# **ICAD** Awards **Commendations** 2023

# ICAD



CEA Creative Protocol Protocol



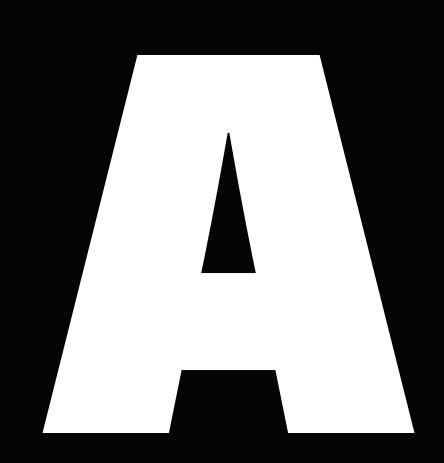




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# Advertising Craft

## Art direction campaign

Biosphere Publicis Dublin Bus World Droga5 Dublin A Career Built Around You Connelly Partners Dublin Be in the now with RTÉ 2FM Boys + Girls

Art direction single

Innocence Is In The Firing Line The Public House Thrills Are In Our Nature The Public House The Poster To Catch Lung Cancer The Brill Building Jeff's World Boys + Girls The LEGO Brick Café Boys + Girls Homeless. Not Less. BBDO Dublin

## **Copywriting campaign**

#### **Robin Redbreast Day 2022**

The Public House It's Better Less Bitter Publicis Dublin

# Advertising Craft

# **Copywriting single**

## 60 Years

**Publicis Dublin** 

## **Charlemont Square Projections**

**BBH** Dublin

Me? Nah.

Core

## Illustration and graphics campaign

# Biosphere

Publicis Dublin

## Maze

Core

# Illustration and graphics single

# The Poster To Catch Lung Cancer The Brill Building Paddy

Piranha Bar

# User experience for advertising single

## The Road Safety-Verse BBDO Dublin

# Use of music single

# Break Up With Your Car Publicis Dublin Pursuing Perfection Havas Dublin Ireland Jeff's World Boys + Girls

# Advertising Craft

# Advertising Film

Story Maker Storyboards: Finance Boys + Girls Life Sentence TBWA\Dublin

## Branded film content, any length

Red Redbreast Day 2022 The Public House Unfair City BBDO Dublin

Film Campaign

Story Maker Storyboards Boys + Girls Where To Watch Boys + Girls It's Better Less Bitter Publicis Dublin

## TV commercial over 30 seconds

RTÉ at 60 TBWA\Dublin Grand, Dad Droga5 Dublin Tough Can't Quit Droga5 Dublin Last Christmas BBDO Dublin Jeff's World Boys + Girls It's Playtime Publicis Dublin

# Advertising Film

Take Back Control Publicis Dublin Break Up With Your Car Publicis Dublin It's Better Less Bitter Publicis Dublin

## VOD/VOL single

Relax The Cacks KICK It's Playtime Publicis Dublin

## VOD/VOL campaign

Take It Handy TBWA\Dublin

#### Web Film over 60 seconds

Stop Targeting Kids Ringers Creative Unfair City BBDO Dublin

#### Web Film up to 60 seconds

Jeff's World Boys + Girls H2O TBWA\Dublin Hold TBWA\Dublin Single TBWA\Dublin

# Advertising Radio

## Radio commercial campaign, any length

# It's Better Less Bitter

Publicis Dublin

#### Radio commercial up to 30 seconds

**Car Studio** Bloom Advertising

#### Radio commercial over 30 seconds

60 Years Publicis Dublin Radio That Speaks to You Boys + Girls

## **Direction for radio single**

Innocence Is In The Firing Lane The Public House Radio That Speaks to You Boys + Girls

# Advertising Display

## **Outdoor** campaign

Bus World Droga5 Dublin Biosphere Publicis Dublin

# Advertising Display

#### **Outdoor single**

The Cure Is Waiting. We Shouldn't Be. In the Company of Huskies Thrills Are In Our Nature The Public House Innocence Is In The Firing Lane The Public House Charlemont Square Projections BBH Dublin The Poster To Catch Lung Cancer The Brill Building

#### Consumer single

The Poster To Catch Lung Cancer

The Brill Building

# Advertising Experience

# Experiential advertising single

## **The Essentielle Boutique**

In the Company of Huskies

The LEGO Brick Café

Boys + Girls and EXP

A-Game For Ireland

Publicis Dublin

#### Branded social campaign

Where is Mr Tayto? Verve|Showrunner A Playful Treat The Public House

# Advertising Experience

## **Branded social post**

Banshees of Inisherin In the Company of Huskies

**Digital Experience** 

Extra Parade Delivered In the company of Huskies The Road Safety-Verse BBDO Dublin

# Advertising Innovation

# **Creative Innovation**

Digital Stamps Folk Wundermann Thompson The Bionic Edition The Public House Unwasted Beer Publicis Dublin The Road Safety-Verse BBDO Dublin Unfair City BBDO Dublin

# Creative use of technology

**Unfair City** BBDO Dublin **The Poster To Catch Lung Cancer** The Brill Building

# Advertising Innovation

## Creative use of media

Famine Food Bank In The Company of Huskies The Poster To Catch Lung Cancer The Brill Building Charlemont Square Projections BBH Dublin We All Love A Shortcut BBH Dublin

# Advertising Integrated and Earned

## Earned media campaign

Unfair City BBDO Dublin Hope Couture Droga5 Dublin Unwasted Beer Publicis Dublin A-Game For Ireland Publicis Dublin

#### Integrated campaign

Fridge Or Press Havas Dublin #CrackingEaster BBH Dublin Live Italian Havas Dublin

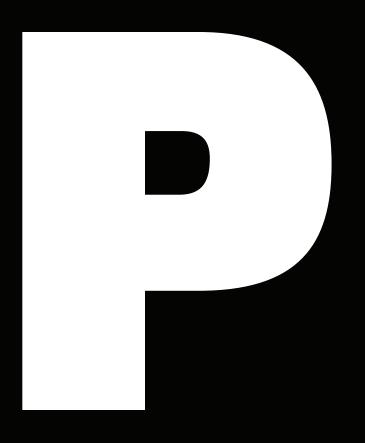
#### **Tactical advertising**

The Poster To Catch Lung Cancer The Brill Building

# Advertising Creative for Change

## **Creative for Change**

Famine Food Bank In the Company of Huskies The Essentielle Boutique In The Company Of Huskies Hope Couture Droga5 Dublin Unfair City BBDO Dublin The Lámh Project Ringers Creative



# **Direction campaign**

Adventurer Series Tiny Ark Old But Gold Tiny Ark Tourism Ireland Films Tiny Ark

# **Direction single**

For every child Banjoman Grand, Dad Banjoman **Controlling Friend** Banjoman I Am Brigid bigO **Postcards from Heaney Country** bigO **Rewrite the Sportsbook** Ponder Jeff's World Ponder **Break Up With Your Car** Motherland This Is Generation Green 3 Sweet Media We Consent Pull The Trigger

# Cinematography campaign

## **Old But Gold**

Tiny Ark

## **Cinematography single**

90% Goes Back Arrow Films Postcards from Heaney Country

bigO

I Am Brigid

bigO

Freewheeling

Banjoman

# Editing campaign

**Old But Gold** 

Tiny Ark

# **Editing single**

**Postcards From Heaney Country** 

bigO I Am Brigid bigO RTÉ at 60 Motherland Outbelieve

Motherland

Powers Manifesto Tiny Ark The Beer From Ah Here! Windmill Lane We Consent Windmill Lane

## **Animation campaign**

#### **Virgin Media More Idents**

Piranha Bar

**Animation single** 

**Polly: Clean Air Campaign** Piranha Bar **Re-imagine** The Brill Buildings/ Analog

**Glenhaven** Windmill Lane

## Production design for film campaign

I Am Brigid bigO

Music (new score) single

#### **Postcards From Heaney Country**

bigO

Re-imagine

The Brill Building

Football

Symphonic

# Sound design single

Jeff's World

Raygun

Innocence Is In The Firing Lane

The Public House

**Postcards From Heaney Country** 

bigO

REPAK

Scimitar Sound

Still Working On It

Denis

**Stop Targeting Kids** 

**Ringers** Creative

No One Ever Expects

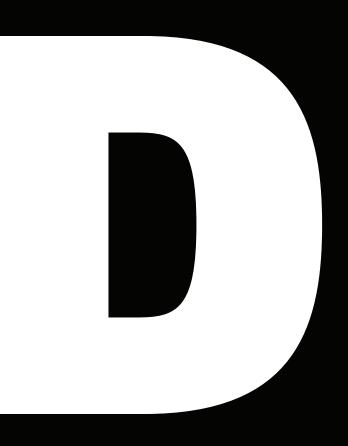
Core

**Controlling Friend** 

Banjoman

# Visual/special effects single

Christmas Screen Scene Break Up With Your Car Motherland



# Design Identity and Branding

#### New branding schemes

Altnua Image Now **Hellfire Dublin** CI Studio **Culture Night** CI Studio Fumbally **CI Studio The Consilience Project** Red&Grey **Truly A Modern Dental Company Together We Create** Tula Mexican Grill Slater **Hollow Leg Brand** So Studio

#### **Rebranding schemes**

#### **Open House Dublin Festival**

Unthink B&A Rebrand Red Dog **Open Ear Music Festival** Together We Create

#### Logo single

**Contemporary Art Gallery Association** Unthink

# Design Craft

## Art direction for design series

**W.D. O'Connell** Together We Create

## Use of illustration series

The Consilience Project Red&Grey Ulysses 2.2 CI Studio

Use of photography single

Dublin Fringe Festival 2022: Multiplicity bigO Creative Arts Summer School 2022 Red&Grey

## Use of type and lettering single

#### **Jacquard Type Design**

CI Studio

# Design Digital

## Website design series

## **National Parks**

Image Now

## Website design single

National Library of Ireland Website bigO National Sculpture Factory Detail. Design Studio Burren Smokehouse Granite

#### **Poster series**

Ulysses 2.2 CI Studio

**Poster single** 

#### Signal 2022 Posterzine

Signal Type Foundry

#### **Stamp series**

#### Coláistí Samhraidh Stamp Series

Detail. Design Studio

# Design Print

21

# Design Print

# Catalogue / brochure / report single

## Across Borders: Across The Board 2020

CI Studio

**Dublin Fringe Festival 2022: Multiplicity** bigO

NCAD Prospectus 2023/24

Red&Grey

Gavin Murphy: Remaking The Crust Of The Earth

Atelier David Smith

**Book single** 

Aosdána | Beginnings CI Studio Bríd Red&Grey

Applied print graphics single

#### **Creative Ireland Journal 2022**

Detail. Design Studio

# Design Environmental

## **Temporary branded environment**

Housing Unlocked Exhibition Unthink Páipeár Exhibition Unthink

# Design Packaging

## **Consumer goods single**

## LEGO Brick Café: Coffee Cup Holder

Boys + Girls

Element

Together We Create

#### **Consumer goods range**

Hollow Leg Packaging So Studio

## **Creative for change design**

Women's Aid: Too Into You Language The B!G Idea The B!g Idea House

# Design Creative for Change

# Student and Greenhorn

**Design: Student** 

Faye Larkin Elizabeth Chambers Alanna Dury

**Production Craft: Student** 

**Tara Fetherston** 

**Advertising: Greenhorn** 

Anthony McDonagh Donal Gaughan James Foley Leona Smith Róisín O Mahony Lucy Mortell

**Production Craft: Greenhorn** 

Leon Forristal Tara O'Callaghan Sam McGrath