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DAVE MCCORMACK

Fluent



Dave McCormack had enjoyed a successful 10-year career in television production in the UK, co-founding a series of local TV stations in major British cities, when he decided in 2022 to move back to his native Dublin.

Alongside his business partner Andrew Cummins, he set up his video agency, Fluent, in July 2024. The business specialises in producing video storytelling content for a range of clients, including local authorities, business organisations, and large corporations in the food, technology and aviation industries.

“I moved to London in 2012 and, with a friend and business partner, set up the business, Made TV. We lobbied the UK broadcast regulator Ofcom to grant licences for local television stations and then set up stations in Liverpool, Bristol, and elsewhere. It was an exciting time and great fun,” he says.

“We were taken over in 2019 and the business model changed to one that prioritised revenue from digital content over traditional advertisements. I moved into a commercial role, which was a great learning experience, but I saw there was an opportunity to go it alone in corporate video production. That was in March 2020,

which was fortuitous timing because it was at the beginning of the Covid-19 pandemic and overnight there was demand among businesses who could no longer communicate their messages directly. That ultimately paved the way for me to move back to Ireland and create Fluent,” he says.

Fluent works on both domestic and international projects, with the Marks & Spencer’s summer ‘Farm to Foodhall’ TV ads a particular highlight of the past 12 months. In keeping with Fluent’s hallmark people-centric, documentary style, the three-part series featured chef Mark Moriarty visiting Irish food producers.

International clients include Kellanova, for whom Fluent created a video series highlighting ‘The People Behind the Product’ for key brands like Pringles and Cheez-It. Additionally, Fluent partnered with Dublin’s four councils on features for companies like Amgen, Salesforce, and Microsoft, celebrating foreign direct investment into the capital.

“It’s early days for us but we’re doing well, and we have more brand films in the pipeline. We have a core team of four staff supported by a team of freelancers. We want to double our size in 2026. We also want to do more international work.

We’ve done work with Pringles in Europe, an aircraft leasing company in Idaho in the United States, and the UK arm of a global property company. We just want to keep growing,” he adds.

Dave believes that launching a start-up in Ireland has been a refreshing experience from a networking perspective. “I find that people in Ireland are much more open to meeting for a coffee and having a chat. It might lead to a friendship or a bit of work, but generally people are comfortable with the lack of expectations,” he adds.

The varied backgrounds of participants and peer-to-peer support are the greatest strengths of the Back for Business programme, according to Dave.

“There’s a lot to be said for thrashing things out in a room with people going through the same experiences as you. Everyone is coming from a different industry, so no-one is competing with you and there’s a great spirit of collaboration,” he says.

“The Back for Business programme challenges you to develop plans around marketing, sales, finance and things like that. It also helps you to step away from the madness of the day-to-day to think about overall strategy. I would hugely recommend it to others.”

/fluxent/

POSITION

Founder

WHAT WE DO

Producer of visual storytelling content to elevate brands and communicate messages with clarity and impact.

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