

REACHING NEW HEIGHTS IN 2018

iapi

53 Member Agencies

1814 Full Time Employees

31% of females in the industry are in senior positions, up from 20% in 2017

1812 attendees at training and events

629 non-members were interested in and attended IAPI events as well

90 people from 20 member agencies sat the EAC Exam

250 students attended the ADEXPO

15% increase in submissions to CopyClear

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INTRODUCTION



CHARLEY STONEY, IAPI CEO

JIMMY MURPHY, IAPI PRESIDENT

It's been a year of reaching new heights for IAPI and its' members. We've had more events and training sessions than ever before; increased numbers of members attending events; the first Irish Grand Prix win at Cannes Lions as part of Rothco's haul of seven Cannes Lions; more agencies attending Cannes than ever before and we brought six Young Lions teams to compete; and we also had record numbers at the ADFX Awards in September.

With the arrival of our new CEO, Charley Stoney, in June, came the introduction of a range of new initiatives, all with the express purpose of growing the industry and so growing our members' business. Together with the President, Jimmy Murphy, and the rest of the IAPI Board, Charley has set out a solid strategic direction for IAPI around two burning platforms.

The first of these is the C Suite Conversion Programme. This is aimed at closing the gap between the non-marketers in corporate C Suite positions and the marketing & advertising community which, unfortunately, remains a key challenge for the commercial creative and communications industry.

The second of these is the establishment of a plausible and inspiring narrative that promotes the Irish advertising and media industry as a Centre of Excellence both domestically and globally. While this is a long-term play, the collective will and determination among IAPI members will certainly help to drive this initiative.

In addition to these externally focused initiatives, IAPI have been busy attending to other key challenges in our industry:

The Talent War is a key issue in Ireland with nearly full employment. We have appointed a Talent Attraction Manager who is promoting the industry as a great place to work to educational establishments across the whole of Ireland as well as finding ways to connect with international talent.

Our Diversity agenda remains a key focus and our Creative Equals event as well as our Conversation Series highlighted the importance of truly establishing our industry as leaders in this area.

We've also made improvements to pitching processes and are working to establish guidelines for media auditing which we believe is critical at this juncture.

Our events in 2018 have been aimed at educating, inspiring and demonstrating thought leadership for the industry. Our comprehensive programme for 2019 raises the bar even higher in this regard.

"I recognise that none of this could happen without the tremendous support of our members and key stakeholders – so thank you all for that! I am honoured to represent what is, in my opinion, the most dynamic, creative and entrepreneurial industry in the world. If 2018 was the Year of Reaching New Heights, then 2019 will be the Year of Collaboration. I will continue to strive for collaboration across the industry to strengthen and grow our members' business. I have no doubt that with determination, resilience and positivity we can achieve our goals over the next few years."

Charley Stoney, CEO

"On behalf of the Board, I am proud of what we have been able to achieve in 2018. Despite the many challenges that face our industry, we now have an extremely engaged membership. Initiatives such as Young Lions do so much to promote young talent and raise awareness of the social impact you can have working in this industry. Having always been a huge advocate for diversity and inclusion, I am particularly pleased by the positive shift within the industry in this area. I look forward to 2019 and seeing some of our strategic initiatives come to life."

Jimmy Murphy, President



MORE EVENTS THAN EVER...

TALKS

Judging and Proving Campaign Effectiveness

Prove beyond reasonable doubt the effectiveness of a campaign.

Creative Equals

Why it's time for action on equality?

SXSW 2018

Review of the best of SXSW

Digital Success for A/C Managers

What digital marketing really means and how we should position the opportunity to clients?

Keeping Ahead of the Digital Game

What's hot and what's not in digital marketing?

Conversation Series

- Discussion on Ageism/Sexism/#MeToo
- Discussion on Diversity Talent Pool

Sweden - Where Great Happens

Creative Directors from Åkestam Holst discussed award winning advertising from Sweden.



CMO Lunch 'n' Learn

CMO's sharing their views on marketing and advertising agencies.

- Ruairi Twomey
- Mark Coan

RADIOLOGY with Ralph van Dijk

Audio Creative Masterclass from multi award-winning Cannes Judge Ralph Van Dijk.

EVENTS

Futureheads Summer Party

IAPI Leaders Lunch

Summer Lunch - Meeting of MDs/CEOs for the results of the IAPI Industry Census.

ADEXPO 2018

Careers Expo for student and intern recruitment.

AGM

Yearly meeting with agency MDs/CEOs.

ADFX

ADFX Energiser series

- Why Effectiveness Will Save Creativity
- Making your case sing through data
- One-to-One with David Cullen:
Targeted advice and consultation on
ADFX entries

ADFX Shortlist Party

ADFX Awards

Cannes Lions 2018

2018 Cannes Young Lions Briefings

Cannes-alysis

Review of the best from Cannes Festival of Creativity

TRAINING

Speak the Speech - Theatre Skills for Business

Vocal Training and Presentation Delivery

TAM Ireland Training

Grounding in the essentials of AV planning and buying.

Step Up and Speak

Presentation Skills series

Non-Conscious Bias Training

Understand why non-conscious bias is a normal part of human life and how by becoming aware of it we can lessen its negative impact.



2019 TRAINING & EVENTS PROGRAMME

Based on feedback from member agencies on their requirements, IAPI have developed a comprehensive 12 month programme for next year. This is broken down into 4 key areas:

LEADERSHIP SERIES

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

PERSONAL DEVELOPMENT

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

INSPIRE & ENTERTAIN SERIES

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

SKILLS LAB

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

ADFX CELEBRATING EFFECTIVENESS

The most effective campaigns of the past two years basked in the spotlight at our biennial ADFX awards, in association with headline sponsor News Ireland. Recognised as being the toughest awards in the Irish marketing communications industry where advertisers and agencies come to illustrate and prove the effectiveness of their work.

Successful campaigns are judged through a rigorous set of business performance criteria and results, including measurable business successes and contributions to the bottom line.

The ADFX Grand Prix, was awarded to joint entrants In the Company of Huskies and Spark Foundry for their work on Nissan's No More Nice Car campaign, which smashed conventions and European sales – an Irish created campaign which was successful in rescuing the renowned Nissan Micra brand. The campaign also won Gold in the Automotive category.



ADFX 2018 WINNERS

AUTOMOTIVE

Gold

Nissan Micra

In The Company of Huskies & Spark Foundry

CORPORATE, FINANCE & SERVICES

Silver

Energia

Boys and Girls & Vizeum

FMCG

Silver

Dulux Ireland

Boys and Girls & Mediacom

IT, TELECOMMUNICATION & DIGITAL

Bronze

Eir Mobile

Rothco & Vizeum

LEISURE, MEDIA & ENTERTAINMENT

Gold

Lidl

Chemistry

Silver

Irish Times

PHD Ireland & Owens DDB

Bronze

Aer Lingus

Rothco

LONG TERM EFFECTIVENESS

Gold

Vodafone Ireland Network

Grey London & Wavemaker

Silver

VHI

Publicis & PHD Ireland

Silver

St. Vincent De Paul

In the Company of Huskies & Mediacom

NEW LAUNCH

Gold

Nissan Micra

In The Company of Huskies & Spark Foundry

Bronze

VHI

PHD Ireland & Publicis

PHARMACEUTICALS, HEALTHCARE, COSMETICS & TOILETRIES

Silver

VHI

Publicis & PHD Ireland

Bronze

VHI

PHD Ireland & Publicis

PUBLIC SERVICE, SOCIAL WELFARE & EDUCATION

Gold

Irish Blood Transfusion Service

BBDO Dublin

Silver

St. Vincent De Paul

In the Company of Huskies & Mediacom

RETAIL & FASHION

Silver

Lidl

Chemistry

Bronze

Lidl

Chemistry

SMALL BUDGET

Gold

The Defence Forces

Rothco

Silver

Dulux Ireland

Boys and Girls & MediaCom

JUDGES AWARDS

Grand Prix

Nissan Micra

In The Company of Huskies & Spark Foundry

Best New Learning

Aer Lingus

Rothco

Best Use of Insight

The Defence Forces

Rothco

Dedication to Effectiveness

VHI

Publicis & PHD Ireland



BREAKING THROUGH AT CANNES IN 2018

It was a big year for IAPI as the official Cannes Lions festival representative in Ireland. Our investment in staff, time and money to promote the festival paid off, with increased attendance and entry levels from Ireland.

There were 105 entries from Ireland in 2018, an increase on the previous year of 12%. In 2017, the 91 attendees represented 21 different agencies and clients but in 2018 those attending spanned 34 different Irish agencies and clients.

It was Ireland's most successful year yet, with member agency Rothco receiving a total of 7 Cannes Lions including Ireland's first ever Grand Prix for JFK Unsilenced.

We were also very proud to nominate our first ever Irish jury member, Rothco's Alan Kelly, to sit on the Print and Publishing jury.

As a result, Alan was appointed as a Eurobest Jury president for the Outdoor and Radio/Audio categories. This speaks to the level of professionalism he brought to judging at Cannes. We hope to be in a position to nominate further Irish jury members at Cannes Lions and Eurobest in 2019.

IRISH SPEAKERS AT CANNES

Alan also presented a talk as part of the Lions Innovation programme titled "AI Will Kill Creative. AI Will Save Creative."

Rothco's Emma Sharkey represented Ireland on the main stage of the Lumière Theatre when she took part in "Who will be your next boss?" chaired by Philip Thomas.



YOUNG LIONS PRODUCING MORE WORK

Winning a place on the Irish team competing at the Cannes Young Lions is an unrivalled career experience. The five-day trip gives our young creative stars the opportunity to learn about the best marketing communications in the world and global trends for the industry while also allowing them to present their ideas on a world stage and ultimately propel their career to the next level.

This year we brought 6 winning teams to Cannes with us:

TEAMS

Media

Alice Sheehan, Client Associate, Zenith
Jamie Fulham, Investment Manager, Core

Young Marketers

Chloe Barton, Brand Engagement Manager, AIB
Ciara Brennan, Social Media Manager, AIB

Film

Eric Gasparro, Art Director, Guns or Knives
Kieran O'Driscoll, Copywriter, Guns or Knives

Print

Emily Blaney, Graphic Designer,
In the Company of Huskies
Niamh Ryan, Junior Creative,
In the Company of Huskies

Digital

Deirdre McGing, Senior Social Media Creative,
CARAT
Ryan Reid, Account Executive, CARAT

PR

Tabitha Bourke Cooney, Account Director,
Teneo PSG
Sean O'Brien, Senior Account Manager,
Teneo PSG

YOUNG LIONS WINNING WORK

Thanks to our sponsors, we are able to produce work for both the Print and Film categories.



PRINT

This year, our Print charity partner was Suas, which is a literacy charity and the category was sponsored by INM.

Niamh and Emily had the experience of seeing their concept printed in national press for a number of weeks running between June and September in four different publications owned by INM.

Their campaign was an innovative use of print advertising. It was a creative and powerful print advertisement highlighting the power of literacy which has subsequently been nominated for The Drum Advertising Awards.

FILM

The film charity partner was Concern Worldwide and the #onestep campaign was created. The category was sponsored by Wide Eye Media with generous support from Pull the Trigger and RTE. Our winners, Kieran and Eric, saw their winning script for the national competition go from page to screen.

The film was launched in the Lighthouse Cinema on 18 October and shown on RTE after the 6 o'clock news on 19 October. Pull the Trigger shot the commercial free of charge. Wide Eye Media ensured the film was aired across 502 cinema screens for six weeks in the run up to Christmas.

The entire package including media exposure is worth more than €500,000 to Concern Worldwide. Concern Worldwide also intend to use the campaign globally in their US and Asian markets.



2018 IAPI CENSUS SHOWING IMPROVEMENTS

Every year we commission Amárach Research to conduct a survey of our members to capture key industry data. This is now the Go-to-Guide for information on our industry and captures insights, trends and forecasts from senior stakeholders in our member organisations.

We had a 79% response rate to this year's survey. Of the 53 agencies invited to participate data was submitted by 42 members – 20 Creative agencies and 22 Media agencies, representing just over 1,800 employees.

Our comprehensive findings for 2018 can be accessed at census.iapi.ie

Here's are some of the key findings:

- The number of females in senior positions has risen from 20% in 2017 to 31% this year
- Hiring is expected to increase in the coming year
- Strategic skills are increasingly in high demand
- 81% of our members surveyed are actively pursuing global accounts
- Two thirds of our members predict that their businesses will grow over the next 12 months



GREATER RESULTS AT THE EAC EXAM

The **European Advertising Certificate Exam** is an opportunity for agency employees with a minimum of two years industry experience to obtain a foundation level qualification.

Ireland has one of the highest levels of participation in this exam across Europe. 90 people from 20 member agencies sat the EAC Exam this year. That's a 9.76 % increase on 2017. 14 people obtained a distinction with a score of 80% or more.

Top five agencies with students sitting the EAC exams

- Core
- Omnicom Media Group
- OMD Ireland
- Mindshare
- Verve



INCREASING SUBMISSIONS TO COPYCLEAR

Submissions from September 2017 to September 2018 rose by 15%, from 7316 to 8394.

Online submissions comprise over 52% of all material submitted.

- Owned online, such as a brand's own FB page, account for 21% of submissions with over 31% paid-for online activations. This is a decrease on 2017 where online activations comprised 56.6% of all submissions.

TV submissions are up slightly from 7.7% to 7.8%.

- This includes scripts, supporting material, director's treatments etc. and is not reflective of output.

OOH submissions have grown - up to 17.6% of all material submitted.

Non-approval rates have increased significantly from 14.6% in 2017 to 15.6% in 2018 (September 17 – September 18 data). This is primarily due to users not including responsibility messaging.

In 2018, 74% of material was created in Ireland versus 76% in 2017 (October – October).

Submissions from Media Agencies stabilised, comprising almost 15.2% of submissions in 2018 versus 15.3% in 2017 and 11.5% in 2016.

IMPROVED COUNCIL STRUCTURE

Our working groups, or Councils, have been restructured to better reflect the current needs of the industry. The 7 Councils are all led by IAPI Board Members:

CREATIVE COUNCIL – Mark Nutley, BBDO Dublin

PITCHING COUNCIL – Ray Sheerin, Chemistry

MEDIA COUNCIL – Emma O’Doherty, Mindshare;
Fiona Field, Mediaworks; Garret O’Beirne, OMG

DIVERSITY COUNCIL – Charlotte Barker, Dynamo

COMMERCIAL COUNCIL – Arthur Byrne, Core; John Mathews, In the Company of Huskies

FUTUREHEADS – Gemma Gilmore, Spark Foundry

The yet to be established Talent Council and Strategic Planning Council will be led by our newly appointed Board members.

CREATIVE COUNCIL

The Creative Council began the year with a round table discussion with a group of Creative Directors. It was a good opportunity to identify priorities and issues they felt we needed to address.



MARK NUTLEY

From this meeting a number of key objectives were identified:

- Promoting the power of creativity amongst the client community.
- Increasing the relevance of awards and looking at awards structures.
- Examining Ireland’s position within the world of commercial creativity and how we can become a more powerful player.

IAPI member’s showcase

2018 saw the launch of the members showcase on iapi.ie. This gives member agencies an opportunity to showcase a case study of work with tangible results.

IAPI/Facebook event

In June we facilitated an informal creative roundtable discussion with IAPI Member Agency Creative Directors and Facebook’s VP & Chief Creative Officer, Mark D’Arcy.

Launch of IAPI Creative Heroes

Great creative work doesn’t happen without a great client. In Creative Heroes we talk to some clients who have produced exceptional work.

Mark Henry, Central Marketing Director at Tourism Ireland; Fiona Sweeney, Strategic Marketing Director of Kerry Foods and Nutrition; and Cliona Hayes, Brand Strategy & Global Marketing Communications @ Indeed have contributed, with more to come in 2019. And we will continue to entice inspiring Creatives to our events to showcase their award winning work.



DIVERSITY COUNCIL

A focus on diversity and inclusion was new for IAPI in 2018. We set up a multi-agency council to consider aspects of diversity that are most important for our industry. Leading the debate and leading by example are key to success, particularly as diversity covers a wide range of issues.

Gender Equality Symposium

Gender equality remains high on the agenda. The focus has shifted from What gender equality means to Why we need to address it and How. On International Women's Day IAPI brought together an impressive selection of speakers for a major symposium around leadership in agencies.

We had 9 speakers covering a vastly diverse selection of knowledge, drawing from a wealth of experience in leading agencies.

Conversation Series & Meet-ups

This year we launched a Conversation Series focusing on people mid-career, providing an opportunity for debate and discussion around thorny topics in a welcoming and open forum. The series will take place 3 times a year.

In 2019, we will begin to host meet-ups for women currently out on maternity leave and those recently returned. Helping to build confidence around returning to work and learning from the experience of others who have successfully done so.

Non-conscious bias training

Our non-conscious bias training provides a great opportunity to challenge our own thinking in terms of talent attraction and retention and understand the impact our preconceptions have on the make-up and efficacy of our businesses.

We are currently working on a video piece on the subject of ageism, to really challenge 'how old is old?' in a young and shifting industry.

Finally, we are about to launch the IAPI Inclusion Allies, for those who have undertaken non-conscious bias training and can lead the charge for inclusion from deep within their agencies.

MEDIA COUNCIL

Following a comprehensive review of media auditing and the publication of the digital auditing principles over the last two years, the media committee engaged with an industry group to measure the current position in a series entitled Media Benchmarking Futures.



While some progress has been made with respect to recommendations in the last year, there are still frustrations and challenges from both sides in relation to auditing.

Key to this is the changing industry landscape and the challenges with respect to digital auditing.

With a rapidly evolving digital eco-system, changing regulations and the growth of programmatic, the measurement methodologies currently being used are no longer appropriate to correctly measure the impact of media campaigns.

Our focus now is ensuring we are evolving best practice in Ireland and moving past the over-reliance on the media buy as the only measurable. Given that this is an international problem, we are currently engaging with other markets and the relevant bodies such as the IPA and the EACA for support and guidance in how we address these challenges in Ireland for IAPI members.

In order to include views from both media auditors and agencies, meetings are being held with auditors in November/December 2018 to discuss how we can best address the challenges and work towards solutions.

Our key recommendation is to streamline the auditing process and introduce a standardised tender questionnaire from all media auditors.

This would avoid duplication of effort currently required for each client and cut down considerably on the amount of time auditing takes up for each media agency.

Education and training remain a key priority for the media council, alongside the wider IAPI training programme. In 2018, Digital Success for Account Managers, Keeping Ahead of the Digital Game and TAM Ireland Training “TV in all its forms” were three such courses undertaken, and all were well attended.

PITCHING COUNCIL

The creative pitching process in 2018 has been considerably improved by the guidelines launched in 2017.

Creative agencies and pitch consultants now have more clarity on best practice in this area, although we accept that there will always be exceptions that will require IAPI to advocate and advise when necessary.

However, the area of pitching continues to present significant challenges for media agencies. The meetings to be held to discuss media auditing are also designed to agree best practice for media pitching in order to address the challenges and work towards a mutually beneficial solution.



RAY SHEERIN

iapi

Institute of Advertising
Professional IrelandIAPI AND AAI ACCREDITATION
OF PITCH CONSULTANT
(CREATIVE, DIGITAL & MEDIA)

Pitch Consultant Accreditation

Upon reviewing the pitching process, it was agreed that the accreditation system of pitch consultants will be revised, commencing in January 2019. The new accreditation process will be applicable for a two-year period, at which point the accreditation will need to be re-applied for.

As a result, the IAPI accreditation form has been revised and will be circulated and published on the IAPI website in December 2018.

We hope that the new accreditation process will foster a greater sense of collaboration and open dialogue between auditors and agencies to provide workable solutions to some of the challenges presented.

COMMERCIAL COUNCIL

This year we established a Commercial Committee to look at how IAPI can raise the industry net profit from an average of 10% to 15% over the next 3-5 years. We are pleased to report that Stage 1 - the research stage, is now fully complete.

In order for the Commercial Committee and the IAPI Board to be able to implement effective initiatives, we needed to understand the threats, challenges and weaknesses facing the industry whether they be real or perceived.

The Commercial Committee met with over 20 Media and Creative Agencies as well as with pitch doctors.

Through a detailed questionnaire and insights gleaned from the IAPI survey, we managed to document and prioritise the challenges and risks facing our member base and the industry at large.

Diverse and varied initiatives have been tabled to address the most pressing and consistent threats reported. In parallel to the work being done by the Commercial Committee, the IAPI board is currently undertaking a significant strategic vision exercise. Once complete, these commercial initiatives will be aligned with the vision and delivered for maximum effectiveness.

A number of key leadership workshops and training events have also been scheduled for next year, to start to address the issues and threats our members are most concerned about.

TALENT ATTRACTION COUNCIL

Alongside training, ensuring we are attracting talent into the industry has taken on an increased importance in 2018. We appointed a dedicated Talent Attraction Manager to the executive team this August who will work closely with one of the newly appointed Board Members. They will carry on the great work started by Patrick McConville, who recently resigned from the IAPI Board.



JOHN MATHEWS

ARTHUR BYRNE

As strategic skillsets broaden in agencies, and we now need to embrace project management, analytics, business planning, as well as creative, relationship and campaign management, we aim to bridge the gap between industry requirements and the talent pool from which we can draw candidates.

We are approaching talent attraction through a three-tier action plan:

- Engagement with faculty and student populations
- Development of online content and materials
- Participation in jobs recruitment fairs and events.

IAPI attended the technology recruitment fair, Upstarter in October this year to kick start our programme promoting the industry to students outside of the traditional marketing & advertising courses.

We will continue to improve our approach to talent attraction in 2019, including meeting with a range of rural 3rd level institutions to attract a more diverse workforce to the industry.



GEMMA GILMORE

FUTURE HEADS

At **ADEXPO**, the only graduate fair to find out everything there is to know about the world of advertising, our Futureheads young professionals revealed insights into how to get a start in this exciting and rewarding career.

This expo was open to students from all courses and we actively encouraged students from courses outside of marketing and advertising to attend.

The ADEXPO was a relaxed event that provided students, graduates and budding advertising aficionados with an insight into the advertising industry covering Media, Creative, Client Services, Technology and Digital. Over 250 students attended in 2018.

In addition to being fully involved with the new Talent Attraction strategy, Futureheads continue to provide a social and fun element for younger members of the industry.

The **Futureheads 2018 Summer Party** was the usual riotous and competitive affair with the Ping Pong Tournament Champion remaining a highly sought after prize!

Over 150 people attended and the winners were **Tim Kavanagh and Michael Rekab** (Team Name: **'Not Original Enough'**) from Publicis emerging victorious for the second year running.



PATRICK MCCONVILLE

2018 PRESS COVERAGE

Awards shortlist

Advertising census

Advertising industry worth €1bn to Irish economy – survey

Advertising is worth more than €1 billion a year to the Republic's economy, according to a leading industry body.

The Institute of Advertising Practitioners in Ireland published the results of its sixth yearly census, a guide on the Republic's commercial, creative and media industry.

The study shows the advertising industry is worth more than €1 billion to the Irish economy.

According to the institute, companies are aware they face "macro-economic" challenges. However, almost two out of three predict their

own businesses will increase over the coming 12 months; and 11 per cent foresee a fall.

The census shows that 81 per cent of Irish advertising businesses are pursuing global accounts or are seeing business from existing multinational clients increase.

Charley Stoney, the institute's chief executive, said that the results showed an "ever-evolving" industry.

"While Brexit is a looming threat to every industry in Ireland we, along with our member agencies, will continue to do fantastic work."

BARRY O'HALLORAN



The Sunday Business Post



New IAPI head has global ambitions for industry

Charley Stoney: 'It's very rare a job comes up where you feel like you can make a real difference' Pic: Fergal Phillips

Charley Stoney has wide-ranging plans for her tenure as boss of the body representing Ireland's media and advertising sector

The communications, creative, marketing and media industry is worth €1 billion and employs 5,000 in Ireland



THE IRISH TIMES

Young lions Creative teams off to Cannes advertising festival

■ Six winning creative teams will represent Ireland in the Cannes Young Lions competition at the prestigious Cannes Lions advertising festival in June, the Institute of Advertising

Practitioners in Ireland has announced. The representatives are: Eric Gasparro and Kieran O'Driscoll from the agency Guns or Knives (in the film category); (and pictured) Alice

Sheehan from Zenith and Jamie Tullaghan from Core (media); in the Company of Huskies' Emily Blaney and Niamh Ryan (print); Teneo PSG's Tabitha Bourke Cooney and Sean

O'Brien (public relations); Carat's Dalvinne McGing and Ryan Reid (digital); and AIB's Chloe Barton and Ciara Brennan (young marketers). PHOTOGRAPH: MARC O'SULLIVAN

Irish spin on Nissan car campaign wins ad industry's Grand Prix

LAURA SLATTERY

An advertising campaign's success in persuading younger drivers to buy the latest version of the Nissan Micra car proves the value of creating Irish ads for the Irish market, says the award-winning agencies responsible.

Dublin agency In the Company of Huskies and media buyer Spark Foundry were the main winners at the Institute of Advertising Practitioners in Ireland's biennial ADFX awards last Thursday claiming the

two-minute film directed by Dermot Malone and featuring 15-year-old tae kwon do black-belt Isabel Lehane, from Ashbourne, Co Meath. It became a viral hit online last April, clocking up 320,000 views in 48 hours and sparking media interest in its star.

Global mission

The theme of the ad urged viewers "not to be held back by preconceptions", which echoed Nissan's global mission to shake off the Micra's reputation as a bland, dull car.

had been lampooned by Irish motoring journalists for being a "blue-rinse special". "We knew in Ireland we had this specific challenge," said Jonathan Forrest, chief executive of In the Company of Huskies.

"The work we did was in response to a European campaign that we felt was a bit of a one-size-fits-all solution for European car markets," said Mr Forrest.

Aimed at younger and more urban drivers who had not previously been Micra customers,



Setting value, getting paid



Lionhearted

Irish Examiner



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**ADFX
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2018**



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