

## Press release

3 July 2019

### Creative alliance puts a spotlight on the value of the Irish pharma industry

A new campaign for the Irish Pharmaceutical and Healthcare Association (IPHA) highlights the value of the industry to Ireland and the world. Created by Leith, the award-winning Scottish advertising agency, the campaign brings to life the positive work the industry is undertaking and the enormous societal benefits.

Launched on 1st July, 'Innovate For Life' showcases how the industry is helping bring forward the next generation of pharmaceutical pioneers, has a global reputation for advanced manufacturing and is benefiting local communities across Ireland.

With over 30,000 employees and 10 of the world's top 10 pharmaceutical companies the benefits are being felt by many in Ireland and beyond. There has been investments totalling €7 billion in the last ten years, leading to Ireland becoming the largest net exporter of pharmaceuticals in the EU.

Bernard Mallee, the IPHA's Director of Communications and Advocacy, says that the innovative medicines being developed in Ireland are both saving lives and boosting the economy.

*"We were delighted to partner with Leith to create 'Innovate for Life' as part of efforts to tell an impact and value story for Ireland's originator pharmaceutical industry. Leith's track record in creative production, as well as their project management skills, came through from initial pitch stage to final delivery of the assets. We wanted a story about innovation to be told innovatively. Leith helped us to produce something that brought through the passion, dedication and expertise of the people who work in our industry, our impact at the local community level, and the courage and resilience of the patients who use our medicines."*

'Innovate for Life' consists of 6 short video adverts supported by a mini-documentary which was filmed across Ireland. The first of the two shorter films launched the #InnovateForLife social campaign this week.

The adverts feature interview footage with patients and industry employees, interspersed with original drone footage. Together they create a striking series of films which detail the places and people who both benefit from and ensure the industry's success in Ireland.

Brian Coane, Leith Partner and health team lead, said:

*"Ireland punches above its weight when it comes to the European pharmaceutical industry, meaning there's so many great stories to tell. It's been a great opportunity to use our creativity to show that the sector is a cornerstone of Irish life and the economy."*

Leith developed the ad creative, working alongside the award-winning Irish director Lochlainn McKenna and its production partner, Edinburgh-based Tanami, on the films.

Leith's We Won't Rest campaign for EFPIA (the European Federation of Pharmaceutical Industries and Associations) was the first pharma campaign to unite thousands of people across

competitor organisations behind a single message. Working with the IPHA, the agency hopes to repeat this success in Ireland and improve awareness of the industry's outstanding innovation and value to the population.

Ends.