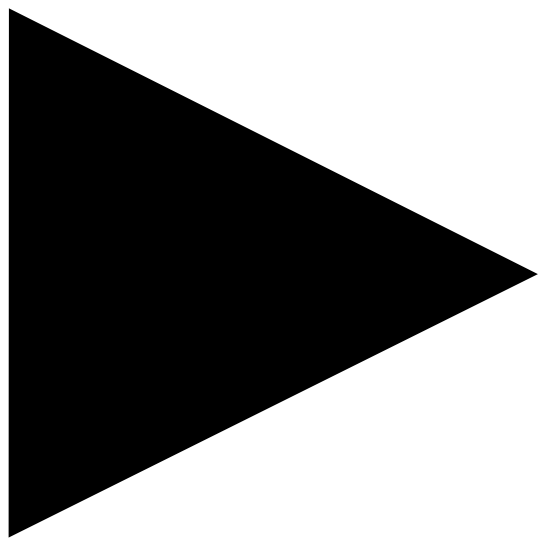


**ICAD Awards  
Exhibition  
3–5 December  
2020**

**Listen Live**



***THE  
BEST  
OF US***









# ICAD Awards 2020 Commendations

## Design

### Identity and Branding Sponsored by Design Skillnet

#### Logo single

- Folk Radio
- Or Studio
- Olann
- Red&Grey
- Arc Abstracted
- Together We Create
- International Literature Festival Dublin
- Red&Grey
- Stephen's Green Club
- CI Studio

#### New branding schemes

- Galway 2020 — European Capital of Culture
- Unthink
- Tenters Bar
- CI Studio
- Bláth na Mara
- Detail. Design Studio
- Glas
- Detail. Design Studio
- doddl brand scheme
- Richards Dee
- Native Denims
- Design Factory

#### Rebranding schemes

- The Residential Tenancies Board
- McCann Dublin
- Creating Change with Cardano
- McCann Dublin
- IAF – Open House Dublin
- Unthink
- The Killarney Park
- Alkamee

#### Packaging

#### Consumer goods

- Beara Bitters
- Red Dog
- W.D. O'Connell Whiskey Merchants
- Together We Create
- Maharani Gin
- Slater Design

#### Design craft

#### Illustration for design single

- Kate Brangan
- Troy: myth and reality Story Wall

#### Photography for design series

- Wasted
- Sean Breithaupt
- Bláthana
- Sean Breithaupt

#### Type / typeface design family

- Mortise & Tenon
- Signal Type Foundry
- An Post Sans
- Signal Type Foundry
- Corca Dhuibhne
- New Graphic

#### Use of illustration series

- Beara Bitters
- Red Dog

#### Use of photography series

- Dublin Fringe Festival 2019 - Superweirdos
- BigO

#### Digital

#### Immersive digital installations series

- Through The Years Party at the RDS
- Algorithm Productions
- Enchanted Lights at Kildare Village
- Algorithm Productions
- Alumina in the RHA
- Algorithm Productions
- Samsung Maze
- Boys and Girls

#### Website design single

- Signal Type Foundry Website
- Signal Type Foundry

#### Environmental

#### Exhibition design

- A Walk
- Joanne Byrne
- Across The Waves
- Joanne Byrne
- Cork 1920 - The Burning of a City Exhibition
- BigO

#### Permanent branded environment

- NMI Wonder Cabinet
- Detail. Design Studio

#### Wayfinding

- Donor Wall, Trinity Business School
- Joanne Byrne
- IMMA Wayfinding
- Detail. Design Studio

### Print Sponsored by An Post

#### Applied print graphics single

- Fleegulls
- Rothco

#### Book single

- Honoris Causa
- Detail. Design Studio
- 1753
- The Salvage Press
- Darklight
- The Salvage Press
- Citizen Artist 2016—2018
- Atelier David Smith

#### Catalogue / brochure / report single

- The Book That Grew
- Rothco
- NCAD Prospectus 2020/21
- Red&Grey
- Connections 2017–2019
- Distinctive Repetition
- Close Encounter: Meetings with Remarkable Buildings
- Atelier David Smith
- Fingal County Arts Plan 2019—2025
- Atelier David Smith

#### Integrated graphics

- International Literature Festival Dublin
- Red&Grey
- NCAD
- Red&Grey

#### Newspaper / magazine / periodical

- Business Post
- CI Studio
- Cassandra Voices 3
- Distinctive Repetition

#### Poster single

- Design West 2020 Promotional Poster
- OrStudio
- Musician in Residence Programme 2019–21
- Distinctive Repetition
- Reflectors
- Distinctive Repetition

## Production

#### Production Craft

#### Direction campaign

- Londis Ireland’s Fittest Family Stings
- Arrow Films
- UCD Creating New Knowledge
- Tiny Ark

#### Direction single

- ‘If’
- Banjoman Films
- Allianz Leagues 2020
- Motherland
- Ambition
- Banjoman Films
- Brighter Together
- Red Rage
- Lucozade - Energy Of Movement
- Motherland
- Nissan - Don’t be just the same
- Red Rage
- The Joy of Connection
- Tom Speers
- Webwise
- Motherland

#### Cinematography single

- Kingspan Light & Air
- Rocket Science Productions

#### Production design for film single

- Progress Naturally
- BlinkArt and Rothco

#### Animation campaign

- Irish League of Credit Unions - Monster Loans Campaign
- Piranha Bar
- VHI - Beyond Insurance
- Piranha Bar
- Progress Naturally
- BlinkArt and Rothco

#### Editing single

- Allianz Leagues 2020
- Motherland
- Casey
- Screen Scene
- Lucozade - Energy Of Movement
- Motherland
- The Long Road to Pride
- Windmill Lane
- Webwise
- Motherland

#### Music (new score) single

- Expo 2020 Dubai
- Symphonic
- OFFSET
- Folding Waves

#### Sound design single

- Credit Union Monster Loans
- Raygun
- Littlewoods Ireland
- Raygun
- OFFSET
- Folding Waves
- The Future of Cooking
- Denis Kilty

#### Visual/special effects single

- Casey
- Screen Scene
- OFFSET TITLES 2019
- Windmill Lane
- Sugar Coated
- Windmill Lane

## Advertising

### Display Sponsored by JCDecaux

#### Consumer campaign

- The Press Campaign That Nearly Wasn't
- The Brill Building
- In Plain Sight
- Folk Wunderman Thompson
- You won’t want to sleep in
- Stori Creative

#### Consumer single

- Tesco International Women’s Day 2019
- Rothco
- The Press Ad That Nearly Wasn’t
- The Brill Building
- Gay Byrne Tribute. The Voice of a Nation
- Boys and Girls

#### Online display campaign

- Student
- Publicis Dublin

#### Outdoor campaign

- Fear v’s Courage
- In the Company of Huskies
- Nuts About Tactical
- BBDO Dublin
- Student
- Publicis Dublin
- Turn to me
- Goosebump

#### Outdoor single

- EPIC St. Plastic’s Day
- The Public House
- Whale
- In the Company of Huskies

#### Experience

#### Branded social campaign

- Leap & Save Like Shay
- Rothco
- ŠKODA Micro Movies
- Boys and Girls
- ICAD Creative Shorts 2019
- Jenny Leahy
- ICAD Upstarts 2019
- Jenny Leahy

#### Branded social post

- Have A Carlsberg
- Rothco
- Ulster Bank - Home Improvements
- Boys and Girls

#### Digital experience

- Radio Tinnitus
- Rothco
- See Green
- Rothco
- Distractions
- BBDO Dublin
- Team of Us - Ireland’s Ball
- Folk Wunderman Thompson
- Address Point
- Folk Wunderman Thompson

#### Experiential advertising campaign

- Tesco International Women’s Day 2019
- Rothco
- EPIC St. Plastic’s Day
- The Public House
- HerStory Statues
- The Public House
- The Island
- Boys and Girls
- Guinness Postcards
- Paul Kinsella

Experiential advertising single
<p>Sleeping Flags</p> <p>Rothco</p> <p>The Shop That Nearly Wasn’t</p> <p>The Brill Building</p> <p>Distractions</p> <p>BBDO Dublin</p> <p>Paddy Power Donald Plaza</p> <p>The Public House</p> <p>The Connected Restaurant</p> <p>Boys and Girls</p>

### Innovation Sponsored by Davy

Creative innovation
<p>The Book That Grew</p> <p>Rothco</p> <p>Radio Tinnitus</p> <p>Rothco</p> <p>Escape With Alcatraz</p> <p>Rothco</p> <p>See Green</p> <p>Rothco</p> <p>Fleegulls</p> <p>Rothco</p> <p>The Island</p> <p>Boys and Girls</p> <p>Address Point</p> <p>Folk Wunderman Thompson</p>

Creative use of media
<p>Radio Tinnitus</p> <p>Rothco</p> <p>Sleeping Flags</p> <p>Rothco</p> <p>Liberty Hall Cupboards</p> <p>In the Company of Huskies</p> <p>In Plain Sight</p> <p>Folk Wunderman Thompson</p> <p>Fido - Connolly Station</p> <p>Havas Dublin</p>

Creative use of technology
<p>Escape With Alcatraz</p> <p>Rothco</p> <p>See Green</p> <p>Rothco</p> <p>Address Point</p> <p>Folk Wunderman Thompson</p>

### Integrated and earned

Tactical
<p>Leap &amp; Save Like Shay</p> <p>Rothco</p> <p>Paddy Power Donald Plaza</p> <p>The Public House</p> <p>Gay Byrne Tribute</p> <p>Boys and Girls</p>

Integrated campaign
<p>Leap &amp; Save Like Shay</p> <p>Rothco</p> <p>Allianz Leagues</p> <p>In the Company of Huskies</p> <p>The Island</p> <p>Boys and Girls</p>

Earned media campaign
<p>Escape With Alcatraz</p> <p>Rothco</p> <p>Sleeping Flags</p> <p>Rothco</p> <p>The Shop That Nearly Wasn’t</p> <p>The Brill Building</p> <p>Paddy Power Donald Plaza</p> <p>The Public House</p> <p>How Will Santa Find Us?</p> <p>Good Cop Good Cop</p> <p>The Island</p> <p>Boys and Girls</p> <p>Address Point</p> <p>Folk Wunderman Thompson</p> <p>At Dinner With Your New Boss</p> <p>Havas Dublin</p> <p>#AllIsCalm</p> <p>Core</p>

Advertising Craft Sponsored by ScreenScene
<p>Art direction campaign</p> <p>The Book That Grew</p> <p>Rothco</p> <p>Student</p> <p>Publicis Dublin</p> <p>You won’t want to sleep in</p> <p>Stori Creative</p> <p>Progress Naturally</p> <p>BlinkArt and Rothco</p>

Art direction single
<p>Belief Is Everywhere</p> <p>Rothco</p> <p>Seeing Is Believing</p> <p>Rothco</p> <p>Quench Your Curiosity</p> <p>Rothco</p> <p>Start Here</p> <p>BBDO Dublin</p> <p>Tattooed Man</p> <p>Chemistry</p> <p>ŠKODA 0% Offer</p> <p>Boys and Girls</p>

Copywriting single
<p>You’re in the Car</p> <p>BBDO Dublin</p> <p>An EPIC Open Invite to Donald &amp; Melania Trump</p> <p>The Public House</p> <p>How Will Santa Find Us?</p> <p>Good Cop Good Cop</p> <p>Paddy Power Cheltenham</p> <p>The Public House</p> <p>Female Tribes</p> <p>Folk Wunderman Thompson</p>

Illustration and graphics campaign
<p>Beck’s Art Series: Innovation Bottled</p> <p>McCann Dublin</p> <p>Beck’s: Innovation Bottled, with Seb Lester!</p> <p>McCann Dublin</p> <p>Salute Women</p> <p>Boys and Girls</p>

Illustration and graphics single
<p>Tesco International Women’s Day 2019</p> <p>Rothco</p> <p>Quench Your Curiosity</p> <p>Rothco</p> <p>Guinness Storehouse</p> <p>In the Company of Huskies</p> <p>ŠKODA 0% Offer</p> <p>Boys and Girls</p>

Use of music campaign
<p>Three - Made By Music</p> <p>Boys and Girls</p>

Use of music single
<p>Belief Is Everywhere</p> <p>Rothco</p> <p>The Choice</p> <p>In the Company of Huskies</p> <p>There’s a Club for Everyone</p> <p>Havas Dublin</p> <p>OFFSET TITLES</p> <p>Windmill Lane</p>

Copywriting campaign
<p>The Campaign That Nearly Wasn’t</p> <p>The Brill Building</p> <p>Monster Loans</p> <p>Core</p>

User experience for advertising single
<p>See Green</p> <p>Rothco</p>

### Film

Cinema commercial
<p>Start Here</p> <p>BBDO Dublin</p> <p>INAR ‘iReport App’</p> <p>Paul Kinsella</p>

Film campaign
<p>Start Here</p> <p>BBDO Dublin</p>
Stings campaign
<p>Ireland’s Fittest Family</p> <p>In the Company of Huskies</p>
Branded film content
<p>The Long Road To Pride</p> <p>Rothco</p> <p>Darkness Into Light - Johnny &amp; Gertie</p> <p>Rothco</p> <p>We love OFFSET</p> <p>McCann Dublin</p> <p>Made By Music - Follow the Sound</p> <p>Boys and Girls</p> <p>Made By Music - Butterflies</p> <p>Boys and Girls</p>

TV commercial over 30 seconds
<p>Belief Is Everywhere</p> <p>Rothco</p> <p>The Choice</p> <p>In the Company of Huskies</p> <p>Fear v’s Courage</p> <p>In the Company of Huskies</p> <p>Backseat Madness</p> <p>BBDO Dublin</p> <p>Paddy Power Cheltenham</p> <p>The Public House</p> <p>Nissan Juke ‘The Choice’</p> <p>In the Company of Huskies</p>

TV commercial up to 30 seconds
<p>Seize The Denny</p> <p>Rothco</p> <p>Newborn</p> <p>BBDO Dublin</p> <p>Monster Personal Loan</p> <p>Core</p>

Web film over 60 seconds
<p>Dublin Bus - Travel Assistance Scheme</p> <p>Rothco</p> <p>The Long Road To Pride</p> <p>Rothco</p> <p>Brighter Together</p> <p>Rothco</p> <p>Electric Ireland ‘Darkness Into Light’</p> <p>Rothco</p> <p>The Island</p> <p>Boys and Girls</p> <p>Littlewoods Camogie   Style Meets Substance</p> <p>Abstraction Pictures</p> <p>Paddy Power Cheltenham</p> <p>The Public House</p>

Web film up to 60 seconds
<p>MVR Silent Distillery</p> <p>The Public House</p>

### Radio

Radio commercial over 30 seconds
<p>You’re in the Car</p> <p>BBDO Dublin</p> <p>Cyclists Always Come Off Worse</p> <p>BBDO Dublin</p> <p>Paddy Power Cheltenham Radio</p> <p>The Public House</p> <p>Choose Radio - Airwave Pollution</p> <p>Boys and Girls</p> <p>Gay Byrne Tribute</p> <p>Boys and Girls</p>

Radio commercial campaign
<p>Monster Loans</p> <p>Core</p>

Radio commercial up to 30 seconds
<p>The Choice</p> <p>In the Company of Huskies</p>

### Creative for change

Creative for change
<p>INAR ‘iReport App’</p> <p>Pull the Trigger</p> <p>The Book That Grew</p> <p>Rothco</p> <p>Abusive Teller Machine</p> <p>Rothco</p> <p>The Long Road To Pride</p> <p>Rothco</p> <p>Tesco International Women’s Day 2019</p> <p>Rothco</p> <p>Darkness Into Light - Johnny &amp; Gertie</p> <p>Rothco</p> <p>Sleeping Flags</p> <p>Rothco</p> <p>How Will Santa Find Us?</p> <p>Good Cop Good Cop</p> <p>The Shop That Nearly Wasn’t</p> <p>The Brill Building</p> <p>100 Consent</p> <p>Pluto</p> <p>Salute Women</p> <p>Boys and Girls</p> <p>The Island</p> <p>Boys and Girls</p> <p>Address Point</p> <p>Folk Wunderman Thompson</p> <p>Webwise</p> <p>Motherland</p>

# Student and Greenhorn

### Student award Sponsored by Publicis

Advertising – Student
<p>Leona Smyth</p> <p>Kerry Mahony</p> <p>Hannah Brady</p>
Design – Student
<p>Kate Dennehy</p> <p>Marianna Mooney</p> <p>Holly Smyth</p> <p>Claire Dillon</p> <p>Adam Corbally</p> <p>Sarah Tynan</p>
Student – Craft
<p>Miguel Angel Vinas</p>

### Greenhorn Sponsored by Publicis

Advertising – Greenhorn
<p>Isabel Harvey</p> <p>BBDO Dublin</p> <p>Ivona Poljak</p> <p>BBDO Dublin</p> <p>Eva Redmond</p> <p>Core</p> <p>Niamh Ryan</p> <p>Publicis Dublin</p>
Design – Greenhorn
<p>Cath Buckley</p> <p>CI Studio</p> <p>Ruby Corcoran</p> <p>Design Factory</p>

# ICAD Awards Exhibition 3–5 December 2020

## Locations

- 1 Parkgate Street**  
Advertising Display
  - 2 Parkgate Street**  
Advertising Experience
  - 3 Heuston Station**  
Advertising Innovation,  
Integrated & Earned
  - 4 St.James Gate**  
Advertising Craft
  - 5 St.James Gate**  
Advertising Film & Radio
  - 6 James Street**  
Design Digital,  
Environmental and Print
  - 7 James Street**  
Design Identity,  
Packaging and Craft
  - 8 Redmond's Hill**  
Production Craft
  - 9 Redmond's Hill**  
Production Craft
  - 10 Georges Street**  
Student and Greenhorn
  - 11 Aston Quay**  
Creative for Change
- 
- A GPO**  
The Best of Us Launch,  
30 November
  - B Barnardos Square**  
Commendations List,  
3–5 December
  - C Windmill Lane**

