



Richard Guiney

Getting Dublin Acquainted with digital

By Siobhán Brett

Dublin City Business Improvement District (BID) is launching a new digital campaign to promote the city, the working title for which is 'Dublin Acquainted'.

Dublin City **BID** – the first **BID** scheme in Ireland – represents more than 2,000 businesses in the city. It has a five-year renewable mandate to promote the economic advancement of **Dublin city** centre, in part through its marketing and communications plan.

According to the chief executive of the organisation, **Richard Guiney**, the new website and accompanying app – which will be found at livedublin.ie – is aimed at the commuter, the Dubliner, and will provide information in a format that can be “glanced at on the way to work”.

“The new app will be receiving content all the time. We’re really making an effort to tap into the market – capitalising on the reach of technology, social media and our own website – which we want to link to an app now. We’ve been working on it, and it should be ready to launch at the end of this month, or early next,” he said.