

Commended List
2025 ICAD Awards

Institute of Creative Advertising and Design

Foster. Promote. Reward

ICAD



Advertising

Art direction campaign	BBH Dublin — Tesco Mobile Core — Dublin City Libraries Publicis Dublin — Virgin Media - It's Playtime in Paris
Art direction single	Forsman & Bodenfors — Dead Flower Shop Ringers Creative — Originals Find Originals - Kozo Toyota
Branded film content, any length	Motherland — Red Bull "Poolbeg Mission"
Branded social campaign	BBH Dublin — Same But Better Connelly Partners — Morning Rounds Core — OPW Protect Our Parks Forsman & Bodenfors — Pet Insurance Forsman & Bodenfors — There's No Place Like home Havas — Story Songs Havas — The Club Orange Card TBWA\Ireland — Open Doors this Christmas 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
Copywriting campaign	Javelin Dublin — Directly Elected Mayor of Limerick
Copywriting single	BBH Dublin — Tesco Mobile Publicis Dublin — Virgin Media
Creative for change advertising	BBH Dublin — Because Childhood Lasts A Lifetime bonfire — Here's To Change Boys + Girls — Pay Attention to Your Pee Forsman & Bodenfors — Dead Flower Shop TBWA\Ireland — The Mincéirí Archives

Advertising

Creative innovation	Core — Just Eat Pride Havas — Story Songs Publicis Dublin — Pub Succession TBWA\Ireland — Barriers TBWA\Ireland — The Mincéirí Archives
Creative use of media	Publicis Dublin — Breast Before Dates TBWA\Ireland — Barriers
Creative use of technology	Catapult — Guinness
Digital experience	Forsman & Bodenfors — The Pet Project Kooba — Screen Ireland Digital Brochure Publicis Dublin — Breast Before Dates
Direction for radio single	Publicis Dublin — Virgin Media TBWA\Ireland — Samaritans
Earned media campaign	Core — JUST EAT PRIDE Droga5 — Lidl Publicis Dublin — Pub Succession TBWA\Ireland — The Mincéirí Archives The Public House — EPIC
Experiential advertising campaign	Allied Global Marketing — The Big Chill Droga5 — The Talking Tree Forsman & Bodenfors — Pet Insurance
Experiential advertising single	Forsman & Bodenfors — Women's Aid Partnership Publicis Dublin — Breast Before Dates
Film campaign	Bold Studios — Go Chase More
Illustration and graphics single	Core — Dublin City Libraries Core — Virgin Media - Moments of Mundanity

Advertising

Integrated campaign	Boys + Girls — Pay Attention to Your Pee Javelin Dublin — The hardest stories to tell Kooba — Lose Your Licence, Lose your Independence Publicis Dublin — Virgin Media - Moments of Mundanity Publicis Dublin — The Gas part is only part of it Publicis Dublin — Pub Succession TBWA\Ireland — Deep RiverRock TBWA\Ireland — Wide-Fi
Outdoor campaign	Core — Just Eat Pride Javelin Dublin — Directly Elected Mayor of Limerick Javelin Dublin — You built the world Publicis Dublin — Virgin Media - Moments of Mundanity The Public House — Carzone - We Love Cars Too
Outdoor single	Invention — Overwhelming TBWA\Ireland — Deep RiverRock The Public House — Carzone Droga5 — Face Not Recognised Publicis Dublin — Virgin Media - It's Playtime in Paris
Photography campaign	The Brill Building — The Most Sorted
Photography single	TBWA\Ireland — 50 years at the 40 foot
Radio commercial campaign, any length	Boys + Girls — Pay Attention to Your Pee
Radio commercial over 30 seconds	Boys + Girls — Pay Attention to Your Pee Publicis Dublin — Virgin Media RTÉ — Before the Biggest day in Irish Sport
Radio commercial up to 30 seconds	TBWA\Ireland — Cracks
Tactical Advertising	Droga5 — Face Not Recognised Droga5 — You Look a Lidl like Paul Havas — Viagra – Extra Hour Javelin Dublin — Disappointing TBWA\Ireland — The Mincéirí Archives

Advertising

TV commercial over 30 seconds	BBH Dublin — Power to More Boys + Girls — NOW You Know RTÉ — Ready for the Moment
TV commercial up to 30 seconds	BBH Dublin — Tesco Mobile Forsman & Bodenfors — Lose Your Licence, Lose your Independence Publicis Dublin — Dial Before You Dig TBWA\Ireland — Deep RiverRock 'That's Better'
Use of music campaign	Havas — Story Songs Havas — Flahavan's - Lovely Doubly Baked
Use of music single	Boys + Girls — Kango Kian The Public House — EPIC
Web film over 60 seconds	Ringers Creative — The Chill Beekeeper Bold Studios — Go Chase More
Web film up to 60 seconds	Droga5 — The S-Word
Student Award	Ailbhe Conboy Marco Prüfrock
Greenhorn	Paddy Dunne Eva Dolan Kevin Flynn

Design

Applied print graphics single	Language — Beacons at Bealtaine Seamus Heaney Language — Fire Station Artists Studios Yearbook
Book single	Detail — Trinity 50
Catalogue / brochure / report single	Detail — IADT Strategic Plan 2024–28 Unthink — More Power To You – Sarah Purser Language — National Print Museum Strategy 2024–2028
Consumer goods range	Distinctive Repetition — Azouro Tinned Fish Brandcentral — BiaSol High Protein Granola Brandcentral — BiaSol Oat Bites Greenhouse — Boann Distillery Boys + Girls — SENSES
Exhibition design	Joanne Byrne — EPIC The Irish Emigration Museum Joanne Byrne — Galway Waterway Trails bigO — In Real Life Joanne Byrne — Malahide Castle Temporary Exhibition Joanne Byrne & Niamh McArdle — Mystic Dublin
Immersive digital design series	Boom Clap Play — Wiggle Room
Integrated graphics	Detail — IMMA's Permanent Collection: Art as Agency Red&Grey — Creative Arts Summer School 2025 Red&Grey — Architects' Council of Europe Manifesto
Motion Design	Language — BOUNCE Distinctive Repetition — Radiocentre Ireland RTÉ — RTÉ Kids Idents
New branding schemes	Unthink — Bar Pez Language — BOUNCE Good As Gold — Finsbury Infrastructure Unthink — Fráma Red&Grey — Pax Technologica Image Now — Research Ireland

Design

Poster series	Distinctive Repetition — Tidal Composition—1 Together We Create — Wife of the Future
Poster single	Publicis Dublin — Breaking
Rebranding schemes	Together We Create — J.J. Corry Good As Gold — KINS Unthink — OMOS Street Furniture Ringers Creative — Tennis Ireland Ringers Creative — The Hardworking Heart of Dublin
Stamp series	Unthink — Irish Rugby Football Union 150th Anniversary Detail — St Patrick's Festival Stamp Image Now — You grow through what you go through
Temporary branded environment	Forsman & Bodenfors — Women's Aid Partnership
Use of illustration single	Red&Grey — Development in Progress Slater Design — Welcome to our World / Nooniverse
Use of photography series	Unthink — Open House Dublin 24
User experience design single	Kooba — ReproMed Ireland User Experience Design
Website design single	Detail — IADT Strategic Plan 2024–28 Website Unthink — Native
Student Award	Laoise FitzGerald Marco Pröfrock Chiara Iodice

Production

Animation campaign	Piranha Bar— Today FM Digital Beast— CPCC Sponshrship Stings
Animation single	Digital Beast— Breast Before Dates Gabha Studios— Lego Boba Fettes Piranha Bar— Night Moves
Cinematography campaign	Bold Studios— Alex Quinn - Go Chase More
Cinematography single	Antidote— AIB Sustainability Banjoman— Speak Now
Direction campaign	Arrow Films / Damien O'Donnell— OUTsurance LOCKY— Llamau Ponder— Aldi
Direction single	Antidote— RSA Independence Antidote— Guinness Banjoman— Avonmore 'Make Every Day This Good' Banjoman— Speak Now Bold Studios— Dave Fox - Go Chase More LOCKY— Llamau - Washing Motherland— Irish Cancer Society Motherland— Cuan "Emer's Story" Ponder— Aldi 'Breakdown' Ponder— RSA Drug Driving Ponder— Aldi 'Office' RTÉ— "Toy Show Day"
Editing single	Banjoman— Avonmore 'Make Every Day This Good' Motherland— Cuan "Emer's Story" Rob Hegarty Editing— Strong Roots 'Karma's Menu' Rob Hegarty Editing— Tourism Ireland 'Home of Halloween' Vincent McEntee— National Lottery Good Causes: You Made This Possible

Production

Music (new score) single	denis.— Field of Vision
	denis.— Kingdom of Bhutan
	Folding Waves— SuperValu Dinner Time Well Spent
Production design for film single	BBH Dublin— Tesco Mobile
Sound design campaign	Scimitar Sound— Cobra Puma Golf
Sound design single	denis.— Invest In Extraordinary
	denis.— Kingdom of Bhutan
	Folding Waves— Irish Rail Heritage
	Folding Waves— North Face Yinka Ilori
	Mutiny— Virgin Quiz
	RAYGUN— No Place Like Home - Guinness
	Scimitar Sound— RTE Sport GAA
	Scimitar Sound— Lego Star Wars
Visual/special effects single	Scimitar Sound— RTE Sport Paris Olympics
	Gabha Studios— Lego Jabba
	Gabha Studios— Repak Most Sorted
	Gabha Studios— Lego May 4th
	Gabha Studios— Lego Boba Fett
	Gabha Studios— Omniplex Hero
	Gabha Studios— Lego Brand Hero 2024
Student Award	Craig Mcshane