ICAD Awards 2021

ICAD









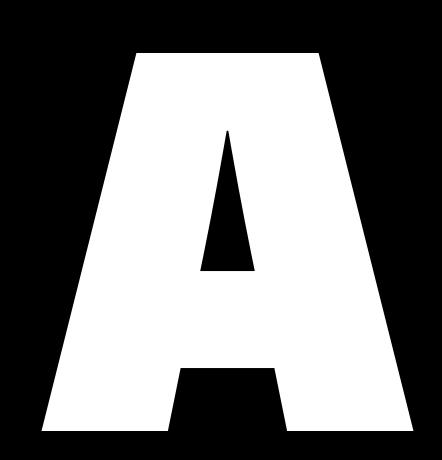




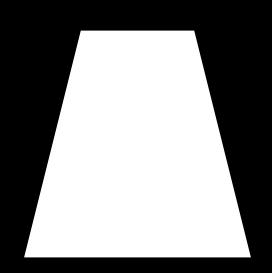
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	Bronze
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Advertising Gold





Art direction campaign

The Book That Grew Rothco, Part of Accenture Interactive ICAD Awards 2020

Copywriting single

Hey Daddy! Boys + Girls ICAD Awards 2021

Direction for radio single

Hey Daddy! Boys + Girls *ICAD Awards 2021*

Illustration and graphics single

Reindeer Boys + Girls *ICAD Awards 2021*

Use of music campaign

Saylists Rothco, Part of Accenture Interactive ICAD Awards 2021

Advertising Creative for Change

Creative for change

Address Point Folk Wunderman Thompson ICAD Awards 2020

Still here TBWA\Dublin *ICAD Awards 2021*

Advertising Display

Consumer single

The Hidden Pandemic Folk Wunderman Thompson ICAD Awards 2021

Advertising Film

VOD/VOL single

Still here TBWA\Dublin ICAD Awards 2021

Advertising Experience

Experiential advertising single

The Shop That Nearly Wasn't The Brill Building ICAD Awards 2020

Advertising Innovation

Creative innovation

Address Point Folk Wunderman Thompson ICAD Awards 2020

Advertising Innovation

Creative innovation (continued)

The Book That Grew Rothco, Part of Accenture Interactive *ICAD Awards 2020*

Saylists Rothco, Part of Accenture Interactive ICAD Awards 2021

Creative use of technology

Saylists Rothco, Part of Accenture Interactive ICAD Awards 2021

Earned media campaign

Sleeping Flags Rothco, Part of Accenture Interactive ICAD Awards 2020

Integrated campaign

The Island

Boys + Girls ICAD Awards 2020

Advertising Radio

Advertising

Integrated

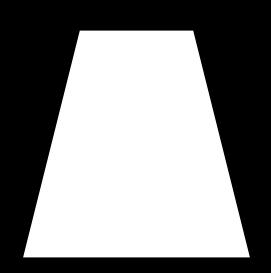
and Earned

Radio commercial over 30 seconds

Hey Daddy! Boys + Girls ICAD Awards 2021



Advertising Silver



Art direction campaign

Don't bury your problems TBWA\Dublin *ICAD Awards 2021*

Woodies - Mrs Higgins Rothco, Part of Accenture Interactive ICAD Awards 2021

Art direction single

Reindeer Boys + Girls *ICAD Awards 2021*

The Power of Touch Core/H2 Films ICAD Awards 2021

Copywriting campaign

No one should be homeless when Dublin is their home BBDO Dublin ICAD Awards 2021

The Campaign That Nearly Wasn't

The Brill Building ICAD Awards 2020

Copywriting single

An EPIC Open Invite to Donald & Melania Trump The Public House ICAD Awards 2020

Direction for radio campaign

Speed Obsessed

Publicis Dublin

ICAD Awards 2021

Illustration and graphics single

BusConnects

TBWA\Dublin ICAD Awards 2020

ŠKODA 0% Offer

Boys + Girls ICAD Awards 2020

Photography single

Still Here

Folk Wunderman Thompson ICAD Awards 2021

Use of music single

OFFSET TITLES

Windmill Lane ICAD Awards 2020

Advertising Creative for Change

Creative for change

Abusive Teller Machine Rothco, Part of Accenture Interactive ICAD Awards 2020

Remember the Rainbow In the Company of Huskies *ICAD Awards 2021*

Tesco International Women's Day 2019 Rothco, Part of Accenture Interactive ICAD Awards 2020

The Long Road To Pride Rothco, Part of Accenture Interactive ICAD Awards 2020

The Shop That Nearly Wasn't The Brill Building *ICAD Awards 2020*

Advertising Display

Consumer single

Tesco International Women's Day 2019

Rothco, Part of Accenture Interactive ICAD Awards 2020

The Orange Folk Wunderman Thompson ICAD Awards 2021

Advertising Display

Online display campaign

Ireland Reads Ogilvy Dublin ICAD Awards 2021

Outdoor campaign

Don't bury your problems

TBWA\Dublin ICAD Awards 201

Outdoor single

Ireland Reads Ogilvy Dublin *ICAD Awards 2021*

Mask Publicis Dublin ICAD Awards 2021

Reindeer Boys + Girls *ICAD Awards 2021*

Support Someone Else Boys + Girls ICAD Awards 2021

Advertising Experience

Branded social campaign

Leap & Save Like Shay Rothco, Part of Accenture Interactive ICAD Awards 2020

Advertising Experience

Digital experience

Address Point Folk Wunderman Thompson ICAD Awards 2020

Radio Tinnitus Rothco, Part of Accenture Interactive ICAD Awards 2020

Experiential advertising campaign

Guinness Postcards Paul Kinsella ICAD Awards 2020

Tesco International Women's Day 2019 Rothco, Part of Accenture Interactive *ICAD Awards 2020*

The Island Boys + Girls *ICAD Awards 2020*

Experiential advertising single

Marie Keating Foundation - Don't Cook Yourself Rothco, Part of Accenture Interactive ICAD Awards 2021

Sleeping Flags Rothco, Part of Accenture Interactive ICAD Awards 2020



A New Day Will Be bigO

TV commercial over 30 seconds

Woodies - Mrs. Higgins Rothco, Part of Accenture Interactive ICAD Awards 2021

TV commercial up to 30 seconds

Still here TBWA\Dublin *ICAD Awards 2021*

Advertising Innovation

Creative innovation

End of Career Guidance Counsellor Publicis Dublin *ICAD Awards 2021*

Escape With Alcatraz Rothco, Part of Accenture Interactive ICAD Awards 2020

Fleegulls Rothco, Part of Accenture Interactive ICAD Awards 2020

Marie Keating Foundation - Don't Cook Yourself Rothco, Part of Accenture Interactive ICAD Awards 2021

Advertising Innovation

Creative innovation (continued)

Radio Tinnitus Rothco, Part of Accenture Interactive ICAD Awards 2020

The Island Boys + Girls *ICAD Awards 2020*

Creative use of media

Ireland Reads Ogilvy Dublin ICAD Awards 2021

Wherever you are TBWA\Dublin ICAD Awards 2021

Creative use of technology

Address Point Folk Wunderman Thompson ICAD Awards 2020

Escape With Alcatraz Rothco, Part of Accenture Interactive ICAD Awards 2020

See Green Rothco, Part of Accenture Interactive ICAD Awards 2020

Advertising Integrated and Earned

Earned media campaign

Conversation Piece In the Company of Huskies ICAD Awards 2021

Escape With Alcatraz Rothco, Part of Accenture Interactive ICAD Awards 2020

How Will Santa Find Us? Good Cop Good Cop ICAD Awards 2020

Is he still coming this year? TBWA\Dublin ICAD Awards 2021

The Island Boys + Girls *ICAD Awards 2020*

The Young Offenders RTÉ ICAD Awards 2021

Woodies - Mrs Higgins Rothco, Part of Accenture Interactive ICAD Awards 2021

Integrated campaign

Marie Keating Foundation - Don't Cook Yourself Rothco, Part of Accenture Interactive ICAD Awards 2021

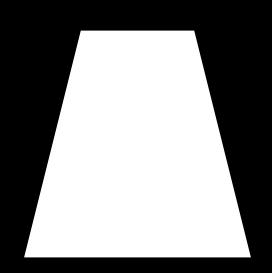
Advertising Radio

Radio commercial campaign

Speed Obsessed Publicis Dublin

Speed Obsessed - Antonio Piano Publicis

Advertising Bronze





Art direction campaign

Champion Green The Brill Building ICAD Awards 2021

Dublin Vinyl - The Valley of Vinyl - Lou Reed Rothco, Part of Accenture Interactive ICAD Awards 2021

Lonely, Anxious, Overwhelmed Core ICAD Awards 2021

Student Publicis Dublin ICAD Awards 2020

Art direction single

Belief Is Everywhere Rothco, Part of Accenture Interactive ICAD Awards 2020

Remember the Rainbow In the Company of Huskies ICAD Awards 2021

ŠKODA 0% Offer Boys + Girls *ICAD Awards 2020*

Start Here BBDO Dublin ICAD Awards 2020

Art direction single (continued)

Virgin 360 Publicis Dublin ICAD Awards 2021

Copywriting campaign

Redbreast Robin Launch

The Public House ICAD Awards 2021

Speed Obsessed Publicis Dublin ICAD Awards 2021

Copywriting single

Female Tribes Folk Wunderman Thompson ICAD Awards 2020

Paddy Power Cheltenham

The Public House ICAD Awards 2020

You're in the Car BBDO Dublin ICAD Awards 2020

Direction for radio campaign

No one should be homeless when Dublin is their home BBDO Dublin ICAD Awards 2021

Illustration and graphics campaign

Don't be a fossil TBWA\Dublin *ICAD Awards 2021*

Don't bury your problems TBWA\Dublin

ICAD Awards 2021

Illustration and graphics single

0% Do Less Boys + Girls *ICAD Awards 2020*

Guinness Storehouse In the Company of Huskies ICAD Awards 2020

Quench Your Curiosity

Rothco, Part of Accenture Interactive ICAD Awards 2020

Tetris In the Company of Huskies ICAD Awards 2021

Photography single

Tesco Mobile - If You Know, You Know Rothco, Part of Accenture Interactive ICAD Awards 2021

The Hidden Pandemic Folk Wunderman Thompson ICAD Awards 2021

Use of music single

Belief Is Everywhere Rothco, Part of Accenture Interactive ICAD Awards 2020

Woodies Mrs Higgins Rothco, Part of Accenture Interactive ICAD Awards 2021

Creative for change

Conversation Piece In the Company of Huskies ICAD Awards 2021

How Will Santa Find Us? Good Cop Good Cop ICAD Awards 2020

Mother's day - The hidden stories TBWA\Dublin *ICAD Awards 2021*

Advertising Creative for Change

Advertising Creative for Change

Creative for change (continued)

Salute Women Boys + Girls ICAD Awards 2020

The Book That Grew Rothco, Part of Accenture Interactive ICAD Awards 2020

The Island Boys + Girls *ICAD Awards* 2020

Advertising Display

Consumer campaign

Dublin Vinyl - The Valley of Vinyl - Lou Reed Rothco, Part of Accenture Interactive *ICAD Awards 2021*

Consumer single

Gay Byrne Tribute. The Voice of a Nation Boys + Girls ICAD Awards 2020

Green Energy In the Company of Huskies ICAD Awards 2021

Polar Bear Folk Wunderman Thompson ICAD Awards 2021

Advertising Display

Consumer single (continued)

Reindeer Boys + Girls *ICAD Awards 2021*

Shannon – 'Runway' Connelly Partners (Dublin) ICAD Awards 2021

Online display campaign

Don't be a fossil TBWA\Dublin *ICAD Awards 2021*

Student Publicis Dublin *ICAD Awards 2021*

Online display single

Green Energy In the Company of Huskies ICAD Awards 2021

Outdoor campaign

BDEN RUMP Owens DDB ICAD Awards 2021

Conversation Piece In the Company of Huskies ICAD Awards 2021



Still Here Folk Wunderman Thompson

Advertising Display

Outdoor campaign (continued)

Fear v's Courage In the Company of Huskies ICAD Awards 2020

Nuts About Tactical BBDO Dublin ICAD Awards 2020

Student Publicis Dublin ICAD Awards 2020

We're Listeners First RTÉ ICAD Awards 2021

Advertising Experience

Branded social campaign

50808 - Text About It Havas Dublin *ICAD Awards 2021*

AIB - The Toughest Summer Rothco, Part of Accenture Interactive ICAD Awards 2021

Eau De Apache In the Company of Huskies ICAD Awards 2021

Redbreast Robin Launch The Public House *ICAD Awards 2021*

Advertising Experience

Branded social campaign (continued)

Start a new story TBWA\Dublin ICAD Awards 2021

Branded social post

Have A Carlsberg Rothco, Part of Accenture Interactive ICAD Awards 2020

Young Offenders RTÉ ICAD Awards 2021

Digital experience

Saylists Rothco, Part of Accenture Interactive ICAD Awards 2021

See Green Rothco, Part of Accenture Interactive ICAD Awards 2020

Experiential advertising single

Paddy Power Donald Plaza

The Public House ICAD Awards 2020

Branded film content

AIB - The Toughest Summer Rothco, Part of Accenture Interactive ICAD Awards 2021

The Long Road To Pride Rothco, Part of Accenture Interactive ICAD Awards 2020

Cinema commercial

INAR 'iReport App' Paul Kinsella and Eoin Teirney ICAD Awards 2020

Film campaign

AIB - The Toughest Summer Rothco, Part of Accenture Interactive ICAD Awards 2021

Smarter/Liberation/Golf Something Different ICAD Awards 2021

Stings campaign

Empty Stadiums The Public House ICAD Awards 2021

Ireland's Fittest Family In the Company of Huskies ICAD Awards 2020

Stings campaign (continued)

Tesco - Poppy Rothco, Part of Accenture Interactive ICAD Awards 2021

TV commercial over 30 seconds

Backseat Madness BBDO Dublin ICAD Awards 2020

Paddy Power Cheltenham The Public House ICAD Awards 2020

TV commercial up to 30 seconds

Monster Hunter Boys + Girls ICAD Awards 2021

Woodies - Mrs. Higgins Rothco, Part of Accenture Interactive ICAD Awards 2021

Web film over 60 seconds

A New Day Will Be bigO ICAD Awards 2021

Paddy Power Cheltenham The Public House ICAD Awards 2020



Web film over 60 seconds (continued)

Remember the Rainbow In the Company of Huskies ICAD Awards 2021

The Long Road To Pride Rothco, Part of Accenture Interactive ICAD Awards 2020

Advertising Innovation

Creative innovation

See Green Rothco, Part of Accenture Interactive ICAD Awards 2020

Creative use of media

Fáilte Make A Break For It Rothco, Part of Accenture Interactive ICAD Awards 2021

Fido - Connolly Station Havas Dublin ICAD Awards 2020

In Plain Sight Folk Wunderman Thompson ICAD Awards 2020

Advertising Innovation

Creative use of media

Radio Tinnitus Rothco, Part of Accenture Interactive ICAD Awards 2020

The Virtual Kit Boys + Girls ICAD Awards 2021

Earned media campaign

Address Point Folk Wunderman Thompson ICAD Awards 2020

AIB - The Toughest Summer Rothco, Part of Accenture Interactive ICAD Awards 2021

At Dinner With Your New Boss Havas Dublin ICAD Awards 2020

Ireland Reads Ogilvy Dublin *ICAD Awards 2021*

Paddy Power Donald Plaza

The Public House ICAD Awards 2020

Saylists Rothco, Part of Accenture Interactive ICAD Awards 2021

Advertising Integrated and Earned

Advertising Integrated and Earned

Earned media campaign (continued)

Still here TBWA\Dublin ICAD Awards 2021

The Shop That Nearly Wasn't

The Brill Building ICAD Awards 2020

Integrated campaign

AIB - The Toughest Summer Rothco, Part of Accenture Interactive ICAD Awards 2021

Allianz Leagues In the Company of Huskies ICAD Awards 2020

Fáilte Make A Break For It Rothco, Part of Accenture Interactive ICAD Awards 2021

IF IT'S GOING ON, IT'S GOING ONLINE - Campaign

Havas Dublin ICAD Awards 2021



Woodies – Mrs. Higgins Rothco, Part of Accenture Interactive

Advertising Integrated and Earned

Integrated campaign

Leap & Save Like Shay Rothco, Part of Accenture Interactive ICAD Awards 2020

Redbreast Robin Launch

The Public House ICAD Awards 2021

Tactical

Gay Byrne Tribute Boys + Girls *ICAD Awards 2020*

Leap & Save Like Shay Rothco, Part of Accenture Interactive ICAD Awards 2020

Paddy Power Donald Plaza The Public House ICAD Awards 2020

Covid Car Cover

Publicis Dublin ICAD Awards 2021

Advertising Radio

Radio commercial campaign

No one should be homeless when Dublin is their home BBDO Dublin

Radio commercial over 30 seconds

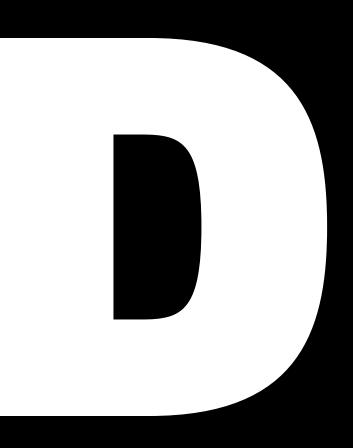
No one should be homeless when Dublin is their home - Man BBDO Dublin

No one should be homeless when Dublin is their home - Woman BBDO Dublin

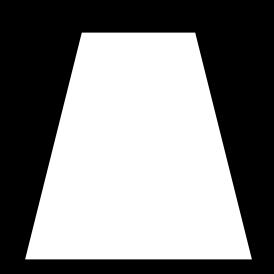
Paddy Power Cheltenham Radio The Public House

Speed Obsessed - Barry Sausages Publicis Dublin

You're in the Car BBDO Dublin



Design Gold



Design Environmental

Permanent branded environment

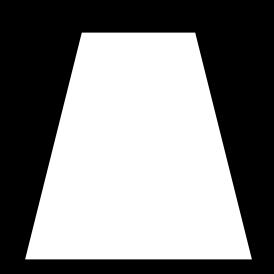
NMI Wonder Cabinet Detail. Design Studio ICAD Awards 2020

Book single

The Book That Grew Rothco, Part of Accenture Interactive ICAD Awards 2020

Design Print

Design Silver





So Sick and Tired - Sara Baume Unthink

Design Craft

Typeface and lettering design family

Mortise & Tenon Signal Type Foundry ICAD Awards 2020

Dashiell Signal Type Foundry ICAD Awards 2021

Use of photography series

Dublin Fringe Festival 2019 - Superweirdos

bigO ICAD Awards 2020

Creative for Change

Creatives Against Covid-19

RichardsDee ICAD Awards 2021

Design Print

Book single

1753

The Salvage Press ICAD Awards 2020

DEREK JARMAN PROTEST!

Pony Ltd. ICAD Awards 2021

NMI Wonder Cabinet Detail. Design Studio

Design Print

Catalogue / brochure / report single

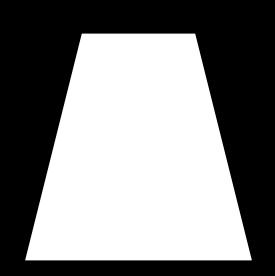
So Sick and Tired - Sara Baume Unthink ICAD Awards 2021

Integrated graphics

International Literature Festival Dublin

Red&Grey ICAD Awards 2020

Design Bronze



Design Craft

Illustration for design single

Troy: myth and reality Story Wall Kate Brangan *ICAD Awards 2020*

Photography for design series

Wasted Sean Breithaupt Photo ICAD Awards 2020

Type / typeface design family

An Post Sans Signal Type Foundry ICAD Awards 2020

Use of illustration series

Beara Bitters Red Dog *ICAD Awards 2020*

Use of photography series

Inis Meáin 2020 Detail. Design Studio ICAD Awards 2021

Design Creative for Change

Design Digital

LittleTalks Stephanie Connolly ICAD Awards 2021

Immersive digital installations single

Samsung Maze Boys + Girls ICAD Awards 2020

Website design single

NCAD Prospectus Website Red&Grey ICAD Awards 2021

Design Environmental

Exhibition design

A Walk Joanne Byrne

ICAD Awards 2020

Wayfinding

Donor Wall, Trinity Business School Joanne Byrne ICAD Awards 2020



Design Identity and Branding

Logo single

Arc Abstracted Together We Create ICAD Awards 2020

Folk Radio Or Studio ICAD Awards 2020

New branding schemes

Galway 2020 — European Capital of Culture

Unthink ICAD Awards 2020

Rebranding schemes

Bretzel Bakery Together We Create *ICAD Awards 2021*

Consumer goods range

Prunotto

Pony Ltd. ICAD Awards 2021

Sheridans Special Delivery Boxes

Pony Ltd. ICAD Awards 2021

W.D. O'Connell Whiskey Merchants

Together We Create ICAD Awards 2020



Wasted

Sean Breithaupt Photo

Design Print

Consumer goods single

Maharani Gin Slater Design ICAD Awards 2020

Applied print graphics single

Fleegulls Rothco, Part of Accenture Interactive ICAD Awards 2020

Applied print graphics single

Reflectors Distinctive Repetition *ICAD Awards 2020*

Book single

Honoris Causa - Orations at Trinity College Dublin 1998-2019 Detail. Design Studio ICAD Awards 2020

The Lives We Live - Grangegorman Public Art Unthink ICAD Awards 2021

Catalogue / brochure / report single

Close Encounter: Meetings with Remarkable Buildings Atelier David Smith ICAD Awards 2020

Design Print

Integrated graphics

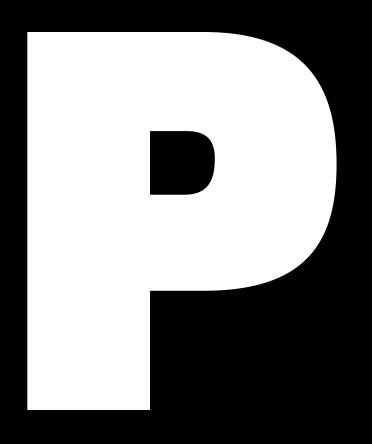
NCAD

Red&Grey ICAD Awards 2020

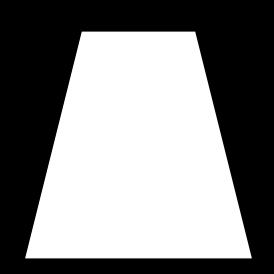
Integrated graphics

Where We Live 2020

Pony Ltd. ICAD Awards 2021



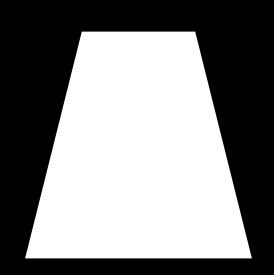
Production Gold



Visual/special effects single

OFFSET TITLES 2019 Windmill Lane ICAD Awards 2020

Production Silver



Animation single

Origami - Fortnight Of Fortunes Screen Scene ICAD Awards 2021

Poxy Chores Piranha Bar *ICAD Awards 2021*

Direction single

Allianz Leagues 2020 Motherland ICAD Awards 2020

Lucozade - Energy Of Movement Motherland ICAD Awards 2020

National Lottery 'Gotta Share The Love' Pull The Trigger ICAD Awards 2021

RTÉ - Let's Make Christmas Banjoman

ICAD Awards 2021

Woodie's Christmas BUTTER ICAD Awards 2021

Oceans Apart Abstraction Pictures

minim

Editing single

Allianz Leagues 2020 Motherland ICAD Awards 2020

Lucozade - Energy Of Movement

Motherland ICAD Awards 2020

Music (new score) single

Expo 2020 Dubai Symphonic *ICAD Awards 2020*

Ireland Reads denis. ICAD Awards 2021

Production design for film single

Progress Naturally Rothco and Blink Art *ICAD Awards 2020*

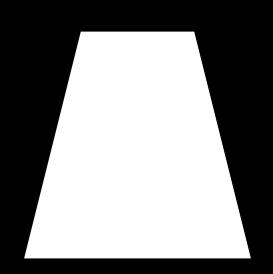
We Need a Lidl Christmas

Piranha Bar ICAD Awards 2021

Sound design single

OFFSET Folding Waves ICAD Awards 2020

Production Bronze



Animation campaign

Irish League of Credit Unions -Monster Loans Campaign Piranha Bar ICAD Awards 2020

Animation single

Progress Naturally Blink Art and Rothco *ICAD Awards 2020*

Champion Green Launch Brian Williams/The Brill Building ICAD Awards 2021

Origami - Super Mega Jackpot Screen Scene *ICAD Awards 2021*

Reading Day Motherland ICAD Awards 2021

Remember the Rainbow In the Company of Huskies ICAD Awards 2021

We Need a Lidl Christmas Piranha Bar *ICAD Awards 2021*

Cinematography single

AIB - Brave Antidote ICAD Awards 2021

Direction campaign

UCD Creating New Knowledge

Tiny Ark ICAD Awards 2020

Direction single

Brighter Together Red Rage ICAD Awards 2020

Nissan - Don't be just the same Red Rage ICAD Awards 2020

Is he coming this Year? H2 Films Ltd

ICAD Awards 2021

Oceans Apart Abstraction Pictures ICAD Awards 2021

Poxy Chores Piranha Bar *ICAD Awards 2021*

Direction single (continued)

The National Lottery "Golf" Arrow Films ICAD Awards 2021

The National Lottery Millionaire Raffle

Arrow Films ICAD Awards 2021

The Power of Touch H2 Films Ltd *ICAD Awards 2021*

The Truth Matters BUTTER *ICAD Awards* 2021

Editing single

The Long Road to Pride Windmill Lane ICAD Awards 2020

Bloodstain Motherland ICAD Awards 2021

Christmas Millionaire Raffle: The Handover

Screen Scene ICAD Awards 2021

Supervalu We Believe Windmill Lane

ICAD Awards 2021

RTÉ - Let's Make Christmas Banjoman

Editing single (continued)

Three Monster Windmill Lane ICAD Awards 2021

Music (new score) single

OFFSET Folding Waves ICAD Awards 2020

Project A New Future bigO *ICAD Awards 2021*

Theme for Champion Green Christy Leech/The Brill Building ICAD Awards 2021

Production design for film single

Poxy Chores Piranha Bar *ICAD Awards 2021*

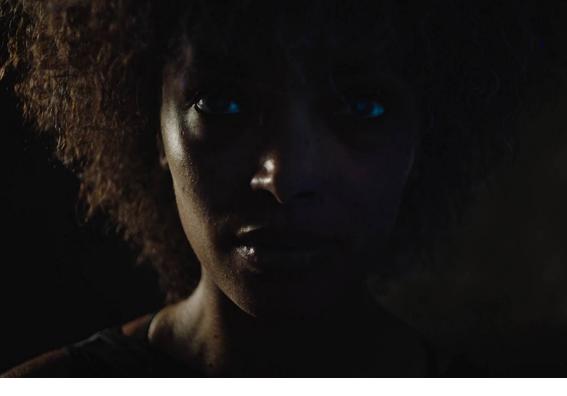
Sound design single

Credit Union Monster Loans

Raygun ICAD Awards 2020

Papier

denis. ICAD Awards 2021



The Power of Touch

H2 Films Ltd

Visual/special effects single

Dreams Can Come True Screen Scene ICAD Awards 2021

National Lottery Gotta Share the Love

Windmill Lane ICAD Awards 2021

The Power of Touch H2 Films Ltd *ICAD Awards 2021*

Student and Greenhorn

Design Student Award

Kate McCauley ICAD Awards 2021

Advertising Greenhorn Award

Eva Redmond ICADAwards 2021

Helen O'Higgins ICAD Awards 2021

Design Greenhorn Award

Ais Brady ICAD Awards 2021

Production Craft Greenhorn Award

Lochlainn McKenna ICAD Awards 2021

Catherine Donnelly Award

Lifetime Achievement Award

Max Brady

Covid Award

Design Covid Award

Creatives Against Covid-19 RichardsDee ICAD Awards 2021

Production Covid Award

Power of Touch H2 Films ICAD Awards 2021

Client Award

Advertising Client Award

Woodies

ICAD Awards 2021

Design Client Award

Sheridans Cheesemonger ICAD Awards 2021



LittleTalks

Stephanie Connolly