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## The Brill Building's founder brings creative flair to east Clare

**We talk to women forging innovative businesses in rural Ireland. Today, we talk to Roisin Keown who moved to east Clare to set up her creative agency, [The Brill Building](#).**

Just months after setting up The Brill Building, Roisin Keown's creative advertising agency became one of the most awarded new creative agencies 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 to east Clare in 2018. After winning several brand strategy contracts in Munster including Kilkenny Design, she launched her own creative agency in 2019.

### How to get ahead in advertising post-pandemic

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 agency's campaign for Breakthrough Cancer Research, The Shop That Nearly Wasn't created the world's first shop 100pc 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.

ACORNS is a Government-supported programme designed to support [early-stage female entrepreneurs living in rural Ireland](#) through a peer learning approach.

Women in rural Ireland with new businesses or at least with well-developed ideas are being invited to join [ACORNS 7](#). The ACORNS programme is designed to support early-stage female

entrepreneurs living in rural Ireland through a peer learning approach. Thanks to the support of the Department of Agriculture, Food and the Marine, and the voluntary contribution of time by Lead Entrepreneurs, there is no charge for those selected to participate.

“Being accepted into ACORNS feels like such an endorsement in itself, and your confidence just grows from there. Being in a network of inspiring women to learn from and be motivated by is the best thing ACORNS offers – but the practical advice, real business tools and ways to think about my company and growth more strategically were invaluable,” says Roisin.

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.

The call is now open for applicants for ACORNS 7 and 50 female entrepreneurs from across the country will be selected to participate. Anyone interested in receiving an application form ahead of the September 10, 2021 deadline for ACORNS 7 should [register their interest here](#)

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