

Winners List

2025 ICAD Awards

Foster. Promote. Reward

ICAD



Fis Éireann
Screen Ireland
For the Story Makers

Penny*



publicis
2025

GABHA



RADIOCENTRE IRELAND



HORIZON

Highly Commended Advertising

Art direction campaign	Publicis Dublin — Virgin Media - It's Playtime in Paris
Art direction single	Ringers Creative — Originals Find Originals - Kozo Toyota
Branded social campaign	Core — OPW Protect Our Parks Forsman & Bodenfors — There's No Place Like home Droga5 — Call him Bunny
Branded social post	Droga5 — You Look a Lidl like Paul Droga5 — Smyths
Cinema commercial, any length	BBH Dublin — Power to More
Consumer single	Invention — Overwhelming
Creative for change advertising	BBH Dublin — Because Childhood Lasts A Lifetime Forsman & Bodenfors — Dead Flower Shop
Creative innovation	Core — Just Eat Pride Havas — Story Songs TBWA\Ireland — Barriers
Digital experience	Forsman & Bodenfors — The Pet Project
Earned media campaign	TBWA\Ireland — The Mincéirí Archives
Experiential advertising campaign	Droga5 — The Talking Tree
Experiential advertising single	Publicis Dublin — Breast Before Dates
Film campaign	Bold Studios — Go Chase More
Illustration and graphics single	Publicis Dublin — Virgin Media - Moments of Mundanity
Integrated campaign	Boys + Girls — Pay Attention to Your Pee Javelin Dublin — The hardest stories to tell Publicis Dublin — The Gas part is only part of it Publicis Dublin — Pub Succession

Highly Commended Advertising

Outdoor campaign	Core — Just Eat Pride
	Publicis Dublin — Virgin Media - Moments of Mundanity
	The Public House — Carzone - We Love Cars Too
Outdoor single	Droga5 — Face Not Recognised
Photography single	TBWA\Ireland — 50 years at the 40 foot
Radio commercial up to 30 seconds	TBWA\Ireland — Cracks
Tactical Advertising	Havas — Viagra - Extra Hour
	Javelin Dublin — Disappointing

Bronze Advertising

Art direction campaign	Core — Dublin City Libraries
Branded social post	Droga5 — Smyths
Copywriting single	Publicis Dublin — Virgin Media
Creative use of media	Publicis Dublin — Breast Before Dates TBWA\Ireland — Barriers
Creative use of technology	Catapult — Guinness
Direction for radio single	TBWA\Ireland — Samaritans
Experiential advertising single	Forsman & Bodenfors — Women's Aid Partnership
Illustration and graphics single	Core — Dublin City Libraries
Integrated campaign	TBWA\Ireland — Deep RiverRock
Outdoor campaign	Javelin Dublin — Directly Elected Mayor of Limerick
Outdoor single	TBWA\Ireland — Deep RiverRock The Public House — Carzone
Radio commercial over 30 seconds	Boys + Girls — Pay Attention to Your Pee RTÉ — Before the Biggest day in Irish Sport
Tactical Advertising	Droga5 — Face Not Recognised Droga5 — You Look a Lidl like Paul TBWA\Ireland — The Mincéirí Archives
TV commercial up to 30 seconds	Forsman & Bodenfors — Lose Your Licence, Lose your Independence
Use of music campaign	Havas — Story Songs
Use of music single	The Public House — EPIC
Web film over 60 seconds	Bold Studios — Go Chase More

Silver Advertising

Art direction campaign	BBH Dublin — Tesco Mobile
Branded social campaign	BBH Dublin — Same But Better Forsman & Bodenfors — Pet Insurance
Copywriting single	BBH Dublin — Tesco Mobile
Creative for change advertising	TBWA\Ireland — The Mincéirí Archives
Creative innovation	Publicis Dublin — Pub Succession
Direction for radio single	Publicis Dublin — Virgin Media
Earned media campaign	Droga5 — Lidl The Public House — EPIC
Experiential advertising campaign	Forsman & Bodenfors — Pet Insurance
Radio commercial over 30 seconds	Publicis Dublin — Virgin Media
Use of music campaign	Havas — Story Songs

Gold Advertising

Earned media campaign	Publicis Dublin — <i>Pub Succession</i>
Creative innovation	TBWA\Ireland — <i>The Mincéirí Archives</i>
TV commercial up to 30 seconds	BBH Dublin — <i>Tesco Mobile</i> Publicis Dublin — <i>Dial Before You Dig</i>

Highly Commended Design

Book single	Detail — Trinity 50
Consumer goods range	Brandcentral — BiaSol High Protein Granola Brandcentral — BiaSol Oat Bites Greenhouse — Boann Distillery
Exhibition design	Joanne Byrne & Niamh McArdle — Mystic Dublin
New branding schemes	Good As Gold — Finsbury Infrastructure Red&Grey — Pax Technologica Image Now — Research Ireland
Rebranding schemes	Together We Create — J.J. Corry Good As Gold — KINS
Stamp series	Detail — St Patrick’s Festival Stamp
Use of illustration single	Red&Grey — Development in Progress

Bronze Design

Consumer goods range

Distinctive Repetition — Azouro Tinned Fish
Boys + Girls — SENSES

Exhibition design

Joanne Byrne — EPIC The Irish Emigration Museum
Joanne Byrne — Galway Waterway Trails

Motion Design

Language — BOUNCE
Distinctive Repetition — Radiocentre Ireland
RTÉ — RTÉ Kids Idents

New branding schemes

Unthink — Bar Pez
Unthink — Fráma

Poster series

Distinctive Repetition — Tidal Composition—1

Stamp series

Unthink — Irish Rugby Football Union 150th Anniversary

Temporary branded environment

Forsman & Bodenfors — Women's Aid Partnership

Website design single

Unthink — Native

Silver Design

Catalogue / brochure / report single	Detail — IADT Strategic Plan 2024–28 Unthink — More Power To You – Sarah Purser
Exhibition design	Joanne Byrne — Malahide Castle Temporary Exhibition
Integrated graphics	Detail — IMMA's Permanent Collection: Art as Agency Red&Grey — Architects' Council of Europe Manifesto
Poster series	Together We Create — Wife of the Future
Rebranding schemes	Unthink — OMOS Street Furniture
Use of photography series	Unthink — Open House Dublin 24

Gold Design

Integrated graphics

Red&Grey — Creative Arts Summer School 2025

Website design single

Detail — IADT Strategic Plan 2024–28 Website

Highly Commended Production

Animation campaign	Digital Beast— CPCC Sponsorship Stings
Animation single	Digital Beast— Breast Before Dates
Direction single	Antidote— Guinness Banjoman— Avonmore ‘Make Every Day This Good’
Editing single	Banjoman— Avonmore ‘Make Every Day This Good’
Visual/special effects single	Gabha Studios— Lego Jabba Gabha Studios— Lego Boba Fett

Bronze Production

Direction single	Antidote — RSA Independence Motherland — Irish Cancer Society
Editing single	Vincent McEntee— National Lottery Good Causes: You Made This Possible
Music (new score) single	denis.— Field of Vision
Production design for film single	BBH Dublin— Tesco Mobile
Sound design single	Scimitar Sound— Lego Star Wars Scimitar Sound— RTE Sport Paris Olympics
Visual/special effects single	Gabha Studios— Lego May 4th
Cinematography single	Banjoman — Speak Now
Direction campaign	LOCKY — Llamau

Silver Production

Cinematography campaign	Bold Studios— Alex Quinn - Go Chase More
Direction single	Bold Studios— Dave Fox - Go Chase More Bodacious— “Toy Show Day”
Music (new score) single	denis.— Kingdom of Bhutan
Sound design campaign	Scimitar Sound— Cobra Puma Golf
Visual/special effects single	Gabha Studios— Lego Brand Hero 2024
Sound design single	denis.— Kingdom of Bhutan

Gold Production

Direction single

LOCKY — *Llamau - Washing*

Visual/special effects single

Gabha Studios — Omniplex Hero

Student & Greenhorn

Advertising Student Award	Ailbhe Conboy
Production Craft Student Award	Craig Mcshane
Design Student Award	Laoise FitzGerald
Advertising Greenhorn	Paddy Dunne