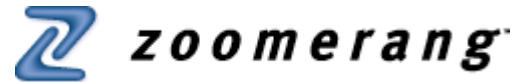


City of Dublin Residents Survey 2010 - LAUNCHED



Results Overview

Date: 4/27/2010 7:30 AM PST

Responses: Completes

Filter: No filter applied

111. If yes, how and where was it used?

#	Response
1	for the Irish Festival promotion
2	Saw it on the Banners in Old Dublin and during the Irish Festival.
3	Advertisement
4	Irish Festival promotion
5	NEWSPAPER
6	I think I read about it in the Dublin Life magazine- just that it was going to be used to draw out of towners into Dublin.
7	SIGNS
8	Don't know
9	advertising
10	In a sign at the Ha'Penny Bridge Imports of Ireland store
11	Irish Festival, I think
12	?
13	A sign somewhere. I don't really remember.
14	It was used throughout the DIF.
15	all over
16	Here in Dublin
17	don't remember..in Chicago?
18	on a shirt at the irish festival.
19	blog, website
20	During Irish Festival
21	During the Irish Festival
22	dont remember
23	Saw it in the newspaper
24	This is the slogan of the DCVB.
25	promotion
26	Promo materials, ad in paper/magazine
27	In advertisements

28	I've seen it in advertising.
29	Don't remember
30	On city sign, Irish Festival
31	Print media
32	For the Dublin Irish festival and Saint Patricks day
33	IN PASSING CONVERSATION
34	Don't remember context
35	It was used in an add for the Dublin Irish Festival online.
36	Used to brand and market Dublin to potential visitors.
37	Web, print, news.
38	dublin irish festival
39	Sounds familiar - maybe at the Irish Festival?
40	marketing
41	Irish fest web page?
42	In connection with the Dublin Irish Festival
43	The slogan is corny. Not appropriate for year around use. Ok for Irish Festival and St. Patrick's Day.
44	At the Dublin Irish festival
45	All around town.
46	Promoting Dublin events
47	Catch phrsae for DCVB.
48	irish festival advertising and general city of dublin slogan
49	To promote the city and the Irish Fest
50	Don't remember
51	in print media
52	Promotion of city.
53	No, but I wish Dublin would back off of the "Irish" stuff - it's tedious and overplayed. There is absolutely nothing Irish about Dublin currently or historically.
54	On street light poles
55	Don't recall - and am not sure what it's supposed to mean.
56	street banners
57	Irish festival promotion.
58	I believe I saw it on a banners in the city
59	everywhere
60	Irish Festival
61	The DCVB promoted it and encouraged residents and businesses to adopt it as well and they gave out awards each year to those that "lived" the Irish is an Attitude theme
62	It is the slogan of the convention bureau, used in print and online marketing efforts.

63	Good job it is all over
64	I've seen it in various Dublin publications
65	irish festival
66	To include everyone who likes to celebrate Irish culture
67	Saw it written on the sidewalk at the library.
68	In all ads and publications
69	In publications, on badge etc
70	Irish festival
71	I've only seen it but have never heard anyone voice it. I can't believe the slogan prompted even one person to visit Dublin. It was a waste of the money spent on the 'consultants' that came up with it.
72	promotional brochures
73	In publication -- possibly for St. Patty's Day activities, D.I. Festival, or City of Dublin advertisement. Can't remember exactly.
74	during irish festival to be part of a community
75	Visiting DCVB. I don't like the slogan.
76	On a pamphlet at Irish Festival.
77	regarding st patricks day parade
78	irish festival
79	I don't remember - but my kids used to Irish Dance so perhaps from the years of performing.
80	On banners used during the Memorial Tournament
81	as a logo on the flags around dublin
82	Dont remember
83	It was developed to promote increased visibility of the city of Dublin and its events
84	Advertising in print media I believe
85	Promotion for Irish Festival
86	Irish Festival
87	On the web and signs, I associate it with the Irish Festival
88	Irish Festival brochures
89	Multiple occasions to promote Dublin!
90	n/a
91	street flags
92	The Irish Festival advertising
93	Irish festival and its marketing and St Patrick's Day
94	Dublin Festival
95	on cvb guide
96	On T-shirts and printed material
97	As a joke...this is a terrible slogan.

98	Saw it at the Irish Festival.
99	Dublin Magazine
100	When reading community pamphlets
101	At the irish Festival and in the Dublin brochures.
102	Irish festival brochures
103	Dublin Irish Festival
104	website
105	On the banners throughout Historic Dublin
106	Don't recall
107	Used it at Emerald Bank in advertising
108	in print
109	Ads, street signs, Festival
110	Irish Fest
111	On banners around town and in newspaper/TV ads. We don't really like this slogan! It doesn't make sense, doesn't necessarily promote our city positively ("attitude" has more negative connotations than positive) and I don't believe it's well understood by residents or visitors. If you do choose to continue using it, some PR explaining the theme would be helpful.
112	Dublin Irish Festival
113	Promotional campaign
114	signage and publications
115	I hate this saying. I am not IRISH. I am an American and do not want to be call IRISH for any reason.
116	Around town during St. Patrick's Day
117	irish festival - on t-shirts, etc.
118	Dublin magazine
119	I believe on some visitor bureau documents/pamphlets; I think I also saw it in relation to the Irish Festival
120	Marketing economic development and community events
121	Don't know
122	Mailings received at home
123	city newspapers, media
124	Advertising used by DCVB and DIF
125	By the Convention bureau
126	newspaper
127	signs/shirts
128	on signage to promote the Dublin Irish Festival
129	Irish Festival promotion
130	On the local Dublin TV station.
131	On the flags in Historic Dublin !!! great signage

132	tag line for the DCVB
133	paper
134	on tv
135	referring to our city
136	On an email address.
137	At the Irish festival
138	Not sure.
139	signs along the road, newspaper ads
140	Dublin magazine.
141	don't know
142	Street signs and at the Irish Festival.
143	Street banners
144	Marketing Materials for community events, including Irish Festival.
145	I've seen it on signs.
146	Driving on 161
147	Think it was the theme for the Irish Festival....
148	on a sign
149	During the Irish Festival
150	Within news article in the local newspapers
151	Don't remember, maybe around the time of the 2009 Irish Festival.
152	on a t-shirt at the Dublin Irish Festival
153	T shirts during the DIF
154	?
155	street banners hotel placemats
156	for promotion about Dublin in general
157	I don't know
158	Don't know, but would ya let a few of us Scots into your community of pseudo Irish?
159	All during my life - I'm half Irish!
160	Dublin Irish Festival
161	Marketing of the Irish Festival/St. Patrick's Day parade
162	flagpole signs in historic district; t-shirts; hats
163	I may have seen it in local newspapers.
164	advertising in local paper
165	On signs or publications, and on tee-shirts.
166	Irish Festival and in my own home.
167	During Irish festival

168	Dublin publications
169	Dublin Irish Festival and as part of the branding of the City.
170	Don't remember
171	Irish Festival
172	Add
173	parade
174	Signs and advertisements. Not a very good slogan for a city.
175	A worn cliché used in school events
176	Festival
177	Irish Festival
178	in the newspapers
179	not sure
180	Can't remember
181	To promote the Irish Festival
182	St. Pat's Day
183	At the festival, on websites and promo materials
184	I think it was tied to the Dublin Irish Festival
185	in the local papers
186	Probably during the Irish Festival
187	in local ads and Dublin Guide and Irish Festival
188	not sure
189	I heard it was the new slogan of the CVB.
190	-
191	visitors information package
192	Irish festival
193	Irish Festival publications
194	Dublin Irish festival
195	Dublin paper
196	City banners.
197	In publications, The Convention and Visitors Bureau and in Dublin Life Magazine.
198	In promoting Dublin events.
199	at the Irish festival.
200	Don't remember
201	e-mails, Historic Dublin signage
202	I don't recall.
203	Fest. Can't really say Dublin C & C was as friendly as could be. When we moved here and I was looking for info, not as helpful as I would have thought. Even charged me for a map! Haven't be back in 3 plus years.

204	the irish fest
205	advertising Irish festival
206	t shirt
207	in all of their marketing
208	I believe I have seen it as a tagline and also as email address.
209	for the Irish Festival
210	signs
211	Irish Fest
212	Some drunk guy's shirt.
213	Dublin Irish festival
214	mentioned in newspaper write ups concerning the community
215	Banners on 161 in local publications I really don't care for ththe slogan!
216	About the City of Dublin promoting tourism.
217	Irish Festival
218	Regarding Dublin Irish Festival Bumper Sticker
219	Seen it in the local papers; I believe it is the web address of the CVB
220	Local newspaper description promoting Irish Festival
221	for the festival.
222	Irish Festival promotion
223	Irish Festival, community publications, Dublin Convention& Visitors Bureau
224	Irish Festival Promo
225	To promote the city of Dublin.
226	Irish Festival
227	DCVB brand marketing
228	festival
229	on flags in historic dublin
230	Twitter. I think I've seen it at Irish Festival.
231	Ad in Discover Ohio for Dublin
232	signs/banners, advertising, specialty items
233	Around the Irish Festival for advertising
234	st pats day
235	on signage for festivals and in advertisements
236	during Irish Festival
237	in the dublin life magazine
238	in Dublin
239	I think I have seen it on Tshirts and other apparel and in the newspapers

240	Promotional materials
241	Dublin Visitor website
242	I thought on a banner.
243	For the Irish Festival
244	It is kind of our motto! It helps promote our city and the Irish festival.
245	Newspaper Article
246	with Irish Festival
247	in a magazine
248	On the TV and on signs thru out the city.
249	Did not pay attention
250	Irish Festival materials
251	Often and Loud
252	Can't specifically recall. Is it on the City Web site?
253	Dublin marketing materials
254	Irish Festival promotions
255	All over!
256	Theme at most recreational events
257	Irish festival
258	I might have seen in advertising for Irish Festival or for the Thursday night outings in old Dublin.
259	Don't remember
260	Can't remember - banners?
261	Irish festival promotions
262	Dublin Irish Festival
263	Frankly, I think it's inappropriate. It makes Dublin seem too much like a Catholic enclave and too ethnocentric for this day and age.
264	In ads
265	In connection with some city event.
266	By the Convention & Visitors Bureau
267	City of Dublin web site and promotion materials.
268	On some of the City's promotional materials There are really no Irish in Dublin
269	flags slong the street and I think it sounds very snobbish
270	overall Dublin activities
271	Website and marketing materials for Dublin City and Festival
272	In the weekly newspaper
273	the Dublin Newspaper

274	It is offensive for those who live here who are not Irish and most if not all - have no idea what kind of "attitude" that would be. What does that mean? That is not my first take on it but many people have expressed outrage to me about the slogan. It is especially upsetting that all of the money was spent for a new slogan when the old one IT'S GREENER IN DUBLIN is fantastic for so many reasons - not to mention all of the signs, stationary and so on already purchased. The DVCB should not use Dublin money to promote the state or hotels - the state does that or the hotels do that. The memorial Tournament promotes itself. They do not need to promote events because the City of Dublin does that. It is amazing that the DCVB gets away with spending so much. Bed tax money wasted. And no one seems to supervise these costs - wonder if the public even knows how much the DCVB spends on supporting commercial businesses like hotels who have their own marketing dollars and professionals. Also -your survey should have an option to express that resident does NOT think a city our size needs to spend so much on a visitor's bureau.
275	I don't remember
276	Irish Festival
277	don't recall- maybe irish festival ad?
278	In the summer at the Irish Festival
279	At the Irish Festival, unfortunately, because it's a dumb slogan. Hopefully we didn't pay a lot of money for that one . . .
280	Advertising
281	In promotion of Dublin Event - Irish Festival
282	banners downtown and in the dublin newspapers/magazine
283	My boss is Irish - probably hear it there. He has some other slogans as well. Not so good for Dublin.
284	Rotary meeting but not outside of that.
285	To promote the Irish Festival. Think it's kind of a dumb slogan, bordering on offensive to the Irish.
286	Banners on street posts