

Winners 2017

Category Name	Agency	Client	Campaign	
Category A1: Retail & Consumer Durables, Automative and Household Goods	BecauseXM	Renault Ireland	Renault @ the National Ploughing Championships	SILVER
	Ogilvy	Ford Ireland	Mustang Run	GOLD CATEGORY WINNER
	Boys & Girls	SKODA	Scrappage	SILVER
	goosebump	Guinness Storehouse	The Store Rebrand	SILVER
Category A2: FMCG - FOOD	Elevator Promotional Marketing	Tayto Group NI Limited	Tayto Taste of Home	SILVER
	BecauseXM	Valeo Foods	Chef Summer Shake Up	BRONZE
	BACKUP	General Mills	HaagenDaz 'Real Love'	GOLD
	InSight Marketing guns or knives	Nestle Cereals Dairygold	Aisle of Wonder Make a Minute	BRONZE GOLD CATEGORY WINNER
Category A3: FMCG - Non-Food	BecauseXM guns or knives	Beiersdorf Johnson & Johnson	Nivea Electric Picnic Experience Benylin, Dramatic interruptions	SILVER CATEGORY WINNER BRONZE
Category A4: Non-Alcoholic Beverages	Havas Dublin	PepsiCo	Pepsi Max & Doritos Uefa CL Legend Stunt	SILVER CATEGORY WINNER
Category A5: Alcoholic Beverages - Beer	guns or knives	Heineken Ireland	Heineken Rugby Club	BRONZE
	guns or knives	Orchard Thieves	Be Bold	GOLD
	Havas Dublin	Heineken Ireland	Tiger Uncage Original	GOLD CATEGORY WINNER
	Verve the Live Agency	Diageo	Guinness Line out sampling	BRONZE
	InSight Marketing InSight Marketing	Molson Coors Molson Coors	Discover the World (Crate) Franciscan Well Trade Re-Launch	BRONZE BRONZE
Category A6: Alcoholic Beverages - Wines & Spirits	Propaganda	Barry & Fitzwilliam	Jagerwagun	BRONZE
	Havas Dublin	Edward Dillon	Hennessy - Very Special	SILVER CATEGORY WINNER
Category A7: Service Industries, including Financial Services and Utilities	Verve the Live Agency	Just Eat Ireland	Just Eat Summer	GOLD CATEGORY WINNER
Category A8: Media, IT and Telecoms	Boys & Girls	48	Blag a bite	GOLD CATEGORY WINNER
Category A9: Government, Charity and Cause Related	Havas Dublin	Peter McVerry Trust	These Little Things	SILVER CATEGORY WINNER
Category A10: Business to Business & Trade and Salesforce	The Marketing Hub	Britvic	Sales Launch	SILVER CATEGORY WINNER
Category A11: Tourism, Travel and Leisure	Elevator Promotional Marketing	Translink	Travel & Win	BRONZE CATEGORY WINNER
Category B1: Best Long Term Campaign	Real Nation	Brennans Bread	Brennans Healthy Heroes Lunch Club	SILVER CATEGORY WINNER
	Ogilvy	Heinz	Amoy	BRONZE
	goosebump	Glanbia Consumer Foods	My Milkman.ie	BRONZE
Category B2: Best Promotional Innovation	guns or knives	Orchard Thieves	Be Bold	GOLD CATEGORY WINNER
	Havas Dublin	Edward Dillon	Hennessy - Very Special	BRONZE
	Havas Dublin	Heineken Ireland	Tiger Uncage Original	SILVER
	Verve the Live Agency	VHI	Wall of support at the Women's Mini Marathon	SILVER
Category B3: Best Integrated Campaign	Ogilvy Boys & Girls	Ford Ireland Three	Mustang Run Three Christmas	GOLD CATEGORY WINNER SILVER
Category B4: Best Use of Digital, including app, Mobile Website and Social Media	Connector	Huawai Technologies (Irl) Co Ltd	From Snap to Shoot	GOLD CATEGORY WINNER
	Havas Dublin	Heineken Ireland	Tiger Uncage Original	BRONZE
	Verve the Live Agency	VHI	Wall of support at the Women's Mini Marathon	SILVER
	Ogilvy	Ford Ireland	Mustang Run	SILVER
	Boys & Girls	48	Blag a bite	SILVER

Category B5: Best use of Experiential <30K (less than 30K)	BecauseXM Runway Marketing Boys & Girls	Keoghs Unilever 48	Perfect Picnic Simple - Feel Good Skin Blag a bite	BRONZE BRONZE SILVER CATEGORY WINNER
Category B6: Best use of Experiential >30K (more than 30K)	Publicis D BecauseXM BecauseXM BecauseXM Propaganda guns or knives Verve the Live Agency InSight Marketing goosebump	permanent tsb Renault Ireland Beiersdorf Valeo Foods Barry & Fitzwilliam Dairygold Unilever Molson Coors Hellmans	#Explore More Renault @ the National Ploughing Championships Nivea Electric Picnic Experience Chef Summer Shake Up Jagerwagun Make a Minute Magnum Release the Beast, Dare to go Discover the World (Crate) Grilltopia	SILVER SILVER GOLD CATEGORY WINNER BRONZE SILVER GOLD GOLD BRONZE BRONZE
Category B7: Best Visibility at Point of Purchase	Ogilvy goosebump goosebump The Marketing Hub	Heinz Hellmans Kerry Foods Tesco Mobile	Amoy Grilltopia Fire & Smoke Bacon Launch Digital Display Fixture	SILVER CATEGORY WINNER SILVER BRONZE BRONZE
Category B8: Best Use of Broadcast Media	Havas Dublin Ogilvy	PepsiCo Ford Ireland	Pepsi Max & Doritos UEFA CL Legend Stunt Mustang Run	BRONZE SILVER CATEGORY WINNER
Cateogry B9: Best use of a Small Budget	Visualise Elevator Promotional Marketing BACKUP Verve the Live Agency InSight Marketing Boys & Girls	Molson Coors Tayto Group NI Limited General Mills Unilever Pernod Ricard SKODA	Carling - Mayo or Miami Tayto Taste of Home HaagenDaz 'Real Love' Lyons Tea @ Darkness into Light Tantalus Scrappage	SILVER BRONZE GOLD CATEGORY WINNER BRONZE BRONZE GOLD
Category B10: Best International Campaign	Verve the Live Agency Boys & Girls	Diageo Digicel	Guinness Rugby Autumn Internationals Bring the Beat	BRONZE GOLD CATEGORY WINNER
CREATIVE CREATIVE CREATIVE	BECAUSExm BOYS AND GIRLS GUNS OR KNIVES	NIVEA SKODA DAIRYGOLD	SCRAPPAGE MAKE A MINUTE	BRONZE SILVER GOLD
GRAND PRIX	OGILVY	FORD IRELAND	MUNTANG RUN	gp