

ICAD Awards 2022



ICAD



JCDecaux

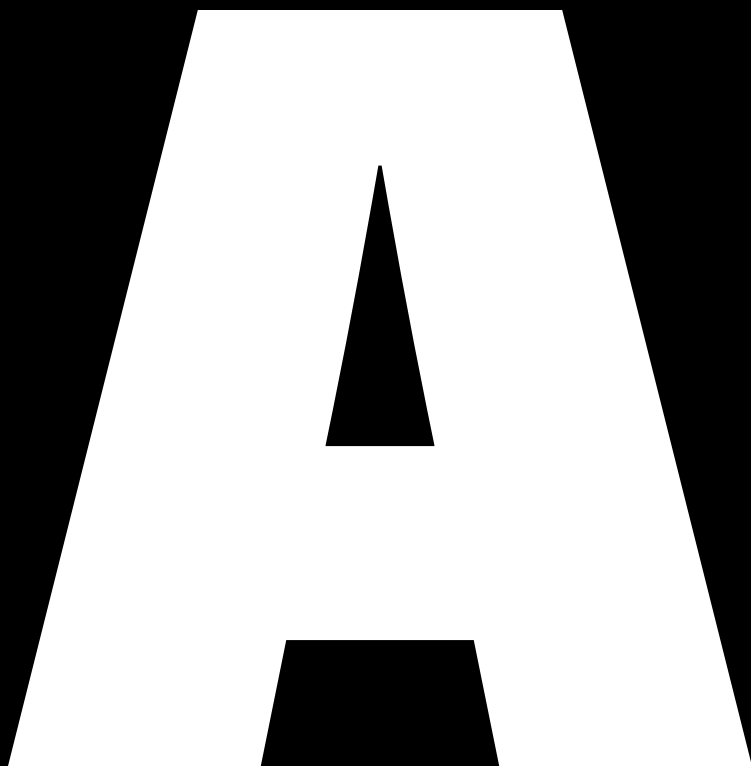


Screen Ireland

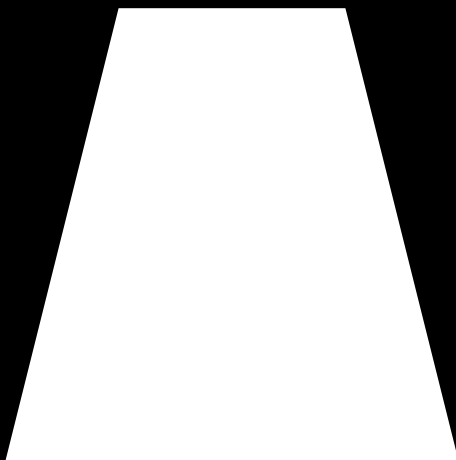


Contents

04	Advertising
	Gold
	Silver
	Bronze
22	Design
	Silver
	Bronze
30	Production
	Silver
	Bronze
38	Student and Greenhorn
38	Catherine Donnelly Award
38	Client Award



Advertising Gold



Advertising Craft

Art direction single

Sound Support - Badminton
The Public House

Direction for radio campaign

Pick Up The Pace
Publicis Dublin

Photography single

Rainbow Blood
Boys + Girls

Use of music single

Pick Up The Pace
Publicis Dublin
Sound Support - Badminton
The Public House
Sound Support - Boxing
The Public House
Sound Support - Hockey
The Public House

Advertising Display

Outdoor single

Zero Carbon Pencil
BBDO Dublin

Advertising Innovation

Creative use of media

Pick Up The Pace
Publicis Dublin

Advertising Integrated and Earned

Integrated campaign

Sound Support

The Public House

Advertising Creative for Change

Creative for change

The World's Strongest Women

In the Company of Huskies

Advertising Radio

Radio commercial over 30 seconds

Pick Up The Pace

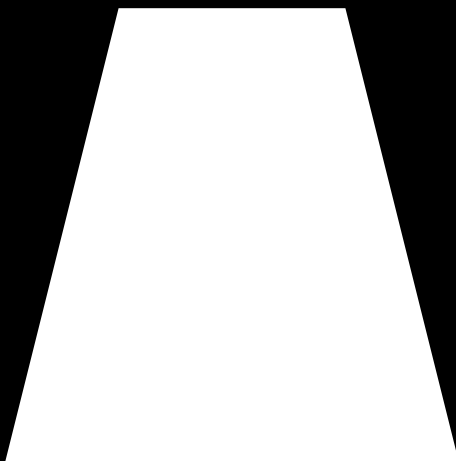
Publicis Dublin

Sound Support - Badminton

The Public House



Advertising Silver



Advertising Craft

Art direction campaign

Delivery or Drive-thru?

Core

Art direction single

Rainbow Blood

Boys + Girls

Sound Support - Hockey

The Public House

Copywriting single

Wifi Guarantee List

Publicis Dublin

Photography campaign

KFC Delivery

Liam Murphy Photography

Advertising Display

Consumer Campaign

Delivery or Drive-thru?

Core

Consumer Single

Rainbow Blood

Boys + Girls

Outdoor campaign

Delivery or Drive-thru?

Core

Advertising Display

Outdoor single

City Delivery or Drive-thru?

Core

Sound Support - Badminton

The Public House

Advertising Film

Branded film content, any length

Other Voices ‘Fiche Bliain Ag Fás’

Tiny Ark

Cinema commercial, any length

Share the Magic

TBWA\Dublin

Film campaign

Beefgrudgery

BBDO Dublin

RTE Local Drama

Boys + Girls

TV commercial over 30 seconds

RTE Local Drama - Office

Boys + Girls

RTE Local Drama - Pub

Boys + Girls

Share the Magic

TBWA\Dublin

The Diagnosis

Core

The World’s Strongest Women

In the Company of Huskies

Rainbow Blood
Boys + Girls

How long will we need to bleed?



Supporting LGBTI+
Young People in Ireland

Advertising Film

TV commercial up to 30 seconds

Beefgrudgery 1

BBDO Dublin

VOD/VOL single

U Are Homeless U Are Not Less

BBDO Dublin

VOD/VOL Campaign

Beefgrudgery 1 +2

BBDO Dublin

Web film over 60 seconds

A Swallow's Tale - Africa Day

bigO

Web film up to 60 seconds

U Are Homeless U Are Not Less

BBDO Dublin

Advertising Innovation

Creative use of media

Sound Support

The Public House

Zero Carbon Pencil

BBDO Dublin

Advertising Integrated and Earned

Integrated campaign

The World's Strongest Women
In the Company of Huskies

Tactical advertising

Saolfada
The Brill Building
Sound Support
The Public House

Advertising Radio

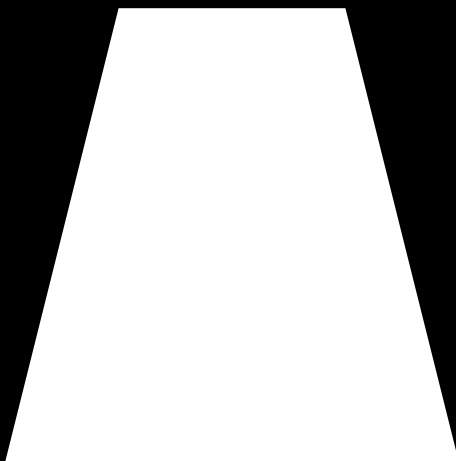
Radio commercial over 30 seconds

Wifi Guarantee List
Publicis Dublin

Radio commercial up to 30 seconds

Lidl Beefgrudgery - Checkout Line
BBDO Dublin

Advertising Bronze



Advertising Craft

Art direction campaign

A World Of Quality

Boys + Girls

Beefgrudgery

BBDO Dublin

Art direction single

Barnardos - “Cracks”

The Public House

Local Drama Knows All The Back Roads

Boys + Girls

Out in the World

The Public House

Sound Support - Rowing

The Public House

The World’s Strongest Women

In the Company of Huskies

Zero Carbon Pencil

BBDO Dublin

Copywriting campaign

Beefgrudgery

BBDO Dublin

Copywriting single

Wifi Guarantee - Demon

Publicis Dublin

Advertising Craft

Direction for radio single

Beefgrudgery - Checkout Line

BBDO Dublin

Doorbell Odyssey

Core

Illustration and graphics campaign

Sound Support

The Public House

Photography single

Outrage

Publicis Dublin

Use of music campaign

Vhi Running Start

Verve|Showrunner

Advertising Display

Consumer Single

Employee of The Month - Male

TBWA\Dublin

The World's Strongest Women

In the Company of Huskies

Outdoor campaign

Change Is At Your Finger Tips

In the Company Of Huskies

Advertising Display

Outdoor single

Big & Small screens

Publicis Dublin

Out in the World

The Public House

Ribbons

BBDO Dublin

Sound Support - Hockey

The Public House

Sound Support - Rowing

The Public House

Suburban Delivery or Drive-thru?

Core

The Indo Daily Podcast - Heard the news?

The Public House

The Search For Change

TBWA\Dublin

Wifi Guarantee - Extraordinary Lengths

Publicis Dublin

Advertising Film

Branded film content, any length

Robin Redbreast Day

The Public House

TV commercial over 30 seconds

Bring it On

TBWA\Dublin

Quiet Change

The Public House

Advertising Craft

TV commercial up to 30 seconds

Beefgrudgery 2

BBDO Dublin

VOD/VOL single

Barnardos “Cracks”

The Public House

Web film over 60 seconds

Letter to Bahia

BBDO Dublin

Share the Magic

TBWA\Dublin

Web film up to 60 seconds

Share the Magic

TBWA\Dublin

Advertising Integrated and Earned

Earned media campaign

Share the Magic

TBWA\Dublin

Integrated campaign

RTE Local Drama

Boys + Girls

Tactical advertising

Save Our Game

The Public House

Advertising Radio

Radio commercial over 30 seconds

Wifi Guarantee - Demon

Publicis Dublin

Radio commercial up to 30 seconds

Impossible to Choose

In the Company of Huskies

U Are Homeless U Are Not Less

BBDO Dublin

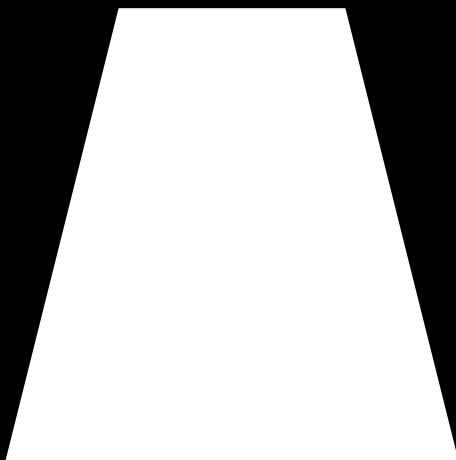


The World's Strongest Women

In the Company of Huskies

D

Design Silver



Design Identity and Branding

New branding schemes

National Parks of Ireland

Image Now

Spadetown Brewing Co

Slater Design

Rebranding schemes

Architects' Council of Europe

Red&Grey

Design Packaging

Consumer goods range

Bláth na Mara 2021

Detail. Design Studio

Design Print

Stamp series

Irish Women In Sport

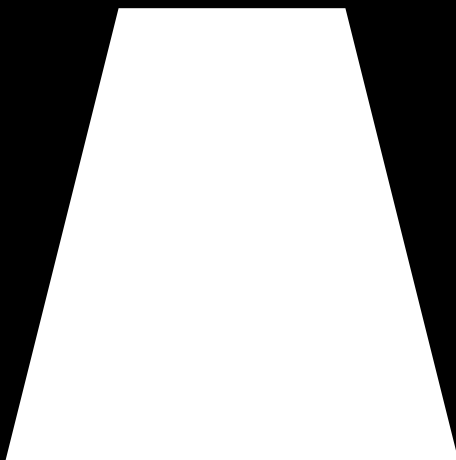
Unthink



Architects' Council of Europe

Red&Grey

Design Bronze



Design Craft

Typeface and lettering design family

Auger Mono

Post Studio / Signal Foundry

Design Environmental

Exhibition design

Out In The World

Joanne Byrne

Design Identity and Branding

New branding schemes

A City + A Garden

Studio Boon

Creative Futures Academy

Unthink

Rebranding schemes

Branar

Red&Grey

Design Packaging

Consumer goods range

Spadetown Brewing Co

Slater Design

Consumer goods single

Sean's Bar Gin

Slater Design

Irish Women In Sport

Unthink



Book single

Love Life by Fiona Cribben

Leonie Henson

Real Vision and Real Values

Distinctive Repetition

Snakes On A Deckchair

Red&Grey

The Restless Bogman

Or Studio

Books series

14 Henrietta Street – 14 × 3

Atelier David Smith

Catalogue / brochure / report single

Across Borders - Across the Board

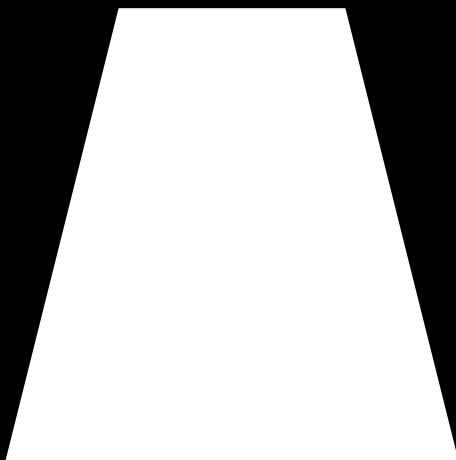
CI Studio

PORTFOLIO Critical Selection 2021–2022

Atelier David Smith

P

Production Silver



Production Craft

Animation single

360 Health Centre

Piranha Bar

Blue Footed Booby

Piranha Bar

Cristin

Piranha Bar

Gas Networks Ireland - Tommy Promo

Piranha Bar

Rory

Piranha Bar

Cinematography single

A Swallow's Tale - Africa Day

bigO

Editing single

Opening Ulysses (Bloomsday 2021)

bigO

Music (new score) single

A Swallow's Tale - Africa Day

bigO

Opening Ulysses (Bloomsday 2021)

bigO

Production design for film single

Bank of Ireland - Times Change

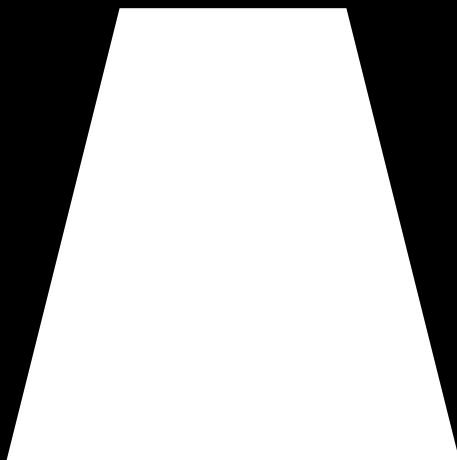
Antidote Films

Blue Footed Booby

Piranha Bar



Production Bronze



Production Craft

Animation single

Home Energy Upgrade

Piranha Bar

Animation campaign

Lidl Beefgrudgery and Lidl Beefgrudgery: Rib Roast

Piranha Bar

Cinematography campaign

International Organisation of Migration | Human Trafficking

Bolt by TBWA

UCD 'Future Focused'

Blaine Rennicks, Tiny Ark

Cinematography single

AIB - Tough Can't Quit

Antidote Films

Bord Gáis Energy - How We Choose to Use our Energy Defines Us

Antidote Films

Direction campaign

Supporting Local Drama

Sweet Media

Production Craft

Direction single

SuperValu - Share the Magic

Antidote Films

SuperValu | 'A Bread Adventure'

Bolt by TBWA

Editing single

A Swallow's Tale - Africa Day

bigO

AIB - Tough Can't Quit

Antidote Films

Other Voices 'Fiche Bliain Ag Fás'

Ronan Fox, Tiny Ark

Reality is Flexing on Us (Dublin Fringe Festival 2021)

bigO

Supervalu - Share the Magic

Windmill Lane Pictures Limited

Music (new score) single

Eyes Wide

denis.

SuperValu - Share The Magic

denis.

Sound design campaign

Sound Support

The Public House

Opening Ulysses (Bloomsday 2021)

bigO

BEARING
A BOWL OF

Production Craft

Sound design single

Game Of Thrones Tour

Scimitar Sound

KFC 'Doorbell Odyssey'

John Walsh, Symphonic

Visual/special effects campaign

UCD 'Future Focused'

Colm Moore, Tiny Ark

Visual/special effects single

Bord Gais - Energy Defines Us

Screen Scene

Game of Thrones Studio Tour

Piranha Bar

National Lottery - The Village

Screen Scene

Student and Greenhorn

Advertising greenhorn

Conor Marron

Design greenhorn

Cath Buckley

Design student award

Jack McKeon

Catherine Donnelly Award

Lifetime Achievement Award

Mike Garner

Client Award

Client Award

FBD