

Shortlisted Entries



Radiocentre Ireland



@IAA_MakeWaves

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CASTING

From Grassroots to Greatness; Energia
—**Core** Padraic Walsh, Copywriter;
Fiona Gilroy, Senior Client Manager;
Alan Barnewell, Business Director;
Robert Potts, Executive Creative
Director; Mark Tuthill, Creative Director;
Clare O'Reilly, Client Manager; Anita
McMenamin, Producer.

Gen Tea; Lipton Teas and Infusions—
Showrunner Sam Moorhead, Creative
Director; Mikey Fleming, Creative Director;
John Close, Copywriter; Hazel Byrne,
Agency Producer; Jane Gray, Account
Director; Laura Hallinan, Marketing
Manager (Client); Fiona Collins, Marketing
Manager (Client); Banjoman, Production
Company; SG Casting, Casting Agency;
PHD Media, Media Agency.

Not Just Part of the Job; Health &
Safety Authority—Core Susan McGing,
Copywriter; Helena Jones, Creative
Director; Rob Potts, Executive Creative
Director; Jessica Hopkins, Production
Assistant; Anita McMenamin, Producer;
Clare O'Reilly, Account Manager; Dean
Jones, Sound Engineer; Scimitar Sound,
Sound Studio.



**COPY —
WRITING
CRAFT**

Once I was that Child; ISPCC—Javelin

Des Kavanagh, Copywriter; Deirdre McNamara, Marketing Manager (Client); Aoife Hofler, Account Director; Clayton Homer, Art Director; Kevin Breannach, Sound Engineer CEO Avondale Studios; Saoirse Ronan, Voiceover; Sofia Kavanagh, Voiceover; Eamon Fitzpatrick, Bauer Media Sales Director; Killian Laher, Sales Bauer Media.

Break Free From The Commute; Virgin Media—Publicis Dublin

Ger Roe, Board Creative Director; Nick Doring, Associate Creative Director; Meghan Rowley, Agency Producer; Niamh Skelly, Head of Production; Sinead Dennis, Business Director; David Carter, Senior Account Director; Mutiny Studios, Sound Studio; Paul O'Loughlin, Senior Copywriter; Daniel Harnett, Account Director.

Everywhere; Virgin Media—Publicis

Dublin Ger Roe, Board Creative Director;
Paul O'Loughlin, Senior Copywriter;
Nick Doring, Associate Creative Director;
Meghan Rowley, Agency Producer;
Niamh Skelly, Head of Production;
Sinead Dennis, Business Director;
David Carter, Senior Account Director;
Mutiny Studios, Sound Studio.

Nothing Can Stop Your Play; Virgin

Media—Publicis Dublin Ger Roe,
Board Creative Director; Paul O'Loughlin,
Senior Copywriter; Nick Doring, Associate
Creative Director; Meghan Rowley,
Agency Producer; Niamh Skelly, Head of
Production; Sinead Dennis, Business
Director; David Carter, Senior Account
Director; Mutiny Studios, Sound Studio;
Cassie Treacy.

Publicis x Third Time Lucky; Publicis

Dublin—Publicis Dublin Ronan Nulty,
Executive Creative Director; Paul
O'Loughlin, Senior Copywriter;
Nick Doring, Associate Creative Director;
Meghan Rowley, Agency Producer;
Niamh Skelly, Head of Production;
Mutiny Studios, Sound Studio;
Claire Boylan, Agency Producer.

**WiFi Guarantee; Virgin Media – Publicis
Dublin** Ger Roe, Board Creative Director;
Paul O'Loughlin, Senior Copywriter;
Nick Doring, Associate Creative Director;
Meghan Rowley, Agency Producer;
Niamh Skelly, Head of Production;
Sinead Dennis, Business Director;
David Carter, Senior Account Director;
Mutiny Studios, Sound Studio.



**AUDIO
FOR
CHANGE**

It's All Lies; Department of Justice—Javelin Des Kavangh, Copywriter; Ken Ivory, Account Director; Sarah Saunders, Account Director; Dean Jones Scimitar, Sound Engineer.

Not My Fault Mum; Department of Justice—Javelin Adrian Cosgrave, Creative Director; Cathal O'Flaherty, Creative Director; Des Kavanagh, Copywriter/Creative Director; Darren McDonnell, Art Director; Ken Ivory, Account Director; Sarah Saunders, Account Director; Dean Jones, Sound Engineer.

Once I was that Child; ISPPC—Javelin Des Kavanagh, Copywriter; Deirdre McNamara, Marketing Manager (Client); Aoife Hofler, Account Director; Clayton Homer, Art Director; Kevin Breannach, Sound Engineer CEO Avondale Studios; Saoirse Ronan, Voiceover; Sofia Kavanagh, Voiceover; Eamon Fitzpatrick, Bauer Media Sales Director; Killian Laher, Sales Bauer Media.

One Too Many Empty Chairs; Road Safety Authority—Spark Foundry

Orla White, Business Director - Spark Foundry; Sandra Alvarez, Managing Director - Spark Foundry; Padraic Walsh, Copywriter; Andrew Counihan, Producer; Brian Johnson, Marketing Manager (Client); Annette, Marketing Manager (Client); Sibeso Muteo, Business Director - Media Central; Laura Bowe, Account Manager - Media Central.

Pay Attention To Your Pee; The Marie Keating Foundation—Boys+Girls

Rory Hamilton, Chief Creative Officer; Dean Ryan, Senior Art Director; Michael Whelan, Senior Copywriter; Niamh Ryan, Senior Copywriter; Conor Marron, Art Director; Derek Doyle, Head of Production; Conor Roche, Account Executive; Caroline Keogh, Executive Relationship Director; RAYGUN, Sound; Alex Cullen, Agency Producer.

The Stardust Tragedy; The Irish Sun
—Urban Media Sasha Hamrogue,
Urban Media Executive Producer; Vivienne
Wood, Urban Media Producer; Fiona
Wylie, The Irish Sun Executive Producer;
Ian Doyle, Urban Media Producer;
Damien Lane, The Irish Sun Narrator.

Unborn Babies of Gaza; GOAL—
The Public House Paddy O'Mahoney,
Creative Director; Danny Cullen,
Art Director; Colin Hart, Creative Director;
Natalie Hopkins, Account Director;
Mariana Nevado, Account Director;
Will Farrell, Blast Audio Sound Engineer.



**SPEC —
ULATIVE**

Voices; DRCC—Publicis Dublin Peter Dobbyn, Creative Director; Ronan Nulty, Executive Creative Director; Isabel Harvey, Copywriter; Ivona Poljak, Art Director; Rachel Murray, Senior Producer; Cassie Treacy, Senior Account Manager; Sinead Dennis, Business Director.



**SOUND
DESIGN**

Backing Track; Citroen — Bloom/
Hendrik Joerges Hendrik Joerges, Music
and Sound Production; Trevor Hunt,
Marketing Manager (Client); Niamh
Clohosey, Copywriter; Wilke Hamman,
Art Director; Michael Walsh, Creative
Director; Liam Wielopolski, Executive
Creative Director; David Quinn,
Account Director; Beacon Studios,
Post-Production Company.

Dont Let Your Mind Drift; Water Safety
Ireland — Blast Audio Will Farrell,
Post-Production Company; Karl Waters,
Creative Director; Keith Lawlor, Creative
Director; Robert Cummins, Copywriter;
Michael Cullen, Agency Producer.

HSA Domestic Violence; Core/HSA
— Scimitar Sound

Michael O’Muircheartaigh Tribute;
RTÉ — Mutiny Art Skehan, Editor; Mark
Richards, Editor.

Pay Attention to Your Pee; Marie Keating Foundation—RAYGUN/Boys and Girls Steven Maher, Sound Design and Mix; Niamh Ryan, Copywriter; Micheal Whelan, Copywriter; Alex Cullen, Producer.

Radio for Gaza; GOAL—Blast Audio Will Farrell, Post–Production Company; Paddy O' Mahoney, Creative Director; Mariana Nevado, Account Director.

Virgin Quiz; Publicis—Mutiny Mark Richards, Post–Production Company; Art Skehan, Music; Paul O'Loughlin, Troublemaker.

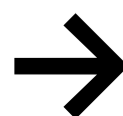


**BROAD—
CASTER**

Giving for Living Radiothon 2024;
Cork Cancer Services—Corks 96fm/
Wireless Ireland Lorraine Murphy,
Producer; Keith Murphy, Producer;
Brendan O Driscoll, Director; Kieran
McGeary, Director; Isabel Keane, Director.

The Hidden Light; Recovery Haven
Kerry—Radio Kerry Zahid Khan
Ahmadzai, Producer; Siobhan Brosnan,
Producer; Cian Doherty, Editor;
Eimear Nagle, Editor; Shauna O Connor,
Editor; Danielle Gagg, Producer; Kieran
McAuliffe, Producer; Colin O' Malley,
Producer; Yuliia Riabova, Producer;
Michael Whelan, Producer.

The Last Broadcast; Radio One—RTÉ
John Kilkenny, Creative Director; Conor
Noone, Promo Producer; Darragh Tracey,
Producer; Mark Richards (Mutiny),
Sound Engineer; Art Skehan (Mutiny),
Sound Engineer.



**BUSI—
NESS**

**Under Construction with Chadwicks;
Chadwicks—The Podcast Studios**
Conor Reid, Producer; Matt Mahon,
Julie Hassett, Conor Reid, Concept;
Julie Hassett, Editor; Joe O Conghaile,
Ciarán Seery, Marketing Manager (Client).



**INNO—
VATION**

Gen Tea; Lipton Teas and Infusions — Showrunner Sam Moorhead, Creative Director; Mikey Fleming, Creative Director; John Close, Copywriter; Hazel Byrne, Agency Producer; Jane Gray, Account Director; Laura Hallinan, Marketing Manager (Client); Fiona Collins, Marketing Manager (Client); Banjoman, Production Company; SG Casting, Casting Agency; PHD Media, Media Agency.

McDonald's McDelivery; McDonald's — Bauer audio Xi Core Ken Kirwan, Copywriter; Emily Owens, Producer; Dave O'Brien, Account Director; Graeme Bailey, Account Director; Ryan Reid, Account Director.

Samaritans 26 Minutes; Samaritans Ireland — Droga5 Dublin/HeadStuff Podcasts Al Pollock, Copywriter; Jessie Newman, Art Director; Colm Halpin, Creative Content; Ray Swan, Creative Director; Stephen Rogers, Creative Director; Torlogh O'Boyle, Creative Director; Shane Kelly, Associate Strategy Director; Georgia Murphy, Strategist; Hilary Barry, Producer (HeadStuff Podcasts); Claudia Grandez, Campaign Manager (HeadStuff Podcasts).



**CON—
SUMER**

Backing Track; Citroen—Bloom

Hendrik Joerges, Music and Sound Production; Trevor Hunt, Marketing Manager (Client); Niamh Clohosey, Copywriter; Wilke Hamman, Art Director; Michael Walsh, Creative Director; Liam Wielopolski, Executive Creative Director; David Quinn, Account Director; Beacon Studios, Post-Production Company.

Free Storage Isn't Free; Nesta Storage—The Public House

Colin Hart, Creative Director; Paddy O'Mahoney, Creative Director; Paddy Dunne, Copywriter; Blaise Hoban, Copywriter; Danny Cullen, Art Director; Natalie Hopkins, Account Director; Neel Sengupta, Account Executive.

Gen Tea; Lipton Teas and Infusions —Showrunner

Sam Moorhead, Creative Director; Mikey Fleming, Creative Director; John Close, Copywriter; Hazel Byrne, Agency Producer; Jane Gray, Account Director; Laura Hallinan, Marketing Manager (Client); Fiona Collins, Marketing Manager (Client); Banjoman, Production Company; SG Casting, Casting Agency; PHD Media, Media Agency.

Speed Bump; Citroen—Bloom

Trevor Hunt, Marketing Manager (Client); Michael Walsh, Creative Director; Niamh Clohosey, Copywriter; Tobiasz Lawniczak, Director; David Quinn, Account Director; Noel Storey, Sound Engineer.

Tesco Mobile €20 Sim; Tesco Mobile —BBH Dublin Aubrey O'Connell, Creative Director; Jack Walsh, Copywriter; Eva Redmond, Art Director; Norah Conlon, Account Director; Charlotte Kirk, Agency Producer; Amy Crowe, Business Lead; Dean Jones, Sound Engineer; Sam Caren, Creative Director; Rose Paget-Franck, Marketing Manager (Client).

The Cracks; Samaritans—TBWA\Ireland Des Creedon, Executive Creative Director; Niall Staines, Creative Director; David Svedberg, Copywriter; Katie Corscadden, Account Director; Niamh Fitzgerald, Account Executive.



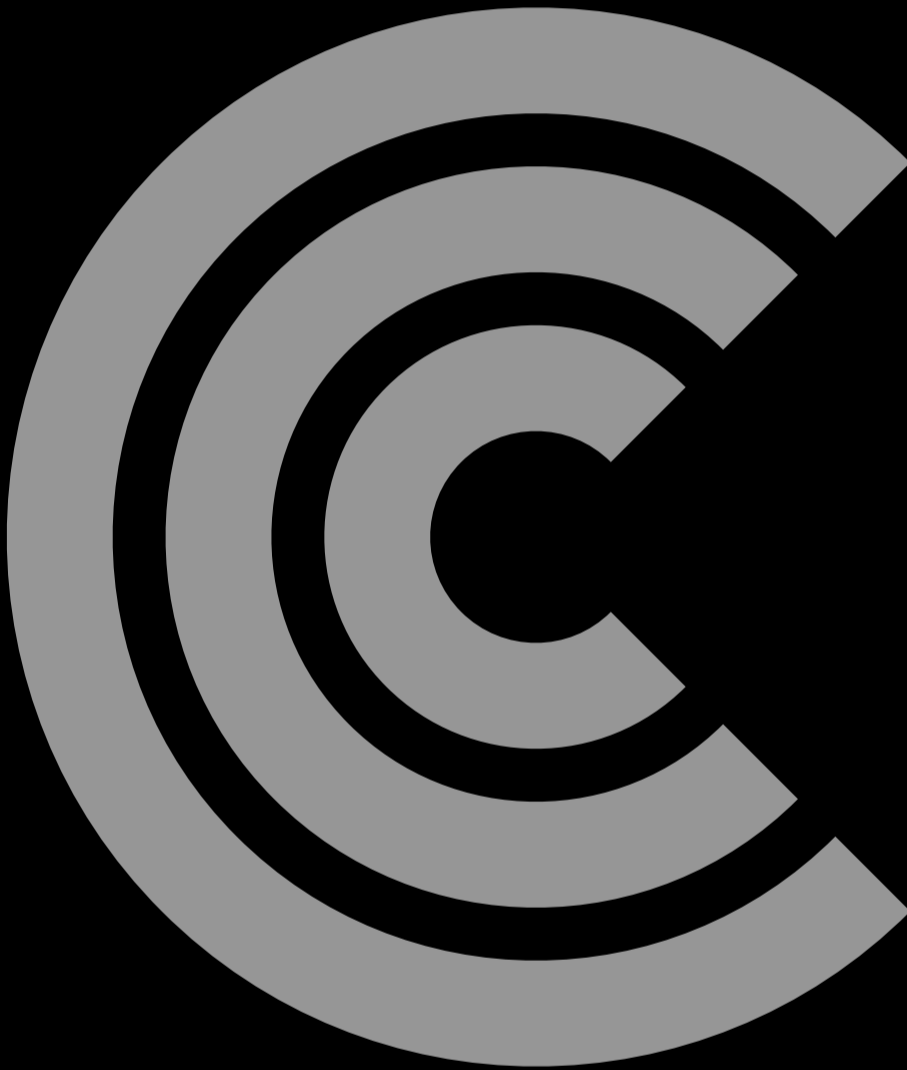
USE OF MUSIC

Story Songs; Sunday World—Havas

Adrian Fitz-Simon, Concept; Peter O'Dwyer, Creative Director; Barbara Masson, Editor; Zoe Higgins, Singer; Glen O'Rourke, Singer, Eva Fitz-Simon, Singer; Max Airey, Flight Attendant.

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