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5 of the most touching Irish TV ads that will break your heart or fill your soul

Jul 25, 2014 16:05 By Claire Healy

If it's sugary sweet or heartbreakingly sad you're after, you've come to the right place

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You either love them or hate them, but there's no getting away from adverts these days.

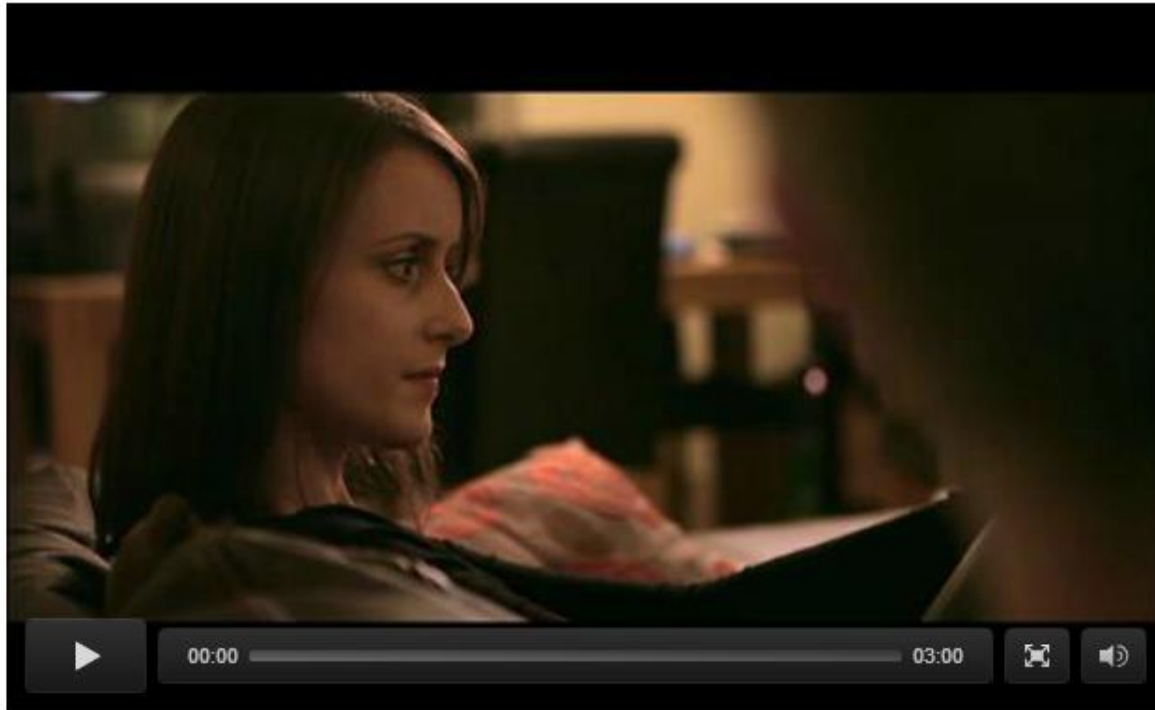
Maybe you're a flicker, or perhaps you wait during commercial breaks for your favourite ad to pop up.

Either way, chances are you've seen one at some point which has left its mark. In other words, it did it exactly what it set out to do.

With that in mind, we've taken a look at the ads shortlisted by the [Institute of Advertising Practitioners of Ireland](#) for their upcoming awards ceremony on [September 4](#) in [Bord Gais Energy Theatre](#).

Here we've chosen the five most touching and emotional ads from their nominations.

1. HSE QUIT campaign - Gerry Collins



Father-of-three Gerry Collins appeared in a hard-hitting HSE anti-smoking campaign earlier this year - he had terminal cancer and sadly died of his illness before the full ad campaign had aired.

The HSE believe his ads helped over 60,000 people try to quit smoking, and Gerry, his family and his story captured the hearts of the nation.

Appearing on the Brendan O'Connor's Saturday Night Show, Gerry - who died aged 57 - spoke of his love for his wife and family and why the heart-wrenching campaign was an amazing thing to do together.

2. Cadbury Joytree



Cadbury - spreading joy wherever they go.

As usual the chocolate maestros pulled out all the stops, planting a Joytree in Dublin's St Anne's Park, much to the delight of passing strollers.

And who can resist a white fluffy alpaca with a dainty purple horn?

10 cameras, six fixed and four with operators were hidden around the spectacle to capture the joy of the unexpectant public.

3. Three - Ode to Fans: Support As It Should Be



These Irish fans would put fire in your belly, Three Ireland developed this campaign running alongside the caption #supportworks.

With the voiceover by Emmet Kirwan of "Just Saying" fame, there's no way this lot don't stir up a bit of national pride.

4. Arthur Guinness Projects



Who better than Guinness to create an ad campaign - who can forget the rugged lad swimming to America to Mic Christopher's "Heyday"...

This uplifting offering strikes up a bit of Irish pride - enlisting plenty of local stars and sporting figures like Chris O'Dowd, The Script, Dylan McGrath and "Jimmy's Winning Matches" hero Jim McGuinness to light the creative spark in Irish creatives.

5. Three - Christmas Little Things



We all love a Christmas ad and there's those few that we just can't wait for every year as the festive season rolls around.

This little cracker plays out the love story between two Christmas ornaments and is very sweet and simple. If you're a sucker for a cute Christmas ad, here's a new one for your collection.

These ads are shortlisted by the Institute of Advertising Practitioners in Ireland - the ADFX awards mark the most effective advertising in the Irish market on September 4 in the Bord Gais Energy Theatre.