

KERRY MAHONY

copywriter + creative

ABOUT ME

hi! i'm kerry.

i'm currently being creative as an intern in tbwa\dublin and looking for my next opportunity. i'm a copywriter with an eye for design. i like making beautiful work that speaks to culture.

so far, my copywriting skills have gotten me: a [radio spot](#) in a campaign fighting climate change, some press about a box of [tampons](#), and a case of [prosecco](#). oh, and one time buzzfeed called me a [funny woman](#).

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MESSAGE TO MUM

the problem:

COVID shocked the world, putting it on pause. This had an unexpected benefit for the looming climate crisis: in 2020, emissions will be reduced by up to 7% thanks to the lockdown pause. If we want to stop climate change, changes must be made.

the solution:

An emotional radio ad that personifies Mother Earth as an actual mother, leaving a voicemail for their child who they haven't spoken to in a while.

Press: [Campaign Live](#), [LBB](#).

Won the Radio category and aired on UK radio from October 5, 2020.

radio script

SFX: Phone dialing tone and voicemail 'beep'.

V/O: A woman in her 60's. She has a kind, motherly tone, someone you would instantly warm to. She speaks hesitantly, and you get the sense that she is a bit lonely, and almost nervous to reach out and leave the voicemail.

Hiya, pet. It's your mum.

Just wanted to check in.. See how you are.

Perhaps you're out enjoying the weather.

A slight pause.

I just wanted to tell you, how much I've enjoyed spending time together. The walks, seeing the children play in the park, long summer evenings. It feels like the first time we've connected in years. Just wish it was under different circumstances.

[click me to listen!](#)

But it's been good, all the same.

Another hesitation.

Let's catch up soon.

SFX: A 'beep' as the voicemail ends.

V/O: A younger woman's voice, in her twenties or thirties. She speaks clearly and confidently.

Will you answer Mother Earth's call?

In 2020, our emissions will be reduced by up to 7% thanks to the lockdown pause.

Let's keep it up.

Visit [The Great Reset.com](https://TheGreatReset.com).

TBWADublin

IRISH LADY PRODUCTS

the problem:

It took just 84 complaints to the ASAI for Tampax's 'Tampons and Tea' ad to get taken off Irish TV, adding to a long line of history of women's health products being censored.

the solution:

Create a box of Irish Lady Products, highlighting how tampons might look if we keep allowing periods to be censored.

Press: [LBB](#), [The Drum](#), [The Stable](#), [IAPi](#), [Marketing.ie](#).

Created at TBWA\Dublin with Aoife McCarthy, Dillon Elliott, Clayton Homer, Conor Marron, Matthew Moss, Blaise Hoban, Amy Tumelty, and Mark Murray.

CENSORING TAMPONS CENSORS WOMEN.





STAND UP TO RACISM

the problem:

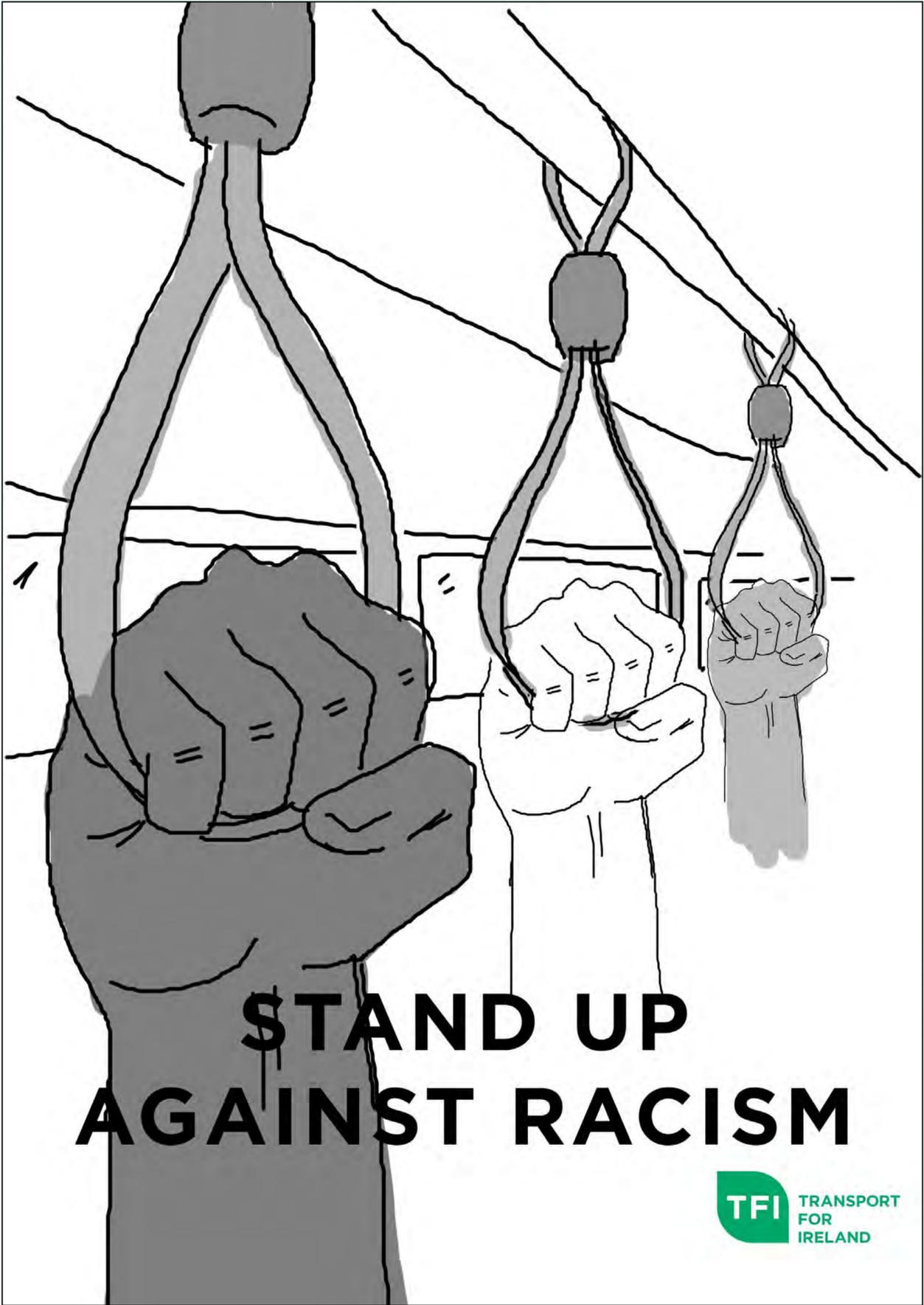
Racist attacks still occur on public transport, with bystanders rarely stepping in to help. TFI needs to make a statement clearly showing they don't accept racism on board.

the solution:

A provocative OOH and digital campaign that brings an iconic protest symbol to Irish transport.

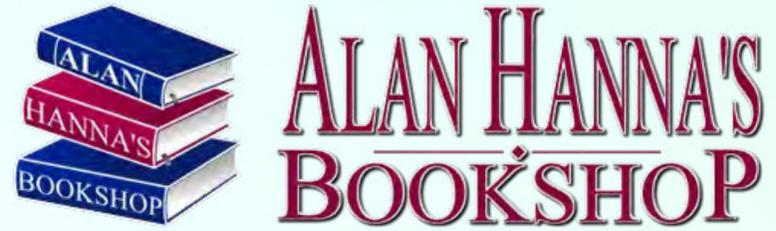
Spec work created at TBWA\Dublin with Conor Marron.

OOH



social stickers





HERE, YOU CAN GO ANYWHERE

the problem:

People cannot go on foreign holidays this summer due to COVID-19 and need ways to entertain themselves in Ireland.

the solution:

Turn Alan Hanna's Bookshop into a retro-style travel agent, showcasing how books have the power to take you anywhere in the world.

Spec work created at TBWA\Dublin with Conor Marron.

store window posters



INSTANT, RESTRICTION FREE
TRAVEL
NO QUARANTINE!

Find your heart in Tokyo.

Do you miss being young? The rush of listening to music that speaks to you, the excitement of meeting someone new. The feeling of walking through a city and knowing it's all yours for the taking. The taste of cheap beer on your tongue. And the feeling of a love so intense it could burn you.

Travel with us for an all-inclusive flight down memory lane!*

Upon boarding you will receive a complimentary glass of saké. We will also gift you with The Beatles' hit record Rubber Soul, get the sparks flying on those hot city nights.

*We are not liable for pain caused by ex-lovers.

MURAKAMI
NORWEGIAN WOOD

Here, You Can Go Anywhere

ALAN HANNA'S BOOKSHOP

1 YR BOARDING (STUDENT DORM): \$8.99!

store window posters

Travel to lands unknown

EXPLORE YOUR MIND ON OUR SPIRITUAL
BACKPACKING TRIP ACROSS EUROPE AND ASIA



NIGHT AT
A PARISIAN
THEATRE
INCLUDED

Live like the great writers in Paris

Fill your days with beautiful art, black coffee, and cigarettes as you embark on the first portion of our retreat. Visit the graves of myth-chasing artists and reflect on the joys and misery of life.



Dance into Berlin's dark underworld

Your three day stopover in Berlin will leave little time for sleeping. Live like a true Berliner by exploring the communalism of the electronic scene within its famed underground clubs.

BONDAGE
GEAR NOT
INCLUDED IN
PRICE



Confront your inner spirit in Kashmir

The Asian leg of our tour will allow you to reflect on your discoveries as you backpack through India, Vietnam, and more. Participate in ancient Buddhist rituals designed to align mind, body, and soul.

PARTICIPATE
IN OUR WORLD
FAMOUS
SHAMAN
MEDITATION

INSTANT, RESTRICTION FREE

TRAVEL

NO QUARANTINE!

THRESHOLD

OPEN YOUR
THIRD EYE FOR
JUST £12.99

Now, You Can Go
Anywhere



ALAN HANNA'S
BOOKSHOP

store window posters



**UNLIMITED
SEX, DRUGS,
AND ROCK N
ROLL**

HOLLYWOOD

LIVE LIKE A ROCK STAR IN THE CITY OF ANGELS.

Have you ever dreamed of travelling the world? Playing to crowds of adoring fans, waking up in a new city every night, or seeing your handprint on the iconic Wall of Fame?

We can give you that experience for the low price of just €12.99. Your ticket includes travel by private jet, hair styling into the perfect 70s shag, and a leather jacket to party the night away in.

Get ready to feel young, wild, and free.

INSTANT, RESTRICTION FREE

TRAVEL

NO QUARANTINE!

*Here, You Can Go
Anywhere*



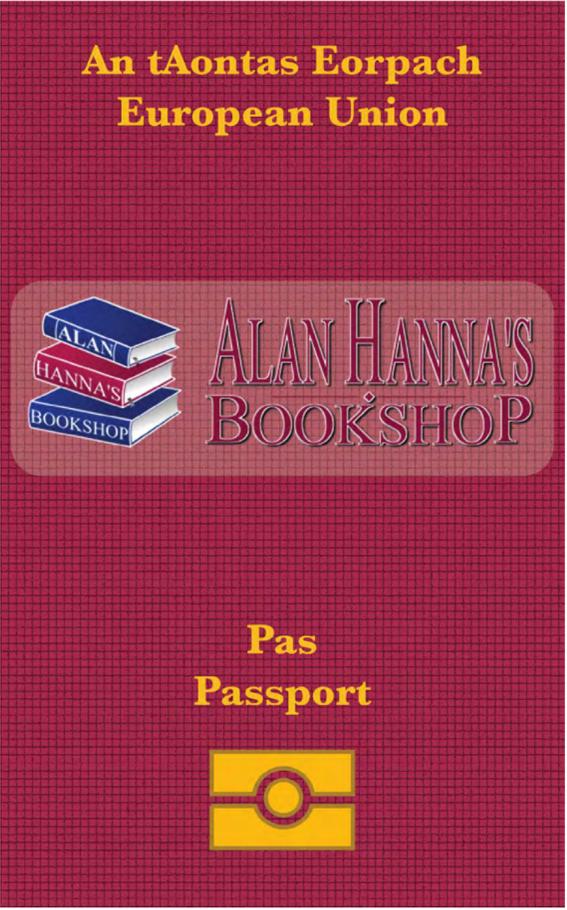
**ALAN HANNA'S
BOOKSHOP**



**FREE
WRISTBAND FOR
THE WHISKEY
A GO GO BAR**

in-store marketing

Bookmarks will be made over into boarding passes, with the destinations as iconic book locations.



Loyalty cards will become passports, with a range of location-specific stamps.



in-store marketing



An airport-style destination board will showcase the hottest travel locations for low low prices.



We will create a limited edition 'BookCase' keyring, available to purchase in-store.

SAMARITANS

WHEREVER YOU ARE

the problem:

Mental health struggles have been heightened for many due to lockdown, with people confined within their houses. As well as this, people find it hard to reach out when they need help.

the solution:

Native advertising using the visual language of reviews, which will live within review sites such as TripAdvisor, Yelp, and Airbnb.

Spec work created at TBWA\Dublin with Conor Marron.

native advertising



Jane, 25

Apartment in East Wall



Reviewed yesterday on mobile

Pleasant but a bit suffocating sometimes

I've been staying here for the last two years. My room itself is nice. The furniture is a bit mis-matched, but it's got character. It's fine during the day. I do my work in here, listen to music, read books. All the usual stuff.

But it gets different during the night. Most of the time, I lie awake, unable to sleep. Thinking about everything and anything. It'll continue for hours, and I'll be wrecked at work the next day. I'm sick of it. I just wish I could shut my brain off, sometimes.

We're here 24/7, wherever you are.

Give us a call on 116 123.

SAMARITANS
Ireland

native advertising



Colm, 37

2-bedroom in Carlow



Reviewed yesterday on mobile

Nice family home, could be better

I've been here for three years since we seperated. I guess it's starting to feel like home. I've tried to make it comfortable for the kids: putting their paintings up on the fridge, letting them paint their walls whatever colours they like.

I just get tired here. I'm trying to balance work and being a dad, and now everything feels so much harder. Like I'm constantly chasing my tail, and before I know it, it's 11pm, and I'm exhausted. And then I wake up the next day and do it all again.

Look, I can't complain. My kids are happy. And I'm doing my best. I just can't help feeling like it's never good enough.

We're here 24/7, wherever you are.

Give us a call on 116 123.

SAMARITANS
Ireland



Lisa, 65

Bungalow in Kerry



Reviewed yesterday on desktop

Would love more guests for my cottage

This house is my pride and joy. I love filling it with photos of my family, tending to my garden, and baking. I spend all of of time here.

It just gets so quiet, being here on your own. You'd miss hearing the sound of laughter and children running around the house. I've been thinking a lot about happy memories from the past. Things feel more serious now.

I wish I could have someone over for a cup of tea and a chat. Those little things make such a big difference.

We're here 24/7, wherever you are.

Give us a call on 116 123.

SAMARITANS
Ireland



REWARDING READS

the problem:

With COVID-19 taking a toll on everyone, people need to be reminded of the benefits of creativity as an outlet. As well as this, public libraries are reopening after lockdown, and need public support.

the solution:

A collaboration between the Library Association of Ireland and Creative Ireland on an OOH campaign that creates stories out of iconic Irish book titles.

Created at TBWA\Dublin with Kyle Showw and Alan Byrne.

Rewarding Reads

The LIBRARY ASSOCIATION of IRELAND
Cumann Leabharlann na hÉireann | Representing
librarians and libraries
in Ireland

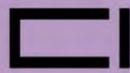
The Sea, At Swim, Two Boys, Last Ones Left Alive.

Time to escape.

See all the creativity Ireland has
to offer at creativeireland.gov.ie



Clár Éire Ildánach
Creative Ireland
Programme
2017-2022



Rewarding Reads

The LIBRARY ASSOCIATION of IRELAND
Cumann Leabharlann na hÉireann | Representing
librarians and libraries
in Ireland

Amongst Women, A girl is a half-formed thing.

A memoir on ageing.

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Clár Éire Ildánach
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Rewarding Reads

The LIBRARY ASSOCIATION of IRELAND
Cumann Leabharlann na hÉireann | Representing
librarians and libraries
in Ireland

The Mammy, The Granny, The Third Policeman, Finnegan's Wake.

Whodunnit?

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to offer at creativeireland.gov.ie



Clár Éire Ildánach
Creative Ireland
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2017-2022



ding Reads

The LIBRARY ASSOCIATION of IRELAND
Cairníne Leabharlann na hÉireann
Representing
libraries and library
in Ireland

Rewarding Reads

www.ipa-ltd.ie

The Sea, At Swim, Two Boys, Last Ones Left Alive.

Time to escape.

Clár Éire Uclanach
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The LIBRARY ASSOCIATION of IRELAND
Cairníne Leabharlann na hÉireann
Representing
libraries and library
in Ireland

Amongst Women, A girl is a half-formed thing.

A memoir on ageing.

The Mammy, The Granny, The Third Policeman, Finnegan's Wake.

Who isn't?

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to offer at creativeireland.gov.ie



Rewarding Reads

The LIBRARY ASSOCIATION of IRELAND
Cairníne Leabharlann na hÉireann
Representing
libraries and library
in Ireland

THE GLASS MENAGERIE

KODALINE

JAMES MORRISON

THE MAGIC FLUTE

COFFEE?

get in touch and let's chat!