



*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, especially now, during and post Covid.*



*We do this by...*

### Positioning

Positioning Ireland as a global centre of excellence for commercial creativity and media planning.

### Empowering

Empowering our members to grow the value of their business.

### Elevating

Elevating the industry through driving world class professional standards.

### Advocating

Advocating for our members' interests at Corporate Board, Government and international levels.

### Fostering

Fostering a culture of strategic leadership, creativity and innovation within our members.

### Educating

Delivering first class training and education across a multi-discipline industry.

### Attracting

Broadening the strength and appeal of our industry to attract world class talent.

### Including

Promoting diversity and inclusion as a strategic and economic imperative.

## President's Welcome

We all acknowledge that 2020 was a very tough year but it's also been an important learning year for us all. What has been truly remarkable throughout has been the resilience of our industry and how quickly we've all managed to adapt to a new way of working and, for some of us, how we've even managed to thrive in these times.

This shows the character of the industry and what we can do when we really put our minds to it. It also shows the real creativity that we apply to challenges.

From an IAPI perspective, when we, as leaders, sat down in Jan and we worked through a strategy little did we know how much we would have to change and adapt. Since March, our single-minded priority as the IAPI Board has been how do we support our members and how do we work together as an industry to navigate a way through this. That has been our guiding principle on every decision we've made and everything we've done throughout 2020.

It was a whirlwind of a year in terms of what we achieved and I would like to sincerely thank the IAPI executive team. They have really given their all to this industry over the past twelve months. The sheer volume of work and support from such a small team of people has been extraordinary. We could not have had such an experienced or cohesive team and I don't believe we could have asked more from them.

As CEO of IAPI, Charley is a force of nature. She continues to transform everything we do. She has pushed our industry forward in the last few months in terms of stature and profile and, I would like to congratulate her and thank her for everything she's done.

We are also extremely lucky to have a superb team of people on the IAPI Board with such diverse and exceptional talents who have all made an immense contribution this year. It's been very difficult with a lot of tough decisions to make in terms of what to cancel, what to postpone and what to support with very limited funds.

I also know that every person on the Board was also flat out managing their own respective agencies. I have to wholeheartedly thank every single one of them for their wisdom, advice and for the depth of their commitment to the industry. It's been a privilege working with them all.

As we head into 2021, we have looked at our priorities and will clearly continue to provide similar levels of support again to our members in what looks likely to be another challenging year.

In addition, we have agreed on our four key areas of focus:

- 1. Continuing to promote and celebrate our WORK.**
- 2. Creating a genuinely INCLUSIVE and DIVERSE industry.**
- 3. Elevating industry STANDARDS and EDUCATION.**
- 4. Ensuring the WELLBEING of our people.**

For now, I would like to wish you all good health and good fortune and look forward to meeting you in person again in 2021.

**Shenda Loughnane, President IAPI and Group Managing Director, Dentsu Aegis**



# Training & Events Overview

## In-audience events became online broadcast and training webinars

IAPI organised 72 live and online events in 2020, to help support and inspire IAPI members during an incredibly difficult year. We had a very busy year! To watch all or any of the IAPI webinars that were recorded in 2020, [click here](#).

The following highlights the new IAPI Series' that were launched in 2020.

### Behind Closed Doors Series

In collaboration with **The Advertising Association of Ireland (AAI)**, IAPI launched a new series of panel discussions between CMOs and their agencies. Moderated by Charley Stoney, CEO, IAPI, seven Behind Closed Doors webinars were held with average audiences of 100+ marketing and agency leaders at each session.

The purpose of **Behind Closed Doors** is to:

- Explore recovery, reimagining and future thinking.
- Discuss the relationship dynamic and partnership between agency & client.
- Share insights, highs and lows, and future plans with senior marketing and agency peers.

In keeping with the theme, panellists are invited to be as forthright and opinionated as they wish, safe in the knowledge that the talk is being shared with peers and is not for public consumption. As such, most of these sessions were not recorded for later viewing. Those that were can be found [here](#).

The panellists that took part in our 2020 series were:

Alan Daly, UM Media  
Anne Mulcahy, Bank of Ireland  
Briain Curtin, Fitbit  
Dael Wood, Dentsu Aegis  
Dan Sorotschynski, Naked Collective  
Dawn Spencer, Kerry Foods  
Deidre Watters, Dept of Health  
Ed Ling, MediaCom  
Eoghan Crawford, Mars Ireland  
Fiona Curtin, Pernod Ricard IDL  
Gavin Kennedy, Gorton's, US  
Geraldine Jones, Publicis

Gill Blake Swift, KBC  
Jane McDaid, Thinkhouse  
John Carroll, Irish Distillers  
John Urch, Carat Ireland  
Karl Waters, Folk  
Katie Oslizlok, Rothco  
Kay McCarthy, MCCP  
Lisa Browne, ESB  
Mandy Leontakianakis, TBWA  
Mark McCann, OLIVER  
Mark McGrath, Volkswagen  
Martina Stenson, PHD Media

- 72** Events in total
- 12** Physical Events (Q1)
- 60** Virtual Webinars
- 5,172** Attendees
- 26** Skills Training
- 6** Media Focus Briefings
- 11** Wellbeing smash Events
- 7** Behind Closed Doors
- 4** Trends and Insights Briefings
- 4** Business Support Briefings
- 4** Diversity & Inclusion Events
- 3** Flagship Events
- 4** Inspiration & Creativity
- 3** Futureheads Events



### Leaders' Briefings

In addition to the inspiring events and skills training for agency teams, IAPI provided agency leaders with up-to-date advice on Covid-related topics such as wage subsidies, business grants; economic outlook; tax information; return to office protocols and fiduciary responsibilities.

**Allen Kiernan**, a specialist consultant was engaged by IAPI throughout the year to deliver talks and provide invaluable assistance to individual member agencies.



**Danny McCoy, CEO, Ibec**, delivered updates for agency leaders on the economy.



These Briefings will continue throughout 2021 to keep members up to date with the latest Government policies and protocols relating to Covid and Brexit.

### Media Focus Series

The IAPI Media Council launched the Media Focus Series to provide media agency personnel with more specific events to bring them up to speed with media innovations, trends and opportunities.

IAPI hosted 6 online sessions and invited Media owners and Associations were invited to update IAPI members on the innovations and benefits of the channels at their disposal with some illuminating talks from Radio, Print and OOH specialists.

This will expand to include Social, TV and Digital as we continue the Media Focus series in 2021.



# Stand-out Events in 2020



## BRANDING:

### Vital for Ireland's Economic Recovery



The speakers were selected due to the inspiring nature of their brand journey in the past number of years and especially throughout Covid-19. They argued that their passion for bringing brand into the heart of their business strategy has made a positive impact on their organisation's financial health, despite the obvious recent challenges.



IAPI & The Institute of Directors in Ireland, in association with The Irish Times, hosted this standout event in 2020 for the Marketing & Advertising community.

The live broadcast was tuned into by over 700 people, made up of C Suite, senior marketers and agency leaders.



All speakers urged other leaders to take the widest view of their brand and not to abdicate responsibility to the marketing department alone but to make their brand health an executive and financial imperative. Elaine Carey put it very succinctly when she said "Brand is business. Build your brand. Build your bottom line."

This was the second joint event held in partnership with **The Institute of Directors in Ireland** and will continue for a 3<sup>rd</sup> year running with an event planned for August 2021. This partnership is a key part of IAPI's purpose in positioning our industry as a vital part of Ireland's economic growth.

A stellar line up of speakers included:

- **David McRedmond** CEO, An Post
- **Elaine Carey** COO, Three UK & Ireland
- **Paul Kelly** CEO, Fáilte Ireland
- **Rory Hamilton**, Chief Creative Officer, Boys + Girls
- Moderator: **Charley Stoney**, CEO, IAPI



This live, broadcast quality event was expertly produced by IAPI member, This is Catapult, and you can access the recording here.



## MAKING ADVERTISING WORK Through Responsible Media

This insightful and highly topical webinar took place on 18<sup>th</sup> Sept 2020.

IAPI played host to **Lindsay Pattison**, **Global Chief Client Officer, WPP**, who addressed a number of key issues:



We were then joined by **Dee Forbes, Director-General, RTÉ** and **Susan Daly, Managing Editor, Journal Media** in a panel discussion to share how their organisations are responding to the new normal and applying rigorous policies to ensure responsibility across all their platforms.



- Trends Shaping the Future of Media
- Consumption Patterns / Shifts : Mobile, CX
- Commerce Rise
- Automated / Programmatic Marketplaces (PMPs)
- Personal, Scale, Ethical.
- The Future of Identity in a Cookie-less World.
- The Role and Responsibility of Agencies:
- Privacy By Design
- Brand Safety as a Core Strategy.
- Global Supply Chain Transparency & Integrity
- Media Ethics
- Distribution, Diversity and Agility

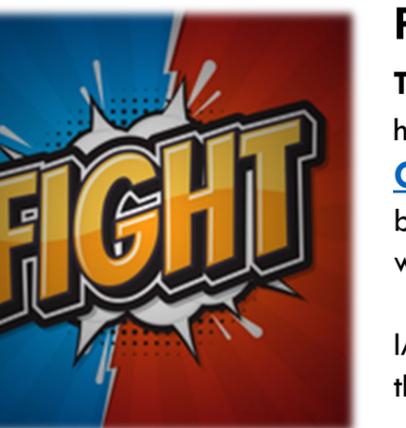


This discussion was moderated by Mediaworks Deputy MD & IAPI Board member, **Fiona Field**.



Lindsay also shared some great examples of what global brands are doing differently; and the role and responsibility of agencies.

To watch a recording of this session [click here](#). You can also download a copy of Lindsay's presentation [here](#).



## Planning like a Street Fighter

This **part training/part inspiration webinar**, held in July 2020, saw planning guru **Julian Cole** guide planners on how to create insights beyond the brief to help save great creative work.

IAPI members can receive the training deck from the session by emailing [Katherine@iapi.com](mailto:Katherine@iapi.com).

# 2020 Key Initiatives

## smash

### IAPI Wellbeing Programme from TABS

Our Employee Assistance Programme **smash** is FREE to all IAPI members, and their immediate families, thanks to **TABS (The Advertising Benevolent Society)**. Support and counselling by experienced experts is available 24/7 through phone and video consultation provided by **Spectrum Life**. The service helps with:

- Stress & Anxiety
- Marital or relationship problems
- Family problems
- Loss & grief
- Substance abuse issues
- Financial worries
- Questions on a legal matter
- Help with career planning
- Confidence issues
- Consumer queries
- Worries about physical health
- Advice on day to day issues



IAPI members can access the [smash portal here](#), or simply call Spectrum Life on 01 518 0277 for support. [Click here](#) for more info

Throughout 2020, IAPI continued to amplify the **smash** programme with a series of talks, recordings and wellbeing classes to support members during the additional stress brought about by the pandemic.

The recordings of all these online sessions are available to download:

1. [Chair Yoga](#)
2. [Self Care While Working Remotely](#)
3. [Warriors of Calm - Morning Meditation](#)
4. [Managing Teams Remotely - Maura Byrne](#)  
[Your Best Self Even in a Crisis - Dr Richard MacKinnon](#)
5. [smash on Resilience with Sheana Keane](#)
6. [smash Your Future with Bernie Keogh](#)
7. [Creativity as a Strategy for Life - Conn Bertish](#)
8. [smash on Relationships - Dr Carol Stoney](#)
9. [smash on Anxiety - Brian Pennie](#)
10. [smash - It's the little things with Sheana Keane](#)

If you have ideas for ways we can support you, please email **Keith O'Connor** who manages smash for IAPI. [keith@iapi.com](mailto:keith@iapi.com)

## Promoting Ireland as a Centre of Excellence

As Ireland's population becomes more diverse and inclusive, and we are left as the only English-speaking country in the EU, our bid to be a European Centre of Excellence for our industry is even more timely and viable.

C=N is IAPI's vehicle to promote this message to the domestic and international marketing and advertising community. It is led by **Sean Hynes, Creative Director, Bonfire** and IAPI Board member and supported by all the Creative Directors within IAPI.

[www.creativeisnative.com](http://www.creativeisnative.com) showcases the best of the best of Irish commercial creativity. Creative Directors across the IAPI membership agreed to remove agency credits in the showcased work, making this a world-first as, the only anonymous platform that puts the country's entire commercial creativity industry, ahead of individual agencies.

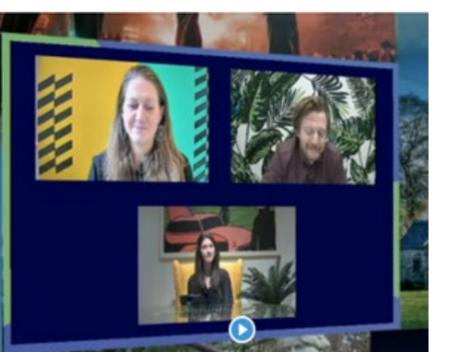


The official launch of C=N took place on **5<sup>th</sup> Nov 2020**.



Over 500 people from Ireland and abroad, tuned into the live broadcast to see the platform for the first time.

**Sean Hynes, Bonfire** and **Charley Stoney, IAPI** were joined by creatives: **Jen Speirs, Rothco** | Accenture Interactive; **Shane O'Brien, BBDO** Dublin and **Laura Halpin, Folk Wunderman Thompson**.



There are currently 26 pieces of work on the platform voted in by all Creative Directors within IAPI from 83 submissions. Only those obtaining the highest ranking are uploaded onto the site, ensuring that the creative work on display is the best of the best of Ireland's commercial creativity including advertising, design, PR & social.

For more information on C=N and to watch the recording of the live launch, expertly produced by IAPI member, **Verve**, please [click here](#)

## IAPI & TUD launch Accredited Education Programme

The need for accredited education and qualifications across the Creative Commercial Communications industry has been highlighted for several years now. IAPI can now offer this tailored educational opportunity for the first time for our sector.

This programme is the result of a unique partnership between TU Dublin and IAPI and has been developed with extensive contributions from both industry and academia.

The award for this programme is a **Postgraduate Diploma in Commercial Creative Communications** with classification of Distinction, Merit Grade, Merit Grade 2 and Pass.

FOR COURSE BOOKINGS PLEASE CONTACT Dr. Rosie Hand [HERE](#)

IAPI are subsidising 2021 fees saving our members thousands of euros. For more info [click here](#).



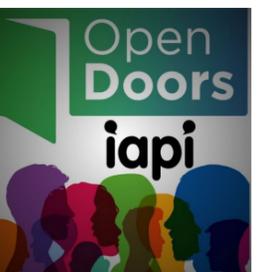
# Diversity & Inclusion

## Attracting a diverse, new generation to the Industry

IAPI is dedicated to helping the industry attract a diverse talent pool and create an environment of inclusion across our membership. It is imperative that our people reflect Irish society today.

A major part of our D&I strategy is connecting and understanding those marginalised in society at a young age and encouraging them to join the industry.

In 2020, IAPI launched mentoring initiatives with Open Doors and Business in the Community Ireland that connected IAPI members with disadvantaged youths that may not otherwise have the opportunity to enter the commercial creativity sector.



# iapi

## IAPI celebrated IWD 2020 by launching female futures fund

IAPI continue to promote gender equality in the sector. Our last physical event in 2020 was in celebration of International Women's Day, hosted by IAPI, and supported by **Evoke.ie**, DMG Media Group, for the third year running.

Over 200 attended this event, held in the RHA on 4<sup>th</sup> March to see the launch of the **IAPI female futures fund supported by Diageo**.

The 2020 *female futures fund* was awarded to:-  
**Eimear Fitzmaurice**, Strategy Director, Folk Wunderman Thompson and  
**Ciara Markey**, Business Director, Mediaworks.

**Grainne Wafer**, Guinness Global Brand Director for Diageo addressed the audience

Thanks to Diageo, this award entitles two high potential women in the industry to a years' worth of one-to-one executive coaching worth €5,000 each. Jill Walker was selected by IAPI to provide the leadership coaching.

For more information on female futures fund [click here](#).



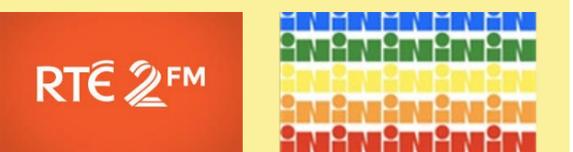
## belong TO IAPI Virtual Agency supports BeLonG To for a 2<sup>nd</sup> year

In recognition of the struggle that the LGBTQI+ teenage community still encounter, IAPI, for the second year running put together a multi-agency team to support BeLonG To's "Stand Up Week" in secondary schools.

**RTE 2FM** once again collaborated with IAPI and BeLonG To and they deserve huge thanks to their broadcasters who supported the campaign so enthusiastically.



The campaign, first ran in Nov 2019 and won the Best Communications Campaign at the Charity Excellence Awards 2020.



Thanks to the IAPI Media agencies and RTE 2FM, **33 clients** dedicated 116 Radio Spots to BeLonG To. School participation in Stand Up increased again from 57% to **68%** smashing all expectations. (Prior to 2019, this had stagnated at 48%).

The campaign concept remained brilliantly single-minded:



... because if everyone came in, no one would have to come out.

To follow up a highly successful first year was a tall order for the new(ish) team in 2020, but they did it!

The 2020 campaign used the power of the digital community to give supporters a way of showing that you have come in by designing their own #COMEIN icon.

A huge thank you to the IAPI team:

- Cormac Dooley, Publicis
- Rob Maguire, Rothco
- Rafael Ferla, Folk
- Isabel Harvey, BBDO
- Hannah Brady, Publicis
- Dylan Newe, TBWA
- Áine O'Boyle, Havas
- Clare O'Hanlon, Publicis
- Alyssa Puzzuoli, Pluto
- Mark Hughes, Carat
- Rachel Hattaway, Core
- Fiona Field, Mediaworks

## Advertising needs to stand up to RACISM

This eye-opening event gave IAPI members the opportunity to hear three amazing women share their stories of living in Ireland today, and, discuss how the advertising community can help combat inherent racism in our society.

The keynote speaker, **Claudia Hoareau**, is a Non-Executive Director of INAR (Irish Network Against Racism) and a Diversity & Inclusion Consultant.

Claudia's talk was followed by a panel



discussion, with **Emer O'Neill**, Teacher and Activist; and **Stha Banks**, Head of Social Media, Core.

"Advertisers and Communications should provide positive role models for the ethnic community in a country where they often feel under-represented and misplaced", said Claudia.

INAR research shows that only 1 in 6 racist attacks are reported.

"It is no longer an option to remain silent. By being silent you are taking sides," said Claudia, commenting on the lack of bystander intervention.

The **INAR iReport app** has been developed to enable easier reporting of a racist incident.

To watch the recording of this discussion [click here](#).

# Impact of Covid on Awards & Competitions

iapi

## Cannes Young Lions – 2020 winners

2020 saw a significant increase in entries for the Cannes Young Lions competition with over 118 teams taking part compared with 105 in 2019. Entrants were given a 48-hour period to deliver a standout creative campaign for one of three charities including **VOICE Ireland**, **CyberSafeIreland** and **A Lust for Life**.

Sadly because **Cannes Lions** International Festival of Creativity in 2020 was cancelled, the winners from the 2020 CYL competition in Ireland will compete in the international competition in 2021.

CONGRATULATIONS to the winning teams and if you wish to see their campaigns, they can be [accessed here](#).

## YOUNG LIONS COMPETITIONS

**DESIGN** supported by  Smurfit Kappa  
Rafael Ferla, Art Director and Raphael Silva, Interactive Designer, Folk Wunderman Thompson.

**DIGITAL** supported by  facebook  
Sacha Noyes, Junior Planner and Jessie DeBoe, Art Director, Boys + Girls

**FILM** supported by  sky  
Georgia Stevenson, Producer and Sinead Farrelly, Producer, BBDO Dublin

**MEDIA** supported by  CHOOSE LOVES RADIO  
Jack Connolly, Account Executive and Emily Carew, Account Executive, Group M

**PRINT** supported by  INM Independent News & Media  
Helen O'Higgins, Art Director, Folk Wunderman Thompson and Ben Fraser, Digital Strategist, Havas Dublin

**PR** supported by  PRCA  PUBLIC RELATIONS INSTITUTE OF IRELAND  
Lughan Deane, Consultant and Orna Clarke, Senior Account Executive, Murray

**YOUNG MARKETERS** supported by  core  
Oisin Hayes, Marketing Comms Exec and Aoife Bolger, Marketing Comms Exec, Fáilte Ireland

**Katherine Ryan**, Programme Manager, IAPI made sure the CYL Ireland competition ran smoothly even when we had to move the judging online. If you would like any more information about the programme please email [Katherine@iapi.com](mailto:Katherine@iapi.com).



## Effie Awards Ireland postponed to 2021

Another unfortunate impact of the pandemic was the necessary postponement of our inaugural year for this global awards programme.

IAPI held their kick-off, "How to Win an Effie" event in Twitter HQ on Fenian Street in Feb 2020. This was attended by over 200 marketers and agency folk which demonstrated the interest in the community for bringing this world-class marketing effectiveness programme to the Irish market.

[Click here](#) to watch the highlights and to access more videos from the speakers on the [IAPI Vimeo channel](#).



We'd like to thank you all as well as our sponsors for their patience and remind you that the **inaugural Effie Awards Ireland IS taking place in 2021**.

For more information on the 2021 programme details please [click here](#) or email [Katherine@iapi.com](mailto:Katherine@iapi.com)



## Irish Creative Team wins at Eurobest 2020

On the up side, IAPI selected a team for the first time to take part in Eurobest 2020 Young Creative Competition with great results!

**Dean Ryan**, Folk Wunderman Thompson & **Conor Cunniffe**, Rothco Accenture Interactive, brought home a Silver Award for this category.



## An Post / IAPI Direct Challenge postponed

This competition, aimed to help more Irish creatives experience the creative freedom of Direct Mail was postponed since we were unable to send the winning team to Cannes Lions. Watch this space for the IAPI & An Post collaboration in 2021.



# The IAPI Team



Congratulations and a huge thank you to the people that make up the IAPI team and contribute so much to the work that matters to you!

## I API Executive Team



After 11 years, Joyce O'Keefe retired from IAPI in August 2020. She will be missed by everyone and we're still hoping to celebrate her time with us when it's safe to do so! Serena Loftus joined us in July as Financial Administrator.

## Other Significant Contributors

There were also a number of significant teams who worked hard behind the scenes on a number of initiatives so we'd like to extend our thanks to:

### The Media Council

This group, in collaboration with agencies, marketers and pitch consultants published the brand new [I API Media Pitch Guidelines](#).

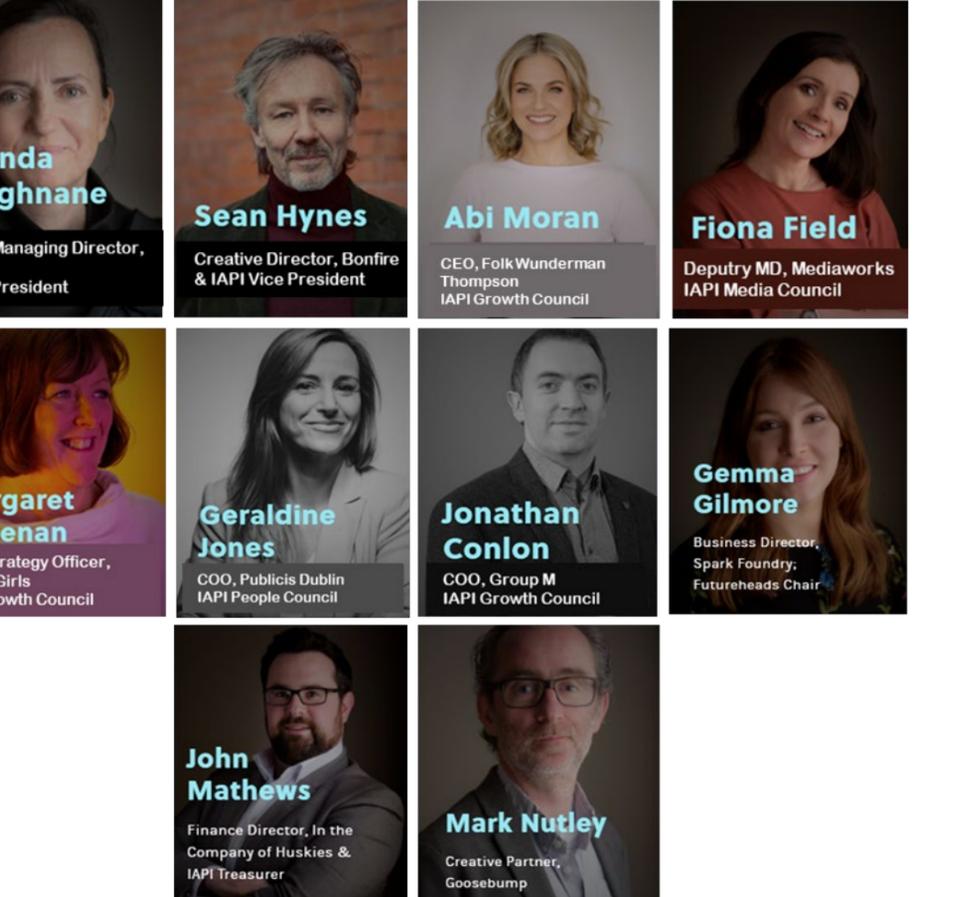
**Fiona Field**, Mediaworks; **Shenda Loughnane**, Dentsu Aegis; **Olwen Inglis**, Carat; **Christina Duff**, Core; **Jade Finn**, Dentsu Aegis; **Alex O'Connor**, Initiative; **Simon Nagle**, IPG Media Brands; **Aoife Hofler**, Javelin; **Ed Ling**, Mediacom; **Peter Flanagan**, Mindshare; **Kate McManus**, OMD and **Sinead Manley**, PHD.

### Futureheads



continue to support the under 30s in the industry. [Silver Linings](#), a series to inspire young leaders, was launched in Sept 2020 and will continue throughout 2021, as will [Speed Mentoring](#), albeit online. Thank you to the 2020 Futureheads Council: **Gemma Gilmore & Jamie Fulham**, Spark Foundry; **Keifa Murray**, Dynamo; **Alison Cooke**, Publicis; **Derwin Myers**, Folk WT; **Amy Tumelty**, TBWA; **Conor Cunniffe**, Rothco and **Eva McCarthy**, Verve.

## I API Board 2020



Having served their term and contributed enormously to IAPI and its' members for the past few years, **John Mathews**, Finance Director, In the Company of Huskies; **Mark Nutley**, Creative Partner, Goosebump and **Gemma Gilmore**, Business Director, Spark Foundry stepped down from the Board in Nov 2020. **Charlotte Barker**, Deputy MD, Dynamo resigned from the Board in Jan 2020 having spear headed IAPI's D&I initiatives.

THANKS TO ALL OF YOU for your hard work and inspiration!

Following Board Elections in Nov 2020, the following members were voted onto the IAPI Board to take up their positions in Jan 2021 - **Aoife McCleary**, In the Company of Huskies, **Robert McDermott**, IPG Mediabrand Ireland, **Stha Banks**, Core, and **Jamie Fulham**, Spark Foundry. WELCOME!



# IAPI Marketing Reach

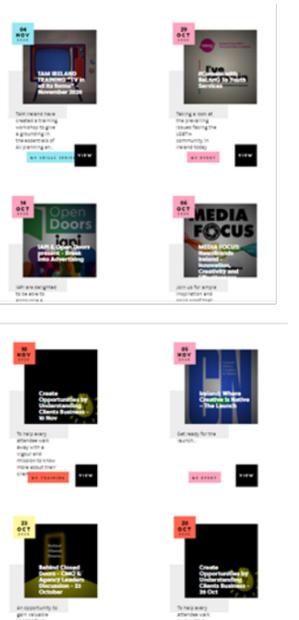


## IAPI Website Activity

The IAPI website continued to increase unique users from 50,000 to 54,000 in 2020.

**Events** with the most click throughs were:

1. Cannes Young Lions Competition Launch
2. Ireland: Where Creative is Native
3. Planning Like a Street Fighter - Saving Great Ideas
4. Branding - Vital for Ireland's Recovery
5. IAPI's Got Talent
6. How to Win a Cannes Lion
7. smash on Happiness
8. Female Futures Fund
9. How to Win an Effie
10. Silver Linings – Futureheads



Top 10 **IAPI Blogs** were:

1. Boys+Girls Commercial for Three
2. Cannes Young Lions Team Ireland
3. 2020 Board Elections
4. Female Futures Fund
5. Cannes Young Lions Winners
6. IAPI's Got Talent Showreel
7. Cannes Young Lions - Open for Registration
8. Branding - Vital for Ireland's Recovery
9. The Great Reset - Creative Brief
10. Under the Radar - Account Wins From IAPI Members



Most popular **IAPI Videos**:



1. IAPI's Got Talent - Showreel
2. Branding: Vital for Ireland's Recovery
3. Effie Awards Ireland launch
4. Futureheads Chair Nominee videos x 4
5. Returning to Full Scale Production
6. Creative is Native pre-launch
7. Charley on smash
8. Ireland: Where Creative is Native Launch
9. Effie Awards Ireland Launch
10. Advertising Needs to Stand Up To Racism

## IAPI eNewsletter

The IAPI Friday EDM commenced in March to showcase news and campaigns from IAPI members and the wider marketing community and to highlight events and initiatives.

Subscribers to the IAPI EDM include: 600+ Marketers and Media owners, 1,500+ IAPI members

## IAPI NEWS



This newsletter continues to increase in popularity and has an average open rate of over 33%.

## IAPI Social Activity

IAPI **LinkedIn** followers increased by 45% to 3,874 in 2020.

Top 10 posts from the 265 created by IAPI in 2020:

1. Cannes Young Lions print ad runs in Sunday Independent
2. Aidan Dunne passes away
3. Dynamo paint mural on shop front
4. Female Futures Fund Shortlist
5. Cannes Young Lions - Open for Registration
6. Boys+Girls Commercial for Three, 'Monster Hunter'
7. Futureheads - Stay Unique. Shape Society. Frame Your Future.
8. Cannes Young Lions Teams Announced
9. TBWA\Dublin's Response to 'Tampax & Tea'
10. Jen Speirs, CD, Rothco, interview with Little Black Book & IAPI



IAPI **Twitter** followers reached 6,000+ in 2020.



IAPI **Instagram** followers increased by 60% to 1,500



IAPI **Facebook** followers reached 900+



## Marketing & Creative Trade Press

IAPI maintained strong relationships with the Irish marketing & advertising Press with over 25+ articles within Adworld & Marketing.ie throughout 2020.



To promote **Creative is Native**, IAPI and [LBBonline.com](http://LBBonline.com) created an Irish portal on their platform that has reached 2,000 unique views with the top 3 viewer locations being USA, UK and Canada.

vs. 2019, when IAPI came 21<sup>st</sup>. (AICP=1<sup>st</sup> and IPA=2<sup>nd</sup>).

IAPI generated 15 articles on LBB in 2020, including interviews with a number of leading Irish Creative Directors.

**IAPI is now the 3<sup>rd</sup> most read about association globally on LBBonline**



## Radio, Print and Digital News Coverage

IAPI continue to advocate and promote the Irish commercial creativity sector within National News platforms with stories such as a the IAPI Winter Sentiment Survey; The Cannes Young Lions winners announcement; Effies Awards Ireland launch; Female Futures Fund launch and many more.

[Click here](#) to access all the news stories generated by IAPI over 2020.





**Thank you to all our members for  
their support, collaboration and  
resilience throughout 2020.**

**To join IAPI or to receive more information about the  
initiatives highlighted here please email  
[info@iapi.com](mailto:info@iapi.com)**

**iapi**

[www.iapi.ie](http://www.iapi.ie)

The Institute of Advertising Practitioners in Ireland.