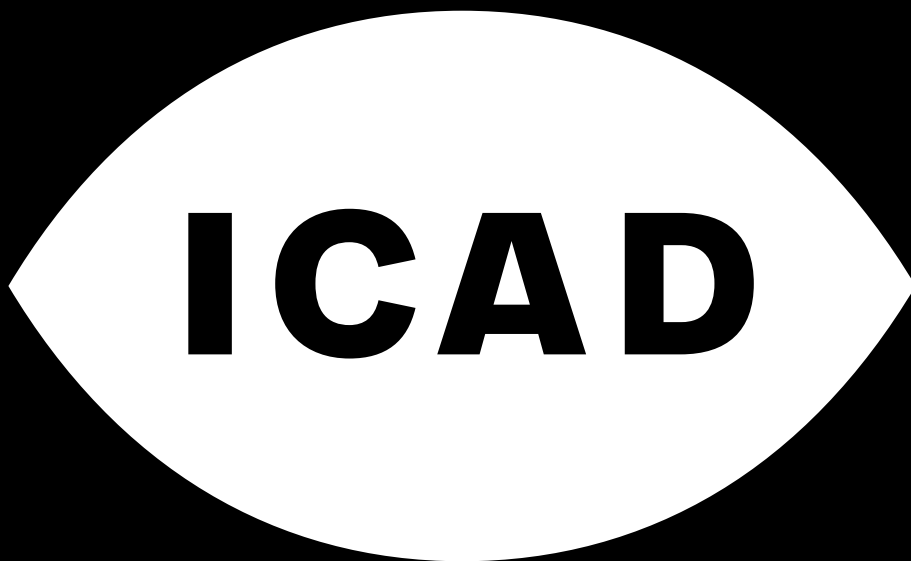


ICAD Award Winners 2024



Finlay-
Mulligan.

 publicis
DUBLIN

 Eis Éireann
Screen Ireland

GABHA

 RADIOCENTRE IRELAND

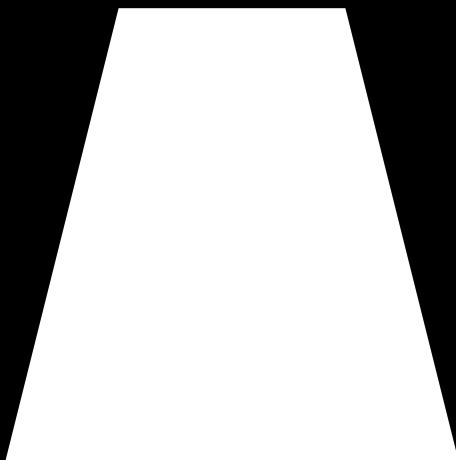
 hall print solutions td
ink screen manufacturing, screens & supplies

Contents

03	Advertising
	Gold
	Silver
	Bronze
14	Production
	Silver
	Bronze
20	Design
	Gold
	Silver
	Bronze
28	Student, Greenhorn and President Awards
29	Highly Commended

A

Advertising Gold



Advertising Creative for Change

Creative for change advertising

Publicis Dublin

Heineken - Pub Museums

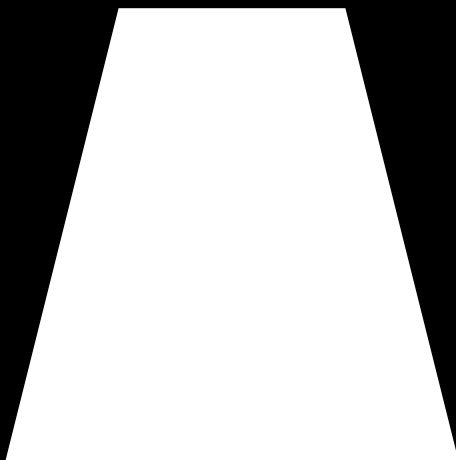
Advertising Innovation

Creative Innovation

Publicis Dublin

Heineken - Pub Museums

Advertising Silver



Advertising Craft

Art Direction Campaign

Forsman & Bodenfors

Allianz - Pawscription

Copywriting Single

Boys + Girls

ŠKODA - Place Names

Publicis Dublin

HSE Quit.ie - Don't Break Ad Breaks

Use of music Single

The Public House

EPIC The Irish Emigration Museum -
Boys of the NYPD Choir

Advertising Film

Branded film content, any length

Droga5

LEGO - Play is your superpower

Cinema commercial, any length

Droga5

LEGO - Play is your superpower

TV commercial up to 30 seconds

TBWA\Ireland

EBS - Mortgage People

Advertising Film

Stings campaign

Publicis Dublin

HSE Quit.ie - Don't Break Ad Breaks

Web film over 60 seconds

Abstraction Pictures

Just Eat - The Nutmeg

Advertising Radio

Direction For Radio Single

Boys + Girls

ŠKODA - Place Names

Advertising Display

Outdoor campaign

Havas

Sunday World - Daily Dose

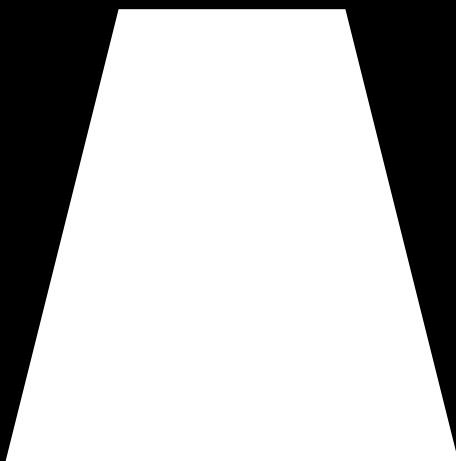
Advertising Integrated and Earned

Earned media campaign

The Brill Building

The Paddy Irishman Project

Advertising Bronze



Advertising Craft

Art Direction Single

Publicis Dublin

PTSB - Own a Home

Copywriting Campaign

BBH Dublin

Tesco - Fresh First

Copywriting single

Boys + Girls

Amnesty International - 5 Years 178 Days

Havas

Sunday World - Leaflet

TBWA\Ireland

EBS - Mortgage People

BBH Dublin

Tesco - Click + Collect

Use of music campaign

RTÉ

Fifa Womens World Cup - Turn the World

Advertising Film

Branded film content, any length

Abstraction Pictures

Just Eat - The Nutmeg

Film campaign

Droga5 Dublin

LEGO - Play is your superpower

TV commercial over 30 seconds

Forsman & Bodenfors

Allianz - Stop the Drop

RTÉ

Toy Show - Don't mess it up

RTÉ

RTÉ documentaries - Ireland Unscripted

TV commercial up to 30 seconds

Publicis Dublin

Gas Networks Ireland - The Break Up

Web film over 60 seconds

Droga5

LEGO - Play is your superpower

The Public House

EPIC The Irish Emigration Museum -
Boys of the NYPD Choir

Advertising Film

Web film up to 60 seconds

Ogilvy Group

Guinness - L'Opportunité

Advertising Radio

Radio commercial over 30 seconds

Boys + Girls

Amnesty International - 5 Years 178 Days

Radio commercial up to 30 seconds

Publicis Dublin

Gas Networks Ireland - Jedward - Dear John

TBWA\Ireland

Dublin Simon Community -

Christmas isn't Christmas when you're homeless

Advertising Display

Consumer Single

Havas

Sunday World - Leaflet

Outdoor campaign

Forsman & Bodenfors

Allianz - Pawscription

Advertising Experience

Branded Social Campaign

BBDO\TBWA Ireland

Meta x Knopf Double Day - Reel Page Turners

Advertising Experience

Experiential advertising single

Publicis Dublin

Heineken - Pub Museums

Advertising Innovation

Creative use of technology

Publicis Dublin

Heineken - Pub Museums

Advertising Creative for Change

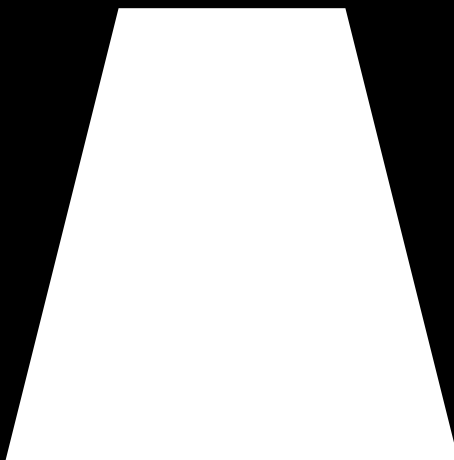
Creative for change advertising

Publicis Dublin

HSE Quit.ie - Don't Break Ad Breaks

P

Production Silver



Production Craft

Cinematography single

Bold Studios/Alex Quinn

Remus Uomo - The Road Less Traveled

Direction single

Banjoman/Dermot Malone

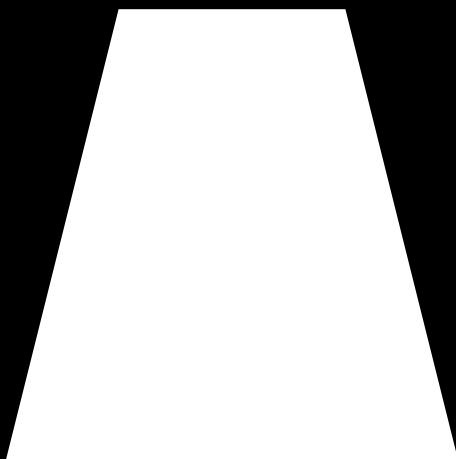
Guinness - No Place like Home

Sound design single

denis.

Nike - World of Warmth

Production Bronze



Production Craft

Animation Single

Third Mind Design

Forged Irish Stout - That Settle's It

Cinematography single

Banjoman

Guinness - No Place Like Home

Banjoman

Irish Naval Service - Ship

Direction Single

Motherland

Allianz - Stop The Drop

Editing single

Banjoman

Guinness - No Place Like Home

Bolt!

Samaritans - Talking Helps Mend

Sound design campaign

denis.

Under Armour - Protect This House

Sound design single

Folding Waves

Nike - Vomero

Production Craft

Visual/special effects single

Piranha Bar

Dept. of Justice - Consent

Piranha Bar

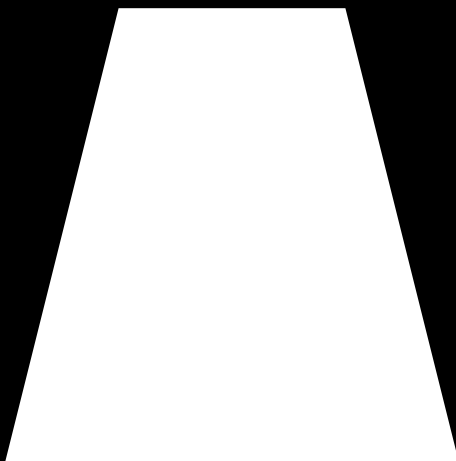
Eir - Fastest Wins

Screen Scene

Allianz - Stop The Drop

D

Design Gold



Design Print

Book single

Slater

Paul Yates MCMLXVII – MMXXIII Selected Poems

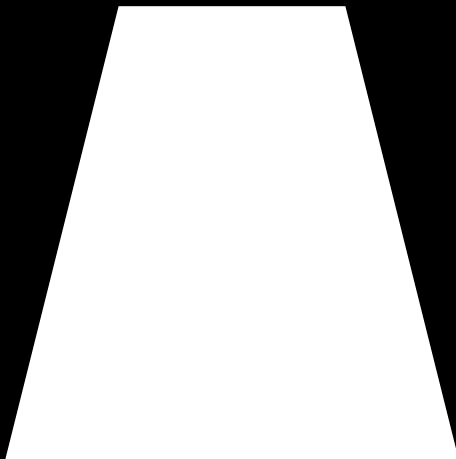
Design Creative for Change

Creative for change design

Language

Women's Aid - Too Into You

Design Silver



Design Craft

Use of Photography Series

Red&Grey

Creative Arts Summer School 2023

Typeface and lettering design family

Signal Type Foundry

Reckham

Design Digital

Immersive digital design single

SteveMacD

DCC - UnSquare - Dublin Winter Lights

Design Environmental

Wayfinding

Joanne Byrne

Dun Laoghaire County Council -
Dun Laoghaire Harbour Trail

Design Identity and Branding

Rebranding schemes

Image Now

Permanent TSB becomes PTSB

Slater

Bunsen Brand Evolution

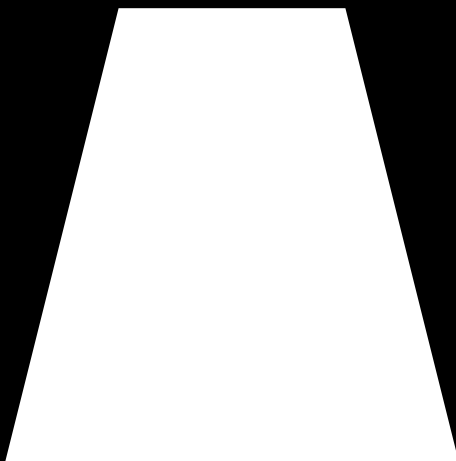
Design Print

Poster Single

Distinctive Repetition

Princeton University Music Department -
The Fate of Bones

Design Bronze



Design Digital

Applied Digital Graphics

Red&Grey

NCAD Postgraduate Campaign

Motion Design

ACNE DUBLIN

Arnotts

ACNE DUBLIN

Brown Thomas

Design Identity and Branding

Rebranding schemes

Detail

MGNÉ

Image Now

IDA Ireland

So Studio

Bricolage

Design Print

Book Single

Unthink

Niall McCullough & Valerie Mulvin -
Dublin — Creation Occupation Destruction

Unthink

The Housing Agency & Irish Architecture Foundation -
Ideas From a Living Room

Design Print

Catalogue / brochure / report single

Red&Grey

NCAD Prospectus 2024/25

Unthink

Self Determination — A Reader

Poster Single

Distinctive Repetition

David Beattie - Fragments of Time and Space

Distinctive Repetition

Exploring and Thinking

Stamp Series

CI Studio

An Post - 50 Years of Guaranteed Irish

Detail

An Post - Keep It Country Stamps

Design Environmental

Permanent branded environment

Slater

Bunsen Enviromental

Greenhorn

Advertising Greenhorn Award

Roisin O'Mahony

Design Greenhorn Award

Áine McGee

Craft Greenhorn Award

Robert Bass

Student

Student Award

Reuben Harvey

President Award

David Smith

President IADT, Atelier

HIGHLY COMMENDED

Copywriting Campaign

Publicis Dublin

Gas Networks Ireland - Jedward - Dear John

Branded film content, any length

Droga5

Hunky Dory - Christie the Content Creator

TV Commercial up to 30 Seconds

Droga5

LEGO - Play is Your Superpower

TV Commercial over 30 Seconds

RTÉ

Fifa Womens World Cup - Turn the World

VOD/VOL Single

Boys+Girls

PhoneWatch - Burglar Bootcamp

Web film up to 60 Seconds

BBH Dublin

Tesco - Seanie's Lights

Film Campaign

TBWA\Ireland

The Electoral Commission - Your Vote is Your Voice

HIGHLY COMMENDED

Creative use of Media

The Public House

EPIC - Boys of the NYPD Choir

Integrated Campaign

Droga5

LEGO - Play is Your Superpower

Havas

Sunday World - Daily Dose

Earned Media Campaign

Publicis

HSE quit.ie - Don't Break Ad Breaks

Cinematography Single

Assembly

AIG - Georgia

Editing Single

Motherland

RSA - Fragments of Life

Visual Effect Single

Motherland

RSA - Fragments of Life

HIGHLY COMMENDED

Music Campaign (New Song)

denis.

Protect this House

Music Single

Folding Waves

Nike - Infinity R44

Sound Design Campaign

denis.

Metaverse - Launch film

Folding Waves

Nike - Infinity R44

Website Design Single

Slater

AIKEN PR

New Branding Schemes

CI Studio

Cellar 22

So Studio

Critico

HIGHLY COMMENDED

Rebranding Schemes

CI Studio

Max Benjamin Rebrand

Unthink

Irish Architecture Foundation - Open House
Dublin 2024

Book Single

The Salvage Press

Haiku na Feirme

Catalogue/ Brochure/ Report Single

Motif

DCC Tourism Strategy 2023-2028

Photography for Design Series

Sean Breithaupt

Mubi, Recreating the (Extra) Ordinary

Use of Illustrations Single

Javelin

ADvocates Ireland - Over the Rainbow

Integrated Graphics

Detail

IMMA - Members Relaunch

**HIGHLY
COMMENDED**

Permanent Branded Environments

CI Studio

Kennedy Wilson 20 Kildare Street