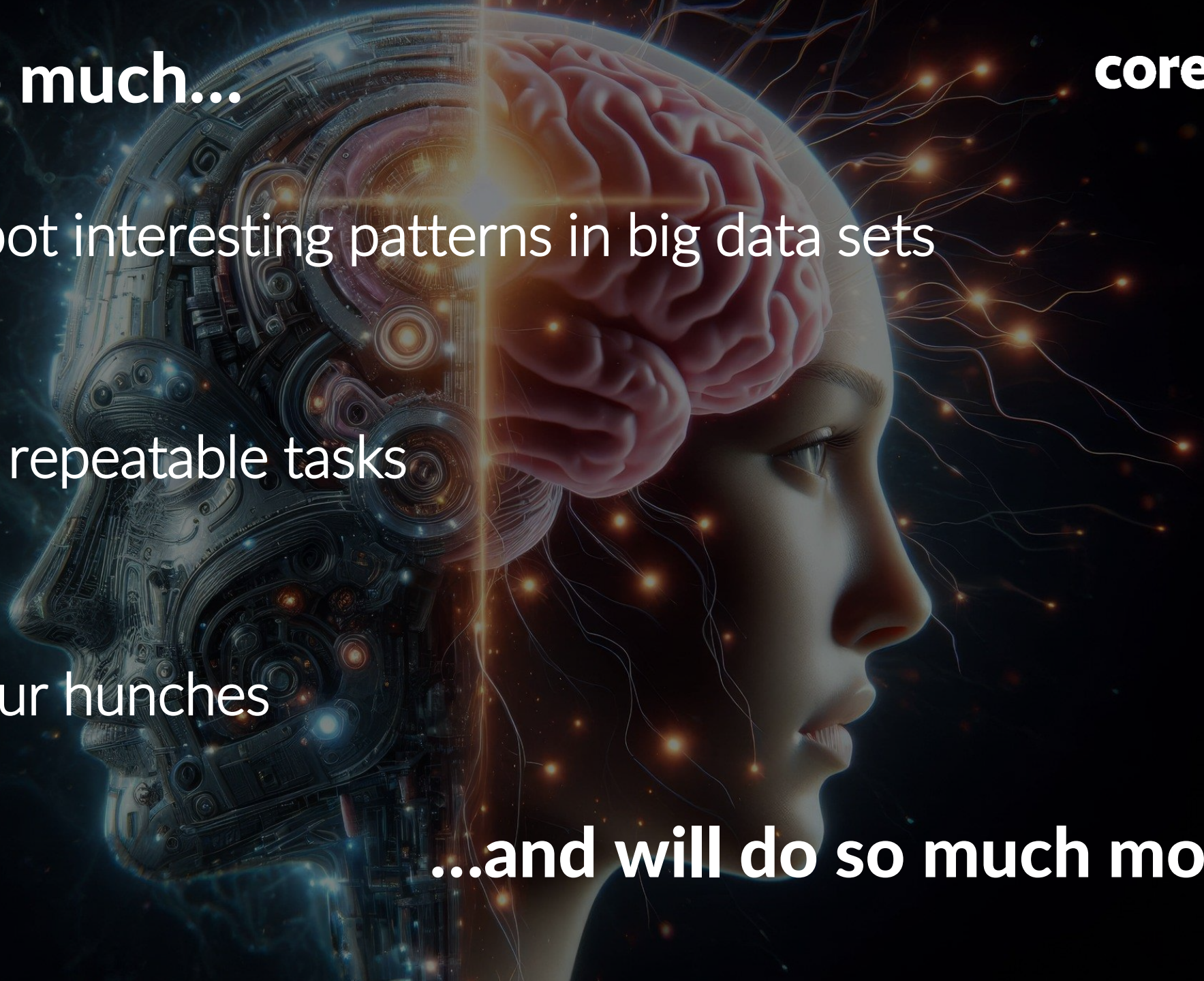
Taxonomy

AI is doing so much...

core™

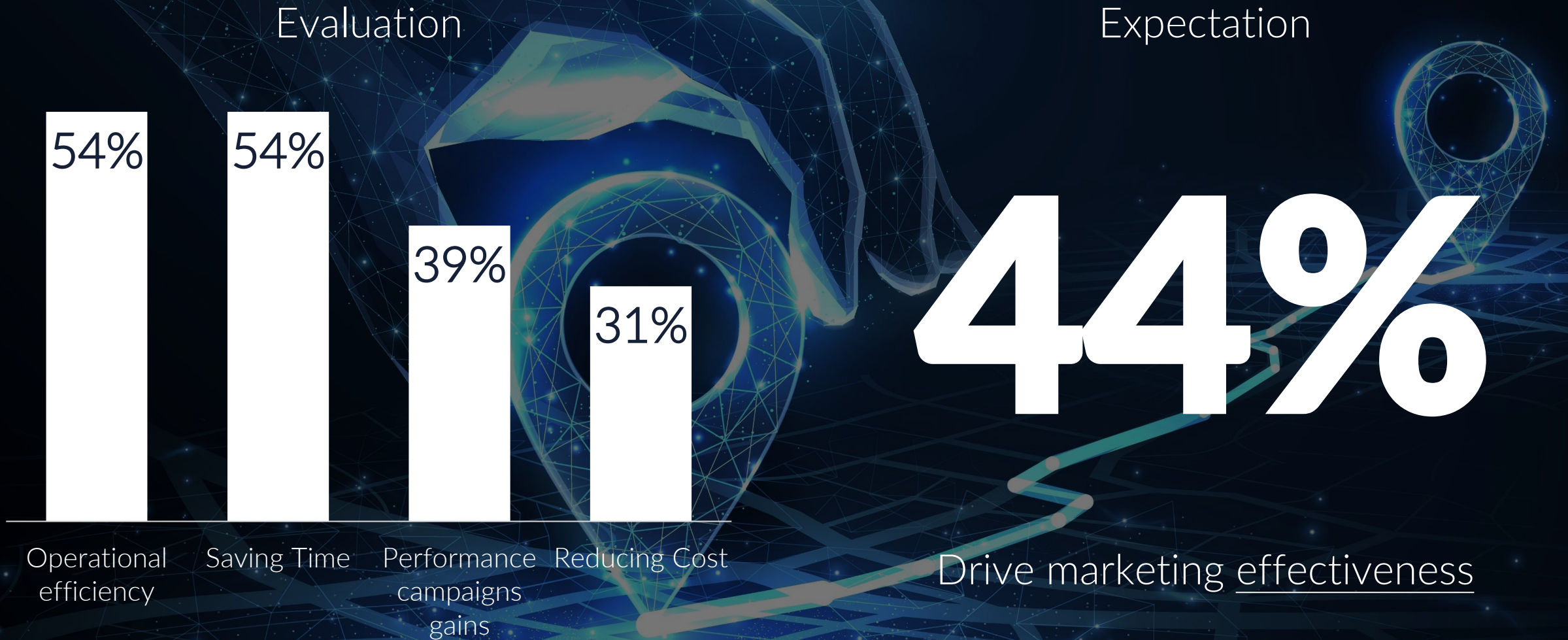
1. Quickly spot interesting patterns in big data sets
2. Automate repeatable tasks
3. Validate our hunches

...and will do so much more

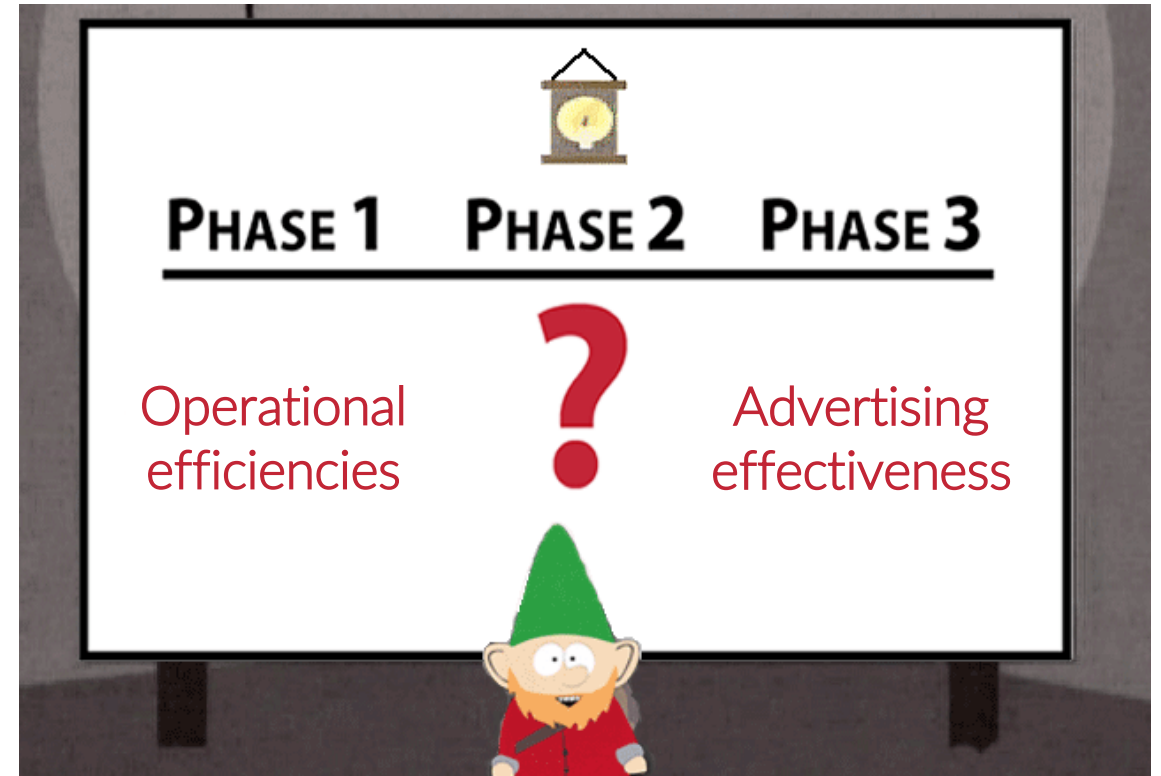


Measuring AI success

core™









**DON'T
OUTSOURCE THE
CRITICAL THINKING**

MATHS

MAGIC