

# SHORTLIST 2023

CATEGORY	CAMPAIGN ENTRY TITLE	AGENCY/ AGENCIES	BRAND/CLIENT
Alcoholic Beverages	Lovely day for a Guinness	AMV BBDO & PHD Ireland	Guinness (Diageo)
Automotive & Transportation	The Early Bird Wins the Worm	Boys + Girls & PHD Ireland	ŠKODA Ireland
Construction & Property	Outperforming the property market through power of brand	TBWA/Dublin & Core	Glenveagh Homes
Crisis Response / Critical Pivot	The Early Bird Wins the Worm	Boys + Girls & PHD Ireland	ŠKODA (Ireland)
Crisis Response / Critical Pivot	#ForUsAll How Ireland Vaccinated 96.1% of our population against COVID-19	Core & TBWA/Dublin	HSE
Crisis Response / Critical Pivot	How the pandemic ushered in a new era of efficiency for Vodafone X	Folk Wunderman Thompson	Vodafone X
Culture & the Arts	Art flourishes in spite of adversity	Bloom Advertising	The Arts Council
Domestic Brands (Irish based goods or services)	How EPIC reframed how the world sees the Irish.	The Public House	EPIC The Irish Emigration Museum
Finance & Insurance Services	Give Better A Try	Connelly Partners	123.ie Insurance
Finance & Insurance Services	How your pension could help save our planet	Folk Wunderman Thompson & Core	Irish Life
Finance & Insurance Services	World's Strongest Women	F&B Huskies	Allianz Ireland

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FMCG, Petcare & Homewares & Consumer Electronics	Building a plant-based range from Dairy DNA.	Droga5 Dublin	Dairygold (Kerry Foods)
IT, Telecoms & Utilities	Bringing Connected Living to Life	Boys + Girls & Core	Three Ireland
IT, Telecoms & Utilities	Selling phones starts and ends with Coverage	Core & Boys + Girls	Three Ireland
IT, Telecoms & Utilities	How Vodafone awakened a new category behaviour	Folk Wunderman Thompson	Vodafone
Leisure, Media, Sport, Travel & Gaming	Putting Northern Ireland on the Holiday Map and Driving GIANT Growth.	BBDO Dublin	Tourism Northern Ireland
Leisure, Media, Sport, Travel & Gaming	How EPIC set the record straight on who the Irish really are.	The Public House	EPIC The Irish Emigration Museum
Media Content & Partnership/Sponsorship Effectiveness	100 Cyclists' Heartbeats Fuel WHOOP Growth	Core	WHOOP
Media Content & Partnership/Sponsorship Effectiveness	OUTBELIEVE: Sky's Sponsorship of Irish Women's National Football Team	Core	Sky Ireland
Media Content & Partnership/Sponsorship Effectiveness	World's Strongest Women	F&B Huskies & EssenceMediacom Ireland	Allianz Ireland
Media Innovation	The First Poster To Catch Lung Cancer	The Brill Building	Marie Keating Foundation

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New Product or Service Introduction	Launching the KFC Chicken Fillet Roll	Core	KFC Ireland
New Product or Service Introduction	Unbundling the bundle	Grey	Vodafone
Positive Change – Brands, NFP – Environmental or Social Good	Making a Big Difference With a Little Budget	Core	Breast Cancer Ireland
Positive Change – Brands, NFP – Environmental or Social Good	World's Strongest Women	F&B Huskies	Allianz Ireland
Positive Change – Brands, NFP – Environmental or Social Good	How Vodafone awakened a sustainable category behaviour	Folk Wunderman Thompson	Vodafone
PR and/or Brand Experience	The Power of Play	Boys + Girls & EXP Agency	LEGO
Public Service & Government	Unfair City - Using AI to hijack the news	BBDO Dublin & Lobo US	Dublin Simon Community
Public Service & Government	An Post - How A Tin Man Inspired Ireland To Send Love At Christmas	Folk Wunderman Thompson	An Post
Public Service & Government	Making meat thermometers a must have gadget	Folk Wunderman Thompson & PHD Ireland	safefood
Public Service & Government	Creating Our Future	Havas Dublin & Havas Media Dublin	Science Foundation Ireland

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Public Service & Government	Re-Imagine	The Brill Building	Repak
Retail & Fashion (Bricks or Clicks or both)	A Very Effective Rebrand	Boys + Girls & dentsu X Ireland	Very Ireland
Retail & Fashion (Bricks or Clicks or both)	Going full trollies with GO FULL LIDL	Folk Wunderman Thompson & EssenceMediacom Ireland	Lidl Ireland
Small Budget – less than €50k	Making a Big Difference With a Little Budget	Core	Breast Cancer Ireland
Sustained Effectiveness	Assuming leadership in all-electric	BBDO Dublin & PHD Ireland	Volkswagen Ireland
Sustained Effectiveness	From Members to Monsters	Core	Irish League of Credit Unions
Sustained Effectiveness	Selling out Christmas, constantly	Core	The National Lottery
Sustained Effectiveness	From selling products to creating a meaningful Masterbrand	Folk Wunderman Thompson & Core	Irish Life
Sustained Effectiveness	Life's Simple Pleasures	Havas Dublin & dentsu Ireland	Birra Moretti

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