

Because appoints new Global Digital Director in Dublin

Gavin Coffey joins the ambitious creative experiences agency to boost digital capabilities



Dublin-based creative experiences agency Because Ireland has announced the appointment of a new Global Digital Director who will be responsible for driving the firm’s digital offerings and amplification capabilities forward for new and existing clients alike.

Gavin Coffey joins Because with a strong digital background amassed at agencies including Drury | Porter Novelli, Teneo PSG and Thinkhouse. Gavin has created and implemented digital, social media and PR strategies for some of Ireland’s biggest brands, including Vodafone Ireland, Heineken, Three Mobile, AIG Ireland, Dublin Zoo and Audi, and is adept at bringing brands to life in compelling fashion; marrying live and digital experiences with user journeys.

“I’m deeply passionate about the importance of storytelling across digital channels,” says Gavin Coffey.



He adds: “The nature of media has changed, and there is now so much content on offer, as audiences engage with brands in 24/7 live environments. In today’s world, brands must be committed to producing and sharing the strongest possible content in a myriad of ways to win their audience’s attention.”

Gavin adds:

“New and emerging digital technologies are breathing new life into live experiential events, turning local brand experiences into viral moments that millions can enjoy. With the likes of virtual reality, augmented reality, live broadcast, AI and other technological innovations continuing to push the boundaries of what is possible, I’m looking forward to helping ambitious brands in Ireland and beyond to deliver meaningful, memorable and magical live, digital and virtual experiences.”

Because Ireland boasts an impressive client list, having delivered successful campaigns for brands including Renault, Nivea, Dropbox and Dublin Airport, as well as the giant Après Dublin party venue that took over Dublin city centre last winter.

Working cross-channel, Because provides a host of integrated campaign services including experiential marketing, digital and social amplification, events and sponsorship and shopper marketing services to clients worldwide. As well as its base in central Dublin, Because also has creative studios in London, Ascot, Dublin, Sydney, Auckland and Dubai.

Paddy Davis, Director at Because Ireland, comments:

“More and more brands are considering new and innovative opportunities to motivate fans to create and share content, and to engage within digital environments. This can only ever be achieved by tapping into experiences that audiences care about and that matter to them.”

“As a business we’re passionate about telling powerful and fascinating stories through content. Now, with Gavin’s appointment, we will be providing our clients with even greater access to the latest digital amplification strategies and emerging technologies to produce content that audiences will be only too glad to engage with, respond to, like and share.”

Gavin Coffey is one of three new senior appointments made by the fast-expanding creative experiences group: Graham Wall has been named as the new UK CEO of Because, bringing with him almost 20 years’ creative and strategic expertise, while Liz Elliott joins Because as Global Business Development Director in Sydney, Australia.

www.becausexm.ie

ABOUT BECAUSE

Because | Creative experiences agency

Because is a creative experiences agency, with studios around the world.

We help brands realise their marketing ambitions through meaningful, memorable and magical live, digital and virtual experiences.

Our strategic approach to brand storytelling is imaginative, immersive and emotive.



because

creative
experiences

Becausenewsroom