



Agency Focus

Chemistry

Ray Sheerin

Managing Director

Educated at Trinity (Irish & French). Began as graduate trainee in Abbey Life in Dublin then moved to London in mid-80s as International

Marketing Manager with Fidelity. Switched to agency in London, initially as a copywriter (having developed writing skills out of frustration with agencies writing financial copy) then client service. Back to Dublin in 1991 to head up Equator, Saatchi's btl subsidiary, then set up OgilvyOne in 1993, ran it for 6 years and then left to set up Chemistry in 1999. Hobbies: cookery, modern fiction.

In the global village, location is less important... witness the trend towards the regionalisation of business in the US and the emergence of European cities such as Amsterdam as centres of creative excellence. The more this happens, the better for smaller markets like Ireland, provided we are up to the task. Chemistry's approach has

always been to produce work that is benchmarked against the highest international standards. And, thankfully, it's being recognised as such, like our recent Gold Lion at Cannes - the first ever won by an Irish agency. This both proves and advertises the fact that we have the ability to compete and win against the best agencies anywhere on earth.

The digital age - the consumer is increasingly in a position to avoid advertising. In this context

advertising has to behave more and more like content (entertaining) or at the very least as service (informing). Unfortunately, the Irish ad business is still working to the old model of bland messaging repeated often.

Sample Clients:

Chorus, Creative Labs, Danone Waters, Edward Dillon, First Active, Gowan Distributors, Heineken Ireland, Irish Life, Kepak Convenience Foods, Kerry foods, Largo Foods, Newstalk 106, Ntl, Property Partners, RecruitIreland.com, Top Security, Trocaire, Ulster Bank.

