Shortlist

2026 ICAD Awards

Institute of Creative Advertising and Design

Foster. Promote. Reward

ICAD

Advertising

Core Creative	Sky Belief is Always There	Art Direction
TBWA\Ireland	For The Life You're After	Art Direction
BBH Dublin	Food - It's not just a little thing, it's everything.	Art Direction
Boys + Girls	Mikado	Art Direction
Droga5 Dublin, part of Accenture Song	It's Our Concern	Art Direction
TBWA\Ireland	75 Years	Art Direction
RTE	RTE 100 The Signal	Art Direction
Boys + Girls	Mam's Wisdom	Copywriting in English
BBH Dublin	Food - It's not just a little thing, it's everything.	Copywriting in English
Core Creative	McDonald's Ól é, Ól é, Ól é!	Copywriting in Irish
RTE/ Folding waves	RTE 100	Direction for Radio
Publicis Dublin	For future us	Illustration & Graphics
Core Creative	Dublin Literary Awards	Illustration & Graphics
TBWA\Ireland	Blood Drops	Illustration & Graphics
TBWA\Ireland	Hourglass	Illustration & Graphics
TBWA\Ireland	75 Years	Photography
Boys + Girls	The Life Saving Loo Roll	Typography
Boys + Girls	Mikado	Typography
Accenture Song	SII Wheelchair	Consumer Display
Publicis Dublin	One More Walk	Online Display
The Public House	Trócaire - Liberty Hall Trompe L'oeil	Outdoor Display
The Public House	Not Just A Box	Outdoor Display
Boys + Girls	Life Swatches	Outdoor Display
Boys + Girls	Many Happy Re-Turns	Outdoor Display
BBH Dublin	Food - It's not just a little thing, it's everything.	Outdoor Display
BBH Dublin	Gingerbread Men at Work	Outdoor Display
TBWA\Ireland	75 Years	Outdoor Display
RTE	GAA championship	Outdoor Display
Core Creative	Sky Mobile	Branded Social Campaign
TBWA\Ireland	Blood Drops	Branded Social Campaign
Idea	Campaign Supernova	Branded Social Campaign

Advertising

Droga5 Dublin, part of Accenture Song	Joe Duffy	Branded Social Campaign
Core Creative	Sky Mobile Pundi-Tree	Branded Social Post
TBWA\Ireland	Weep RiverRock	Branded Social Post
TBWA\Ireland	Hourglass	Branded Social Post
Publicis Dublin	The Pub That Refused To Die	Community-driven Brand Experience
TBWA\Ireland	The Replay	Community-driven Brand Experience
Publicis Dublin	Story No Longer Available	Creator-led Content
Publicis Dublin	Chicken Fillet Roël	Creator-led Content
Droga5 Dublin, part of Accenture Song	Joe Duffy	Creator-led Content
TBWA\Ireland	The Replay	Cultural Collaboration (Brand x Music / Film / Art)
The Brill Building	A Dickensian Irish Christmas	Cultural Collaboration (Brand x Music / Film / Art)
Javelin Dublin	Photato Booth	Experiential Advertising
The Brill Building	The Breathless Collection	Experiential Advertising
Publicis Dublin	Story No Longer Available	Platform-native Experience
Publicis Dublin	The Pub That Refused To Die	Branded Entertainment
Publicis Dublin	The Pub That Refused To Die	Branded Film Content
Core Creative	DPC Pause Before You Post	Cinema Commercial
Forsman & Bodenfors	Blood (Drink Driving Kills)	Cinema Commercial
Connelly Partners	Expressway. There's a Route for That	Film campaign
Publicis Dublin	Stroke	Film campaign
Forsman & Bodenfors	Rathbar	Film campaign
Folk VML	Bank of Ireland - Right With You	Film campaign
BBH Dublin	Monzo - It's about time	Film campaign
Publicis Dublin	The Pub That Refused To Die	Long-form Content
Publicis Dublin	The Game Changing Substitution	Stings
Core Creative	DPC Pause Before You Post	TV/VOD Commercial over 30 seconds
Publicis Dublin	For future us	TV/VOD Commercial over 30 seconds

Advertising

Publicis Dublin	One More Walk	TV/VOD Commercial over 30 seconds
Core Creative	Sky Belief is Always There	TV/VOD Commercial over 30 seconds
Forsman & Bodenfors	Blood (Drink Driving Kills)	TV/VOD Commercial over 30 seconds
Folk VML	National Lottery - Fiver	TV/VOD Commercial over 30 seconds
Folk VML	Bank of Ireland - Fraud	TV/VOD Commercial over 30 seconds
Folk VML	Vodafone - 25 Years TVC	TV/VOD Commercial over 30 seconds
BBH Dublin	Tesco - Can't Argue With That	TV/VOD Commercial over 30 seconds
Forsman & Bodenfors	Blood (Drink Driving Kills)	TV/VOD Commercial over 30 seconds
Droga5 Dublin, part of Accenture Song	It's Our Concern	TV/VOD Commercial over 30 seconds
The Public House	The Worst Irish Film Never Made	Web Film over 60 seconds
Core Creative	Sky Belief is Always There	Web Film over 60 seconds
Core Creative	DPC Pause Before You Post	Web Film up to 60 seconds
Publicis Dublin	Problems Parked	Creative Innovation
Forsman & Bodenfors	Seatbelters	Creative Innovation
TBWA\Ireland	The Replay	Creative Innovation
The Brill Building	The Breathless Collection	Creative Innovation
Droga5 Dublin, part of Accenture Song	CAPtured	Creative Innovation
Publicis Dublin	The Pub That Refused To Die	Creative Use of AI
Droga5 Dublin, part of Accenture Song	CAPtured	Creative Use of AI
Forsman & Bodenfors	Seatbelters	Creative Use of Technology
Javelin Dublin	Photato Booth	Creative Use of Technology
Droga5 Dublin, part of Accenture Song	CAPtured	Creative Use of Technology
RTE/Piranha Bar	RTE 100 - The signal	Creative Use of Technology

Advertising

Forsman & Bodenfors	Seatbelters	Data-driven Creativity
Core Creative	DPC Pause Before You Post	Earned Media Campaign
The Public House	The Worst Irish Film Never Made	Earned Media Campaign
Idea	Campaign Supernova	Earned Media Campaign
Havas Dublin	Crime World Launch - Get Into Crime	Integrated Campaign
Core Creative	Sky Mobile Expect More	Long-term Brand Building
Publicis Dublin	Shorts for Skorts	Tactical Advertising
TBWA\Ireland	11:11 - Make-A-Wish	Tactical Advertising
The Brill Building	The Breathless Collection	Tactical Advertising
The Brill Building	A Dickensian Irish Christmas	Tactical Advertising
The Tenth Man	Ronaldo Is A Cod	Creative Use of Media
Publicis Dublin	International Women's Day	Creative Use of Media
Publicis Dublin	The Game Changing Substitution	Creative Use of Media
The Tenth Man	Kneecap On Trial	Creative PR
The Public House	The Worst Irish Film Never Made	Creative PR
TBWA\Ireland	The Replay	Earned-Led Campaign
Forsman & Bodenfors	Discovery Series - The Bog Bodies	Branded Podcast or Audio Series
RTE/Folding Waves/Piranha Bar	RTE 100	Radio Commercial Campaign
Publicis Dublin	Risky Business	Radio Commercial Campaign
Boys + Girls	Name the A**hole	Radio commercial over 30"
RTÉ/Folding Waves/Piranha Bar	RTÉ 100 Holding breath	Radio commercial over 30"
Publicis Dublin	Risky Business	Radio Commercial up to 30"
Boys + Girls	No A**holes Needed	Radio Commercial up to 30"
Connelly Partners	Time, Safe, Stay.	Radio Commercial up to 30"

Design

TBWA\Ireland	GiveBlood Thank You	Art Direction
Motif	Dublin City Council Culture Company, Company Strategy 2025-2030	Art Direction
CI Studio	Ceolta	Typeface & Lettering Design
Unthink	Open House Dublin 2025	Use of Photography
Johnson Controls	Unveil	Use of Type & Lettering
Kor Agency	Mo's Lager	Use of Type & Lettering
Slater Design	Ó Irish Oyster Collective	Website Design
Unthink	Limerick School of Art & Design Website	Website Design
Unthink	Dash Burger Website	Website Design
Joanne Byrne	On the Move	Exhibition Design
Slater Design	Butlers Factory Tour	Permanent Branded Environment
Kate Brangan & Izzy Rose Grange	Meaning in Multiples	Temporary Branded Environment
Slater Design	UNA	Logo
The Public House	Full Set	New branding Schemes
Slater Design	Babble	New branding Schemes
Slater Design	Ó Irish Oyster Collective	New branding Schemes
Slater Design	Draynes Dairy Farm	New branding Schemes
Image Now	Gofer Brand Identity	New branding Schemes
Red&Grey	Perigus Energy	New branding Schemes
Red Dog	Corlann	New branding Schemes
Red Dog	NSPCA	New branding Schemes
Unthink	Studio Portobello Brand & Website	New branding Schemes
Image Now	SDCC Brand Refresh	Rebranding Schemes
CI Studio	CKS Finance Refresh	Rebranding Schemes
CI Studio	National Concert Hall Refresh	Rebranding Schemes
Folding Waves	RTÉ 100 - Station Idents	Sonic or Audio Identity
Slater Design	Draynes Dairy Farm	Consumer Goods
Briain Wright, José de Oliveira & Ciro Sollero	The Legal Matters Album Cover Design	Music / Film Packaging (Cover / Sleeve Design)
Atelier David Smith	Kwaidan – Encounters with Lafcadio Hearn	Books(s)
Atelier David Smith	The First Draft	Books(s)
Atelier David Smith	Mark Francis — TRACING ECHOES	Books(s)

Design

Atelier David Smith	Of Peras and Apeiron: ends and infinity	Books(s)
Detail Design Studio	Lakeland Dairies Handbook	Catalogue(s) / brochure(s) / report(s)
Motif	Dublin City Council Culture Company, Company Strategy 2025-2030	Catalogue(s) / brochure(s) / report(s)
The Public House	Bolands Mills	Integrated Graphics
Johnson Controls	Unveil	Poster(s)
CI Studio	CI 30	Poster(s)
TBWA\Ireland	GiveBlood Thank You	Print for Direct Mail Marketing
Atelier David Smith	Druid Theatre Company 50th Anniversary Postage Stamps	Stamp(s)
CI Studio	Empowering Young People Stamp	Stamp(s)
CI Studio	Protect Nature Stamp	Stamp(s)

Production

Piranha Bar	ESB - For Future Us	Animation
Piranha Bar	RTE - 100	Animation
Piranha Bar	Shannon Airport - Birds	Animation
Piranha Bar	Organ Donation Campaign	Animation
Shauna Griffith Casting	Done Deal "DOO-NAY DAY-AL"	Casting
Shauna Griffith Casting	Electric Ireland: Darkness Into Light	Casting
Shauna Griffith Casting	Monzo ‘A New Era of Banking’	Casting
Shauna Griffith Casting	Sustainable Energy Authority of Ireland (SEAI)	Casting
Shauna Griffith Casting	Bord Gáis Energy "Know Your Power"	Casting
Shauna Griffith Casting	An Post "Making Better Happen"	Casting
Arrow Films	Sky Mobile - World Cup Qualifier	Casting
Chaser	Leave Seals Alone	Casting
Banjoman	Real life	Cinematography
Strange or Startling Films	Toyota - The Speech	Cinematography
Rubberduck	Sean's Journey	Cinematography
Vibrant	Midleton Very Rare, Silent Distillery Chapter 6	Cinematography
Antidote	For the life you're after	Cinematography
Banjoman	More Than Cloth	Cinematography
Raygun	eFow The Unforgotten	Colour Grading
Raygun	Jameson Irish Whiskey - Distilled Sounds	Colour Grading
GABHA Studios	Nike TOMA	Colour Grading
GABHA Studios	DFS, Thingception	Colour Grading
GABHA Studios	Allianz, Get Real	Colour Grading
Rubberduck	A Job Worth Doing	Direction Campaign
Chaser	It's About Time	Direction Campaign
Butter	All Aboard	Direction Single
Butter	A Different Kind of Energy	Direction Single
Butter	Blood on Your Hands	Direction Single
Banjoman	Real life	Direction Single
Banjoman	A Whirlwind Of Flavour	Direction Single
Banjoman	Inspire Someone This Christmas	Direction Single
Sweet Media	Data Protection Commission 'Pause Before you Post'	Direction Single

Production

Strange or Startling Films	Toyota - The Speech	Direction Single
Sweet Media	Lidl 'We Care Back'	Direction Single
Vibrant	Seat Belters' Allianz x Spotify	Direction Single
Arrow Films	Sky Mobile - World Cup Qualifier	Direction Single
Chaser	It's About Time - Phonebox	Direction Single
Annika Casidy	Cousins in Co. Limerick	Direction Single
Antidote	For the life you're after	Direction Single
Antidote	Darkness into light	Direction Single
Antidote	A Nation Delivers	Direction Single
Chaser	Leave Seals Alone	Direction Single
Banjoman	More Than Cloth	Direction Single
Abstraction Pictures	Belief Is Always There	Direction Single
Abstraction Pictures	Racing Runs In Us - Horse Racing Ireland	Direction Single
Antidote	For the life you're after	Editing over 60 seconds
Droga5 Dublin	It's Our Concern	Editing up to 60 seconds
MUSTARD	Real Life	Editing up to 60 seconds
MUSTARD	Toyota 'The Speech'	Editing up to 60 seconds
MUSTARD	Eason 'Inspire Someone This Christmas'	Editing up to 60 seconds
Chaser	It's About Time - Laundry	Editing up to 60 seconds
Annie Walsh	It's Our Concern	Editing up to 60 seconds
denis.	For The Life You're After	Original Composition in Music
denis.	Where Time Begins	Original Composition in Music
LAUDHAUS	University of Limerick - UnLeash Your Best	Original Composition in Music
denis.	The Green Wave	Original Composition in Music
denis.	Belief is Always There	Original Composition in Music
Folding Waves	Tayto Cornados - A Whirlwind of Flavour!	Original Composition in Music
Folding Waves	RTÉ 100 - The Signal	Original Composition in Music
Heritage	The Late Late Toy Show	Production Design
Chaser	It's About Time	Production Design
Piranha Bar	ESB - For Future Us	Production Design
Banjoman	A Whirlwind Of Flavour	Production Design
Chaser	It's About Time - Cinema	Production Design
The Brill Building	The Breathless Collection	Production Design
denis.	For The Life You're After	Sound Design

Production

denis.	Where Time Begins	Sound Design
denis.	Racing Runs In Us	Sound Design
denis.	An Post	Sound Design
denis.	Not Meant for Earth	Sound Design
Blast Audio	Pause before you Post	Sound Design
Ardmore	Control vs Speed	Sound Design
Folding Waves	RTÉ 100 - The Signal	Sound Design
Folding Waves	Irish Design Week - Reverb Title Film	Sound Design
Folding Waves	Threshold - Find Your Voice	Sound Design
Folding Waves	Emerging Directors Awards - Ident & Titles	Sound Design
Scimitar Sound	KFC Zinger Drip	Sound Design
Scimitar Sound	Lego Vehicles	Sound Design
Annie Walsh	It's Our Concern	Use of Archive or Found Footage
Droga5 Dublin	It's Our Concern	Use of Archive or Found Footage
Abstraction Pictures	Belief Is Always There	Use of Archive or Found Footage
Folk VML	National Lottery - All Aboard	Use of Licensed or Adapted Music
Folding Waves	PTSB - Home Energy Upgrade	Use of Licensed or Adapted Music
John O Hagan	It’s Our Concern	Visual or Special Effects
Heritage	The Late Late Toy Show	Visual or Special Effects
Screen Scene	PTSB Ireland	Visual or Special Effects
Antidote	For the life you're after	Visual or Special Effects
GABHA Studios	Lego Vehicles	Visual or Special Effects
GABHA Studios	Pinergy Conquer the Unknown	Visual or Special Effects
GABHA Studios	DFS, Thingception	Visual or Special Effects

Greenhorn/ Student

Kevin Flynn	Greenhorn	Advertising Greenhorn
Rachel Furlong	Greenhorn	Production Greenhorn
Cara Gaynor	Greenhorn	Production Greenhorn
Cathal Power	Student Award	Production Student Award
Emma Roche	Student Award	Design Student Award
Marcelina Krzywdzinska	Student Award	Design Student Award
Sarah Hand	Student Award	Design Student Award