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WE ARE Pi Win IDFA Documentary Film Institute Creative Account



Appointment of top creative agency underpinned by raising competition in doc festival landscape.

September 1st 2020 - IDFA, the world's leading Documentary film festival, has appointed Amsterdam based independent Ideas Company, WE ARE Pi, as its agency of record, after a competitive pitch.

From annual event to always-on global platform

Renowned documentary giant IDFA approached WE ARE Pi to support a transition from annual festival to global institute and platform for documentary film. Although the transition had been in the works for some years with the creation of an online collection and year-round screenings and industry activities, the COVID-19 pandemic has accelerated IDFA's repositioning, as audiences become hungrier for online content, and filmmakers more in need of support to develop and launch films.

Heightened demand and competition for Docs

Historically a niche artistic industry, documentaries have found younger digital audiences seeking authentic new ways to discover and learn about cultural and societal topics. This increased demand has driven film festivals like Cannes Film Festival, Sundance and Tribeca to focus more on documentaries, the traditional realm of IDFA. IDFA selected WE ARE Pi for their digital first approach to campaign development as the institute looks to tradition away from reliance on traditional media.

“A documentary film takes you where factual expressions fall short. You need the long view of the documentary to reveal the complexity of problems, with an eye for particular nuances and feelings. We have great confidence that We Are Pi can translate this important sentiment compellingly and concisely. ”

— IDFA Director Cees van 't Hullenaar

“IDFA is the world’s most important documentary film institute. We are thrilled to help build the IDFA brand globally as the film festival and content distribution landscapes go through radical transformation.”

— WE ARE Pi Founder and CEO, Alex Bennett-Grant

About IDFA

IDFA is an international documentary film festival that takes place each November in Amsterdam. Every year, the festival presents a program of around 300 creative documentaries and interactive documentary projects, accompanied by performances, conversations and debates with filmmakers, protagonists and special guests.

About WE ARE Pi

WE ARE Pi is an Amsterdam-based international Ideas Company, founded in 2011. Guided by the promise to 'Never Settle' WE ARE Pi delivers integrated strategies and innovative creative platforms for clients including Heineken, LEGO, TED Conferences, Intersport, Nikon, Nike, Redbull, Desigual, InsingerGilissen and Ace & Tate. www.wearepi.com

ABOUT WE ARE PI

WE ARE Pi, an ideas company born to provide a modern alternative for thought leaders building the brands of tomorrow

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WE ARE Pi