

ART & SCIENCE

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eightytwenty

Born out of social,
we value the power of people

Innately scientific,
we understand the importance of data

Inspired by cultural & commercial challenges,
we create work that works.

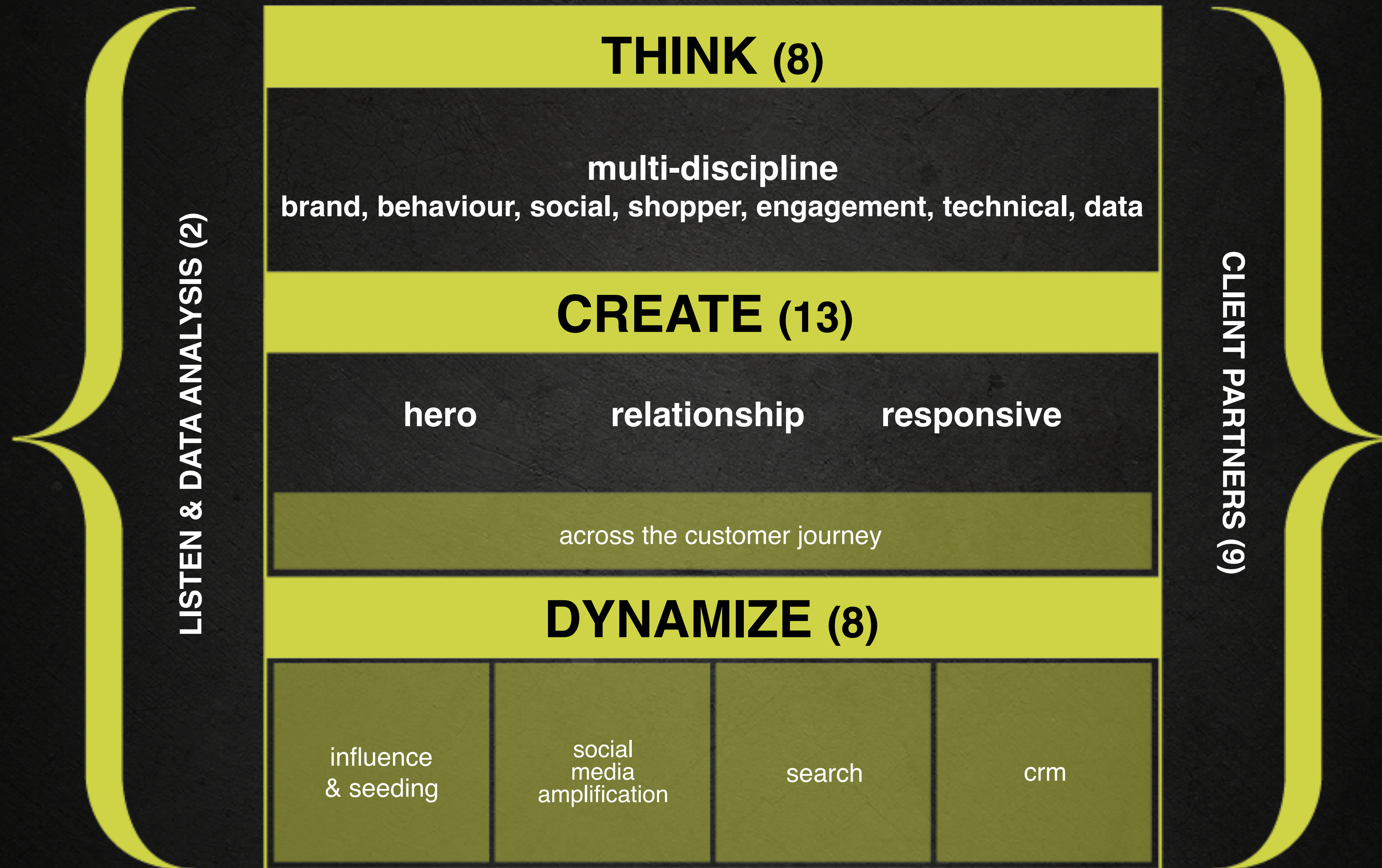
Best known in Ireland for:

- First use of AR on a mass scale - **Bulmers**
- Second screening/ live gaming - **Apprentice & Dragons Den**
- Hacking Tinder to drive awareness of sex trafficking - **Immigration Council**
- The Grand Prix at this years Digital Media Awards - **#NightAt The Home of Guinness with Airbnb**

In 2017 we sold a minority stake to WPP/ Ogilvy

We approach every challenge holistically

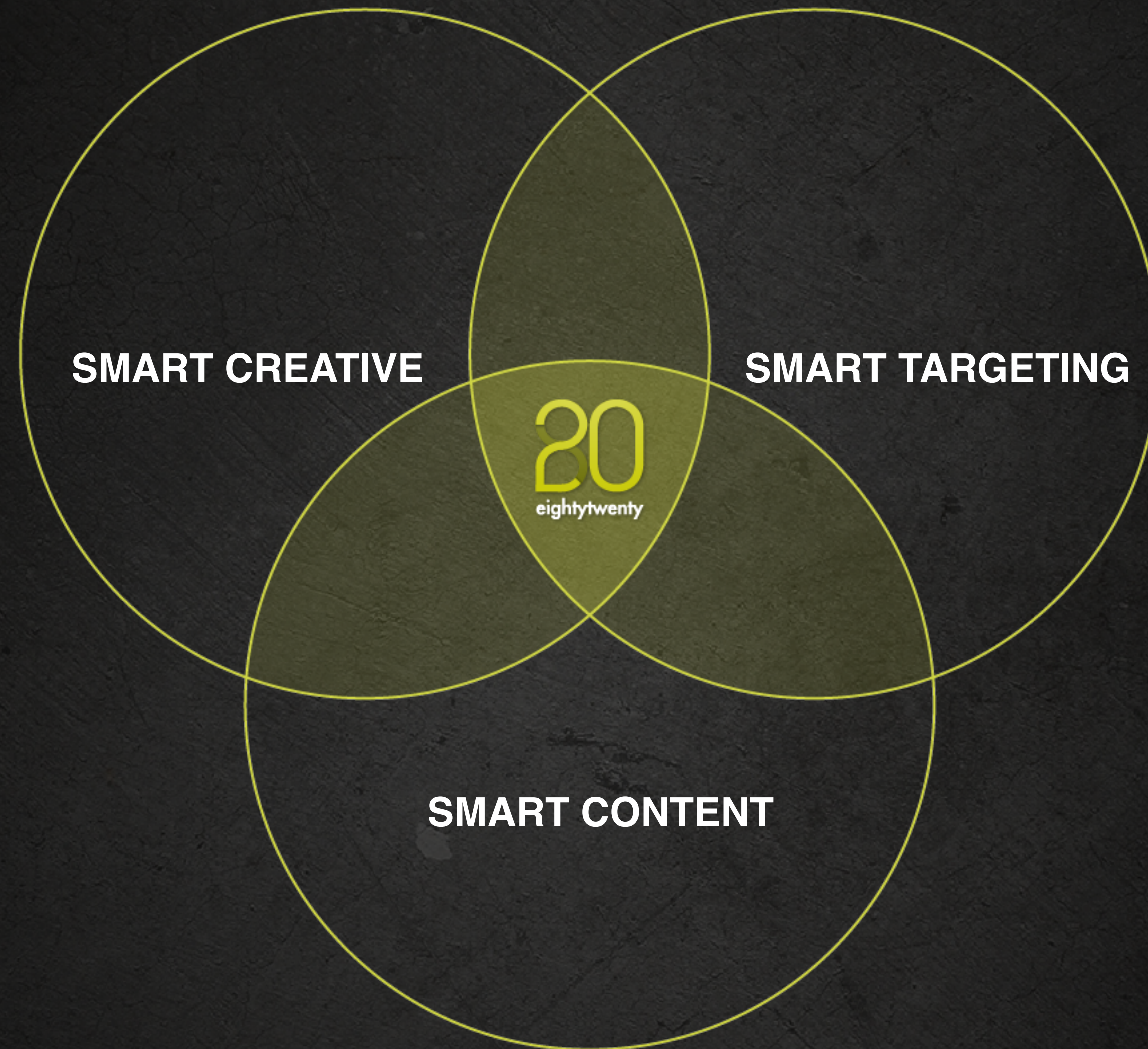
Integrated. Specialists. Agile. Results.



Emotional, personal,
sequential storytelling ...at scale

Three Disciplines. Inspired by Behaviour. Live.

Our **Creativity** enables our clients to shift from having brands that push content out to brands that pull people in



We build individual relationships at scale using sophisticated **behavioural-led** data platforms within social, and beyond social

And our **Craft** helps differentiate our content from the next, across the customer journey

Fostering a culture that
believes we're smarter together



trōcaire

UNTIL LOVE CONQUERS FEAR

Checkout the case study in collaboration with Ogilvy at:
<https://youtu.be/sqgbf4rGVy8>

#NightAt THE GUINNESS STOREHOUSE

Checkout the case study at:
<http://eightytwenty.ie/a-night-at-the-guinness-storehouse/>





eightytwenty

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Thank You!