

iapi

2022 IN REVIEW



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LET'S GET
STARTED →

IAPI'S VISION

To position and promote our industry as a recognised and respected engine of responsible growth for our members, our people, our clients, and our planet. To achieve this, we will focus on three priorities:

1. Talent 2. Growth 3. Sustainability.

We will:

- Foster a culture of excellence in strategic leadership, creativity, innovation, and equality within our members. Supported by our first-class training and education programmes.
- Position Ireland as a global centre of excellence for commercial creativity and media planning, thus attracting world class talent and clients.
- Encourage, inform, and support our members in adopting responsible production and consumption practices.
- Promote diversity and inclusion as a strategic and economic imperative.
- Advocate for the interests of our members at Corporate Board, Government, and international levels.
- Constantly work to empower our members to grow the value of their businesses.



SEAN HYNES
CO-FOUNDER & CD, BONFIRE
& IAPI PRESIDENT

PRESIDENT'S WELCOME

"Once again in 2022 IAPI continued to increase its membership which has now grown by 25% over the last three years. But for me the real story of the year was the increased level of membership engagement. Listening to members through surveys and event feedback, engaging with members at workshops and strategy meetings, involving members through the IAPI advisory panels and simply meeting with members both socially and at industry events. And by the time you're reading this, 2023 will have got off to a running start with a series of round table meetings with agency leaders.

As a creative myself, I hope you'll allow me the indulgence to be immensely proud of yet another incredible year for creative output. In fact 2022 saw an embarrassment of brilliant new campaigns. In a year that Ireland had no domestic Effie Awards we still managed to steal away 4 out of a total of 37 Effie Europe Awards.

For context that puts Ireland top of the league in Europe on a per capita basis by a country mile. And once again Ireland won big at Cannes Lions this year, taking home five awards. Which means that Irish agencies have won awards at every Cannes festival since 2018. So that's real sustained success. In fact Irish agencies have won awards or been finalists in almost every major international awards this year including Epica, D&AD, Shark Awards, The One Show, The Immortal Awards, The Lovie Awards, European Transform Awards and IMC European Awards

Here's looking forward to a busy but focused 2023 driven by our incredibly hard-working executive team and supported by a very talented and energetic board." - Sean Hynes, Co-Founder & Creative Director, Bonfire & IAPI President

PEOPLE: DIVERSITY, EQUALITY AND INCLUSION

DIAGEO

Female Futures Fund

Back for a third year, we ran our Female Futures Fund initiative with our sponsors Diageo.

The bursary is designed to accelerate women into senior roles, ensuring that we retain and promote our best female talent by enabling them to realise their full potential. We believe that this will continue to help close the gender gap at the leadership level in our industry and empower women to become the leaders of the future.

Gender representation in the marketing and advertising industry shapes the perception of gender in society and that's why we are committed to fair and equal representation. The 2022 Female Futures Fund gave 26 high potential women in our industry the opportunity to take part in the programme.

This programme of coaching workshops, specifically for females, was masterminded Danica Murphy, founder and director of PRISM.

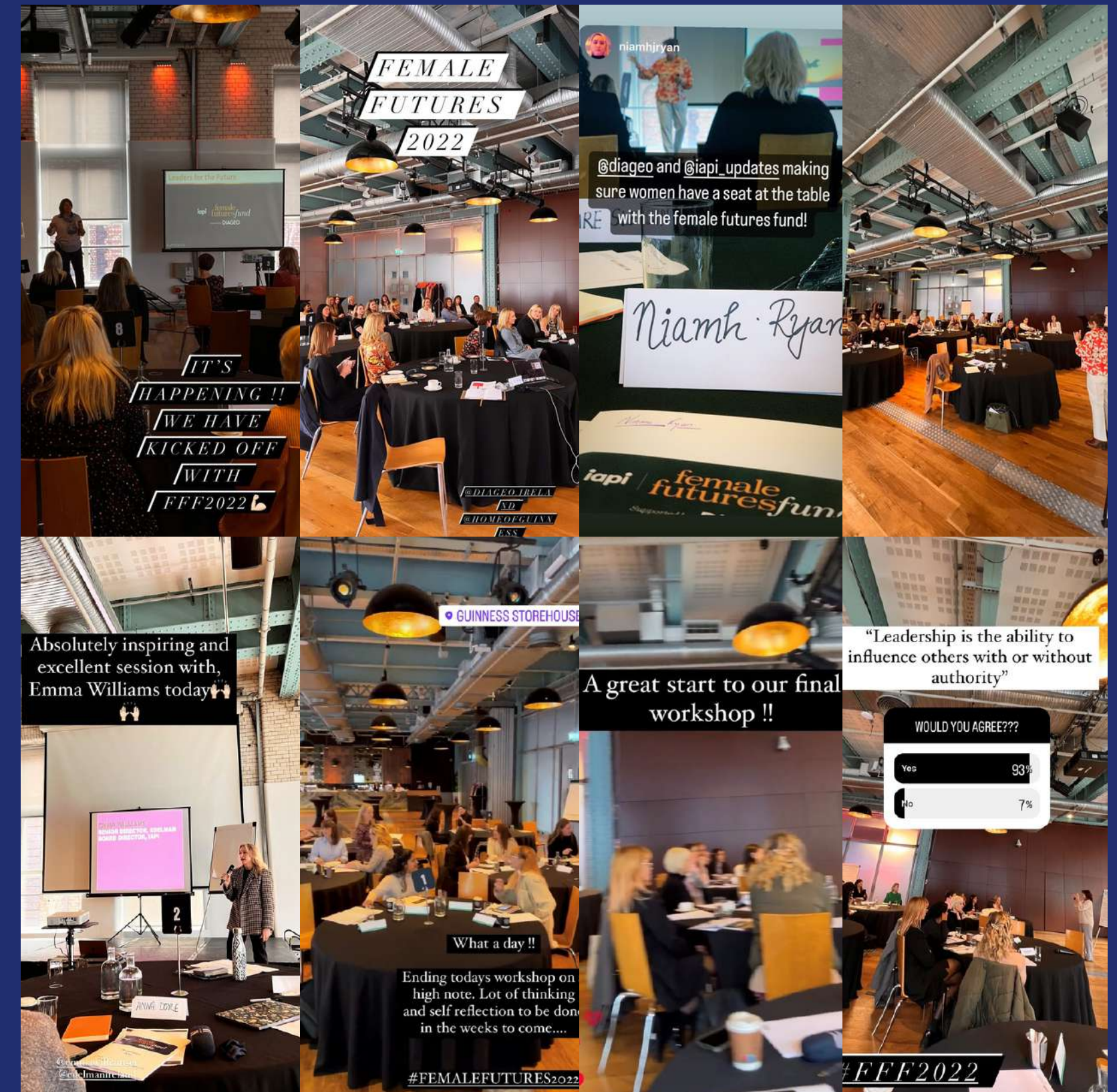
[Read more on the 2022 Female Futures Fund here.](#)



The Class of 2022 for the Female Futures Fund are:

- Áine McGiveny, Droga5
- Aoife Fitzgerald, The Public House
- Carina Caye, Droga5
- Casey Malone, PHD
- Catherine Egan, Catapult
- Ciara O'Connor, Mindshare World
- Claire Slevin, In the company of Huskies
- Denisse Achata, Publicis Dublin
- Eimear McCabe, One Core
- Emma Magil, Verve
- Emma Daly, One Core
- Emma Morris, Group M
- Fiona Cunniffe, In the Company of Huskies
- Kamala Ram, PHD
- Karen Yoacham, OMG
- Kate O'Callaghan, Core Creative
- Laragh Havelin, OMD
- Laura Rickard, Initiative
- Lauren M Dunne, Mediacom
- Leila Shaddadi, Edelman
- Lucy Carroll, Thinkhouse
- Maeve Acheson, Pluto
- Niamh Ryan, Boys+Girls
- Nikki Kennedy, Verve
- Rachel Murray, Publicis Dublin
- Sinead Boyle, Bloom

iapi female futures fund
Supported by DIAGEO
CLASS OF 2022



PEOPLE: DIVERSITY, EQUALITY AND INCLUSION

BelongTo

Following on from the success of last year's collaborative BelongTo campaign to support Stand Up Awareness Week, the #ComeIn Campaign is promoting inclusivity in schools and shedding a much-needed light on the struggles of LGBTQ+ students.

Moving on from the 'words that hurt' messaging of last year, this year's message focused on 'words that heal'. The concept was driven from what the LGBTQ+ community wished they heard in school, words and affirmations that show solidarity, acceptance and support.

A big shout out to the media agencies for getting so many spots allocated to the campaign and to the 2022 team who executed this campaign:

- Project Manager: Andréa Henry and Cara Spillane, Teneo
 - Digital Creative: Rebekah Stacey, Teneo
 - Senior Planner: Ronán Jennings , BBDO
 - Junior Strategist: Phumi Kubeka, TBWA
 - Social Strategist: Aimee Doyle, Connections
 - Strategist: Alex Boucher, BBDO
 - Community Manager: Callum Dunne, TBWA
 - Copywriter: Susan McGing, Pluto
 - Art Director: Luz Estevan, Pluto
 - Motion Graphics Designer/ Art Director: Raphael Silva, Droga5Dublin
 - Media Manager: Mark Hughes, Mindshare
 - Marketing: Aoife O'Regan, RTÉ
 - Photographer: Adrian Wojtas, Freelance
 - Creative Consultant: Niall Staines, TBWA
 - Research: Alana Devitt, Core
- PR: Rachel Farrell and Shona Hutchinson, Elevate PR
 - Social Media Manager: Jonathan Moore, Verve
 - Digital Out of Home Sponsors: Talon, Clear channel, Wide Eye Outdoor, Kleerex Global and Promo
 - Production Company: Mutiny Studios
 - Director: Adrian Wojtas and Raphael Silva
 - Photographer: Adrian Wojtas
 - Photographer Assist: Karolina Złocka
 - Creative Producer: Raphael Silva
 - Producers: Andréa Henry and Rebekah Stacey
 - Stylist: Orla Cashell
 - Art Department: Susan McGing, Luz Estevan and Raphael Silva
 - Studio: Droga5 Creative Studio
 - BTS Videographer: Martha Mac Nulty
 - Cast: Celtic; Nicole; Leon; Leo; Eric; Georgia; Fernanda

Phenomenal results achieved over 4 years

Since commencing the #ComeIn campaign, there has been a year-on-year increase in the number of school communities coming together for Stand Up Awareness Week. In 2022, the number of students reached by Stand Up Awareness Week's message of LGBTQ+ inclusion almost doubled, from 162,000 second-level students in 2018 to a phenomenal 312,971 second-level students in 2022.



[Download the 2022 posters here](#)

Clients who donated radio spots and their Media Agency Groups:

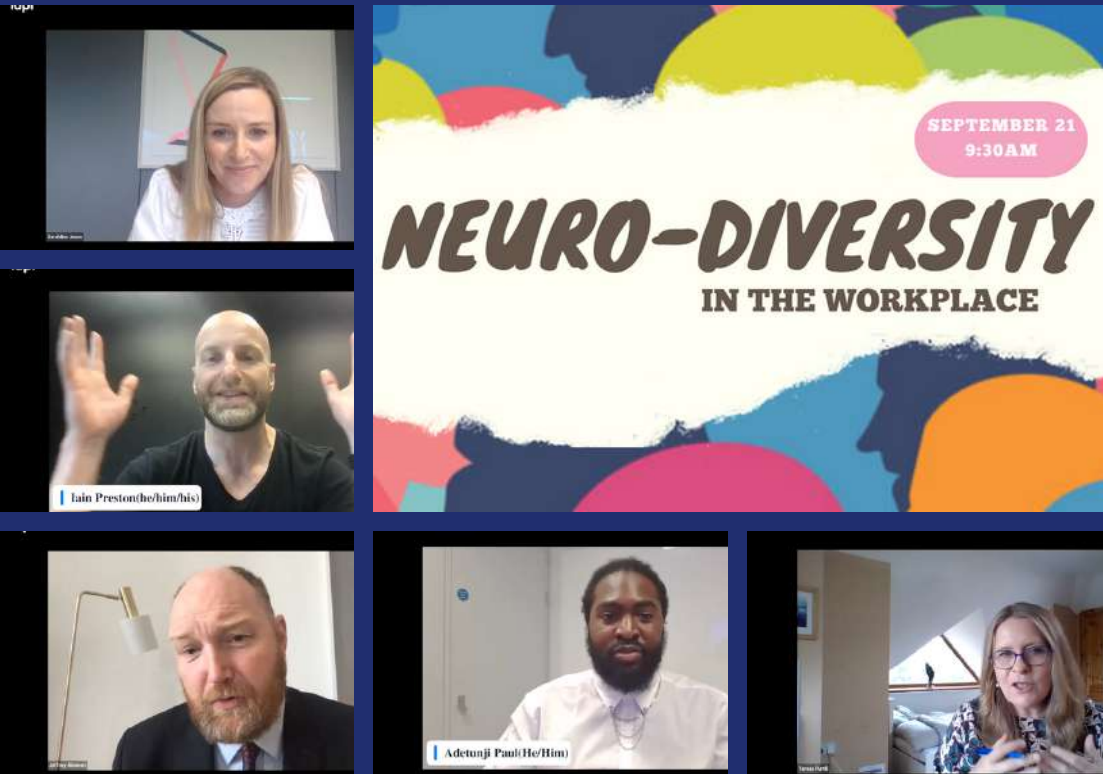
Volvo Ireland, Bord Gáis Energy (Mindshare), Coca Cola, Allianz (Mediacom), ESB Corporate, Vodafone, Bank of Ireland, Electric Ireland Residential, The Competition and Consumer Protection Commission, Nivea (Carat), Energia, IKEA (DentsuX), Giveblood.ie, Sony Pictures, Renault, Virgin Media, Irish Water, Aer Lingus, Bus Eireann (OMD), Audi (PHD).

PEOPLE: DIVERSITY, EQUALITY AND INCLUSION

Neuro-diversity in the Workplace

Although businesses are becoming more inclusive, Neuro-divergence has only recently fallen under the umbrella of diversity, and for a long time those who aren't neurotypical have struggled. In September, IAPI created a webinar to showcase how creating an inclusive and diverse workplace culture is fundamental for success and is vital to maintaining the well-being of your team.

Understanding and championing Neuro-diversity in the workplace enables employers to foster a more diverse, inclusive and successful workforce. We heard from a range of different speakers who shared their thoughts on Neuro-diversity in the workplace, the science behind neurodivergence, personal stories of life as an Neuro-divergent, and how this can affect their work role and their mental health.



Hot and Bothered: Tackling Menopause Taboos

This event was created for *everyone*, regardless of their age or gender, to highlight the importance of starting an open conversation surrounding menopause.

Menopause is a natural part of a woman's life, so why is it still a taboo subject? And why are more women not talking about this period of their lives?

Loretta gave us some rich information on the impact of menopause on those going through it as well as the impact it may have on you as a manager or colleague. She had an open discussion with Liam McDonnell, CEO, Dentsu Ireland; Charley Stoney, CEO, IAPI and Jill Downey, MD, Core Sponsorship, about the importance of being a responsible employer.



Avoid Your Blindspot

This fun and interactive morning session was aimed at 'Digital Natives' who have grown up online and who have less experience of traditional media nor how powerful it still is.

Our industry's young media and creatives, Gen Z, are continuously being lured in by social/digital media and are still, despite evidence to the contrary, convinced that TV/Radio/Press/Outdoor/Cinema are not as effective. The aim of this event was to challenge Gen Z's unconscious bias and check their "Blind Spot."



PEOPLE: DIVERSITY, EQUALITY AND INCLUSION

Opening the door to the under-privileged

Under the banner of "Break into Advertising," IAPI & Open Doors, in its second year running, provided 15 individuals with online training in March 2022. The training was provided over a three-week period and was conducted by participating IAPI members and The Open Doors Initiative. Following this training, 11 students were paired with 11 agencies - FleishmanHillard, Ringers Creative, Omnicom Media Group, In the Company of Huskies, Publicis Dublin, OMD, One Core, The Public House, Dentsu Dublin, and Folk Wunderman Thompson. Many of the students completed their 3-month internships with three going on to secure roles within the sector.



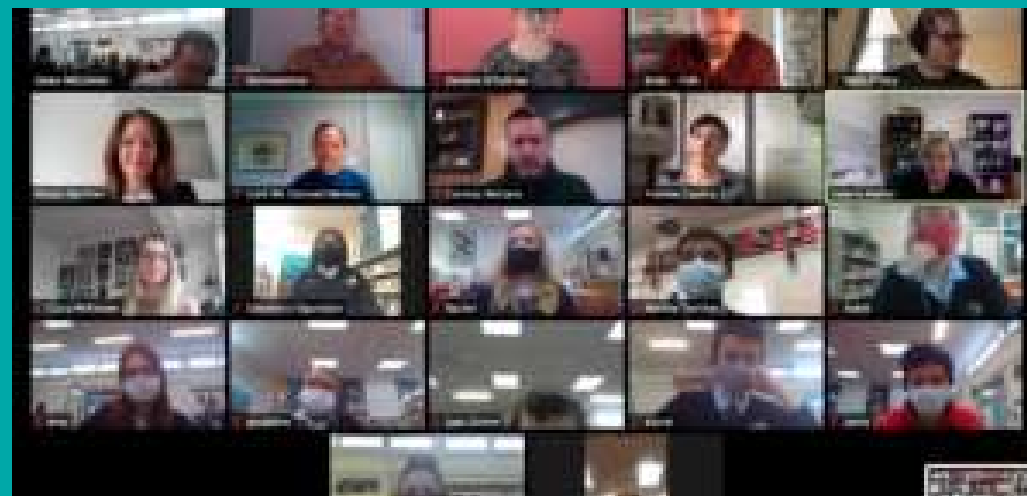
Mentoring 2nd level students

In November IAPI was thrilled to welcome 11 Mentors from the IAPI membership and 11 students from the Holy Child Community School in Sallynoggin to the Student Mentoring Programme.

The programme provided students with a mentor from the world of work and aimed to provide additional support to help a student through the final years of school, sounding board for career ideas, help in investigating career paths, and help with skill development, CVs, and mock interviews.

Thank you to the mentors from IAPI agencies:

- Patrick Mc Conville, BBDO Dublin
- Michael Cullen, Folk Wunderman Thompson
- Ciara Mc Keown, Dentsu
- Deirdre O'Sullivan, Pluto
- Liam Mc Donnell, Dentsu
- Miriam Hendrick, Droga5 Dublin
- Damian Hanley, In the Company of Huskies
- Yvonne Caplice, TBWA/Dublin
- Enda Kelly, Folk Wunderman Thompson
- Cormac Mc Cann, Pluto
- Lisa Caraher, Folk Wunderman Thompson



Celebrating our female leaders

IAPI loves to see leaders navigate through our industry while setting ground-breaking records and what we love even more is when these very leaders get recognised for what they do. At the IMAGE PwC Businesswoman of the Year Awards 2022 that's exactly what happened. A maverick innovator, unafraid to challenge the conventions of the industry category, Roisin Keown, Founder + ECD of The Brill Building was awarded the 'Creative Businesswoman of the Year'

Alongside Roisin was runner up for Management Professional of the Year, Sandra Avarez, Managing Director, Spark Foundry.



PEOPLE: DIVERSITY, EQUALITY AND INCLUSION

FUTUREHEADS

Futureheads Summer Party

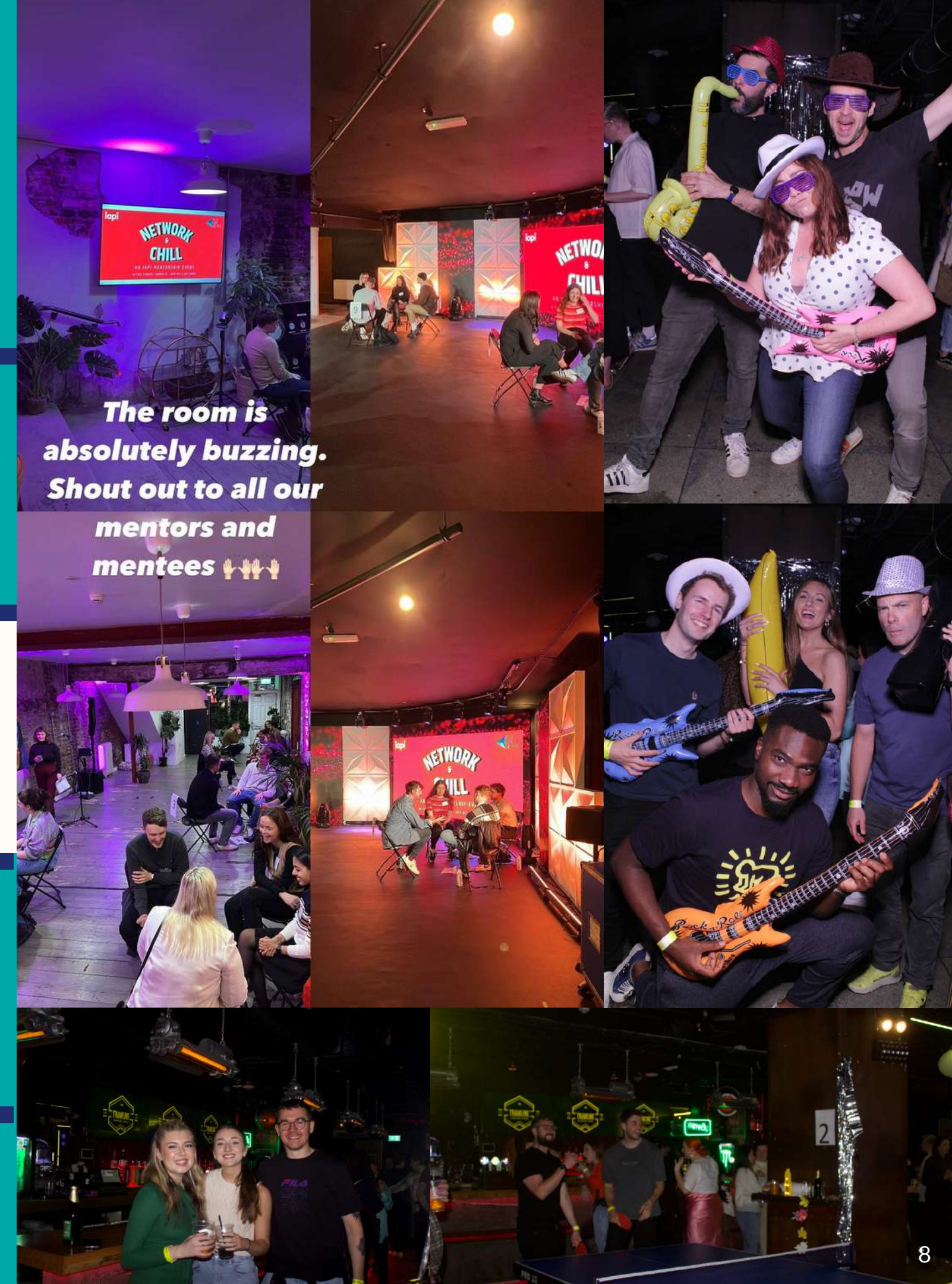
In collaboration with Media Central, IAPI's Futureheads held its annual ping pong summer party, "Return of the Ping Pong: Futureheads Summer Party" at Tramline Dublin. There was magic, food, drinks, photo booths, and of course, fierce competition from some of the very intense ping-pong players in our industry, such as Eoghan Kennefick and Cathal O' Donovan from team Bleed Pink, playing for Mediacom, who took home the 2022 Ping Pong title.

Network & Chill

This event created a unique and exciting opportunity to bring junior level upcoming IAPI members who are starting out in their careers together with experienced industry professionals. On the evening we had 34 mentees in pods of 3, who spoke with our 12 mentors, ranging from Senior Copywriters to Creative Directors and Strategic Planners, to name just a few.

Paid Internship Policy

In liaising with our talent initiatives, this year IAPI have partnered with organisations such as Open Doors and Griffith College to support marginalised groups with industry mentoring, employment, and training. One of the key aspects of these initiatives is that they include paid internships. The Paid Internship policy is currently being reviewed by member HR managers within the IAPI membership and will be available in the the first quarter of 2023.



PEOPLE: EDUCATION, INITIATIVES & TRAINING

IAP / TUD Post Programme is heavily subsidised for IAPI members

Now in its second year running, the Postgraduate Diploma in Creative Commercial Communications is a result of a unique partnership between TU Dublin and IAPI and has been developed with extensive contributions from both industry and academia. It provides career focused continuous professional development for creative commercial communications professionals or those aspiring to work in the industry.

This programme is heavily subsidised for IAPI members and provides extraordinary value for the industry's workforce should they wish to augment their education with a Post Graduated Diploma or Masters.

The second Post Graduate programme from TUD and IAPI commenced in 2022 and will be completed in 2023:

CPD 1 - Contemporary Marketing & Communications – Sept (8th-10th) 2022

CPD 2 - Communications Planning & Effectiveness – Oct (20th-22nd) 2022

CPD 3 - Creative Thinking in Commercial Communication – Jan (19th-21st) 2023

CPD 4 - Cross Platform Communications – Mar (9th-11th) 2023

CPD 5 - Insights & Analytics May (4th-6th) 2023

CPD 6 - Leadership in Commercial Creativity Sep (7th-9th) 2023

Practitioners from industry were invited to join the academics for the programme. Thank you to the 2022 Guest lecturers:

- Finian Murphy, One Core
- Jonny Davis, Allied Global Marketing
- Lauren Kavanagh, Omnicom Media Group
- Elizabeth Sheehan, Consultant
- Roisin Keown, The Brill Building
- Sharon Mullen, Google
- Hannah Louise Dunne, One Core
- Ruadhan Barry, SiteCore
- Alex Gibson, TU Dublin
- Fintan Lonergan, Abi Global Health



PEOPLE: EDUCATION, INITIATIVES TRAINING

IAPI continues to build relationships with all the major 3rd level educational institutions in Ireland including: TU Dublin, UCD, Maynooth, UCC, UCL, NUI Galway, Griffith College & DCU. This ranges from presentations to classroom settings, (now possible again post Covid-19), to setting creative assignments and helping with coursework.

Griffith College Creative Bursary

In our third year collaborating with the faculty of Journalism and Media Communications at Griffith College, we were delighted to launch the €10,000 Creative Bursary aimed at disadvantaged and DEIS Schools across Ireland. The aim of the initiative is to promote Creative Careers to secondary students nationwide and this year’s bursary is ‘Sustainability’.

This awarded bursary was given to 5 DEIS Schools, each with a minimum of 20 students taking part and a total of 9 schools entered. A very rough estimate being a minimum of 180 secondary students participating.



Keith O'Connor (IAPI), Sarah Edmondson (Griffith College), TY Students at Old Bawn Community School, Vita Ryan (Art Teacher, Old Bawn), Brian Teevan (TY Coordinator, Old Bawn)

Work experience for inner city students

The North East Inner City (NEIC) Initiative is a social regeneration initiative endorsed by Government involving local communities charged with creating opportunities to bring about lasting, positive change in the area. Part of the strategy involved in this initiative is to secure high-quality work-experience placements for TY & LCA students from 6 D1 DEIS Schools.

According to Olive Ojo, NEIC - “Work experience has the potential to make a real difference in the lives of young people. Often, work placements can reflect and reproduce patterns of inequality with working class students getting working class placements and middle-class pupils experiencing the benefits of “professional placements.”

In 2022 we asked IAPI members to provide as many work placements as possible for the students that fall under this scheme. We were delighted to have the following agencies take part in this excellent scheme Havas Group, BBDO Dublin, Initiative, Thinkhouse, Droga5 Dublin, The Public House, We The People, Oliver, Goosebump, UM, Elevate, Boys+Girls, Edelman & Marketing Network.



PEOPLE: EDUCATION, INITIATIVES & TRAINING

2022 Highlights

IAPI is committed to providing our members with quality training and inspirational online events. If you missed any of the below, you will find links to the recordings on here that you can watch in your own time. IAPI members also receive free access to EACA training sessions and a discount on IPA courses.

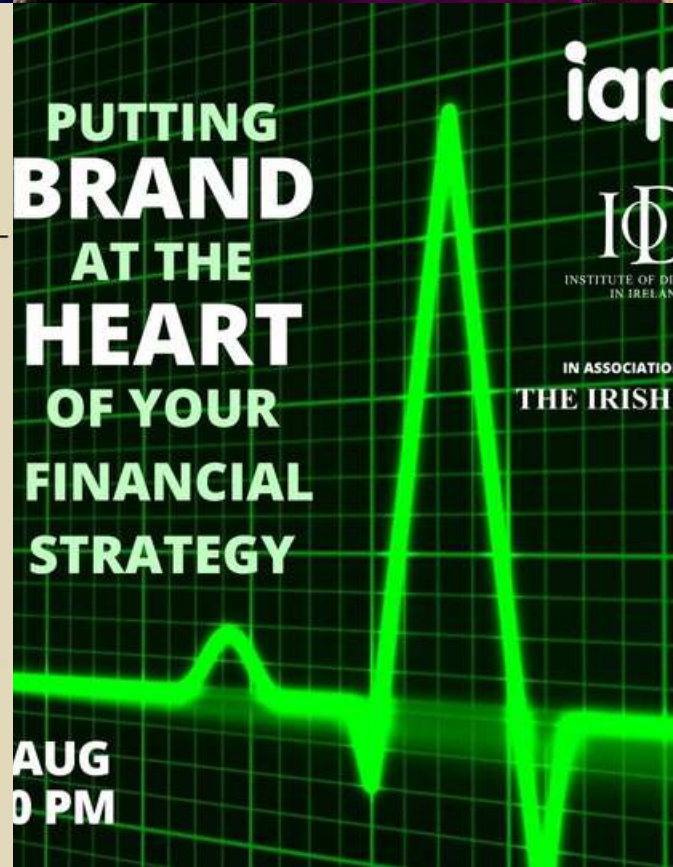
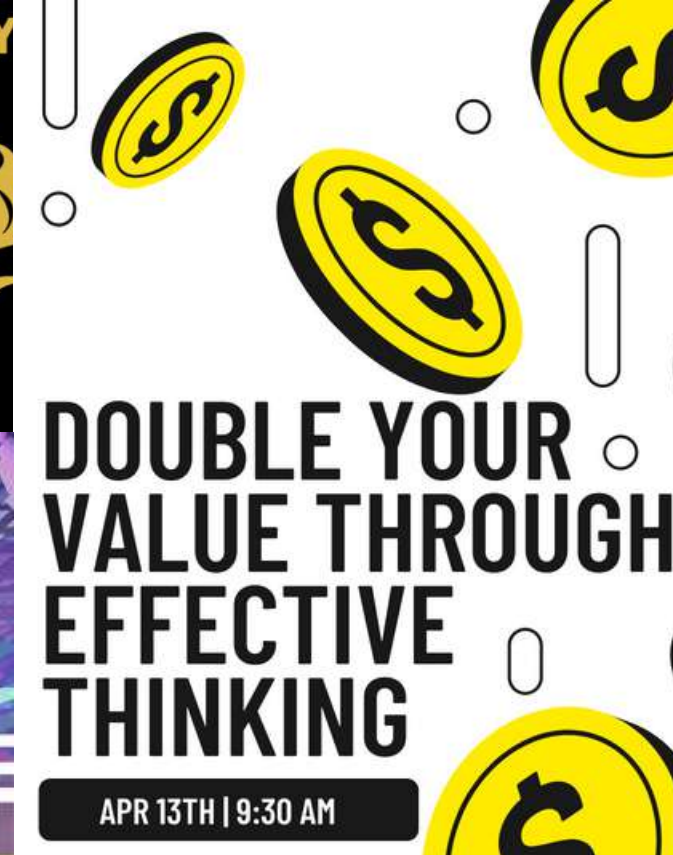
Top 10 Events (by Attendance)

1. IAPI/IOD Putting Brand at the Heart of Your Financial Strategy Seminar - (270 attendees)
2. Cannes Young Lions Launch Event (198 attendees)
3. Media Matters: Tensions in the Metaverse – Future or Fad? (145 attendees)
4. Return of the Ping Pong: Futurehead's Summer Party (117 attendees)
5. Cannes-Alysis (115 attendees)
6. Double Your Value Through Effective Thinking (114 attendees)
7. Media Focus: Global Brands, Local Content with RTE (112 attendees)
8. Overcome Imposter Syndrome with Tanya Livesey (111 attendees)
9. A Guide to Negotiation Success with James Thomas (110 attendees)
10. Effie Awards Ireland 2023 Kick-off Event (107 attendees)

42
Events

3,000+
Attendees

1,683
Vimeo
Views



PEOPLE: EDUCATION, INITIATIVES & TRAINING

[Click here to look back at all the IAPI 2022 events](#)

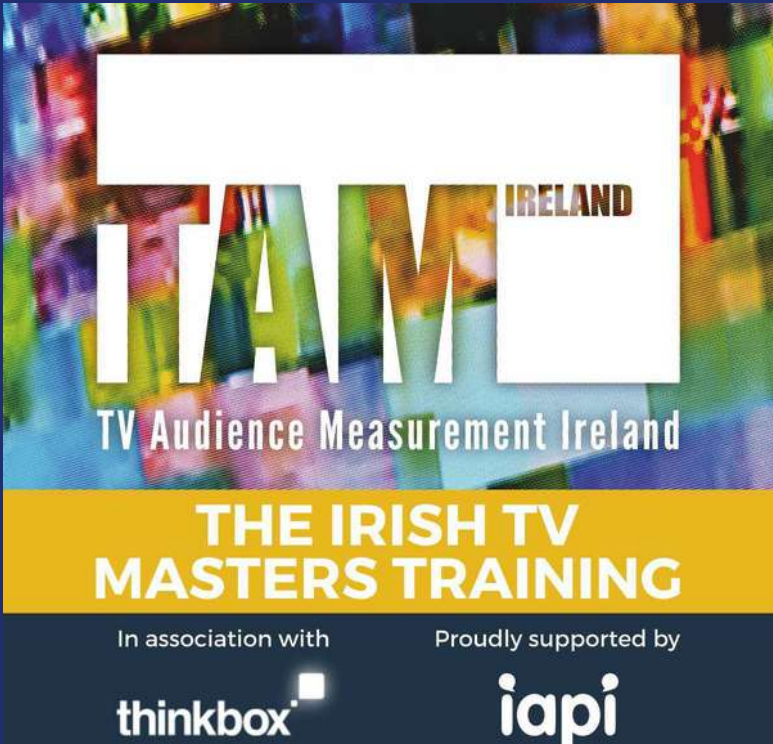
IAPI Hour

IAPI hour is a social event where anyone from an IAPI agency is welcome to come together to socialise and have some drinks. It's a great opportunity for newer staff to expand their network, for industry leaders to catch up with past colleagues, and for everyone in-between to meet old friends and new. This year we held two IAPI Hour events, our launch event and our Christmas edition.



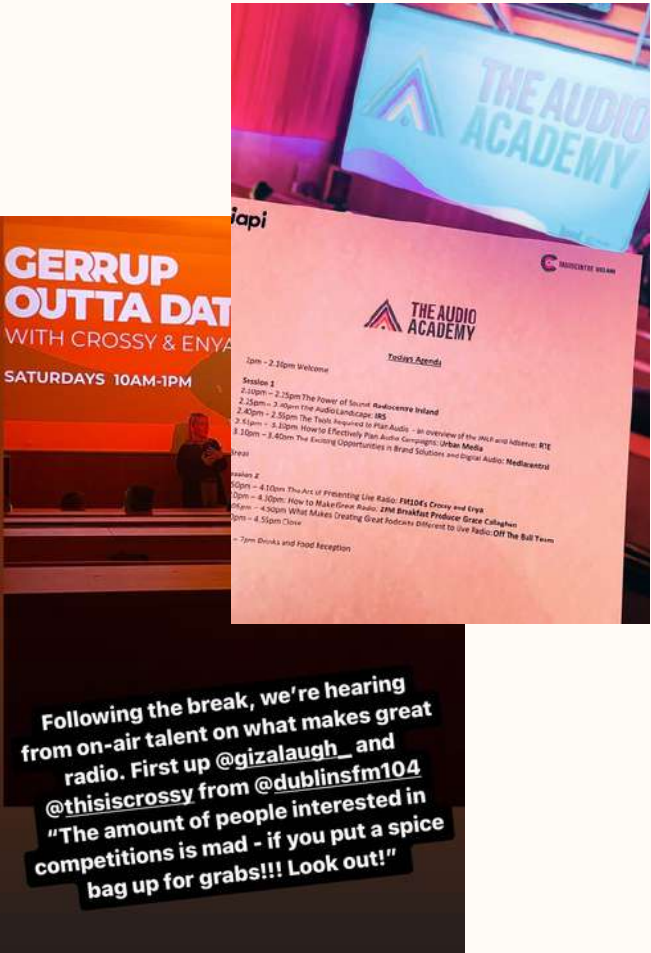
The Irish TV Masters from TAM Ireland

The Irish TV Masters Training from TAM Ireland is a free online course designed in collaboration with Thinkbox UK. The intensive nine-part course was designed to deliver a comprehensive understanding of today's TV advertising world for those working in marketing for a brand or at an advertising or media agency. Missed out? Don't worry, in 2023 TAM Ireland plan to run three 12-week courses in Spring, Summer, and Autumn.



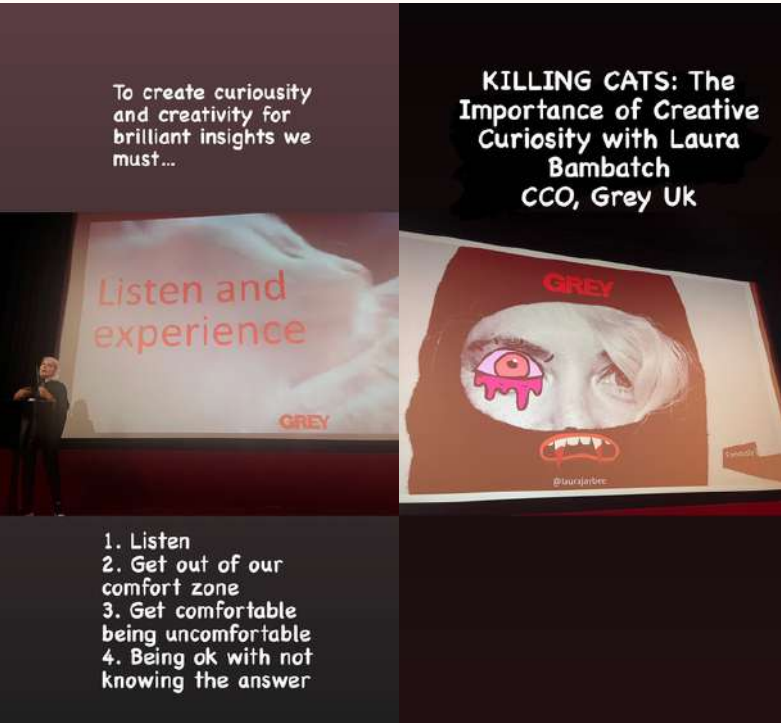
Audio Academy with Radiocentre Ireland

The Audio Academy aimed to bring media planners and brand managers together to help them become an expert audio media planner. Attendees of the three modular programme heard from presenters and producers about the skills required to put a radio show together and all they need to know about digital audio and the future of audio.



Killing Cats: The Importance of Creative Curiosity

At this creative event, Grey CCO and SheSays Co-Founder Laura Jordan Bambach explained why being curious is one of the greatest traits you can have. Laura demonstrated how creativity is joining old dots in new ways, but to join them you need to know what the most interesting, useful dots are. This is where all the 'random and stupid' knowledge you collect comes in.



PEOPLE: EDUCATION, INITIATIVES & TRAINING

[Click here to look back at all the IAPI 2022 events](#)

The Key to Keeping and Attracting the Best Talent with Fania Stoney

In this webinar, Fania shared what talent expects from organisations now through the lens of health & wellbeing, in a wider sense, and how organisations are actually responding to these expectations.



Creative is Native Presents: Winning on a Global Stage

Winning on a Global Stage is important in every aspect of our industry, whether that is winning creative awards to put your agency on the map or winning international business through technical innovation. Hear how it's done by talented creative leaders Alan Kelly, CCO, Droga5, Bridget Johnson, Executive CD, Boys+Girls, and Des O'Leary, MD, Catapult.



Media Matters: Tensions in the Metaverse – Future or Fad?

Our Media Matters event this year aimed to explore, challenge and understand the tensions around the Metaverse that currently exists for both agencies and brands in these new spaces as well as taking a look at the roles and responsibilities that is needed by the ad industry as the Metaverse evolves into consumers everyday lives.



IAPI/IOD Putting Brand at the Heart of your Financial Strategy Seminar

The title speaks for itself, as the purpose of the seminar was to demonstrate why brand strategies need to be part of an organisation's financial and business strategy to create responsible growth. This annual event proved extremely popular and is the fourth in the series. It was designed for directors and senior business leaders. It featured leading executive speakers from different industries who examine the relationship between long lasting brand strategies and business performance.



PEOPLE: CELEBRATING YOUNG CREATIVES

Cannes Young Lions

IAPF were thrilled to showcase the seven winning Cannes Young Lions teams who represented Team Ireland at the International Cannes Lions Festival, the world's most respected advertising awards festival. For the first time in two years, our winners had the opportunity to travel to Cannes in June after representing Ireland online in the Global Young Lions competition against teams from all over the world in the Film, Print, PR, Digital, Media, Design and Young Marketer categories.

Team Ireland 2022 - National CYL Competition Winners Raphael Da Silva, Motion Graphic Designer, Droga5 Dublin Roisin Jordan, Graphic Designer, The Tenth Man Derwin Myers, Strategic Planner, Folk Wunderman Thompson Kim Comiskey, Senior Strategist, Folk Wunderman Thompson Adam Kelly, Editor, Droga5 Dublin Eoin Lennon, Editor, Droga5 Dublin Róisín Monk, Digital Marketing Consultant, Droga5 Dublin Laura Cassidy, Content Management Consultant, Droga5 Dublin Emmet Heneghan, Copywriter, Droga5 Dublin Steve Clifford, Art Director, Droga5 Dublin Aoife Cregan, Account Executive, Edelman Kate Stapleton, Account Manager, Edelman Adetunji Paul, Digital Content Manager, AIB.

Thanks to our sponsors who provided the time, support, and funds for our Team of Irish Cannes Young Lions. Pull the Trigger, Sky Ireland, DMG Media, PRCI/PRCA, Core, Meta, Smurfit Kappa, and Radio Centre Ireland supported this competition in 2022.

Roger Hatchuel Academy Student

The Roger Hatchuel Student Academy is a unique learning experience designed to help students interested in pursuing a creative path in advertising launch their careers. The programme helps students explore the various avenues and creative spaces they could work in after graduating. Throughout the week students dissect diversity and unlock a greater understanding of each other, the world and the nature of the industry.

In 2022 we were thrilled to announce that Michelle Deng, from TU Dublin, was selected by the Cannes Committee out of our three finalist candidates to attend the Roger Hatchuel Academy from 20-24 June as part of the Cannes Lions Festival. Thank you to TU Dublin / Maynooth University and TU Tallaght for putting forward students to take part in the 2022 programme.

Eurobest Young Creatives 2022

This year IAPF chose two teams following a short judging process to represent Ireland in the Eurobest Young Creatives international competition. Congratulations to: · Roisin O'Mahony, Copywriter, Boys+Girls & Raphael Silva, Art Director/Motion Designer, Droga5 Dublin · Leona Smyth, Art Director, TBWA/Dublin & Anthony McDonagh, Junior Copy-writer, Core.



2022 Cannes Young Lions Irish Competition Winners

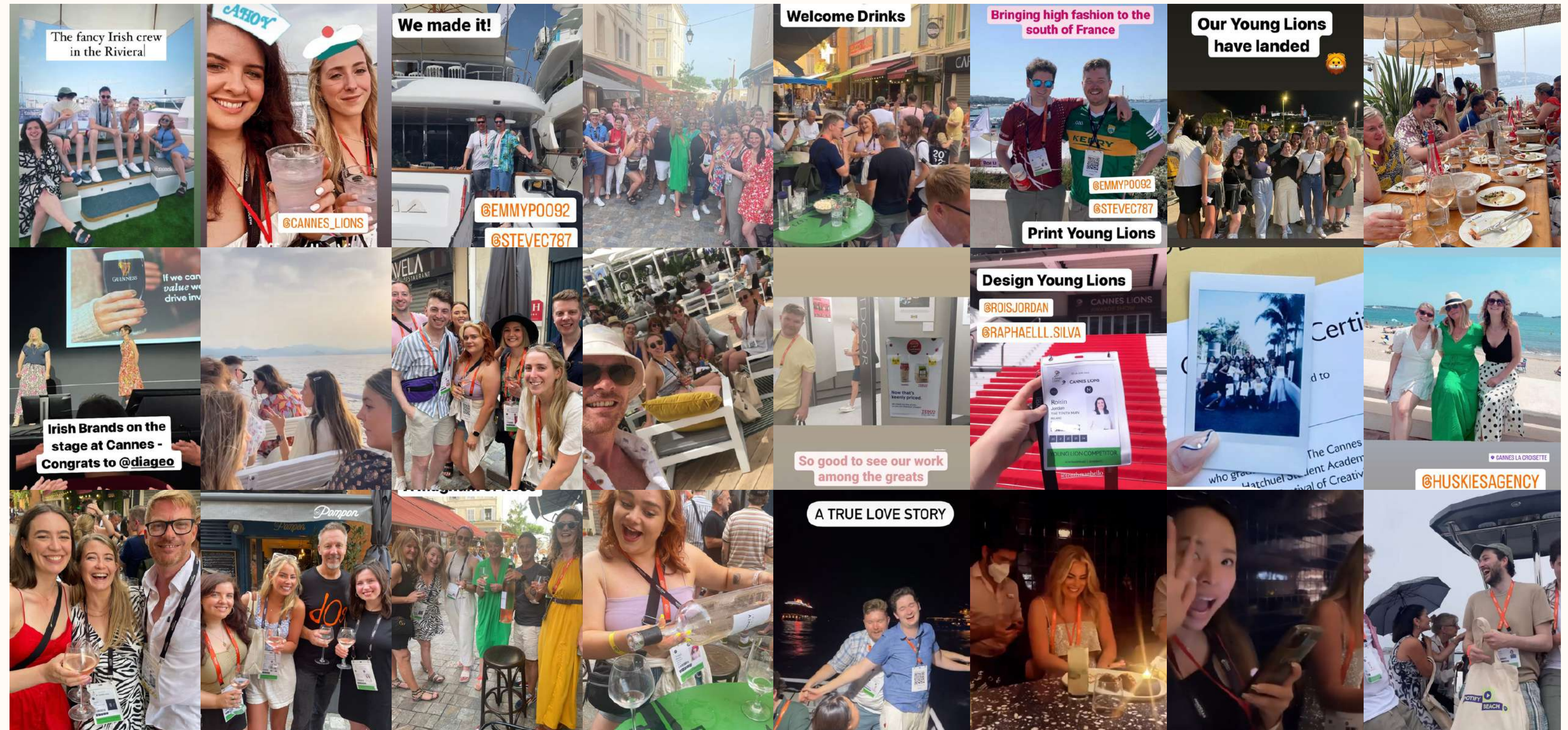


Ireland competitors chosen for Eurobest Young Creatives competition

Young Cannes Lions 2022 Sponsors:



CANNES YOUNG LIONS 2022



PEOPLE: INDUSTRY FELLOWSHIPS

IAPI AWARDS FOUR FELLOWS IN 2022

It's been five years since IAPI has awarded this Fellows of the industry. However, 2022 seen some incredible talent and IAPI wanted to celebrate the outstanding contribution to the advertising and communications industry of these four industry legends. Those who received the prestigious award are Orlaith Blaney, Director of Corporate Affairs, Irish Water, and previously Managing Director, McCann Dublin; Alan Cox, Founder and ex CEO, Core, now pursuing his business interests outside of the industry; Patrick Hickey, Founder and ex CEO, Droga5 Dublin, now Executive Chair, Mobility Mojo; and Eoghan Nolan, Advertising Copywriter and CopyClear Manager who sadly passed away in 2021.

"I am absolutely delighted and privileged to be recognised by IAPI in this way. The ad industry will remain my first love and it is a career I really thrived in and enjoyed immensely. This Fellowship is the icing on the cake for me. Thank you to the IAPI Board for recognising me in this way. Many of my friends are my agency clients and colleagues to this day and I am pleased to say I keep in touch with many of them," said Orlaith on receiving her Fellowship.

"I have enormous respect for the pivotal role that IAPI plays in the development of our industry; so to receive this fellowship from the Institute means a lot to me; it's a great honour," said Alan Cox upon receiving his award.

Patrick, on receiving his Honourary Fellowship said: "It was a privilege to be in an industry full of wonderfully creative people. Working with clients that backed world beating creativity are amongst my favourite times. I am humbled to receive this honour from IAPI and it's board. The Irish advertising sector has never performed better on the world stage. It is very satisfying to know the Irelands creatives now know that they belong up their with the very best. I am accepting this award on behalf of my former partners and all of the brilliant people who shared our journey in Rothco."



Patrick Hickey, Founder and ex CEO, Droga5, now Executive Chair, Mobility Mojo, Charley Stoney, CEO, IAPI, Sean Hynes, Co-Founder & CD, Bonfire, & IAPI President, Orlaith Blaney, Director of Corporate Affairs, Irish Water



Eoghan Nolan (1957-2021)



Alan Cox, Founder and ex CEO, Core

GROWTH: FOCUS ON EFFECTIVENESS

April Effectiveness Series

Effie Awards Ireland brings a colossal change to marketing effectiveness in Ireland. As 2022 was a non-competition year, IAPI wanted to highlight the importance of effectiveness through our “Enhancing Effectiveness Series” in April.

IAPI dedicated the month of April to the Celebration of Effectiveness with three distinct, but equally inspiring training programmes. Every agency team member and all marketers were welcome to attend these sessions.

We kicked off the series with “Insights for Effectiveness: Learning to See More.” This interactive session shared how insights are one of the leading drivers of higher scores, so there is a direct link between great insights and effective work. For the second event in our April series, we launched “Double Your Value Through Effective Thinking” where we were joined by past Effie juror Loic

Mercier, Chief Strategy Officer, TBWA Paris and Andy Pierce, Group Strategy Director, Core, where they discussed insights into planning for effectiveness.

We wrapped up the series with “F-ing Effective: The three Fs of Effectiveness,” where we shared the 3 key ingredients that supercharge campaign effectiveness: Fame, Feeling, and Fluency.

The focus on Effectiveness is one of IAPI’s key priorities. Why? Because Effectiveness and especially Creative Effectiveness leads to transformational growth for brands. AND for agencies. IAPI wanted to spread the message of, “if your work is consistently effective your value to clients increases, and it follows that they stay with you for longer” and to help agency members enhance their effectiveness.

You can view the full series [here>>](#)

VIEW THE SERIES HERE



Effie Awards Ireland

The countdown to Effie Awards Ireland 2023 has begun, with entries opening on March 1st, 2023, and a variety of deadlines and fees applicable. The final deadline to send in entries will be June 2nd, 2023.

All the information required including the 2023 Effie Awards Ireland Entry Kit is now available on effie.org/Ireland.



2021 Effie Awards Ireland Booklet

Look back and review all our brilliant 2021 Effie Award winners in our 2021 Effie Awards Ireland Case Study Booklet [here](#).



GROWTH: REPORTS, PR & RECOGNITION

2022 International Jury Members

This year saw a high scale of Irish representation on international juries and judging panels including:

- Cannes Lions Festival of Creativity
- Effies Global Best of the Best Awards
- Effies Awards Europe
- Eurobest Awards
- The Immortal Awards
- AME Awards

We would like to thank our members who took the time and effort to be a part of these judging panels;

- Alan Kelly, Chief Creative Officer, Droga5 Dublin,
- Bridget Johnson, Executive Creative Director, Boys+Girls
- Ed Leamy, Head of Innovation, BBDO Dublin
- Liam Wielopolski, Executive Creative Director, CORE
- Mark Tuthill, CD, CORE
- Damian Devaney, Senior VP, TBV Global
- Margaret Gilsenan, CSO, Boys+Girls
- Neal Davies, CEO, BBDO Dublin
- Brian Melarkey, Director & Head of Creative Strategy, FleishmanHillard
- Neal Davies, CEO, BBDO Dublin
- Roisin Keown, Executive Creative Director, The Brill Building
- Enda Kelly, MD / Head of Strategy Folk Wunderman Thompson

- Jen Spiers, Executive Creative Director, Droga5 Dublin
- Shane O'Brien, Executive Creative Director, BBDO Dublin
- Sarah Deeny, Client Services Director, In the Company of Huskies
- Bridget Johnson, Executive Creative Director
- Karl Waters, Creative Partner, Folk Wunderman Thompson
- Carol Lambert, Board CD, Publicis Dublin
- Colin Hart, Founder & CD, The Public House
- Damian Hanley, CD, In the Company of Huskies
- Jake O'Driscoll, CD, Boys+Girls

International Award Wins in 2022

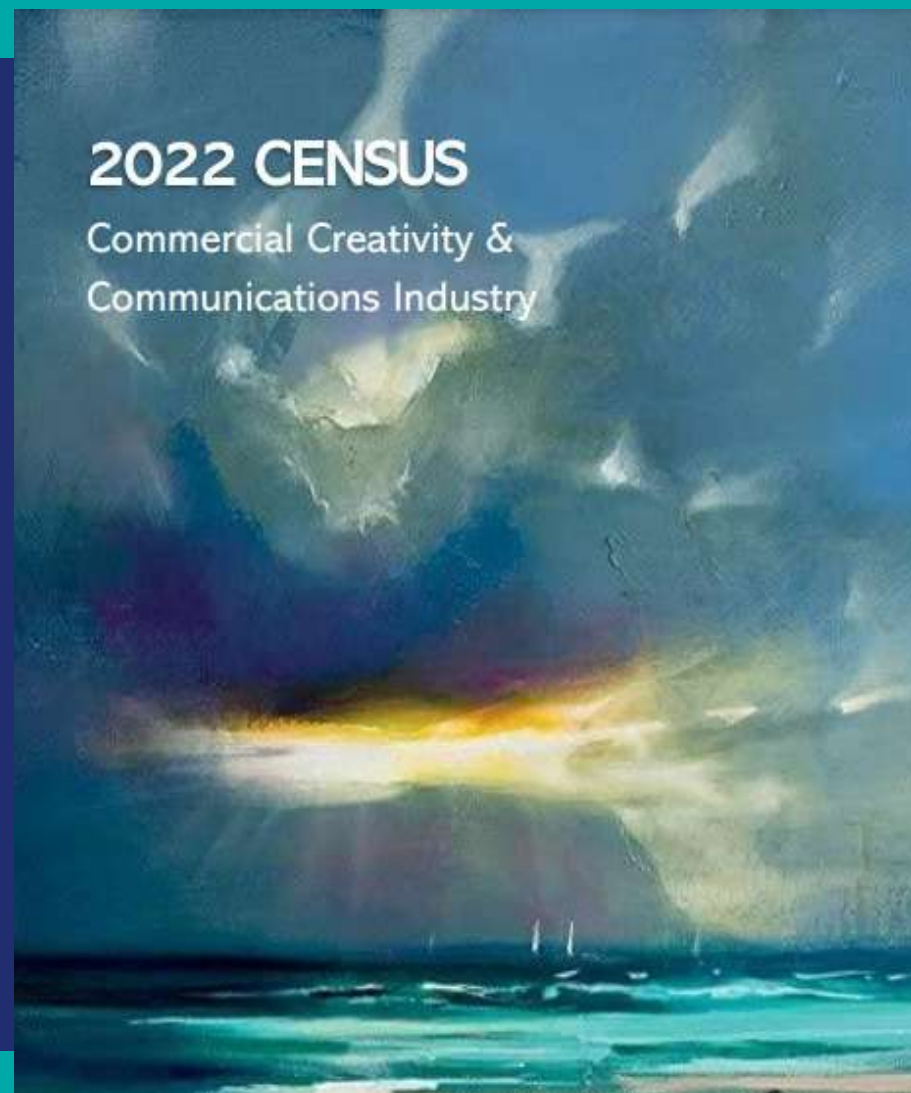
We are delighted that Ireland has had another successful year competing in International Awards and we'd like to congratulate the following IAPI members for their wins.



GROWTH: REPORTS, PR & RECOGNITION

SURVEYS AND REPORTS

[CLICK HERE TO
READ THE REPORT](#)



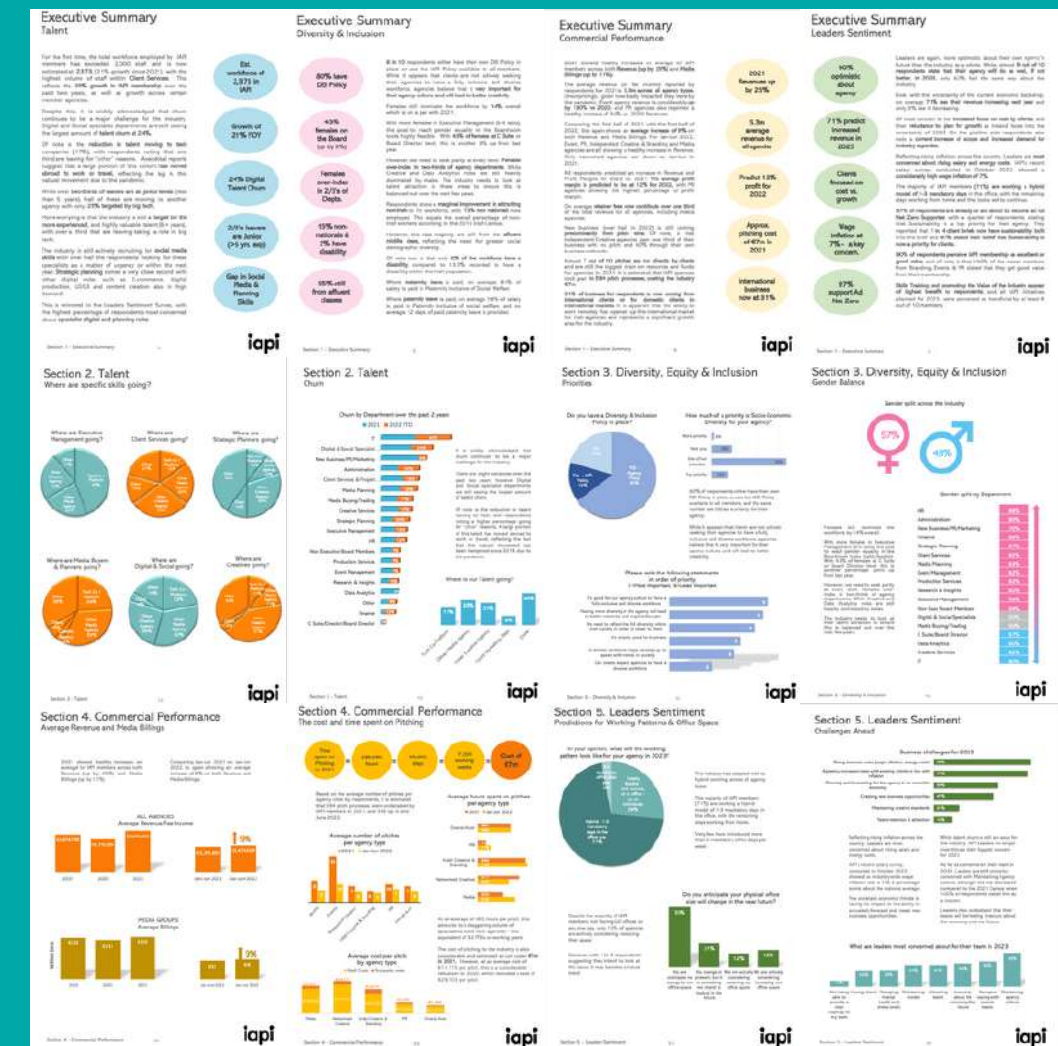
The IAPI 2022 Census

The IAPI 2022 Census was conducted via surveys sent to IAPI members and completed by the heads of Finance, HR, and Agency Leaders. 75% of IAPI members participated in the 2022 Industry Census throughout September and October. Representative members from all agency disciplines took part, providing comparison findings for each agency type where relevant.

The 2022 census revealed some interesting statistics. For the first time, the total workforce employed by IAPI members has exceeded 2,000 staff and is now estimated at 2,373, (21% growth since 2021), with the highest volume of staff within Client Services.

In Diversity and Inclusion, we saw that females still dominate the workforce by 14% overall which is on a par with 2021. With more females in Executive Management (6:4 ratio), the goal to reach gender equality in the Boardroom looks highly feasible. With 43% of females at C Suite or Board Director level, this is another 3% up from last year.

In Commercial Performance, new business (over half in 2022) is still coming predominantly from pitch wins. Of note, is that Independent Creative agencies gain one third of their business with no pitch and 40% through their own business networks.



€7m

Pitching costs in the industry (p.a)

15%

Non nationals in workforce

33%

Of leavers have 3-5 yrs exp

7%

Wage inflation

31%

International Business

43%

Females at board level

GROWTH: REPORTS, PR & RECOGNITION

SURVEYS AND REPORTS

[CLICK HERE TO READ
THE REPORT](#)



Ireland's Creative Influence Survey 2022

In September 2022, for the second year running, IAPI, in partnership with our Creative is Native partners The Irish Times, sought the opinions of creative professionals working in the advertising and marketing sector.

The aim? To gain an understanding of how creative professionals in the commercial creativity and communications industry in Ireland are feeling about a number of issues, which include the quality of work being produced, to how they feel about working in Ireland right now and whether living here influences their creativity.

The survey drills into aspects of Irish culture which the sector believes helps stimulate commercial creativity, with our “irreverent sense of humour” scoring top marks. A willingness to make fun of ourselves, and the progressive nature of today’s Irish society, were also seen as significant contributing factors.

Furthermore, 60% of respondents believe the quality of commercial creative work produced in Ireland is either ‘excellent’ or ‘good’, while 64% are ‘proud’ or ‘very proud’ to be working in the sector right now.

64% of creative respondents are proud or very proud to be working in the industry.

40% of people say they decided to have a career as a commercial creative in college

63% of the Ads that were mentioned as having inspired creative professionals **from their past** were for the Guinness Brand.

GROWTH: REPORTS, PR & RECOGNITION

IAPM MARKETING REACH

31% Open Rate

144 Marketing Campaigns

50 Friday Newsletters

4% Sub Increase

5 New Member Agencies Joined





acne

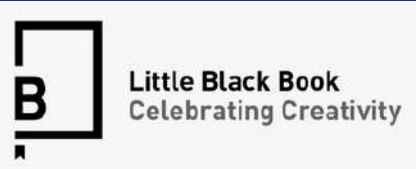
FUTURE PROOF MEDIA

idea. WE THE PEOPLE

SWEAR TAKER

Social Growth

		Increase since 2021
	1.9k	10.5%
	983	11%
	5.4k	17%
	6.1k	8%



In our interview series by Little Black Book, we've been checking in with Ireland's top Creatives and industry experts within the IAPM membership.

Our 2022 Little Black Interviewees include:

- Kris Clarkin, Boys+Girls
- Vivian Huynh, Folk Wunderman Thompson
- Udi Ovadia, In the Company of Huskies
- Helena Jones, Core
- Damian Hanley, In the Company Huskies
- Ruth Cosgrave, Smurfit Kappa
- Elaine Carey, Three Ireland
- Rory Hamilton, Boys + Girls

350k readership

marketing.ie

Marketing and Media Matters

14 Articles

20k+ readership

ADWORLD

17 Articles

36k+ readership

GROWTH: REPORTS, PR & RECOGNITION

GROWTH: IAPI X THE IRISH TIMES CONTENT SERIES 2022

This IAPI initiative promotes Ireland as a Centre of Excellence for the commercial creativity industry. Following the 2021 launch, IAPI were thrilled to bring back the C=N content series by The Irish Times. This year we heard from some of Ireland's brightest creatives, premiere marketers and advertising aficionados. The series gave us an inside look into branding and advertising in Ireland, and how IAPI helps promote their latest innovative and creative campaigns. Click here to read the full content series.

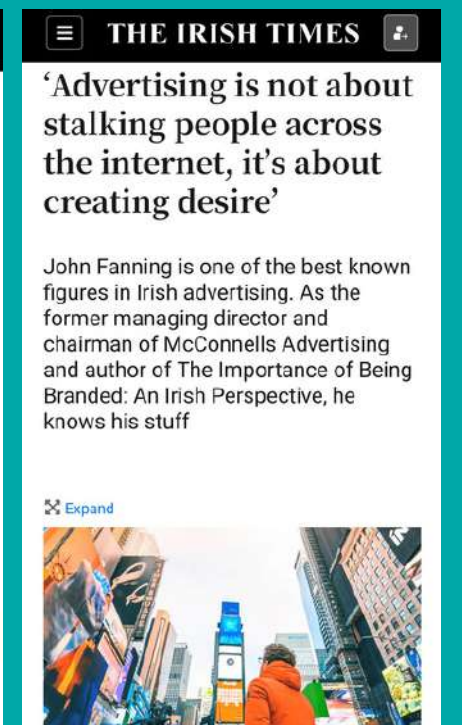
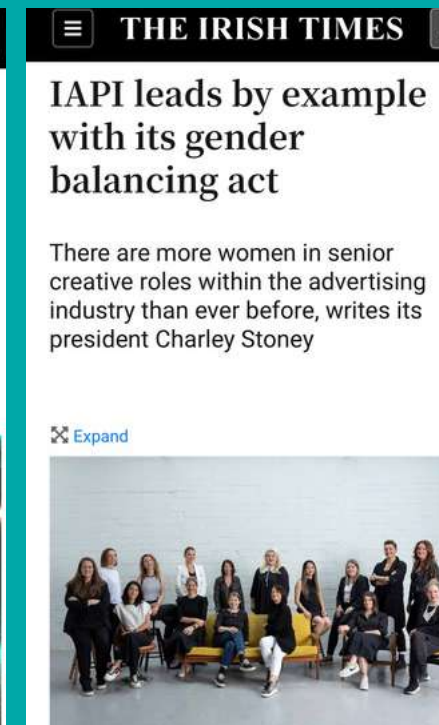
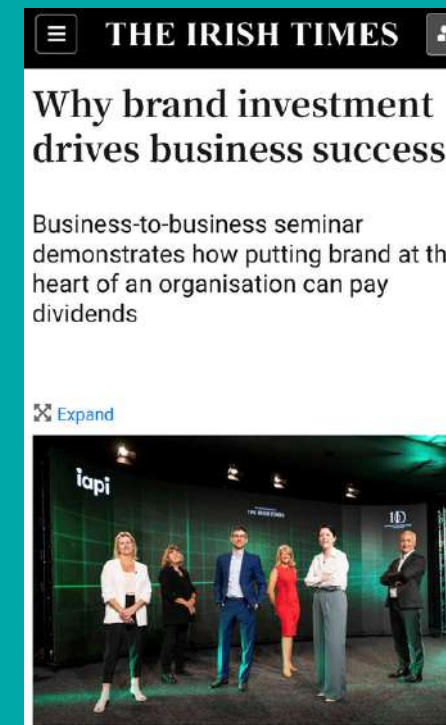
'IAPI leads by example with its gender balancing act'

"There are more women in senior creative roles within the advertising industry than ever before. Effective creative communications should be designed by those representing today's consumers. So why is it then that women in senior creative roles are so badly represented within our global industry" asks Charley Stoney, CEO of the Institute of Advertising Practitioners in Ireland (IAPI).

'Creative is Native: How to turn Ireland's rich storytelling heritage into advertising gold'

"Advertising doesn't work if it is a lie. It may boost immediate sales, but it is commercial suicide in the longer term to make wrongful claims. What advertising does well – when it is at its best – is when it finds brilliantly creative ways to raise a brand's consciousness in the minds of an apathetic audience. Sometimes campaigns transcend their category and leave a lasting mark on culture." Read the full article here.

[Read all the articles here](#)



9 Interview Articles

2.2m readers

5 Print Articles

54k+ readership

SUSTAINABILITY: AD NET ZERO

LAUNCH OF AD NET ZERO IRELAND



L-R: Pat Mannion, CEO, JC Decaux & Board member MII; Suzanne McElligott, CEO, IAB Ireland; Elizabeth Sheehan, Chair Ad Net Zero Council in Ireland; Charley Stoney, CEO, IAPI; Anne Marie Curran, Chair CPI; Barry Dooley, CEO, AAI.



Jennifer Ross, Project Manager, ANZ Ireland

In 2022, IAPI proudly lead an industry wide initiative to help the wider marketing and advertising communications industry respond to the climate crisis, with the aim of reaching net zero carbon emissions by 2030.

In November 2020, the UK marketing and advertising industry launched Ad Net Zero, led by the Advertising Association, IPA and ISBA.

In June 2022, Ireland became the first market to adopt the Ad Net Zero programme outside the UK. Ad Net Zero in Ireland is led by IAPI (Institute of Advertising Practitioners in Ireland), AAI (Advertising Association of Ireland), MII (The Marketing Institute of Ireland, CPI (Commercial Producers of Ireland) and IAB Ireland.

Ad Net Zero’s ambition is for the movement to become the global benchmark for reducing carbon emissions across the entire marketing and advertising eco system, across following 5 areas of activity:

1. Advertising businesses’ own operations: all companies commit to curtail their carbon emissions, principally by reducing travel, fossil energy use and waste.
2. Advertising Production: advertisers, agencies and production companies commit to measuring and reducing their impacts with support from AdGreen.
3. Media Choice: media agencies commit to working with Ad Net Zero to collaborate in the development of a data framework for the measurement of carbon emissions through media planning & buying & working with their clients to develop lower carbon media plans.
4. Awards and Events: organisers build sustainability criteria into awards, and plan events to minimise their carbon footprints, especially from travel.
5. Using Advertising’s Positive Influence: agencies and clients harness the power of their advertising to promote more sustainable consumer choices and behaviours.

SUSTAINABILITY: AD NET ZERO

IAPI SUSTAINABILITY LEADS

HOW TO SET UP AD NET ZERO IN YOUR COUNTRY



Elizabeth Sheehan
Independent Marketing & Sustainability Specialist



Abi Moran
CEO
Folk Wunderman Thompson



ALL FOR NONE
9 & 10 NOVEMBER - LONDON & ONLINE

Abi Moran, CEO, Folk Wunderman Thompson and Fiona Field, MD, OMD, head up the Sustainability Council on the IAPI Board. Abi Moran first brought the Ad Net Zero programme to the attention of the IAPI Board, and together with Fiona Field and Charley Stoney, CEO, IAPI have brought the initiative to fruition.

As the first country outside the UK to adopt Ad Net Zero, we were privileged to represent Ireland at the Ad Net Zero Global Summit, in November 2022, to coincide with COP27. Elizabeth Sheehan, Chair, Ad Net Zero Council in Ireland; and Abi Moran spoke to a global audience on this vital subject. The Global Summit covered a stimulating mix of thought leadership, inspirational work and practical guidance and anyone working in advertising across brands, agencies, media owners and tech companies to should [click here](#) to watch the recording of this session.



Fiona Field,
Managing Director, OMD



CARBON RESULTS IRELAND

The charts opposite display the results extrapolated from the 22 Irish supporters that submitted their carbon data for 2021, the deadline for which was end August 2022. This data was cumulated by Ad Net Zero and Green Element who analysed and produced the final report. With 61 supporters and more joining every day, we look forward to seeing the emissions report for 2022 in November 2023.

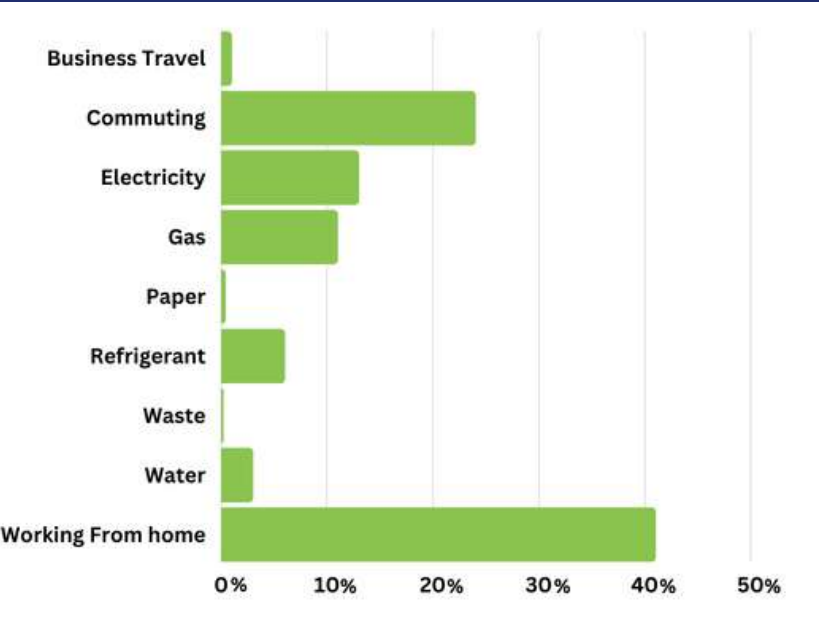
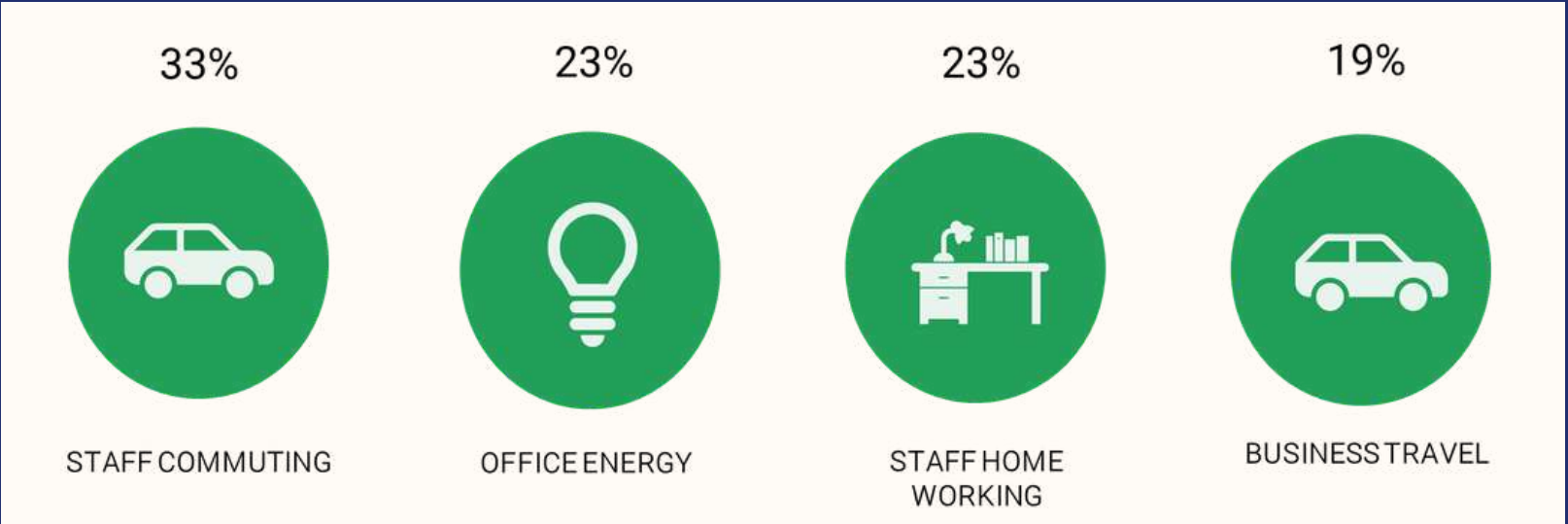


Figure 3: Proportional representation of AdAssoc's 2021 market-based carbon footprint (Ireland-Based Reporting Companies Only).



The four activities associated with the highest 2021 Green House Gas (GHG) emissions (UK & Ireland)

SUSTAINABILITY: AD NET ZERO

AD NET ZERO SUPPORTERS



To date, there are 61 Ad Net Zero supporters in Ireland, made up of agencies, production companies, platforms, media owners and brand owners across the market. 98% of IAPI members are now signed up to Ad Net Zero.

Ad Net Zero Ireland engaged the professional services of Elizabeth Sheehan, Independent Marketing & Sustainability specialist and she has been instrumental in bringing this to fruition, along with newly appointed Jennifer Ross, Project Manager, Ad Net Zero in Ireland.

Elizabeth Sheehan chairs the Ad Net Zero Council in Ireland which includes Abi Moran, CEO, Folk Wunderman Thompson and Fiona Field, MD, OMD who represent IAPIs interests on the Council. Other Ad Net Zero Council members include: Barry Dooley, CEO of Advertising Association of Ireland, Anne Marie Curran, Chairperson, Commercial Producers of Ireland, Rebecca Bourke, Founder & Executive Producer of Assembly Productions, Yves Schwarzbart, Advertising Industry Relations Manager, Google, Shane McGonigle, CEO Marketing Institute of Ireland, Gareth Fitzpatrick, Managing Director, Havas Ireland, Charley Stoney, CEO, Institute of Advertising Practitioners of Ireland, Geoff Codd, Marketing Director, Energia, Suzanne McElligott, CEO, IAB Ireland, Maeve O'Meara, Marketing Manager, IAB Ireland

IAPi TEAM

Farewell

We extend our gratitude to those who stepped down from the IAPi Board in November 2022. IAPi Agency Leader Fiona Fields, MD OMD, and Futureheads Chair Jamie Fulham, Consumer and Shopper Planning Manager, Diageo. They will be dearly missed and remembered for their hard work, dedication, and leadership over the years.

IAPi are pleased to announce our new board members. Chris Cashen, Managing Partner - Strategy, Mindshare has been appointed to the Agency Leader role and Adam Brannigan, Account Director, Goosebump has been appointed as the new Futureheads Chair. We wish them both the best of luck in their new roles.



Chris Cashen
Managing Partner,
Mindshare



Adam Brannigan
Account Director,
Goosebump

IAPi Executive Team



Charley Stoney
CEO



Katherine Ryan
Programme Director



Keith O'Connor
Talent Marketing Manager



Serena Loftus
Account Manager



Amy Cassidy
Events & Project
Co-Ordinator



Shreesha Hegde
Social Media &
Communications Executive

IAPi Board



Sean Hynes,
Co-Founder & CD,
Bonfire



Fiona Fields
MD, OMD



Margaret Gilsenan
CSO & Founder, B+G



Jonathan Conlon
COO, Group M



Geraldine Jones
CEO, Publicis



Aoife McCleary
Senior Copywriter, In the
Company of Huskies



Neal Davies
CEO, BBDO Dublin



Emma Williams
Director, Edelman



Anna Doyle
Business Director,
Starcom



Helen Stanley
Finance Business
Partner, Core



Abi Moran
CEO, Folk Wunderman
Thompson



Jamie Fulham
Consumer & Shopper
Planning Manager, Diageo



NOT A MEMBER?

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iapi

2022 IN REVIEW

