



## 2018 FINALIST ANNOUNCED

### BEST BRAND

#### **Carat**

Digital can sell chocolate

#### **ican**

Bulmers 100% Irish Cider

#### **Lovin Media Group**

Lovin.ie

#### **MediaCom / Now TV**

NOW TV

#### **Mirror Media Ireland**

Mirror Media

#### **Teneo Digital**

AIG Ireland

#### **TheTaste.ie**

TheTaste.ie

#### **Zoo**

Single Pot Still Whiskey





## **BEST COLLABORATIVE CAMPAIGN**

*Sponsored By Mirror Media*

**Irish Examiner / Mindshare / Ford**

FORD 100

**MAXIMUMMEDIA / Mindshare / Comfort / Her.ie**

Comfort Swap Shop

**Mediaworks / Citroen / Make a Wish Foundation**

Citroen Feel Good Monday

**Runway Marketing / Electric Media / Bulmers**

Bulmers 1 in 10

**Spark Foundry / Irish Times / Ulster Bank**

The Story of Home

**Starcom / AIB / GAA**

AIB GAA & YouTube - Jeff & Kammy's Journey to Croker

**Together Digital / Pieta House**

Darkness Into Light

**Zoo SSE / Airtricity / Dublin Zoo**

Eco Explorers

**Zurich Life / Wolfgang Digital**

Zurich's Cost of Education Digital Campaign





## **BEST CONVERSION STRATEGY**

### **Dentsu Aegis Network**

A Dynamic Approach to Maximising Conversions

### **DID Electrical / Wolfgang Digital**

Escaping the Competition Through Invention

### **Eir Business / Wolfgang Digital**

From Quality Data to Quality Results

### **Fifty-Three Six**

Irish Rugby Guinness Series 2017

### **Starcom**

SuperValu Online Shopping

### **Three Ireland**

3Plus - Rewards from Three

### **Vizeum**

Pinpointing Our Prospective Customers

### **VROOM Digital**

Carhire.ie

### **Zenith**

ALONE: The power and impact of a simple thank you





## **BEST CREATIVE**

**Central Bank of Ireland**  
Graduate Programme 2017/2018

**Chemistry**  
Audi Aftersales

**Eyekiller**  
Van Morrison

**Frontend.com**  
Smithwick's Experience Kilkenny

**MediaCom / RTÉ**  
The Good Room

**RTÉ/ Wolfgang Digital**  
McGregor v Mayweather Vs Acceptable Risk

**Thought Different**  
Race to 2050

**Zenith**  
ALONE: The power and impact of a simple thank you

**Zoo**  
UL







## BEST DATA & ANALYTICS

*[Sponsored by 3Media](#)*

### **Ancestry Ireland**

Conversion Rate Optimisation - Less is More

### **DID Electrical / Wolfgang Digital**

Escaping the Competition Through Invention

### **Eir Business / Wolfgang Digital**

From Quality Data to Quality Results

### **GlowMetrics & Newstalk**

Data-Driven Optimisation

### **Radical**

Toyota #FaceltDown

### **Strata3**

Lily O'Briens

### **Strata3**

Eir

### **Vizeum**

The Intent Index

### **Vizeum**

Pinpointing Our Prospective Customers





## **BEST IN FINANCIAL SERVICES**

### **256Media**

EBS and always-on content

### **Arekibo**

Goodbody Online

### **Bonkers.ie**

Bonkers.ie

### **Central Bank of Ireland**

Centralbank.ie

### **Havas Media**

AXA - PPC 'Driving More For Less

### **KBC Bank Ireland**

KBC Instant Account

### **Spark Foundry**

Morty the Chat Bot

### **Taxback.com**

Taxback.com

### **Zurich Life**

Retirement Drawdown Calculator





## **BEST IN PUBLIC SERVICE**

### **Annertech**

Ireland.ie with Annertech, bigO and Zero-G: Showcasing Ireland

### **Carat**

Carbon Monoxide - The Silent Killer

### **Central Bank of Ireland**

centralbank.ie

### **Each&Other**

Houses of the Oireachtas website

### **Ken Tobin**

Cara MeToo Campaign

### **Kooba**

Aware

### **Spark Foundry**

Killer Look

### **The Insurance Institute**

Earn and Learn with The Insurance Institute

### **Zenith**

ALONE: The power and impact of a simple thank you





## **BEST IN RETAIL & CONSUMER GOODS**

**DID Electrical / Wolfgang Digital**

Escaping the Competition Through Invention

**Carat Ireland**

Digital can sell chocolate

**Chemistry**

Tap Into Irish Shopping Behaviour With Trolleycam

**Eyekiller**

Suki Tea

**iCLOTHING / Wolfgang Digital**

Navigating the Perfect Storm

**iZest Marketing**

POCO by Pippa : Changing how Irish women shop for Jeans

**Radical**

Life Style Sports: The Black List

**Starcom**

Be More Frank and Honest

**Tesco Ireland / Wolfgang Digital**

A Data Driven Christmas







## BEST IN TRAVEL & TOURISM

**CaminoWays.com**

Caminoways.com

**Camino Ways / Wolfgang Digital**

The road less traveled

**Cultural Roadmapp Enterprises Ltd.**

Ireland's Wild Atlantic Way: County Clare

**Frontend.com**

Smithwick's Experience Kilkenny Website

**Havas Media**

CityJet & Havas Off To A Flying Start

**Strata3**

Croke Park

**Guinness Storehouse**

Airbnb 'Night At' the Guinness Storehouse



KANTAR MEDIA



## BEST INTEGRATED DIGITAL CAMPAIGN

**Balls.ie**

A Pint With

**Guinness Storehouse**

Airbnb 'Night At' the Guinness Storehouse

**ican**

Permanent tsb Mortgages

**iProspect Ireland**

How we helped Irish families make the most of precious time with a personalised activity quiz

**NUI Galway**

Follow Greatness' - NUI Galway's CAO Campaign 2017-2018

**Runway Marketing**

Bulmers 1 in 10

**Starcom**

AIB GAA 2017

**Tesco Ireland / Wolfgang Digital**

A Data Driven Christmas

**Three Ireland**

The Girl & The Cloud





## **BEST INTEGRATED MEDIA STRATEGY**

### **Carat**

Countlines - Sensational Experiences

### **Chemistry**

Chemistry & Lidl Tap Into Irish Shopping Behaviour With Trolleycam

### **Edelman**

SSE Airtricity #TwentyThousandStories

### **OMD**

National College of Ireland – “In Conversation with.....”

### **PHD Media**

The Power of Confidence

### **PR360**

Sudocrem Care & Protect - Today's Mum Campaign

### **Spark Foundry**

Punching above our weight

### **Teneo Digital**

AIG Ireland - All Blacks Lions Tour

### **Zenith**

Red Bull Cliff Diving; Making a Splash on Live OOH and Digital





## **BEST NATIVE CONTENT**

**Lovin Media Group & Vizeum**  
MINI

**MediaCom / RTÉ**  
The Good Room

**MediaCom**  
Sky GAA "Talking Points"

**Mindshare, INM & Failte Ireland**  
Give in to the Wild Atlantic Way of Life

**The Irish Times**  
The Story of Home

**Three Ireland**  
#TheCallUp

**Vizeum / Lovin Dublin**  
Lovin the Deep South

**Zenith**  
Durex #OrgasmsForAll

**Zurich Life / Wolfgang Digital**  
Schooling the Competition







## BEST NEWCOMER

### **Far From Avocados**

Ireland's most innovative content marketing events

### **Fifty-Three Six**

Fifty-Three Six

### **IPG Mediabrands**

Our integrated social media agency





## BEST PODCAST

### **Each&Other**

Conversations with Each&Other

### **Maximum Media**

The GAA Hour

### **Maximum Media**

The Hard Yards

### **Phorest FM**

The Salon Owner's Podcast

### **Second Captains**

The Second Captains Podcast





## **BEST SEARCH CAMPAIGN**

**DID Electrical / Wolfgang Digital**

Escaping the Competition Through Invention

**Core Optimisation Limited**

Core Optimisation - The Results Agency

**Havas Media**

CityJet & Havas Off To A Flying Start

**iProspect/Dentsu Aegis**

Increase in Sales

**Mindshare**

Woodie's - Maximising share of voice and sales through search

**OMD**

The CBG Story - Rebrand, Relaunch & Reclaim!

**PHD Media**

Audi Aftersales

**Spark Foundry**

Don't Believe the Hype

**Zurich Life / Wolfgang Digital**

Schooling the Competition





## **BEST SOCIAL MEDIA**

### **256Media**

social-selling ecosystem

Client: ESB

### **Brown Thomas / Wolfgang Digital**

Social Selling, Deluxe Edition

### **ican**

Bulmers 100% Irish Cider

### **Maximum Media/ Mindshare**

The JOE Show

### **Social Media Elite / Ingot**

Ingot Signature Collection

### **Teneo Digital**

Life Style Sports - #ThisIsDublinGAA

### **Tesco Ireland / Wolfgang Digital**

Search to fuel a Social Christmas

### **Verve, The Live Agency**

Heinz Beanz Cafe

### **Vizeum**

Find the Outcider







## BEST SOCIAL MEDIA FOR EVENTS

### **Deloitte Digital**

Deloitte Digital x Offset

### **Let's Sing! Limited**

The Nightmare Realm – Halloween 2017

### **Teneo Digital**

AIG Ireland - All Blacks Lions Tour

### **The Irish Times**

When Amy met Dawn

### **Three Ireland**

The Ultimate Lip-Sync Battle at #3Disco

### **Verve, The Live Agency**

Heinz Beanz Cafe

### **Verve, The Live Agency**

Guinness Cork Jazz Festival

### **Vhi**

Vee by Vhi for the 2017 Vhi Women's Mini Marathon

### **Zoo**

Redbreast #DreamCask





## **BEST STRATEGY**

### **Chemistry**

Chemistry & Lidl Tap Into Irish Shopping Behaviour With TrolleyCam

### **eir**

eir Digital Service

### **Harmonics Financial**

My-Money - Taking Care of Your Employees Financial Well-Being

### **Teneo Digital**

AIG Ireland Best Strategy

### **Teneo Digital**

Life Style Sports - #ThisIsDublinGAA

### **Teneo Digital**

PwC Best Strategy

### **Together Digital**

Darkness Into Light

### **VROOM Digital**

Carhire.ie - PPC Driven by Market Analysis

### **Zoo**

The Abbey Theatre





## **BEST TECHNOLOGY INNOVATION**

### **Dentsu Aegis Network**

Dynamic Creative: The Direct Route to Media Efficiency

### **ican**

Bulmers 100% Live Billboard

### **Irish Life Corporate Business**

### **KBC Bank Ireland**

KBC Instant Account

### **Nielsen**

Nielsen – Digital Ad Ratings (DAR)

### **Radical**

Toyota #FaceltDown

### **Thought Different**

Race to 2050

### **Three Ireland**

3Plus - Rewards from Three

### **Vhi**

Vee by Vhi





## **BEST USE OF MOBILE**

### **Continuum**

Dublin Chamber of Commerce

### **Cultural Roadmapp Enterprises Ltd.**

Ireland's Wild Atlantic Way: County Clare

### **Frontend.com**

Smithwick's Experience Kilkenny Website

### **Irish Life Corporate Business**

### **Púca / Elevator Promotional Marketing**

Tennent's T'APP - Mobile rewards

### **Radical**

Toyota #FaceltDown

### **Runway Marketing and Electric Media**

Bulmers 1 in 10

### **Three Ireland**

3Plus - Rewards from Three

### **Tribe Digital**

Equine MediRecord launch by Tribe Digital

### **Zurich Life / Wolfgang Digital**

Schooling the Competition







## **BEST USE OF VIDEO**

### **Carat Ireland**

A New Generation of Shoppers

### **Gaelic Athletic Association**

GAANOW - Where History Happens

### **ican**

Bulmers 100% Irish Cider

### **Plan Ireland / Wolfgang Digital**

Plan Ireland #LostGirls

### **Radical**

Aer Lingus - From Our Seat to Yours

### **Teneo Digital**

AIG Ireland

### **Three Ireland**

#TheCallUp

### **Verve, The Live Agency**

Guinness Cork Jazz Festival

### **Zenith**

ALONE: The power and impact of a simple thank you





## BEST WEBSITE

### **Annertech**

Ireland.ie with Annertech, bigO and Zero-G: Showcasing Ireland as a land of conversation, opportunity and limitless creativity

### **Continuum**

Dublin Chamber of Commerce

### **eir**

my eir portal

### **Engage**

Easons.com

### **ESB Archives**

shedding light on 90 years of ESB

### **Eyekiller**

The MAC

### **Frontend.com**

Smithwick's Experience Kilkenny Website

### **Strata3**

Lily O'Briens

### **Together Digital**

Darkness into Light

### **Zoo**

Abbeytheatre.ie





## DIGITAL STUDENT OF THE YEAR

**Aviral Gupta**

**Dublin Institute of Technology**

Martech for Start Ups

**David Lalor**

**Presentation College Carlow**

Virra Marketing

**John O'Dowd**

**Dublin City University**

O Dowd Veterinary Website Redesign

**Lorraine Larkin**

**Dundalk Institute of Technology**

Digital Marketing Strategy for Christmas FM

**Ryan O'Carroll**

**Dublin Institute of Technology**

Radical - #BringingYouTogether

**Sandy Chuah**

**Dublin Institute of Technology**

ASOS





## BEST AGENCY

Sponsored by [Lovin Media Group](#)

Continuum Group

Engage

OMD

Spark Foundry

Strata3

WG: Wolfgang Digital

Zoo

