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# DDFH&B and IAPI launch new Heads Up series

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DDFH&B and IAPI (the Institute of Advertising Practitioners in Ireland) have launched a new Heads Up series to get views from some of the most radical thinkers in the world of advertising.

As part of the joint initiative, Heads Up will speak to some of the most innovative and creative global thinkers in the industry. The monthly online series will feature insights and expertise from leaders across various disciplines. The creative brains will be quizzed through a series of one-to-one interviews by DDFH&B strategic planner and 2013 IAPI 'One to Watch' Jess Majekodunmi.

The launch of the series follows a pilot interview with former chairwoman of US advertising agency Bartle Bogle Hegarty Cindy Gallop late last year. The joint initiative by DDFH&B and IAPI will capitalise on the access both bodies have to some of the greatest minds in advertising and to impart their knowledge in an accessible way.

The series, which is now underway, also features a short but insightful interview with Leila Travis, head of planning for Thinkbox, the marketing body for commercial TV in the UK. Next month one of the UK's most respected and acclaimed art directors Alexandra Taylor will be put under the scope.

Advertising heads are invited to tweet their questions to @ddfhb ahead of each interview. Heads Up will cover popular topics appealing to all stages, levels and disciplines in advertising.

"We're really looking forward to the Heads Up series," said IAPI CEO Tania Banotti.

"Advertising is an evolving industry, it's important that we continually listen to its leaders both here and abroad."



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