

Because Ireland names new Managing Director amid agency growth

Paddy Davis takes the helm of fast-growing creative experiences agency from brother Jonny

Dublin-based creative experiences agency **Because Ireland** has a new Managing Director who will oversee the future growth and expansion of the business going forward.



Paddy Davis, previously Client Service Director at Because Ireland, has been named as the ambitious agency's new Managing Director after 7 years with the business. The announcement comes as brother Jonny – founder and previous Managing Director of Because Ireland – moves to New York City to start his role as Managing Partner of Because NYC further expanding Because's international network of agencies in key strategic cities worldwide.

The change in leadership comes after a significant year of growth for the firm, which has delivered successful marketing campaigns for a host of well-known brands including Coca-Cola Ireland, Heineken, Renault and Fulfil Nutrition.

The agency has also more than doubled the size of its team in Dublin since the beginning of this year and is primed for further expansion.



Key strategic appointments have included Gavin Coffey as Global Digital Director, bringing extensive agency experience from the likes of Drury | Porter Novelli, Teneo PSG and Thinkhouse; and Andrew Boland as Account Director, who has over 14 years' industry expertise from working with brands including O2 and Guinness. The agency has recently appointed Orla Sheehan as Head of Activations, who joins from Grid53 and has a wealth of experience over the last 10 years working with Samsung and Heineken among others.

Because's significant business growth is largely attributed to the evolution of creative experiences, as more brands look for new and innovative ways to engage audiences both off- and on-line.

Paddy Davis, Managing Director at Because Ireland, comments:

“The marketing and creative experiences industry in Ireland has reached a turning point, and Because is leading the way for the future. Three overlapping approaches to marketing – live, virtual and digital – are now merging together as brands look to provide integrated, strategic and satisfying experiences to audiences that leave behind a lasting impression.

“We have established a strong reputation over the years for delivering memorable creative experiences for brands across Ireland, and my absolute priority is to extend this even further with activations that are truly integrated. As immersive technologies such as virtual reality and augmented reality grow in terms of mainstream adoption and social media provides unparalleled brand amplification opportunities, the spotlight is on creative experiences like never before.”

Because Creative Experiences’ global expansion continues with key senior hires in Dubai, Sydney and New York City. The cross-channel network has plans to open further studios in major international cities before the end of 2018.

www.becausexm.com/dublin

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