

Have you
heard
the
news?



IRS+ & foe have formed
a strategic partnership

IRS+ is a **dynamic** and **innovative** centralized media sales and marketing hub, serving 15 independent, local radio stations all across Ireland.

Foe is an award-winning **ideation**, **production** and **social content** partner that specialises in solving marketing and media activation briefs.



Here's how it'll work

1

IRS+ receives
brief for S & P

2

Brief assigned to
IRS+ senior
manager

3

IRS+ work with
Foe to bring
brief to life

4

Media agnostic
brief response
sent to agency
from IRS+

5

IRS+ & Foe wins
opportunity

6

Foe co-
ordinates
campaign
with all
media

1

Access to more
creative ideation
for clients

2

One stop shop for
media agnostic
campaign delivery

3

Idea first campaign
activation

What does
it mean for
you?

We're
open for
briefs

It's simple.

Email your briefs to
katie@irsplus.ie