



ForSight Social Intelligence

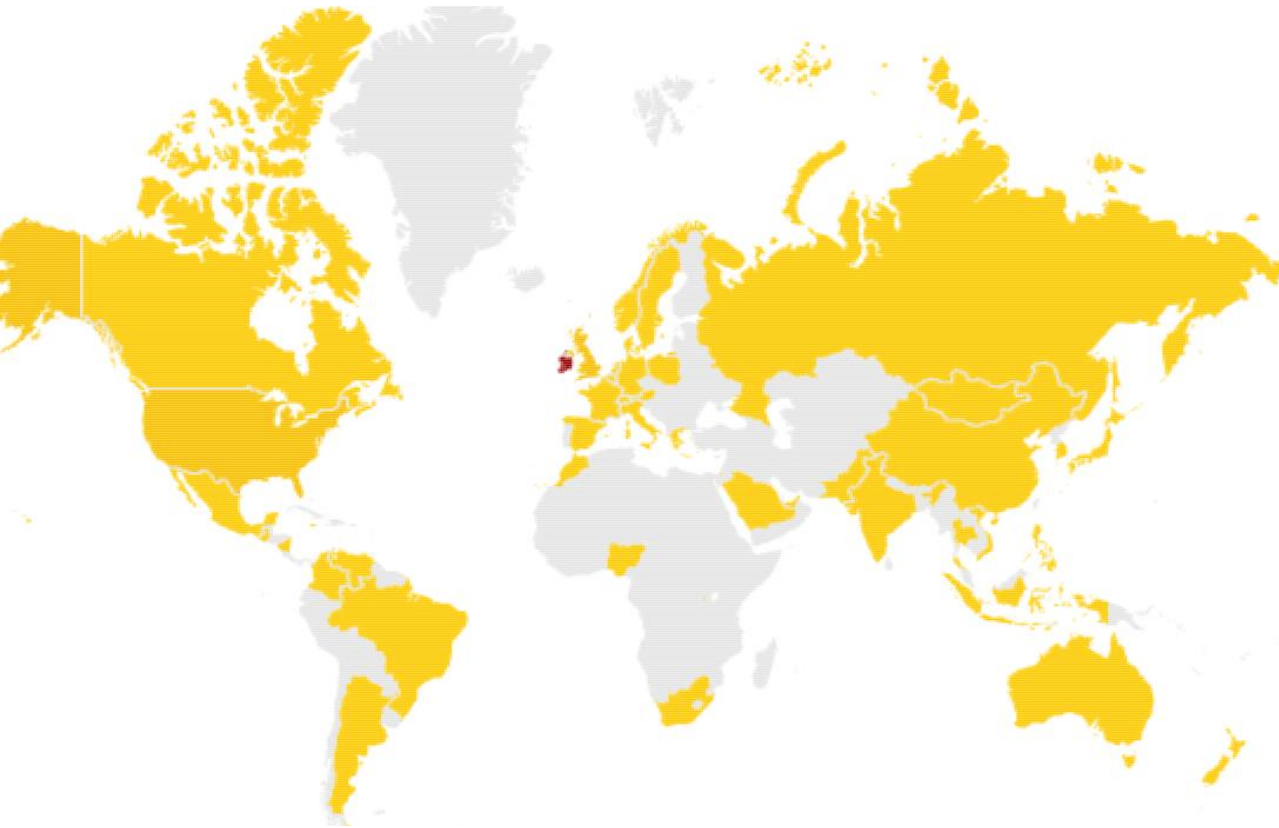
Michael Bosonnet

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Overview worldwide reactions



Social media reaction to the latest news about the cancelling of 2 of the 5 Dublin shows of the American country music singer and song-writer Garth Brooks in July 2014 at the Croke Park.



60%
Male

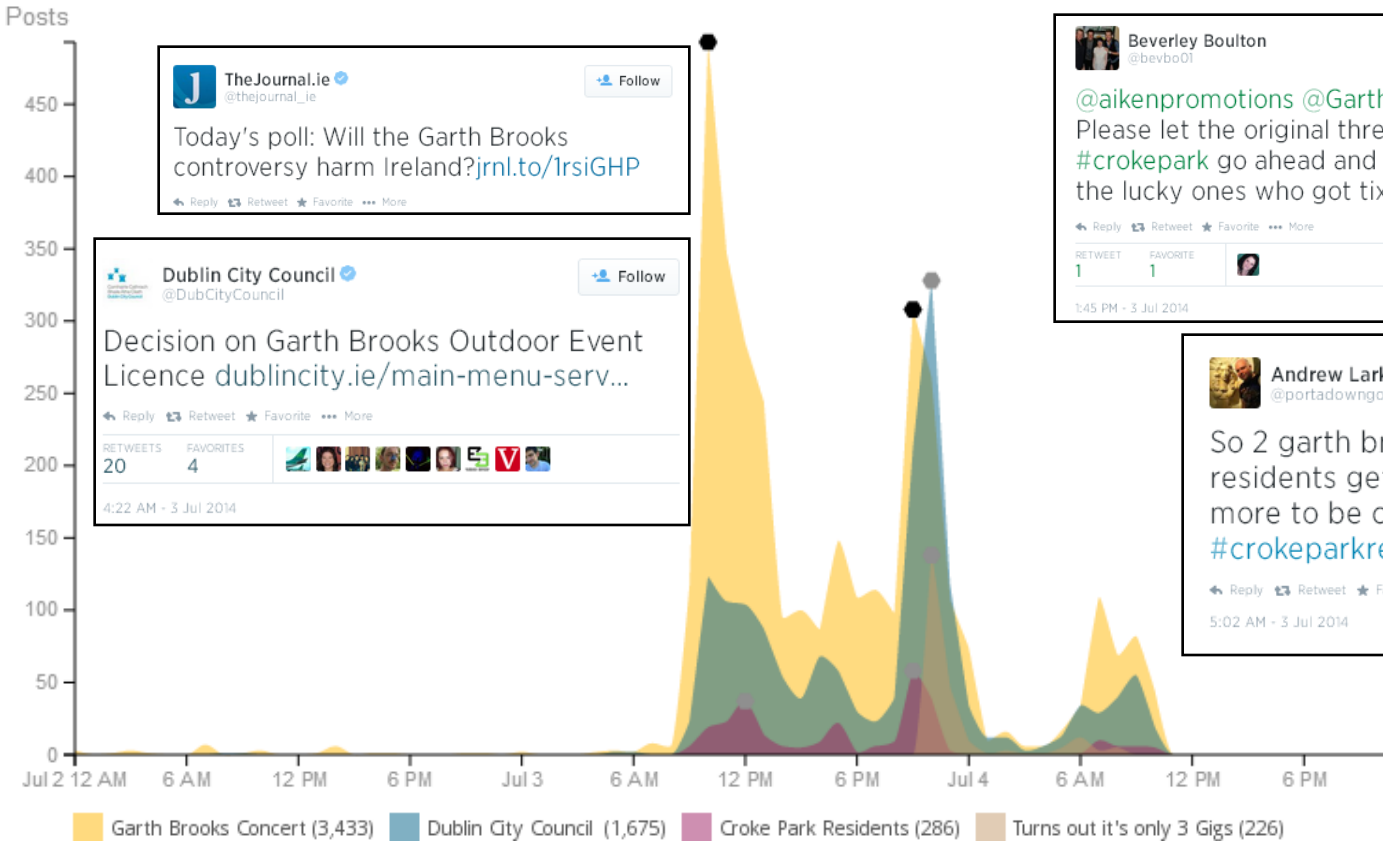


40%
Female



#garthbrooks and **#crokepark** are trending worldwide, driving the attention to Ireland. Majority of the posts from outside Ireland saying the decision of cancelling the 2 shows would be seen as “bad image” for the country.

Overview of conversation



TheJournal.ie @thejournal_ie

Today's poll: Will the Garth Brooks controversy harm Ireland? jrnl.to/1rsiGHP

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Dublin City Council @DubCityCouncil

Decision on Garth Brooks Outdoor Event Licence dublincity.ie/main-menu-serv...

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RETWEETS 20 FAVORITES 4

4:22 AM - 3 Jul 2014

Beverley Boulton @bevbo01

Follow

@aikenpromotions @GarthBrooksTour Please let the original three shows #crokepark go ahead and don't cancel for the lucky ones who got tix!!

Reply Retweet Favorite More

RETWEET 1 FAVORITE 1

1:45 PM - 3 Jul 2014

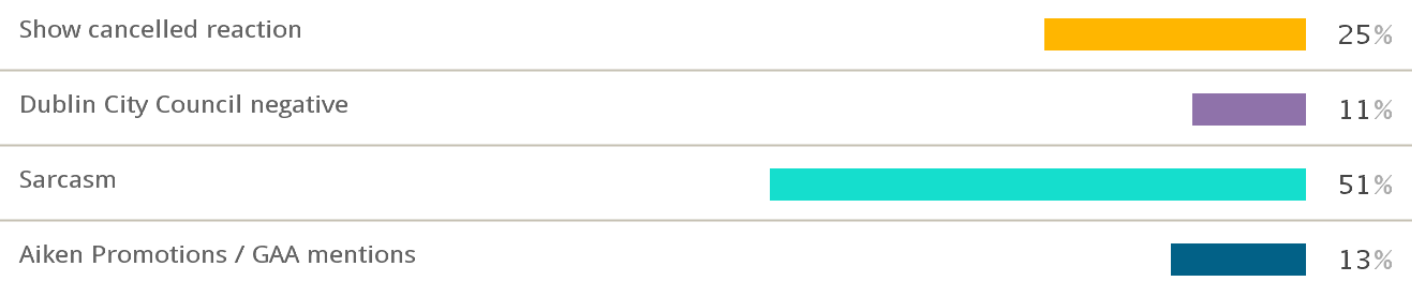
Andrew Larkin @portadowngooner

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So 2 garth brooks concerts get cancelled residents get there way will the push for more to be cancelled #GarthBrooks #crokeparkresidents

Reply Retweet Favorite More

5:02 AM - 3 Jul 2014



Outside Ireland Media coverage



Follow

The equivalent of 10% of Ireland's population bought tickets to Garth Brooks' Dublin concerts. Which got cancelled trib.al/a3cA1iZ

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The Guardian



Garth Brooks cancels concerts at Dublin's Croke Park after complaints

Two of five shows called off after local residents objected to the holding of five successive events at Ireland's largest venue

[View on web](#)

RETWEETS 21 FAVORITES 8



Music City USA Radio
@MusicCityTunes

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Garth Brooks: Concert Promoter Forced to Cancel Two Concerts in Dublin: An Irish concert promoter is being forced to... on.cmt.com/1oex7KK

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Garth Brooks: Concert Promoter Forced to Cancel Two Concerts in Dublin

An Irish concert promoter is being forced to cancel two of Garth Brooks' five concerts at Dublin's Croke Park stadium following a decision by the Dublin City Council.



[View on web](#)

2:49 PM - 3 Jul 2014

Flag media



BBC Newsline
@bbcnewsline

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BBC News Dublin City Council grants permission for only three out of five planned Garth Brooks concerts schedu... bbc.in/1s4o5T9

Reply Retweet Favorite More

RETWEET 1 FAVORITE 1



12:31 PM - 3 Jul 2014



Joe Cushnan @JoeCushnan · 17h

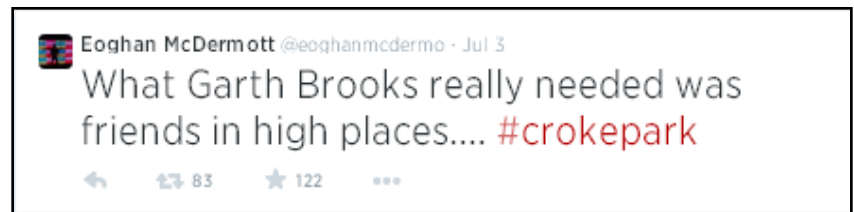
[@bbcnewsline](#) Garth Brooks must be writing a new song called WTF - a sort of country shamrock n roll toon.

Details

Reply Retweet Favorite More

Monitoring period: 02/07/2004 – 04/07/2014 (12pm)

- **Overall** buzz from the monitoring time include **13,075** posts on Twitter in worldwide.
- **Reactions:** Social media has reacted with great sarcasm over the news about the shows, specially after the singer threat to cancel the shows if not possible to make the 5 shows previously arranged.
- Dublin City Council and Aiken Promotions have gained attention from the public, usually asking the council to “go ahead” with the permission for the shows in Croke Park or requesting the Aiken to select a different venue.
- **Top mentions:**
 - @dubcitycouncil
 - @officialgaa
 - @aikenpromotions
- **Top Hashtag:**
 - #garthbrooks
 - #crokepark
 - #gaa
- **Major Irish posts authors:**
 - PJ Galagher (59k twitter followers)
 - Colm Tobin (45k twitter followers)
 - Eoghan McDermott (70k followers)
- **Media Coverage:**
 - The Guardian (klout score 99)
 - Yahoo Music (klout score 93)
 - The Irish Times (koout score 92)
 - The Tenessean (klout score 88)
 - UTV (klout core 86)
 - Independent.ie (klout score 80)





***iReach Analytics** is part of iReach Market Research, a full service market research agency*

- We work with your business to understand and help you get the most from Social Media insights
- We turn Social Media conversation into business insights in the following ways

How do consumers truly feel about our brand and products?

What complaints do people have about our company or competitors?

Why are consumers choosing another brand over our own?

What do our advertisements and marketing really “mean” to people?

What are the most important factors to consumers when choosing a product in our category?

Who are the most influential individuals regarding our brand, category or topic of interest?



Simplifying Social Media Conversations is something being spoken about at every marketing event

Actively engage in a conversation with the people who are creating the story about your brand and build a relationship with key influencers

iReach Social Insights

The service we offer is always innovating to match the latest platforms and ways of interpreting social data, many new developments are in the pipeline

This is a cost effective and customised service, made specific to what is important for your brand

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