



News release

Ciaran FitzGerald appointed as new Chair of POPAI Ireland

Key appointment named as retail marketing trade association responds to continued growth of Irish market

January 21st 2008 – POPAI (Point of Purchase Advertising International) UK and Ireland, the trade association for the retail marketing industry, today announced the appointment of Ciaran FitzGerald as the new Chairman of POPAI Ireland.

In his new role as Chair, Ciaran will be responsible for working with POPAI's existing Country Officer, Michael Quilty, to help build POPAI membership in Ireland and to ensure that POPAI's offer continues to match Ireland's fast-changing Retail Marketing landscape.

Ciaran is currently Managing Director of Visualise Ltd, one of Ireland's leading specialist advertising companies, which has a wealth of experience of working with some of Ireland's major supermarkets, retailers and leisure operators. But he is perhaps better known as the former captain of the Irish rugby team during the 1980's. Under his captaincy the team won two Triple Crowns and three championships. He also went on to Captain the Lions Touring team to New Zealand in 1983.

Commenting on his appointment, Ciaran says: "With Ireland being a smaller market than the UK, we tend to be outward looking and have an appetite for international innovation, the latest insight and training. As the Irish retail market continues to develop at a very fast pace and the in-store environment becomes an increasingly important battleground for the attention of Irish consumers, the time is now right to strengthen POPAI's position and influence within Irish retail marketing."

He adds: "With the increased focus by brands and retailers on 360 degree marketing strategies and the growing sophistication of PoP solutions and approaches to engaging shoppers in-store, it's vital that we can create a professional PoP community. Our aim is to ensure that POPAI is not only able to promote greater awareness and understanding of the latest PoP developments, but that it also plays a prominent role in shaping the future of retail marketing in Ireland, as it already does in a number of other countries across the globe."

Ciaran's appointment will be officially announced to POPAI Ireland members at the Irish Breakfast Briefing, which is due to take place on Wednesday, 05 March 2008 in Dublin. A PoP Masterclass and Irish Retail Marketing Conference are also planned for 2008.

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For more information, please contact:

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Notes to Editors:

- POPAI is an international trade association for companies involved in P-O-P & retail communications, representing an industry worth over £1bn per annum
- POPAI is dedicated to serving over 1800 members internationally, by promoting, protecting and advancing the broader interests of P-O-P through research, education, trade forums, networking and legislative efforts. POPAI UK & Ireland currently has over 200 members.