



iapi

**Providing a Voice
for Commercial
Creativity in 2019**



We are the body for the commercial creativity and communications industry in Ireland.

Our purpose is to firmly position our industry as a fundamental engine of Ireland's future growth.



We will do this by...

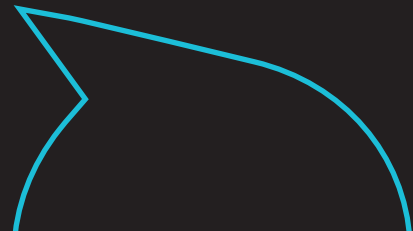
- ➡ **Positioning Ireland as a global centre of excellence for commercial creativity and media planning.**
- ➡ **Empowering our members to grow the value of their business.**
- ➡ **Elevating the industry through driving world class professional standards.**
- ➡ **Advocating for the interests of our members at Corporate Board, Government and international levels.**
- ➡ **Fostering a culture of strategic leadership, creativity and innovation within our members.**
- ➡ **Delivering first class training and education across a multi-discipline industry.**
- ➡ **Broadening the strength and appeal of our industry to attract world class talent.**
- ➡ **Promoting diversity and inclusion as a strategic and economic imperative.**



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Message from the President

It is with a heavy heart (and a modicum of relief) that I welcome you to my last AGM as IAPI President. It has been a very enjoyable and rewarding six years on the Board. The truism that 'you get back more than you give' has never been more apparent to me.

Apparently the most important job of a Chair, or President, is to appoint an effective CEO. I believe that this is my biggest achievement, although it was not a difficult job. In a little over a year, Charley has taken a representative body of already high standards and shot it to new heights of reputation and effectiveness. She has built a super team of innovative and ambitious professionals who so effectively represent us: Joyce, Katherine, Keith, Gus and newly arrived Taylor are a dream team who have become an IAPI family.

I have also had the privilege of working alongside a Board that shares my values and who have been selfless with their time, energy and willingness to 'put themselves out there' on behalf of our membership. Imagine what a leader like Shenda Loughnane will be able to do with such a talented bunch.

Those of you who know me will know that I'm an optimist but I genuinely believe that we work in a special industry and one that – despite the headwinds – has arguably never been more relevant and vital. Having enjoyed a long career I have witnessed many cycles

and, if I have learned anything, it is that there is no better time than now to set your agency's course to remain relevant into the future. For those of you leading agencies, the most dangerous thing we can do is to resist the change that is sweeping our sector. We are enjoying remarkably strong economic conditions over a sustained period.

The temptation is to 'keep doing what we're doing' and seek to maximise short term profit. However, my experience tells me that once the downturn comes – and it will unfortunately – only the agencies who have invested the spoils of the good times in future-proofing their businesses will survive.

Invest in your people, embrace innovation, champion diversity, set 'world-class' as your standard, look beyond Ireland, fight for great work and negotiate your client contracts like your future depends on it – because it does. And remember to have fun. The pursuit of excellence and the enjoyment of your work do not have to be mutually exclusive pursuits. Just ask Charley Stoney.

Jimmy Murphy,
IAPI President

Events & Training

SKILLS LAB

Designed to improve business acumen, creative thinking, strategic abilities, project management and client relationship management.

50 Years Of Planning 24 January

A fascinating event where John Fanning and Margaret Gilsenan (Boys + Girls) presented on the past, present and future of planning within our changing communications and digital landscape.

Negotiation Training For Client Managers 5 March

This unmissable training helped staff to tackle the negotiations upon which an agency's success depends and to negotiate for the value you deserve.

Client Management Training 28 March

Non-Conscious Bias Training 2 May

How To Become A Strategic Thinker: Key Skills For Modern Client Management 16 October

Ongoing Skills Training

Developed in collaboration with our industry partners to provide practical media expertise for agency staff.

TAM Training 13 Feb / 22 May / 25 Sep / 20 Nov

"I found this training session to be very useful and insightful. The style of teaching was entertaining and engaging and the small size of the class meant it was easy to get involved with discussions."

Media Star Training 6 Jun / 16 Jul

Facebook - Year 1 Club Mobile-First ideas 26 Sep / 28 Nov

Year 1 Club is a series of training workshops designed to give the next generation of agency creatives the skills and confidence to master, build and share mobile-first campaigns.



PERSONAL DEVELOPMENT SERIES

Designed to provide training to members for their own personal development and growth, as well as their teams.

Achieving Your Best Year Yet 29 Jan / 12 June / 4 Dec

3-part series across the year with Clodagh Hughes, Founder, Motiv8, designed to reach the core of how we think and perform, and to empower attendees to new levels of personal effectiveness and fulfilment.

Leading High-Performance Teams 16 Apr

Honing leadership skills - a key business skill to become an effective business leader – for those early in their career as team manager or leader who wished to broaden their knowledge on building a great team.

Future Heads Speed Mentoring 17 Apr / 19 Nov

Based on the speed-dating concept, this exciting mentorship programme brings agency staff who are starting out in their careers together with experienced industry professionals for a quick-fire exchange of ideas, knowledge and connections between mentors and mentees.

Transitioning with Gravitas 27 Sept

The transition from Account Manager to Account Director with Personal Development Coach, Sarah Taylor. *“Sarah was absolutely fantastic. She really made me take a step back and re-evaluate my thoughts and behaviours.*

It's very much a course that you need to put the work in afterward in order to get the results but, Sarah created a course that really guides you through this process and ensures your transition to the next career milestone is with complete gravitas. I would highly recommend this course for anyone looking to move to the next level in their career.”

smash Launch 7 Oct

The exciting launch of the first of its kind Employee Assistance Programme for all IAPI members programme to provide 24/7 support on mental health, financial and legal advice, career coaching and parenting support services.

The Blind Spot – Check Your Media Buying and Creative Bias 11 Oct

This event was designed to help agency staff uncover their bias and develop a greater awareness of the impact their unconscious bias has on the decisions they make when media planning and creative targeting.



CREATIVE INSPIRATION SERIES

Designed to provide speakers and events that inform, entertain and inspire ALL members to raise the bar for Commercial Creativity in Ireland.

While You Were Out – WYWO **15 Jan / 25 June**

Informal meet-ups for those in the creative and media industries who are currently on leave to stay in touch with what is happening and prepare for their return to work.

Audiology: Pushing Radio's Potential **19 Feb**

The creative and practical learnings we all need to consider to record better radio ads together.

Out Of The Mouths Of Babes **8 Mar**

A celebration of International Women's Day exploring the benefits of an inclusive 'Gender Balanced Culture'. This event was presented in association with DMG Media.

South By Southwest (SXSW) – Takeouts From The Festival **12 Apr**

Industry experts who attended this years' SXSW festival shared their discoveries as well as the biggest trends and lessons from their trip.

Future Heads Summer Party **19 July**

Annual Summer get-together to mingle, network, and battle it out in the highly anticipated ping-pong tournament.

Creativity Matters (Now More Than Ever) **13 Sept**

Executive Creative Director Joel Arbez from Grey Canada showcased some of his inspiring work and how it affected change. The event also included a client perspective from Niall O'Grady and panel discussion on the importance of creativity in today's changing marketing landscape.

ICADemy: Blood Not Money **13 Nov**

The first in a new series of events in conjunction with ICAD, Blood Not Money focuses on how total commitment, single-minded determination and focus on the quality of the idea can help great work be created on a small budget.



LEADERSHIP SERIES

Designed to provide current and potential agency leaders with the knowledge and skills they need to differentiate and grow their business.

**Leadership And Business Management
In An Evolved Agency Landscape**
11 Jan

Financial Planning for Non-Financial Managers
12 Feb / 13 Mar

Negotiation Training for Leaders
5 Mar

This unmissable training helped Leaders to tackle the negotiations upon which an agency's success depends and to negotiate for the value their agency deserves; covering common real-world agency negotiation challenges and conflict scenarios and how to navigate them.

Driving A Growth Led Innovation Culture
30 Apr

"This was an excellent session. Anne was clearly very well briefed and ensured the relevancy of the content to the audience. It was inspirational - discussions are already well underway about how we apply the learnings. Thank you IAPI and thank you Anne!"

Corporate Governance Training
28 May

Leaders Lunch
1 Aug

**Putting Brand at the Heart of your
Financial Strategy**
28 Aug

This seminar was the first collaboration between the IOD Ireland (Institute of Directors in Ireland) and IAPI. Aimed at CFOs and CEOs; as well as Senior Marketers and Agency Leaders, it demonstrated how leading brands have navigated through the language and cultural barrier to align their business, financial and marketing strategy.

Developing a Great People Strategy
6 Sept

CMO Lunch 'n' Learn Series

These are designed to provide key insights into the role of the CMO as they lead an increasingly complex and evolving marketing remit for their organisations. Our guest speakers have included:

Kenny Jacobs — [Ryanair \(22 Jan\)](#)
Eoghan Crawford — [Mars \(26 Mar\)](#)
Edel Kinane — [Just Eat \(11 Jun\)](#)
Jill McCarron — [Fulfil Nutrition \(11 Sep\)](#)
Damien Daly — [Ulster Bank \(12 Nov\)](#)



Cannes Lions

IAPI is the official Irish representative for Cannes Lions International Festival of Creativity. **This year we held:**

- » 3 separate Cannes Young Lions events:
 - *The Sponsor's Launch*
 - *The Charity Brief and Competition Weekend*
 - *The Winner's Showcase*
- » Highest attendance at the festival by the Irish, including fringe attendance.
- » Introduced a brand-new competition to bring more creatives to Cannes.
- » 9 Cannes Lions related events over the year.
- » Held the inaugural Team Ireland lunch in Cannes.
- » Attended by over 1000 agency staff and 200 clients.
- » Launched the world's first Cannes Grey Lions Competition.

In recognition of the work and innovative approach to generating maximum participation and creating new and innovative competitions involving Cannes Lions, IAPI was presented with a Bronze *"Representative of the Year"* award at the annual Official Representative's Meeting in October.



The Direct Challenge

The Direct Challenge
AN POST / IAPI / CANNES 2019

anpost
commerce

67 / 35 / 201
entries agencies agency folk

The Direct Challenge was a brand-new competition for Irish creatives, devised and supported by An Post to celebrate creativity within direct mail. Javelin created a Call for Entry campaign that fully engaged all the agencies with the result that we had a very high level of participation in the initiative for its first year.

Entries in the IAPI An Post Direct Challenge were judged by a panel of advertising experts including John Fanning, Gai Griffin, Charley Stoney, and Trevor Beattie.

The winning team from **Publicis (Ronan Nulty, Niamh Ryan, and Matthieu Chardon)** picked up the top prize - a week at the Cannes Lions Festival - with their excellent direct mail ad campaign titled 'Do You Recognise Your Details?' Their nominated charity 'The Alzheimer's Society of Ireland' also picked up a €20,000 An Post Direct Mail ad campaign.

Entries also went on display for a special exhibition at the GPO on the 2nd April.



Cannes Young Lions

2019 saw a significant increase in entries for the Cannes Young Lions competition with 105 teams taking part compared with 72 in 2018, demonstrating the hunger for success that's prevalent amongst the younger generation.

Entrants were given a 48-hour period to deliver a standout creative campaign with four charities including **Crisis Text Line; Fairtrade Ireland; ENAR (European Network Against Racism) Ireland and CMRF Crumlin** set to benefit from the winning campaigns.

Each briefing was presented by the charity and sponsors specifically selected for their category. The categories this year were: **Print (sponsored by INM); Film (sponsored by Wide Eye Media and Pull the Trigger); Design (sponsored by JCDecaux Ireland); Young Marketers (sponsored by Core); Digital (sponsored by DMG: Media); Media (sponsored by Choose Radio); PR (sponsored by PRII/PRCA).**

In June we brought 7 teams to the Cannes Lions Festival of Creativity. 14 of Ireland's most creative young stars competing on an international stage against teams from all over the world.

The winning teams include:

Design — Dylan Panetta, Graphic Designer, RichardsDee & Ryan Kavanagh, Graphic Designer, RichardsDee.	PR — Trudi McDonald, Senior Account Executive, Wilson Hartnell & Claudia Langford, Account Executive, Wilson Hartnell.
Digital — Conor Cunniffe, Copywriter, Rothco & Tamara Conyngham, Strategist, Rothco.	Print — Eva Redmond, Art Director, TBWA\Dublin & Conor Sheridan, Copywriter, TBWA\Dublin.
Film — Paul Kinsella, Art Director, Ogilvy, & Eoin Tierney, Copywriter, Boys + Girls.	Young Marketers — Orla McKinney, Digital Customer Journey Specialist, VHI & Ciara Shaughnessy, Marketing Executive, VHI.
Media — Orlaith McIvor, Account Manager, Havas Media & Bronagh Murphy, Media Account Executive, Havas Media.	



IAPI as Cannes Lions Festival Rep

Cannes Young Lions Launch
18 Jan
—

Cannes Young Lions Briefing
& Competition Weekend
22nd - 24th Feb
—

The Direct Challenge
Competition & Exhibition
28th Feb - 2nd April
—

Cannes Young Lions Winner's Showcase
10 May
—

Cannes-alysis - in collaboration with
The Marketing Institute of Ireland & The
Association of Advertisers in Ireland
3 July
—

Cannes Grey Lions Launch
27 Sept
—

Cannes Grey Lions

To tackle the age-old issue of ageism in adland, IAPI, in partnership with Standard Life, created Cannes Grey Lions - a first of its kind competition aimed at raising the profile of over-50s advertising talent.

ALONE Ireland were the chosen charity and industry professionals over the age of 50 were given just 48 hours to create a campaign to recruit volunteers for the charity.

The final stage of the competition saw 6 short-listed teams present their work to a panel of judges.

Havas Dublin Creative Director Adrian Fitz-Simon impressed the judges so much with his innovative campaign idea he won a full-pass and expenses-paid trip to the Cannes Lions Festival in 2020.

The Cannes Grey Lions initiative has proved so successful it is expected to be included in the Cannes Lions Festival of Creativity in future years.



IAP Board Initiatives

The IAP Board

The board is responsible for IAP's overall strategy and direction. IAP currently has an elected body of 11 members. Each agency has one vote. Elections are held prior to our AGM in November every year.



Jimmy Murphy
Director,
Publicis Dublin.

—
IAP President



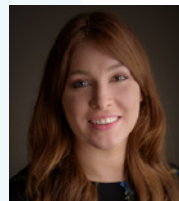
Mark Nutley
Creative Partner,
Goosebump.

—
Creative Council



Arthur Byrne
Chief Financial &
Commercial Officer, Core.

—
IAP Treasurer, Finance Council



Gemma Gilmore
Business Director,
Spark Foundry.

—
Future Heads Chair



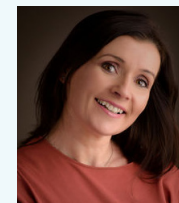
Ray Sheerin
MD,
Chemistry.

—
Pitching Council



Charlotte Barker
Deputy MD,
Dynamo.

—
Diversity & Inclusion Council



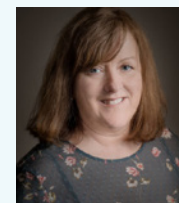
Fiona Field
Deputy Managing Director,
Mediaworks.

—
Media Council



John Mathews
Financial Controller,
In the Company of Huskies.

—
Commercial Council



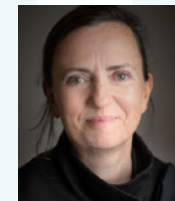
Margaret Gilsenan
Head of Strategy, Boys + Girls.

—
Planning Council



Sean Hynes
Creative Director,
Bonfire Dublin.

—
Creative Council



Shenda Loughnane
Group MD,
Dentsu Aegis Network.

—
Media Council & President Elect



Charley Stoney
Chief Executive Officer.

—
IAP

Diversity & Inclusion

A Diverse, Inclusive & Multi-faceted Agenda

It is our mission to make Ireland's Creative Commercial Industry a leader of inclusion in the workplace. Diversity is widely accepted to contribute positively to the performance of a company, and put simply, diverse companies are better performing and produce better work.

IAPI have been pursuing a strategic Diversity & Inclusion (D&I) agenda for the past number of years and this year, several key initiatives have been launched that will further embed inclusion across our membership organisations.

Charlotte Barker, Deputy MD, Dynamo spearheads the Diversity & Inclusion Council for the IAPI Board and on International Women's Day this year, she launched the IAPI Inclusion Allies on behalf of the industry.

"Embracing the power of diversity is key to driving change. It can lead to improved brand equity and reputation. It can open new markets. It can build innovative, resilient teams.

It's time to look at D&I as a serious mechanism for change, not only for our teams but for our bottom line. It makes sense – happier teams are more productive.

In March we launched the IAPI Inclusion Network, designed using a peer-to-peer approach to ensure inclusion works from the inside out. The Network is made up of colleagues from across the industry that have committed to change, have completed non-conscious bias training and have begun to drive change within their own organisation as an Inclusion Ally.

This approach means we can determine accountability for progress, broaden the network of support for D&I initiatives and work together, as an industry, to drive forward the change that our world demands."

To get involved and become an IAPI Inclusion Ally get in touch and let us know you're interested. You can also join the D&I conversation with the hashtag **#InclusionAlly**

Jimmy Murphy, IAPI President: *"There is, of course, a moral imperative for our industry to become more diverse. Moreover, there is a commercial advantage to be gained. Diverse companies better reflect the public, and are more creative and have been proven – time and again – to be more effective and profitable. As an industry, we can benefit from taking a lead, in both senses."*



Ireland before Agency

BeLonG To's multi-agency team

Ray Sheerin, MD of Chemistry and IAPI Board member has been driving a new initiative, the first of IAPI's "Ireland before Agency" projects, for the LGBTI+ charity BeLonG To, together with Kieran O'Donovan, Head of Digital & Social at Chemistry, Damian Hanley, Creative Director of In the Company of Huskies and Charley Stoney, CEO of IAPI.

The project has led to a unique, first of its kind, agency collaboration among 16 IAPI members, with individuals from each agency volunteering their time free of charge (BBDO, Bonfire, Boys + Girls, Carat, Chemistry, Core, Havas, In the Company of Huskies, Javelin, JWT Folk, Ogilvy, Pluto, Publicis, Rothco, Starcom and TBWA).

Ray Sheerin explains the thinking behind the initiative and the difference IAPI hopes to make with the campaign:

"The communications industry has always been more diverse than most. Having a diverse workforce has been of enormous benefit which is one of the reasons why IAPI has adopted diversity as a key strategic goal and why BeLonG To is such a good fit for our first "Ireland before Agency" project.

Some 50% of LGBTI+ kids are bullied. 56% of them self-harm. 33% attempt suicide (three times the 'youth' number). And a shocking 90% struggle with their mental health. This initiative, probably the biggest ever cross-agency, client and production ever in our industry, is aiming to draw attention to bullying of LGBTI+ second level students and to encourage everyone to declare their support for LGBTI+ people.

With IAPI's backing, we secured the generous support of 2FM as a media partner, giving us access to their media mix across radio, digital and social and giving them a means of reaching a difficult audience for radio to target.

Our campaign, using VOD, radio and social media, is based on the fact that LGBTI+ young people have all the normal challenges that teenagers face but with the added pressure to come out, then risk rejection or worse from their family and friends when they do. So, instead, our campaign encourages everyone else to Come In, and show their support for their LGBTI+ friends.

With the help of IAPI member agencies, 24 clients (at the time of writing) have supported the initiative by donating a 30" spot on 2FM plus €100 for BeLonG To, to support their work with LGBTI+ young people.

Pull The Trigger produced 3 VOD spots, with all production services, cast and crew working completely pro bono, as did Screen Scene on post-production, Raygun producing the radio spots, Aidan Oliver, Neil McDougald did the photography, Lynne Tracey provided the location, CastAnnette did the casting and Voicebank the VO. All completely free of charge and we'd like to thank them all most sincerely for contributing to this major project.

#comein

I've
come in

Because no one should have to come out



Left to Right: Ray Sheerin, Damian Hanley, Kieran O'Donovan, Mark Hughes, Charley Stoney, Rafael Ferla, Monninne Griffith (CEO BeLongTo), Clare O'Hanlon, Udi Ovadia, Rachel Hattaway, Tiffany Mongey.

Creative Council

Ireland: Where Creative is Native

IAPI's purpose is to firmly establish the industry as a vital part of Ireland's future growth engine. As well as creating a communications strategy to promote the industry domestically, IAPI will be executing a corporate communications plan over the next 5 years that positions Ireland as a viable centre of excellence for our industry. We believe that this initiative, communicated to the right audiences with the right messaging will:

- Provide us with a single-minded and motivating message for our industry.
- Unite IAPI members with a common purpose regardless of discipline.
- Provide us with an umbrella theme for all our strategic initiatives.
- Provide us with a unique proposition with which to promote the Irish Industry.

We knew we needed a creative solution to this challenge so we formed a cross-agency, diverse team of IAPI members to work on it.

The insight: Ireland has always been a place of change, ideas and creativity. In science, politics, art, music, writing, film, animation, comedy. We have created and fostered a place where creativity is valued and encouraged by all who live here.

Just let your eyes pick up any three or four things from this list:

Ulysses; Hozier; The Book of Kells; Gulliver's Travels; The Submarine; My Left Foot; Van Morrison; Colour Photography; Eileen Gray; Roddy Doyle; U2; Shorthand Writing; William B. Yeats; Three Billboards Outside Ebbing, Missouri; The world's first same-sex marriage referendum; Fr Ted; Waiting for Godot; Croquet; Louis le Brocquy; Graham Norton; Francis Bacon; The world's first ban on public smoking; Bob Geldof; Flavoured crisps; Seismology; Perforated stamps; Tattoo Machines; The Frames; The Boycott; Sparkling Water; The world's first plastic bag levy; Give Up Yer Aul Sins; Riverdance; Maeve Binchy; Neil Jordan; The Ejection Seat...

Being creative is part of what we are. And that very same creativity is what drives the growing success and reputation of our commercial creativity industry.

We have created and fostered a place where creativity is valued and encouraged by all who live here. Ireland is a country where being creative is second nature.

IAPI believes that Ireland: Where Creative is Native transcends all the commercial creativity industries in Ireland and is working in collaboration with ICAD, IDI and CPI to communicate this to international markets from Q2 2020 onwards.

IRELAND
**WHERE
CREATIVE
IS NATIVE**



Media Council

Pitch Accreditation Process Updated and Revised

In early 2019, we formed a Pitching Council where we evaluated the process of accreditation.

The purpose of this was to ensure that pitch consultants that were accredited were following IAPI Guidelines and to ensure that any breaches were taken seriously. Our ambition for the new accreditation process was to foster a greater sense of collaboration and open dialogue between auditors and agencies, to provide workable solutions to some of the challenges that arise. During the accreditation period, IAPI contacted several pitch consultants with follow up questions and clarifications on the submissions that were received.

The new accreditation process is applicable for a two-year period. After this period expires, the accreditation will need to be re-applied for. Following the accreditation process and to ensure that IAPI is representing the collective views of the industry, it was agreed that a survey would be issued twice yearly to agencies to measure the adherence to IAPI Guidelines and any key challenges that need to be addressed.

New IAPI Media Council

In August 2019 and following on from our **Media Benchmarking Futures** series in 2018, we formed the **IAPI Media Council** with the first meeting taking place in October 2019. Our objective for the Media Council is to decide the strategic priorities for the media industry, with a key focus on pitching and auditing and is comprised of senior representatives from several media agencies and groups.

Education - A Key Priority

Education and training continue to be a priority alongside the wider IAPI training programme, of which many of the training programmes are designed to appeal to all IAPI member agencies.

In October 2019, and following the results of the IAPI Census, an interactive event was organised called **The Blindspot** tackling the subject of unconscious bias in advertising, with speakers from across the industry. This was aimed at digital natives who have grown up online and who have less experience of traditional media and how powerful it still is and tackling subjects like Ireland's demographic future and what unconscious bias looks like through a media lens. An article in **Marketing Magazine** ran alongside this to support the need to check our unconscious bias in media.

Media Council members include:

Olwen Inglis: Carat

Christina Duff: Core

Jade Finn: Dentsu Aegis

Shenda Loughnane: Dentsu Aegis

Alex O'Connor: Initiative

Simon Nagle: IPG Media Brands

Aoife Hofler: Javelin

Ed Ling: Mediacom

Fiona Field: Mediaworks

Peter Flanagan: Mindshare

Kate McManus: OMD

Sinead Manley: PHD



Commercial Council

The Commercial Council was established at the beginning of 2018 and was tasked with looking at how IAPI can raise the industry net profit over the next 3-6 years and help save money on professional services fees.

Having a well-structured Master Service Agreement (MSA) and Statement of Work (SOW) agreed and signed at the outset of any significant project is one of the most important ingredients for ensuring commercial success and great work getting done. In recognition of this, IAPI engaged with Hayes Solicitors and commissioned a full suite of legal contracts that we made freely available to our members. This includes a full Creative Agency Master Service Agreement, a full Media Buying and Planning Master Service Agreement, a full combined Master Service Agreement covering Creative and Media and a Non-Disclosure Agreement.

This initiative has resulted in a huge saving for each of our members of between €5-10k as no longer will each of our members have to purchase a contract for the first time, or update their old contract to take into account the changes to GDPR / Intellectual property / Waivers and indemnities etc. We envisage that IAPI will update these contracts every 3 years to ensure they stay up to date and useful.

In 2019 there was a significant emphasis placed on the increased cost of insurance due to increase in premiums in the industry so we engaged with Glennon Insurance and enquired

about a Group Insurance Scheme. The merits quickly became clear and we had significant interest, however, only 4 members managed to supply the required documents.

In order to have a functioning group scheme and to avail of savings of between 15% and 30% we would need at least 8 participants. So, if you are interested in joining the scheme or at least understanding how much you could save please contact john.mathews@huskiesagency.com



Finally, we would like to say a huge thank you to Arthur Byrne (who is stepping down from the IAPI Board and Commercial Council after 6 years of stellar service) for his vital contribution as IAPI Treasurer and the experience he has extended to the Commercial Council.



Planning Council

We are currently in the process of setting up IAPI's first Planning Council, its purpose will be to represent the Strategic Planners in the industry across all disciplines. This will be established in early 2020.

Preliminary meetings have identified the desire for professional development and an opportunity to meet with and learn from fellow Planners. With that in mind, there will be an event in early 2020 and 1-2 more informal gatherings later in the year.



TABs Employee Assistance Programme for IAPI Members

Mental health challenges are on the increase and the World Health Organisation predicts that depression will be the leading global burden of disease by 2030. Ireland ranks in the top 10 countries worldwide in relation to numbers of the population affected by anxiety disorders.

smash will provide 24/7 – 365 support through this EAP Programme which is provided to our members by Spectrum Health. IAPI is delighted to be bringing this programme to our members thanks to the patronage of TABS (The Advertising Benevolent Society).

- The mental health wellbeing service will provide each member with 6 individual one to one sessions with a Spectrum Counsellor. Each employee can access this service for up to 6 sessions per issue and the programme offers completely anonymous support.
- The Health & Fitness programmes can synch to your Fitbit to ensure you get full benefit of the nutrition and fitness programmes.
- 'smash' will also provide financial and legal advice, career coaching and parenting support services to our highly skilled workforce.

To access the programme, employees of IAPI agencies should login to – www.iapi.ie/smash or call +353 1 518 0277.

IAPI and TABS sincerely hope this programme will deliver real and tangible benefits to each and every one of our members.

"The smash wellbeing programme is designed for everyone in our industry. However, I believe it's particularly important for our Future Heads to take advantage of what this programme can offer in terms of ongoing, confidential support throughout these early stages of their career. Furthermore smash will give a focal point to our IAPI Future Heads Council events and add substantial value to the benefits we can provide."

Gemma Gilmore, Business Director, Spark Foundry and IAPI Board member



Talent Attraction

2019 saw the launch of Careerbreak.ie as a platform to spearhead the IAPI Talent Attraction Programme. Working with IAPI member **Thinkhouse**, we identified key insights about job seekers aged 18-25 that reflect their need to have a sense of purpose and fulfilment in the workplace as well as be part of a fun and unconstrained environment. Financial security is important but not at the expense of making a difference through work. From these insights Thinkhouse created the platform for IAPI's talent attraction programme: Career Break.

Throughout the summer, working with a multi-agency team from Bloom, TBWA Dublin, Havas Dublin, Thinkhouse and Spark Foundry, plus the generous support of Media Central and PML, IAPI developed, recorded and launched the first ever recruitment advertising campaign for the industry. The campaign focuses on attracting job seekers with varying skill sets and non-conformist backgrounds and welcoming them into the world of advertising where they can 'Stay Unique and Shape Society.'

In 2019, we were also delighted to award TU Dublin student Ciara Gilmartin (MSc. in Advertising) the first Irish scholarship to represent Ireland at the Roger Hatchuel Academy during the 2019 Cannes Lions festival. Ciara was selected for the opportunity through a competition set up by IAPI and TU Dublin and we are thrilled to be able to foster up and coming talent again for the 2020 festival.

In May, IAPI, in partnership with Griffith College, presented our joint Creative Bursary to four winning DEIS schools. The aim of the scheme is to encourage students to consider careers in creative communications and Griffith College kindly provided a cash bursary of €10K while IAPI members are offering experiential opportunities of additional training, workshops and on-site events to the four winning DEIS schools.

Throughout 2019, IAPI has worked with 3rd level institutions nationwide to promote the industry as a viable career option. Towards the end of this year, we are planning to start an initiative aimed at secondary schools, specifically DEIS schools within Dublin in order to start the conversation as early as possible with teenagers mulling over their various career options. This initiative will be rolled out in conjunction with Business in the Community.

We would like to thank the IAPI membership for the immense support provided throughout the year for our Talent Attraction initiatives and please do not hesitate to contact Keith O' Connor for any talent related queries.

CAREER



Stay Unique. Shape Society. Work in Advertising.

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2019 Census Highlights

Our Census 2019 highlighted an increasingly cost prohibitive and unsustainable “Pitch Process”.

Every year we commission Amárach Research to conduct a survey with our members to capture key industry data. We had a 78% response rate in 2019 with data collated from 40 member agencies. We would like to thank our agency leaders with special thanks to the Financial Directors for their time and effort in providing such detailed and invaluable information.

Pitching Costs Remain a Major Investment for Agencies.

The IAPI Census 2019 report found that agency staff, on average, spend 53 days working on a pitch and they work on 11 tenders during the year. The overall investment in pitching per member over a year averaged at €250,000. This figure includes €50,000 worth of third-party costs incurred by media agencies per pitch and €40,000 for creative agencies.

Staff hiring was up by 42% on 2017, however a 17% uplift in staff attrition remains a concern.

During 2018 the average number of staff working in creative sector agencies grew by 20% with 42% reporting hiring during the year. Of note was the trend of new hires being sourced from outside the industry reflecting the greater multi-disciplinary nature of creative solutions required, especially in an increasingly data-driven and digital market.

Strategic Planners in demand.

In a review of the skills needed in the sector, IAPI Census 2019 found that Strategic Planning continues to be the single biggest talent gap in the industry with a trend of experienced Planners leaving the sector during 2018. This trend has led to agencies looking overseas to both resource and boost their strategic capabilities. If the industry cannot afford the best in this field they will be at a serious disadvantage in the future.

Diversity continues to be a challenge.

33% of Board Directors and 43% of executive managers in our industry are females which compares well to other industries. However, we still need to keep pushing for the 50/50 split which we believe is possible within the next few years. Other areas of diversity continue to be an issue, particularly the ageism that is rife within our industry with 6% of our workforce under 21 and nearly half under the age of 30! And only 13% of our workforce are foreign nationals although this has improved marginally from last year.

The full **IAPI Census 2019** report is available from the Guides & Reports area on IAPI.ie



2019 Media Coverage

marketing.ie

Agency pitches costing €250k a year



Unwieldy pitch processes are costing advertising agencies an average of €250,000 a year and impeding investment in innovation and talent development, the seventh annual census produced by the Institute of Advertising Practitioners in Ireland (IAP) indicates. The 2019 report found that agency staff average 53 days on a pitch and work on 11 tenders a year.

The €250,000 cost includes €50,000 worth of third-party costs incurred by media agencies per pitch and €60,000 for creative agencies. Third-party costs are made up of freelance support to help with extra resourcing and planning, research and outlay on production and design which constitute a major investment by competing agencies to win new business.

Ad agencies face battle for talent with tech giants

Elle Donnelly

ADVERTISING and media agencies increasingly have to compete against tech giants such as Facebook, Amazon, Apple and Netflix to attract digital talent.

As the country approaches full employment, the battle to draw and retain top staff is posing challenges for creative agencies, many of whom are Irish businesses, with multinational tech firms offering remuneration packages up to 40pc higher than creative and media companies.

Despite this, the average number of people working in the sector grew by 20pc in 2018, according to the Institute of Advertising Practitioners in Ireland (IAP).



IAP boss Charley Stoney says advertising industry must rethink how it does business.

6 Media Matters

Ad agency veteran Fitz-Simon wins first Cannes Grey Lions competition

Adrian Fitz-Simon scooped the prize in the south of France with his 'Add Your Voice' campaign for the charity Alone, writes Elaine O'Regan



Ending the silence of the elderly

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IAP are thrilled to announce the seven winning creative teams who will represent Ireland in the Cannes Young Lions competition at this year's Cannes Lions Festival.

Congratulations to:
DESIGN - Dylan Panetta and Ryan Kavanagh from RichardsDee
DIGITAL - Conor Cunniffe and Tamara Conyngham from ROTHCO | Accenture Interactive
FILM - Paul Kinsella, Ogilvy Dublin and Eoin Tierney, Boys + Girls
MEDIA - Bronagh Murphy and Oriath McIvor from Havas Media Ireland
PR - Trudi McDonald and Claudia-Rose Langford from Wilson Hartnell
PRINT - Eva Redmond and Conor Sheridan from TBWA/Dublin
YOUNG MARKETERS - Clara O'Shaughnessy and Oria McKinney from Vhi

Read more here - <https://lnkd.in/g4edqPg>

#cylireland2019 #canneslions #younglions



Team Ireland 2019
YOUNG LIONS
COMPETITIONS

A Diverse, Inclusive & Multi-faceted Agenda



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Creatives, freelancers, media planners, suits, MDs, editors, art directors, copywriters, photographers... whatever your background, once you're 50 years of age or older and work/have worked in #Advertising, #Marketing or #Media agency: ...see more



CANNES LIONS

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We're just putting the final touches on the presentation for this evening's #CannesAlysis event at The National Concert Hall. If you can't make it - follow on with the discussion at #CannesAlysis



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Check out the photos from our #CannesGreyLions launch, a first of its kind competition for the over 50s working in #advertising, #marketing and #media. ALONE was announced as the charity and presented their brief. Compet ...see more



Organic Impressions: 1,429 Impressions

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We're excited for tomorrow's talk at The Gibson Hotel - where Phil Thomas president of Cannes Lions International Festival of Creativity & Eduardo Maruri CE of Grey Group Europe will share insights on producing and showcasing ...see more



How To Win At Cannes | IAPI

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Read about our IAPI's Cannes Young Lions Competition on Irish Marketing Journal (IMJ) <https://lnkd.in/gXkXZee> #marketing #canneslions #IrishAdvertising #CYLireland



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Congratulations to everyone that took part this year in #CYLireland - the work created over this weekend will make a real difference to our 4x charities SpunOut.ie CMRF Crumlin Fairtrade Ireland & #ENARireland So now the teams wa ...see more



Cannes Young Lions Competition Weekend | IAPI

The Executive Team



Charley Stoney
CEO
—
charley@iapi.com



Gus Curtis
Comms & Events
Co-ordinator
—
gus@iapi.com



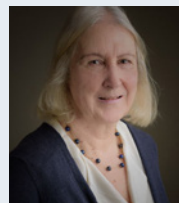
Katherine Ryan
Programme Manager
—
katherine@iapi.com



Taylor Stewart
Administrator &
Marketing Executive
—
taylor@iapi.com



Keith O'Connor
Marketing & Talent
Attraction Manager
—
keith@iapi.com



Joyce O'Keeffe
Accounts
—
joyce@iapi.com

2019 in Numbers

55

*55 Members employing
2,000+ agency folk*

61

*61 IAPI Training sessions
and Events took place
in 2019, attended by
2,516 people*

85%

*85% of attendees rated
IAPI events as either very
good or excellent*

210

*210 people took part
in Cannes Young
Lions 2019*

93

*93 members of the Irish
marketing and agency
community attended
Cannes Lions 2019*

14 / 4 / 1

*14 Cannes Young Lions, 4 Direct
Challenge winners, and 1 Roger
Hatchel student were brought
to Cannes by IAPI*

22

*22 professionals
took part in Cannes
Grey Lions*

33%

*33% of Board Directors
in our industry are
now female*

50+

*50+ IAPI member agencies /
clients /production partners
took part in a cross-agency
initiative for BeLong To*

And For Next Year

Dear friends,

Looking back at everything we've achieved in 2019, I am astounded and humbled by the hard work of the IAPI Board and the executive team, as well as by the tremendous support we have received from you, our members and stakeholders.

I would like to give a huge amount of thanks and credit to our outgoing President, Jimmy Murphy. He has steered the IAPI Board with a skill, diplomacy and passion that has been exceptional, and it is with great regret that, having served his full time as a board member, we have to say goodbye to him this November.

We're excited about the future too and know that with Shenda Loughnane, we have an excellent new President who will continue to help IAPI forge a path towards our long-term goals for the industry.

2019 has been a year of change and transition with a practically new team, introducing new initiatives, and bringing on new board members. In 2020, I'm looking forward to fine-tuning our successes from this year with an established dream team and fewer brand new initiatives to execute!

While the 2020 programme will be equally busy, we are bringing some key learnings

forward to help us prioritise on the things that really make a difference to you all. We are planning a training programme based on your feedback that is more focused on industry needs.

The successful Cannes Young Lions and Cannes Grey Lions competitions will bookend the year again. We also intend to have a more concentrated focus on educating and engaging with the wider marketing and creative community for Cannes Lions itself as our push for excellence in creativity continues to be a priority.

As it is our first year for Effie Awards Ireland, this will be a major priority for 2020. We wish to create a programme that is much more than just an awards show. We truly believe that by becoming the latest Effie partner, we can deliver an ongoing education programme to Irish agencies and marketers that helps to significantly improve effectiveness across the industry.

We will continue to keep up the momentum from our launch of smash, the TABS Employee Assistance Programme for IAPI members, with some educational and empowering events over the course of the year. And, with the help of a terrific board, we will continue to deliver events focused on Diversity & Inclusion; Media Toolkits; Creative Inspiration and Strategic Thinking.

I am also greatly looking forward to the journey we will take with Ireland: Where Creative is Native. The execution of this creative platform within the framework of a strategic plan provides us a huge opportunity to promote the commercial creativity industry both at home and abroad.

Here's to another productive and effective year ahead!

Warm wishes,
Charley



Shenda Loughnane, President Elect & Charley Stoney, CEO, IAPI



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GET IN TOUCH

12 Clanwilliam Square,
Grand Canal Quay, Dublin 2,
D02 CD51, Ireland.

Phone: +353 1 676 5991

Email: info@iapi.com