ICAD Awards **Commendations** 2023

ICAD



CEA Creative Protocol Protocol



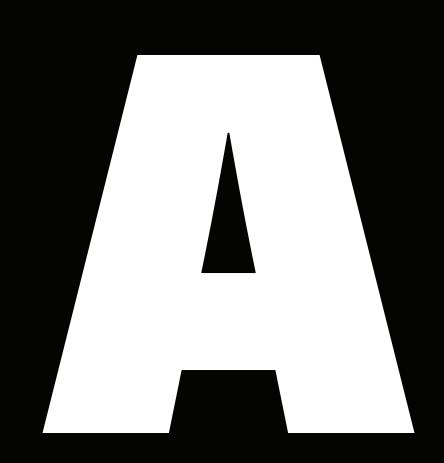




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Advertising Craft

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

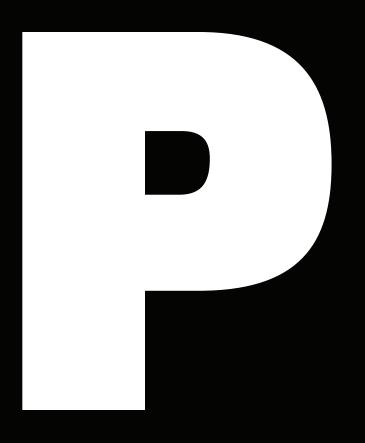
Tactical advertising

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

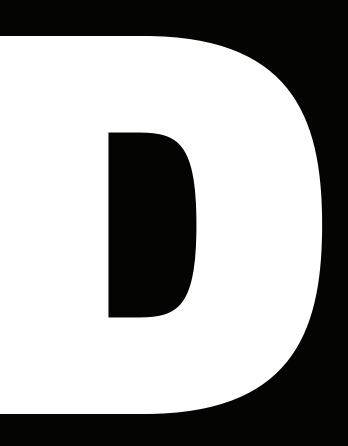
Core

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