

Entry Guidelines

2025 ICAD Awards

Institute of Creative Advertising and Design

Foster. Promote. Reward.

Key Dates

16.04.25	Call for Entries Launch
23.04.25	Super Earlybird rate ends
30.04.25	Earlybird rate ends
28.05.25	Deadline for entries
02.06.25	Validation of entries
27–28.06.25	Judging
08.07.25	Results ratified
18.09.25	ICAD Awards

The ICAD Awards are the annual awards for the achievement of creative excellence in Irish advertising, design and production.

Each year the Institute assembles a series of juries comprising the finest creatives practising in Ireland, supported by carefully curated international jurors operating at the highest standards. We do this with the sole purpose of rewarding those who pursue, craft and execute creative excellence. Our awards categories span all of our members' disciplines, and our juries are selected to reflect the economic and creative diversity they represent.

The ICAD Bell is recognised as a benchmark for creative excellence in Ireland and internationally. We strive to uphold and maintain its founding principles, and the value it brings to the creative sector.



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Award Levels

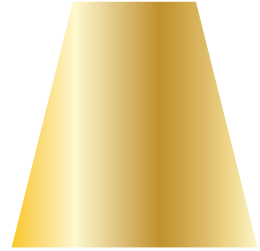
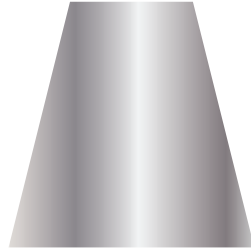
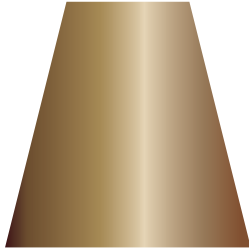
Criteria

Work submitted to the ICAD awards is judged based on three criteria to establish its creative merit.

Is it a good and original idea?

Is it well executed?

Is it relevant in its context?



Bronze

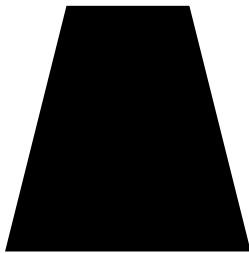
One of the finest works of the year; representing the best in Irish advertising and design.

Silver

Outstanding work that elevates the Irish standard both nationally and internationally.

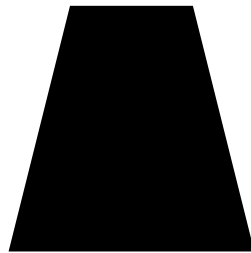
Gold

Groundbreaking work that defines or redefines its field, earning international recognition for Irish creativity.



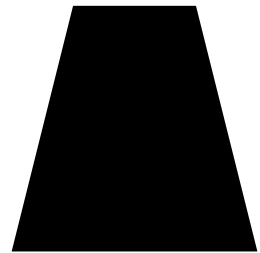
Student

Remarkable body of work by a student studying a creative discipline.



Greenhorn

Remarkable body of work by a creative with no more than three years of professional experience.



President's Award

Recognises and celebrates an individual who has made a significant impact on the Irish creative industry..

Highly Commended

An excellent piece of creative work.

Fees & Eligibility

Entry Fees

Super early bird rate	€75
Early Bird rate	€100
Standard rate	€125
Student rate	€25

20% Discount — For freelancers and businesses with fewer than 3 employees. Contact us at info@icad.ie to claim this discount.

Fee Waiver — In certain instances, we may grant a fee waiver to applicants who can show significant financial hardship and for whom paying the application fee would be an insurmountable barrier to entry. For more details see the Fee Waiver Policy on ICAD's website or email info@icad.ie

Eligibility

ICAD Membership — all key creatives for a given entry must be current ICAD members, or in the case of craft categories, the key craftsperson e.g. the photographer for a Photography entry.

The person actually entering projects into the awards platform does not necessarily require ICAD membership. The creative on whose behalf the work is being entered does. Anyone you'd expect to go on stage to accept the award should be a member.

Membership is available for purchase via [ICAD.ie](https://www.icad.ie). To support emerging creatives, student membership is free of charge. Entries by non-members will not be eligible.

Requirements

Entries that do not meet the criteria may be withdrawn.

Work must have been:

- Commercially released between April 1st 2024 and March 31st 2025.
- Produced in response to a genuine brief from a client or approved by a client.
- Made available to the public.

Do not include:

- Agency or Studio credits.
- Individual credits.
- Agency or studio logos.
- Conceptual work, except in the case of student entries.
- Links to your website, unless it is a core component of the entry itself.

Entry Process

Entry Process

To ensure transparency and accountability, ICAD use Awards Force, which is regarded as the world's leading award management tool. Your account on this platform is separate to the ICAD website and is free to set up.

- If you have previously used the platform with your current email, you can simply sign in.
- If you have forgotten your password, you will have the option to reset it.
- If you have never used the site before with your current email address you can set up a new account [here](#).

Section 1

This section is for selecting and entering basic information under the following headings:

Award Section	Sections include advertising, design and other. Please note, Production Craft is listed under 'Other'.
Parent Category	Example — Film.
Category	Example — Commercial up to 30 seconds.
Entry name	This is the name of the project.
Agency/ Company	Enter your company or agency name. This is exactly as it will be used in any mention of winning work This should be YOUR company (the company entering the work).
Client	The entity for whom the work was done.
Product (optional)	The product, service, or entity the work is promoting.

Section 2

Enter an optional brief description (no identifying info):

- This is optional, but a succinct description can make judging an entry much easier for the jury.
- Please don't include any identifying information about yourself or your company in your description.
- After reading the terms and conditions, tick 'I agree to the terms and conditions.' Available on [ICAD.ie](#).

Section 3

Upload attachments and/or links to your work

- Make sure uploads don't include your company logo or any other identifying branding or text, except where it's an integral part of the entry.
- You may link to online videos, websites, landing pages relating to the entry. Please don't link to your own website.
- When linking to a video, please do so on a platform where it can be downloaded by ICAD, ideally Vimeo.
- Please don't link to social media posts. If the social media post is a key visual element of the campaign, include screenshots or a static images of it as an uploaded attachment.

Entry Files

File Type	Requirements
Images	300 dpi JPGs at 1920px wide (landscape)/1920px high (portrait). These may be used online and in print. Please do not provide pngs. Please upload a maximum of 12 images, except in the case of student or greenhorn entries. Greenhorn and student entries are not limited but we still ask that you be conscious of the judges time.
Video	Please only use links which are set to allow download, ideally Vimeo. For awarded projects, please note these links will also be used in the awards gallery on the ICAD website. Please only submit videos which are 1920 x1080px or larger.
Audio	Audio can be uploaded as an mp3 or a wav file.
PDF	Pdfs can be uploaded to support entries; however if awarded, these files will not be displayed in the awards gallery on the ICAD website.
URL	Urls to product websites can be included however links to social media platforms, company or personal websites will be removed, except in the case of student or greenhorn entries, or where the company website itself is part of the entry.
Case Study	<p>Films that demonstrate your idea are accepted however; the jury will be judging the concept and/or execution of your entry and not the production of the case study.</p> <p>If you feel a case study film is required please keep it brief and to the point for the judges ease and for possible future use on the ICAD gallery</p>
Project Image	All entries must be accompanied by at least one high resolution (300dpi) jpg which is suitable for use both in print and on screen.

Categories

Categories Sections

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Advertising Categories	Category	Description
<p>Display</p> <p>Enter imagery created to promote a brand or cause that has been displayed outdoor, in print or online. In this category, the jury are judging the image, the idea behind it and the quality of the way in which it was brought to life.</p>	Outdoor display	Outdoor posters of any size. This category also covers special builds, outdoor digital display, etc.
	Online display	Digital advertising that has been shown to users on websites, or in apps.
	Consumer display	Press and trade advertisements of any size. wraps, etc.
<p>Radio</p> <p>Enter radio ads created to promote a brand or cause that has appeared on radio. The jury are judging the radio ad, the idea behind it, the quality of the writing and the way in which it is brought to life.</p>	Radio commercial up to 30s	A single piece of audio advertising that has received radio airtime or run on online streaming services such as Spotify.
	Radio commercial over 30s	A single piece of audio advertising that has received radio airtime or run on online streaming services such as Spotify.
	Radio commercial campaign	Any audio campaign of 2 or more executions (not edits) created with the original intention of running on radio, or streaming services.
<p>Film</p> <p>Enter commercial films produced with the original intention that they be run on TV, cinema, live and online. The jury are judging the film. The idea behind it and the quality of the way in which it is brought to life.</p>	TV/VOD commercial up to 30 seconds	—
	TV/VOD commercial over 30 seconds	—
	Cinema commercial	A commercial made with the initial intention of running in cinema.
	Web film up to 60 seconds	Commercial content made to be shared online, with or without paid spend put behind it.
	Web film over 60 seconds	Commercial content made to be shared online, with or without paid spend put behind it.
	Film campaign	Any film campaign of 2 or more executions (not edits) created with the original intention of running on TV, cinema, live or online.
	Branded film content	Branded film that has not run as a commercial. Commercial VOD/s, social video/s or films made for live screening at an event such as a festival, conference or launch.
	Stings	Stings refer to the intro and outro sponsorship bookmarks of a tv programme. They vary in terms of length from 5 to 10 seconds.
VOD/VOL	Commercial films designed for video-on-demand / video on line platforms.	

Advertising Categories	Category	Description
<p>Innovation</p> <p>Enter work created to promote a brand that demonstrate an innovative use of materials, technology or media. The jury are judging the innovation. The quality of the idea, the way in which it displays creative innovation.</p>	Creative use of Technology	Digital marketing that pushes the boundaries of what can be done using technology in a novel way to promote a brand.
	Creative use of Media	Innovative utilisation of existing or emerging media platform/s. Marketing that uses the medium in a groundbreaking way to promote a brand.
	Creative Innovation	Brand-aligned breakthrough ideas or innovative solutions to solve business or user problems. This may or may not involve technology, but must be original.
<p>Experience</p>	Experiential Advertising	Work that creates an outstanding brand experience for consumers through experience-led activations such as stunts, events, pop-up shops, technology-led experiences and public environments for brands.
	Branded Social Post	A single branded post on a social network, creatively utilising that particular network's individual qualities or strengths to engage consumers.
	Branded Social Campaign	A campaign of 3 or more branded posts around a central connected theme. Campaigns may span multiple social networks and must be specifically created for social.
	Digital experience	An outstanding interaction between a user and an organisation that is enabled by digital technologies.

Advertising Categories	Category	Description
Integrated and Earned	Integrated campaign	Campaigns where a central idea connects across a variety of media.
	Earned media campaign	A campaign so engaging that consumers and press take it and spread the word through social media, editorial, PR etc. The campaign effectively uses these unpaid channels to create buzz.
	Tactical advertising	Branded content or entertainment that uses the popularity of a specific news story, individual or event to generate coverage for the brand. It's a real-time, rapid reaction to breaking news where the brand is integrated into the story. May include branded online films, documentaries, films, radio, audio and TV programmes.
Advertising Craft	Art direction	—
	Copywriting	—
	Direction for radio	An award for the creative direction of radio. Including the selection and direction of voice over, the choice and implementation of SFX and/or music to create a memorable ad. The agency should enter.
	Illustration & graphics	—
	Photography	—
	Typography	—
	Use of music	—
	User experience for advertising	—

Production Categories	Category	Description
<p>Production Craft</p> <p>Enter work created on behalf of a brand or cause that demonstrates creative excellence in the execution of the craft being awarded. The jury are judging the quality of the craft referenced in a given category.</p>	Animation	The animator / animation company / postproduction / production company should enter.
	Cinematography	The cinematographer / production company should enter.
	Editing	The editor / post-production / production company should enter.
	Music (new score)	The composer / postproduction/production company should enter.
	Production design for film	The set designer / production company should enter.
	Sound design	The audio company / postproduction / production company should enter.
	Visual/special effects	Special effects for film ads, both in camera and added after filming. The postproduction / production company should enter.
	Direction Single	The director/production company should enter.
	Direction Campaign	The director/production company should enter.

Design Categories	Category	Description
Identity and Branding	Logo	Design or redesign of logos or families of logos.
	New branding schemes	—
	Rebranding schemes	—
Print	Book(s)	—
	Book cover(s)	—
	Catalogue(s) / brochure(s) / report(s)	—
	Newspaper(s) / Magazine(s) / Periodical(s)	—
	Poster(s)	—
	Stamp(s)	—
	Applied print graphic(s)	Anything that doesn't fit into the other print design categories, e.g. calendars, greeting cards, tickets, shopping bags, leaflets, invitations.
	Integrated graphics	Graphic design work with one concept applied across a range of formats, e.g. poster, programme, and email invitation for an event.
	Print for direct mail marketing	—
Digital	Phone/tablet app UI design	Design work specifically intended for consumption via mobile / tablet.
	Website design	—
	User experience design	Design improving accessibility, usability, or pleasure of interaction by the user.
	Immersive digital design	Interactive/augmented reality installations or projections that create immersive experiences. May or may not be interactive.
	Motion Design	Graphic design for moving image work. This can include animations, concert graphics, animated signage, idents, etc.
	Applied digital graphics	Anything that doesn't fit into the other digital design categories, e.g. evites, social posts, tickets etc.

Design Categories	Category	Description
Environmental	Permanent branded environment	Branded environments (real world, not virtual). Retail stores, restaurants, offices, interiors, public spaces, etc.
	Temporary branded environment	Branded environments (real world, not virtual). Pop up shops, restaurants, festivals, etc. — the branding of temporary spaces both indoor and outdoor.
	Wayfinding	Design and implementation of a visual system that seeks to guide or organise people in a space.
	Exhibition design	Design and implementation of a visual system that seeks to guide and inform people/visitors around a thematic/conceptual subject within a designed space.
Packaging	Consumer goods	—
	Cover/sleeve design(s) for music or film	—
Design Craft	Art direction	—
	Illustration	The illustrator should enter.
	Use of illustration	Illustration used as an integral and fundamental part of the design concept. The design studio should enter.
	Photography	The photographer should enter.
	Use of photography	Photography used as an integral and fundamental part of the design concept. The design studio should enter.
	Typeface & Lettering Design	Design of published or proprietary typefaces & lettering. The type designer or lettering artist should enter.
	Use of Type & Lettering	Type & lettering used as a fundamental part of the design concept. The design studio should enter.
	Printing	The printer should enter. This category awards excellence in printing.

Other Categories	Category	Description
<p>Student Award</p> <p>Entrants to student categories must be current students or recent graduates (one year or less since graduating). All work entered must have been created as part of 3rd level education.</p>	Advertising	A body of work in the field of advertising, created as part of a 3rd level educational programme.
	Design	A body of work in the field of design, created as part of a 3rd level educational programme.
	Craft	A body of work created by a craftsperson (illustrator, photographer, director etc) as part of a 3rd level educational programme.
<p>Greenhorn Award</p> <p>Entrants to Greenhorn categories must be working in their industry for 3 years or less. Speculative work is not accepted.</p>	Advertising	A body of work by an art director or copywriter working as a creative in the industry for less than 3 years.
	Design	A body of work by designer working as a designer in the industry for less than 3 years.
	Craft	A body of work by a craftsperson (director, illustrator, photographer etc) working in the industry for less than 3 years.
<p>Creative for Change</p> <p>Work created in support of a cause, charity, institution or political event. The creative, the concept behind it, how it changed a behaviour and/or affected political change, and the quality of the way in which it was brought to life.</p>	Advertising	Agency or creative should enter.
	Design	Design studio or creative should enter.

FAQ

Does everyone who worked on the project need to be a member?	<p>All key creatives for a given entry must be ICAD members, or in the case of craft categories, the key craftsman (i.e., the photographer for a Photography entry).</p> <p>The person actually entering projects into the awards platform does not necessarily require ICAD membership. The creative on whose behalf the work is being entered does. Anyone you'd expect to go on stage to accept the award should be a member.</p>
What if I have trouble logging in?	<p>If you can't remember your award platform password, you can easily reset it through the award platform. If you continue to have difficulty logging in, please contact awards@icad.ie</p>
Can other people in my agency/studio submit entries too?	<p>Yes. Different people from the same company can submit entries.</p> <p>Each should set up their own user profile and assign the entries to the relevant company.</p>
Do I need to be a member to enter for a Greenhorn or Student award?	<p>To be eligible to enter the Awards, Student's and Greenhorn's must hold ICAD membership. Membership is free for Students and available via ICAD's website.</p>
How do I enter for a Greenhorn or Student award?	<p>How do I enter for a Greenhorn or Student award? Greenhorn and Student categories work differently from the other categories. You're not entering a single piece of work, but rather a body of work by a creative who fits the criteria for Greenhorn (working in the industry for three years or less). Please see the Categories and Fees sections of this document.</p>
How do I know what categories to enter?	<p>See the Categories section of this document. If you're still not sure, contact info@icad.ie. Please note that judges may move work between categories if they feel another category would better suit the work.</p>
What's the difference between a single and a campaign entry?	<p>A single entry is where one execution is entered. A campaign entry includes more than one execution. In some categories, particularly in Design, 'campaign' is replaced with 'series' or 'range'.</p>
What files do I need to submit?	<p>Please see the Files section of this document.</p>
Can I enter case study videos?	<p>Yes, if you feel it would help explain your entry, but remember, we'll be judging the concept and execution of your entry and not the production of your case study. If you feel a case study video is required, please consider the judges' time and keep it short.</p>

FAQ

How do I best represent my work?

In all instances, we are trying to simulate the original experience of the viewer for the jury. In the case of a book or a press ad, this is relatively straightforward. In other categories, it can be more complicated. Please try to provide enough details to the jury that they have a full grasp of what you are entering while not overloading them with unnecessary information.

What information should I include in my files?

Ideally, the only information should be contained in the work itself or information requested in the entry system. Files should not be captioned and should not contain the name of the entrant unless the work is self-promotional.