

Abstract

In 2008 only 1% of this country's overall advertising expenditure was spend on internet advertising. This dissertation looks at who is advertising on the internet and asks the question why does online receive such a small percentage of Irelands overall advertising expenditure?

This dissertation includes two case studies. The first is Pat the Baker's online campaign and the second is the McDonald's Ireland online campaign. Using these case studies, this dissertation looks at advertising from a corporate point of view in order to see where companies are spending their advertising budgets and why so little is being spent on internet advertising in comparison to other media such as television and radio.

The McDonald's campaign gives an insight into how online advertising works in a traditional sense where as the Pat the Baker campaign took a more unusual approach using web 2.0 websites such as Bebo and Muzu.tv. In addition this dissertation looks at the history of television advertising and the short history of online advertising as well as researching reports conducted by RTE, the IAPI and Sales Online to see who is online and what sectors are spending the most on online advertising