

Shortlisted Entries



CONTENTS

- 03** CASTING
- 06** COPYWRITING CRAFT
- 10** AUDIO FOR CHANGE
- 13** SPECULATIVE
- 16** SOUND DESIGN
- 18** BROADCASTER
- 20** BUSINESS
- 22** INNOVATION
- 25** CONSUMER
- 29** USE OF MUSIC

CASTING

DonéDeâl; DoneDeal Cars – Boys+Girls
Rory Hamilton, Chief Creative Officer;
Jess Murphy, Copywriter; Jessie
Newman, Art Director; Alan McQuaid,
Managing Director, Circle Content; Ciarán
Dooley, Director + Producer, Circle
Content; Darragh O'Connor, Account
Manager, Circle Content; Shaunagh
Farrelly, Senior Strategist; Pat
Stephenson, Chief Relationship Officer;
Sinead Farrelly, Agency Producer.

**Garda Recruitment; An Garda
Síochána – Core** Craig Robinson,
Copywriter; Helena Jones, Creative
Director; Anita McMenamin, Producer; Jo
Mullins, Account Director; Dean Jones,
Sound Designer and Mixer.

Let's Get It On... line; Viatris – Havas
Craig Babikian, Copywriter; Laura Lowry,
Art Director; Adrian Fitz-Simon, Creative
Director; Jaime O'Doherty, Marketing
Manager (Client); Colm O'Rourke,
RAYGUN, Post-Production Company;
Suzanne Heneghan, Agency Producer.



Name the Ahole; The Marie Keating Foundation – Boys+Girls** Rory Hamilton, Chief Creative Officer; Dean Ryan, Associate Creative Director; Jess Murphy, Copywriter; Jessie Newman, Art Director; Caroline Keogh, Executive Relationship Director; Sára Benkö, Account Manager; Conor Roche, Account Executive; Tara Finnegan, Executive Strategy Director; Mark Richards, Sound Engineer.

Pete's Missiles; Jacob's Biscuits – Boys+Girls Rory Hamilton, Chief Creative Officer; Jake O'Driscoll, Creative Director; Jess Murphy, Copywriter; Jessie Newman, Art Director; Pat Stephenson, Chief Relationship Officer; Darragh Thompson, Account Manager; Ben White, Account Executive; Derek Doyle, Head of Production; Tara Finnegan, Executive Strategy Director; Will Farrell, Sound.

Bite Into Bold; Pilgrims Choice – TBWA\ Ireland Mark Richards, Mutiny, Sound; Clara Traynor, Senior Copywriter; Michael Ryan, Head of Art; Bairbre McGlade, Creative Director; Ronan Jennings, Strategy; Alex Lloyd, Account Director; Sarah Burrow, Nicola Blackmore-Squires, Lydia-Grace Hodgkinson & Justin Murtagh, Clients.



**COPY —
WRITING
CRAFT**

A Life-Changing Job; Tusla—Core

Conor McDevitt, Senior Copywriter; Udi Ovadia, Senior Art Director; Dean Jones, Sound Engineer; Jessica Hopkins, Producer; Scimitar Sound, Post-Production Company.

Click, Check, Give; The Charities

Regulator—Core Conor McDevitt, Senior Copywriter; Jessica Hopkins, Producer; Scimitar Sound, Post-Production Company; Dean Jones, Sound Engineer; Val Dillon, Business Director.

Garda Recruitment: Armed Support Unit; An Garda Síochána—Core

Craig Robinson, Copywriter; Helena Jones, Creative Director; Anita McMenamin, Producer; Jo Mullins, Account Director; Dean Jones, Sound Designer and Mixer.

Garda Recruitment: K9 Unit; An Garda Síochána—Core

Craig Robinson, Copywriter; Helena Jones, Creative Director; Anita McMenamin, Producer; Jo Mullins, Account Director; Dean Jones, Sound Designer and Mixer.

Mam's Wisdom; Jacob's Biscuits—
Boys+Girls Rory Hamilton, Chief Creative Officer; Jake O'Driscoll, Creative Director; Jess Murphy, Copywriter; Jessie Newman, Art Director; Pat Stephenson, Chief Relationship Officer; Darragh Thompson, Account Manager; Ben White, Account Executive; Derek Doyle, Head of Production; Tara Finnegan, Strategy Director; Will Farrell, Sound.

Mikado's Gift; Jacob's Biscuits—
Boys+Girls Rory Hamilton, Chief Creative Officer; Jake O'Driscoll, Creative Director; Jess Murphy, Copywriter; Jessie Newman, Art Director; Pat Stephenson, Chief Relationship Officer; Darragh Thompson, Account Manager; Ben White, Account Executive; Tara Finnegan, Strategy Director; Derek Doyle, Head of Production; Will Farrell, Sound.

Pete's Missiles; Jacob's Biscuits – Boys+Girls Rory Hamilton, Chief Creative Officer; Jake O'Driscoll, Creative Director; Jess Murphy, Copywriter; Jessie Newman, Art Director; Pat Stephenson, Chief Relationship Officer; Darragh Thompson, Account Manager; Ben White, Account Executive; Derek Doyle, Head of Production; Tara Finnegan, Strategy Director; Will Farrell, Sound.

The Stories That are Hardest to Tell; The Government of Ireland / Cuan – Javelin Tiffany Rose, Copywriter; Clayton Homer, Art Director; Des Kavanagh, Creative Director/Copywriter; Ken Ivory, Javelin Director; Sarah Saunders, Account Director; Riya Negi, Account Executive; Adrian Cosgrove, Creative Director; Cathal O'Flaherty, Creative Director; Yusuf Karimjee, Strategic Planning Director; Kevin Breathnach, Sound Engineer/ CEO Avondale Studios.



**AUDIO
FOR
CHANGE**

A Life-Changing Job; Tusla—Core

Conor McDevitt, Senior Copywriter; Udi Ovadia, Senior Art Director; Dave Griffin, Managing Director; Scimitar Sound, Post-Production Company; Jessica Hopkins, Producer; Dean Jones, Sound Engineer.

Cut Short; Road Safety Authority Ireland—Foe/IRS+/Spark Foundry

Shane W. Brennan, Creative Director; Aaron Chalke, Producer; Katie Boylan, Creative Delivery Director, IRS+; Sabrina Maloney, Creative Delivery Manager, IRS+; Orla White, Business Director, Spark Foundry; Alison O'Neill, Client Director, Spark Foundry; Ola Grzegorzczak, Client Manager, Spark Foundry; Annette Ferguson, RSA.

Give Prostate Cancer the Finger;

Movember—Core Conor McDevitt, Copywriter; Rudy Godfrey, Art Director; Jay Reid, Group Strategy Director; Jessica Hopkins, Producer; Kate O'Callaghan, Account Director; Blast Audio, Post-Production Company.

Name the Ahole; The Marie Keating Foundation—Boys+Girls** Rory Hamilton, Chief Creative Officer; Dean Ryan, Associate Creative Director; Jess Murphy, Copywriter; Jessie Newman, Art Director; Caroline Keogh, Executive Relationship Director; Sára Benkö, Account Manager; Conor Roche, Account Executive; Tara Finnegan, Executive Strategy Director; Mark Richards, Sound Engineer.

No Aholes Needed; The Marie Keating Foundation—Boys+Girls** Rory Hamilton, Chief Creative Officer; Dean Ryan, Associate Creative Director; Jess Murphy, Copywriter; Jessie Newman, Art Director; Caroline Keogh, Executive Relationship Director; Sára Benkö, Account Manager; Conor Roche, Account Executive; Tara Finnegan, Executive Strategy Director; Mark Richards, Sound Engineer.

**SPEC —
ULATIVE**

Foley; Beacon Studios – Heard

Ian Doherty, Concept/Copywriter;
Noel Story, Sound Engineer/Producer.

Checking out – Roisin O'Mahony

Roisin O'Mahony, Copywriter; Kris Clarkin,
Creative Director.

Hugh Lane; The Hugh Lane Gallery –

Core Mark Tuthill, Creative Director; Denis
Kilty, Music; Jo Mullins, Account Director.

On Their Wavelength – Roisin O'Mahony

Roisin O'Mahony, Copywriter; Susan
McGing, Copywriter.

Sing your heart out; Laya Healthcare –

Publicis Dublin Peter Dobbyn, Creative
Director; Lucy Mortell, Copywriter; Ivona
Poljak, Art Director.

The Irish International Anthem; Hope & Courage Collective – Publicis Dublin

Ronan Nulty, Executive Creative Director;
Ivona Poljak, Art Director.



The Voyage; Endometriosis Association of Ireland—Core Susan McGing, Copywriter; Dean Jones, Sound Engineer; Jessica Hopkins, Producer.

Voice Vitals; Google—Publicis Dublin Nick Doring, Associate Creative Director; Paul O'Loughlin, Senior Copywriter; Gavin Kenny, Producer.



**SOUND
DESIGN**

Jacobs Christmas; Jacobs – Blast

Audio Will Farrell, Sound Designer; Derek Doyle, Producer; Jess Murphy, Copywriter; Darragh Thompson, Account Director; Ben White, Producer.

Prepare to Gasp; KFC – Scimitar / Core

Dean Jones, Sound Engineer; Susan McGing, Copywriter; Jessica Hopkins, Producer; Anita McMenamin, Producer; Clare O'Reilly, Account Manager.

**BROAD—
CASTER**

**Freenow by Lyft - Let's Get This Show
On The Road; PHD Media—Onic**

Keith Brennan, Account Director; Christina Rahill, Creative Project Manager; Niamh O'Reilly, Producer; Graham O'Toole, Presenter; Nathan O'Reily, Presenter; Stephen King O'Farrell, Head of Video & Design; Chloe Finlay, Content Producer;

Many Voices One Kingdom—Radio

Kerry Niamh Daly, Producer; Coimisiún na Meán.

Toy Show Universe—RTE/Scimitar

Sound John Kilkenny, Creative Director; Darragh Tracey, Producer; Conor Noone, Promo Producer.



**BUSI—
NESS**

**Bord Gáis Energy and Focus Ireland –
Shining a Light on those in need with
David McWilliams – WPP** Devika Tiwari,
Senior Account Manager; Hugh Kirwan,
Senior Account Manager; Peter Flanagan,
Business Director.



**INNO—
VATION**

A Strangers Tale; Vodafone – Grey

Chris Lapham & Aaron McGurk, Executive Creative Directors; Misha Patel, Senior Account Manager; Genevieve Jayasekera, Account Director; Immy Lodewyke, Agency Producer; Clare Cummins, Marketing Manager (Client); Niall Reynolds, Marketing Manager (Client); Ciara Kennedy, Marketing Manager (Client); Ayesha Dato, Managing Partner; Lily Tomala, Marketing Manager (Client); Orla Nagle, Head of Brand.

Cut Short; Road Safety Authority Ireland – Foe/IRS+/Spark Foundry

Shane W. Brennan, Creative Director; Aaron Chalke, Producer; Katie Boylan, Creative Delivery Director, IRS+; Sabrina Maloney, Creative Delivery Manager, IRS+; Orla White, Business Director, Spark Foundry; Alison O'Neill, Client Director, Spark Foundry; Ola Grzegorzczak, Client Manager, Spark Foundry; Annette Ferguson, RSA.



Seatbelters; Allianz – Forsman & Bodenfors Gerry McBride, Copywriter; Helen O'Higgins, Art Director; Damian Hanley, Creative Director; Ciarán Walsh, Agency Producer; Nicole McMahan, Designer; Niamh Murphy, Head of Planning and Behavioural Insights; Anna Hickey, Account Director; Annie McBride, Account Director; Alan Ruane, Designer.



**CON—
SUMER**

A Strangers Tale; Vodafone – Grey

Chris Lapham & Aaron McGurk, Executive Creative Directors; Misha Patel, Senior Account Manager; Genevieve Jayasekera, Account Director; Immy Lodewyke, Agency Producer; Clare Cummins, Marketing Manager (Client); Niall Reynolds, Marketing Manager (Client); Ciara Kennedy, Marketing Manager (Client); Ayesha Dattoo, Managing Partner; Lily Tomala, Marketing Manager (Client); Orla Nagle, Head of Brand.

Do You Fit the Profile?; Mediahuis/

Crime World – Havas Adrian Fitz-Simon, Executive Creative Director; Kieran O'Driscoll, Senior Copywriter; Zoë Higgins, Senior Art Director; Will Farrell, Sound Design/Engineer; Maria Mulrennan, Senior Account Director.

Inside Crime World; Mediahuis/Crime

World – Havas Adrian Fitz-Simon, Executive Creative Director; Kieran O'Driscoll, Senior Copywriter; Zoë Higgins, Senior Art Director; Will Farrell, Sound Design/Engineer; Maria Mulrennan, Senior Account Director.

Deep RiverRock - Sparkles; Deep RiverRock—TBWA\Ireland Kylie Magee, Shane McQuaid, Orla McAlister & Brianna Woods, Client; Eoin Conlon & Bairbre McGlade, Creative Director; Sinead Lee, Niamh McDermot & Aine Neenan, Account Management; Ronan Jennings & Ecem Erdal, Strategy; Blast Studio, Sound Design.

DonéDeâl; DoneDeal Cars—Circle Content, part of Boys + Girls

Rory Hamilton, Chief Creative Officer; Jess Murphy, Copywriter; Jessie Newman, Art Director; Alan McQuaid, Managing Director, Circle Content; Ciarán Dooley, Director + Producer, Circle Content; Darragh O'Connor, Account Manager, Circle Content; Shaunagh Farrelly, Senior Strategist; Pat Stephenson, Chief Relationship Officer; Sinead Farrelly, Agency Producer.



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USE OF MUSIC

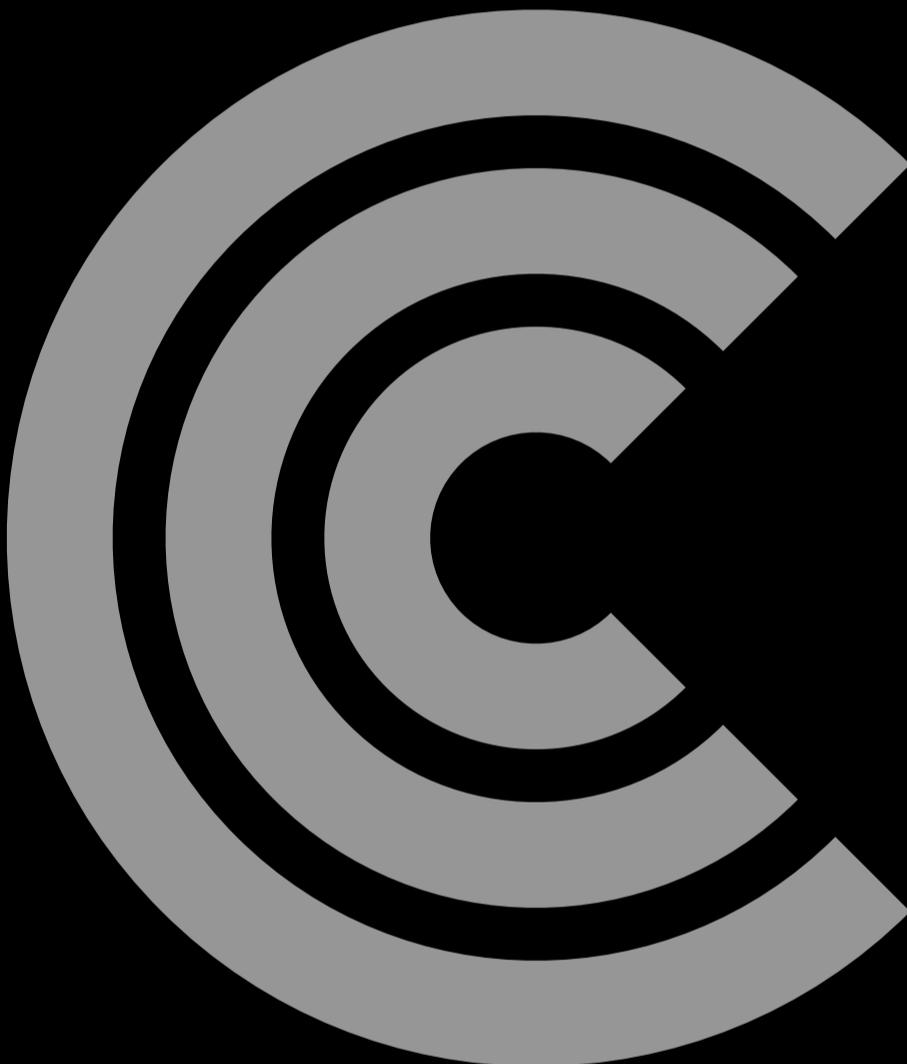
3 Jingles, one class idea: The Art of the 10-Second Earworm; Fyffes—Puffr Fish & Hyphen Ross Hardiman, Creative Director; Sharon, James and Ciara from Hyphen, Account Director.

Garda Recruitment; An Garda Síochána—Core Craig Robinson, Copywriter; Helena Jones, Creative Director; Anita McMenamin, Producer; Jo Mullins, Account Director; Dean Jones, Sound Designer and Mixer.

Teasers; The Corks 96fm Giving for Living Radiothon—Corks 96fm Keith Murphy, Producer; Lorraine Murphy, Director; Brendan O Driscoll, Director.

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Shortlist Coming Soon

