

Year	Objective	Duration	Media Platform	Agency used	Cost
2017	Notifications in relation to rural development	Q4	Print	N/A	€12,712
2018	Project Ireland 2040 notifications	July-August	Print	Spark Foundry	€7,492
2019	Notice of public consultation for new rural policy	September	Print	Spark Foundry	€1,170
	National Walks scheme notifications placed	March	Print	Spark Foundry	€4,802
	Control of Dogs notifications	August - September	Print	Spark Foundry	€6,116
	Promotion of Rural Opportunity events	May -June	Twitter	PHD Media	€6,754
2020	Concept development	March	Broadcast	Publicis	€1,845
2021	Notice of Statement of Strategy consultation	September	Print	Spark Foundry	€4,184
	Rural Opportunity part 2 videos	April - May	Online (Twitter)	Twitter	€4,798
2022	Advert for Tidy Towns Adjudicators	January	Print	Spark Foundry	€5,784
	Public consultation on Library Strategy	June – July	Print	PHD Media	€32,706
	Public Consultation on new LEADER programme	November – December	Print	Spark Foundry	€11,693

2023	Increase awareness of Public Participation Networks	February – March	Print and online	Alice PR	€34,572
2024	Promotion of Tidy Towns Adjudicators	January	Online	LinkedIn	€1,000
	Responsible Dog Ownership Media Campaign	April – May	Online, print, broadcast and digital audio	PHD Media	€295,500
	XL Bully Media Campaign	September-October	Online, print, broadcast and digital audio	PHD Media	€142,667
		September-October	Creative concept development	Javelin	€20, 275
2025	XL Bully Media Campaign	January	Update to Creative concept development	Javelin	€13,560
			Online, print, broadcast and digital audio	PHD Media	€86,236
	Responsible Dog Ownership	March - April	Update to Creative concept development	Javelin	€30,773
			Online, print, broadcast and digital audio	PHD Media	€281,159