

Roisin Keown

The Brill Building



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Just months after setting up The Brill Building, Roisin Keown's creative advertising agency became the most awarded new creative agency in Ireland.

Originally from Antrim, Roisin has 20 years' advertising experience, having grown through the ranks with DDFH&B Group.

Roisin and her husband moved their family from Dublin back to East Clare in 2018. After winning several brand strategy contracts in Munster including Kilkenny Design, she launched her own creative agency in 2019.

The Brill Building, which works with clients all over Ireland, is pioneering a new model for agencies which is designed to work better for both the client and creatives. With four core staff, The Brill Building works with a trusted and highly-experienced network, including digital strategists and production experts.

The Brill Building created the Champion Green brand and campaign for Kilkenny Design and Visa, encouraging a new generation to support local when shopping. The campaign has achieved over 20 million in PR reach and has generated over 50 thousand organic posts on Instagram making it the most successful support local movement in a generation.

The agency's campaign for Breakthrough Cancer Research, The Shop That Nearly Wasn't created the world's first shop 100% stocked and staffed by cancer survivors. The campaign has won many national and European awards.

Taking part in ACORNS gave Roisin huge confidence and momentum and she learned the skills needed for growing her own business. She recommends the programme to any new female entrepreneur, as listening to success stories from fellow participants will make others want to carve out a good story for themselves.

Roisin loves that The Brill Building and the creative advertising industry means working with equally passionate and dynamic creative professionals. Her goal now is to continue growing her client base and to continue growing The Brill Building.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine