



The Media Awards 2016 Shortlist



Cat 1 - Best Use of Media [ROI or NI] Medium / Large

<u>Entrant</u>	<u>Client</u>	<u>Entrant Title</u>
Carat Ireland	Laya Healthcare	Laya Lifetime Community Ratings
Carat Ireland	Guinness	Guinness Rugby World Cup
Mediavest	Electric Ireland	The Power of Kindness
Mediaworks	Lidl	Marketing With Emotion
Mediaworks	McDonald's Restaurants of Ireland	McMór - The Best Of Ireland In A Bun
Mediaworks	KBC	The Bank of You
Starcom	AIB	Backing Brave
Starcom	Heineken	Heineken Rugby World Cup- It's Your Call

Shortlisted entries are listed alphabetically by entrant





The Media Awards 2016 Shortlist



Cat 2 - Best Use of Media [ROI or NI] Niche

Entrant

Carat Ireland
 Carat Ireland
 MEC Global
 Mediaworks
 Mediaworks
 Mindshare
 PHD
 Vizeum Ireland

Client

Dublin Bus
 Gas Networks Ireland
 Vodafone
 Lidl
 Alex and Ani
 MiWadi
 Mondelez - The Natural Confectionery Company
 Tayto Park

Entrant Title

Mad Dash Home
 Carbon Monoxide Awareness Week 2016
 #4G Live - Kodaline
 Lingerie Worth Showing Off
 Bringing Positivity to Life
 Drink More Water
 Launching Jelly-phants!
 Tayto Park - The Cú Chulainn Coaster Launch

Shortlisted entries are listed alphabetically by entrant





The Media Awards 2016 Shortlist



Cat 3 - Best Use of Interactive / Digital Media

<u>Entrant</u>	<u>Client</u>	<u>Entrant Title</u>
Carat Ireland	Guinness	Guinness Rugby World Cup
ICAN	Permanent tsb	Permanent tsb Periscope Properties
Mediavest	RSA	It's No Accident That Lives Were Saved
Mediaworks	Lidl	Marketing with Emotion
Mediaworks	KBC Bank	Students CHOOSE KBC this 2015
Starcom	Heineken	Orchard Thieves
Vizeum Ireland	Meteor	'#MeteorExtras'
ZenithOptimedia / Connector	Huawei	Snap & Tag. The Huawei Snapys - Ireland's first ever independent Instagram photo awards.

Shortlisted entries are listed alphabetically by entrant





The Media Awards 2016 Shortlist



Cat 4 - Best Use of Sponsorship / Product Placement

<u>Entrant</u>	<u>Client</u>	<u>Entrant Title</u>
MEC Global	Visa	Don't Miss a Beat!
Mindshare Ireland / TV3 Group	Unilever Ireland	Unlock Baking Inspiration With Stork
PHD	Mondelez - The Natural Confectionery Company	Launching Jelly-phants!
PHD	Mondelez - Cadbury	Proving Cadbury Ireland has the X Factor
Radical	Samsung	Samsung Night Run
Starcom	Heineken	Heineken Rugby World Cup- It's Your Call, Sin Bin.
Starcom	AIB	GAA- Backing Club and County
The Irish Times and Javelin	Clover, AIB Merchant Services	Best Shops 2015 in Association with AIB Merchant Services

Shortlisted entries are listed alphabetically by entrant





The Media Awards 2016 Shortlist



Cat 5 - Best Sales Initiative [ROI or NI]

Entrant

Communicorp One

Core Media / UTV Radio Solutions

INM / Initiative Media

PML Group

Starcom

The Irish Sun

The Irish Times

TV3 Group

Client

Fáilte Ireland

Core Media / UTV Radio Solutions

Tesco

PML Group

Heineken

Boylesports, Ladbrokes and Paddy Power

The Restaurant Association of Ireland

3Digital

Entrant Title

Ant on Deck

Solus Access - A Premium Sales Initiative

Tesco Community Fund

Summer & OOH

Heineken Media Immersion Planning Process

The Bookies Team

Restaurant Association of Ireland Awards 2015

3player Live Streaming - Dynamic Ad Insertion

Shortlisted entries are listed alphabetically by entrant





The Media Awards 2016 Shortlist

Cat 6 - Best Research Initiative

Entrant

Client

Entrant Title

Exterion Media

Exterion Media

Ireland on the Move: the journey starts here

Journal Media Limited

Lidl

Retail Online Native Advertising Case Study

Kinetic / GroupM

n/a

Convenience is King - Convenience Shoppers' Interactions with Out of Home

Maximum Media

Maximum Media

A Slice of Ireland

PML Group

PML Group

In The Moment



Shortlisted entries are listed alphabetically by entrant





The Media Awards 2016 Shortlist



Cat 7 - Best Use of Data / Analytics

<u>Entrant</u>	<u>Client</u>	<u>Entrant Title</u>
DMG Media Ireland / EVOKE.ie	DMG Media Ireland / EVOKE.ie	EVOKE.ie Analytics
Mediavest	48	How Data Rules Our Business
Mediavest	Mediavest	Delivering the Future Through Data
Mediaworks	Liberty Insurance	Achieving More With Less
Mediaworks	Trocaire	7,058 More Chickens Year On Year
Starcom	National Lottery	Play Online
Vizeum Ireland	RTÉ GAAGO	GAAGO

Shortlisted entries are listed alphabetically by entrant





The Media Awards 2016 Shortlist



Cat 8 - Best Use of Search

Entrant

Havas Media
 Mediavest
 Mediaworks
 Mindshare
 Resolution
 Starcom
 Starcom
 ZenithOptimedia / Radical

Client

Hyundai
 Aviva
 Trocaire
 Woodie's
 Vodafone
 Supervalu
 National Lottery
 PhoneWatch

Entrant Title

Change Is Good
 Owning Search During the Busiest Health Insurance Month Ever!
 7,058 More Chickens Year On Year
 Increasing Year on Year Revenue by 547%
 Decoding Behaviour
 Online Shopping
 Play Online
 From Crime to Clicks. Search Success for PhoneWatch

Shortlisted entries are listed alphabetically by entrant





The Media Awards 2016 Shortlist



Cat 9 - Best Collaboration between Agency and Media Owner - Broadcast

<u>Entrant</u>	<u>Client</u>	<u>Entrant Title</u>
OMD / Media Central	Renault	Twingo - Rocking the Road
PHD / 2FM	Mondelez - Cadbury	Cadbury 'Cadvent Countdown
Carat / Media Central	Diageo - Budweiser	Budweiser Dream Job
Vizeum Ireland / Media Central	Tayto Park	Tayto Park - The Cú Chulainn Coaster Launch
Starcom / Media Central	Heineken	Sound Atlas
Starcom / TV3	Heineken	Heineken and TV3 Rugby World Cup- It's your Call, Sin Bin
Starcom / Communicorp One	Heineken	Heineken and Communicorp One- It's Your Call, Off the Ball
ZenithOptimedia / Cool FM	Red Bull	Working Together, Winning Together. Cool FM and Red Bull Crashed Ice 2015

Shortlisted entries are listed alphabetically by entrant





The Media Awards 2016 Shortlist



Cat 10 - Best Collaboration between Agency and Media Owner - Print

<u>Entrant</u>	<u>Client</u>	<u>Entrant Title</u>
MediaCom / INM	Audi	Audi A4
OMD / The Irish Sun	Paddy Power	The Columnist
PHD / The Irish Times	Kenco Coffee	Coffee vs. Gangs with The Irish Times
Starcom / Totally Dublin	Heineken Ireland - Tiger	Uncaged - Tiger Dublin Fringe Festival

Shortlisted entries are listed alphabetically by entrant



The Media Awards 2016 Shortlist



Cat 11 - Best Collaboration between Agency and Media Owner - Out of Home

<u>Entrant</u>	<u>Client</u>	<u>Entrant Title</u>
Clear Channel / Source OOH / Starcom	Samsung	Samsung Galaxy S6 Out of Home Launch
Kinetic / Starcom	Heineken Ireland - Orchard Thieves	#BeBold on OOH
Mediaworks / Clear Channel / Source OOH	McDonald's	Free Breakfast Friday
Mindshare / PML	Nestle Purina	Bakers - The Pitter Patter of Tiny Feet Earns Doggy Treats
PHD / Exterior Media / Eclipse Media	Mondelez - Creme Egg	Creme Egg Flirt Board
PHD / PML / Exterior	Permanent TSB	Disrupting the Mortgages Market
Starcom / Kinetic / MG+	Desperados	Desperados
Starcom / Kinetic / Clear Channel	Heineken Desperados	Desperados Silent Disco & Bus Stop

Shortlisted entries are listed alphabetically by entrant





The Media Awards 2016 Shortlist



Cat 12 - Best Collaboration between Agency and Media Owner - Digital / Online

<u>Entrant</u>	<u>Client</u>	<u>Entrant Title</u>
Group M/ Team Spark / Sports Joe.ie	Lucozade Sport	Know Sweat. Know Triumph.
ICAN / Daft.ie	Permanent tsb	Permanent tsb Periscope partnership with Daft.ie
Mediavest / Journal.ie	Electric Ireland	Electric Ireland Journal.ie Personalised Newsfeed
Mediavest / Maximum Media	Electric Ireland	Electric Ireland and Maximum Media - Powering Kindness
Mediaworks / Lovin Dublin	Jack Daniel's	Your Night,Your Move
Mediaworks / Maximum Media	Lidl	Lingerie Worth Showing Off
PHD / INM	Failte Ireland	#this is LIVING Hub
Starcom / Maximum Media	AIB	GAA backing Club and County with Maximum Media - #TheToughest Partnership

Shortlisted entries are listed alphabetically by entrant





The Media Awards 2016 Shortlist



Cat 13 - Best Collaboration between Agency and Media Owner - Multi Media

<u>Entrant</u>	<u>Client</u>	<u>Entrant Title</u>
Carat / TV3 / Media Central / Maximum Media	Diageo - Budweiser	Budweiser Dream Job
Carat Ireland / IRS+ / TV3 / INM / Journal.ie	HSE	Little Things
Mediavest / RTE TV / 2FM / Maximum Media / Media Central / Newstalk	Electric Ireland	Collaborating For Kindness
Mediaworks / Lovin Dublin	McDonald's Restaurants of Ireland	McMór - The Best Of Ireland In A Bun
PHD / TV3 / Communicorp One	Mondelez - Cadbury	The Cadbury Dairy Milk Dispatch
Radical / RTE	Core Media	#WhatsThePassword : The Power of Multimedia Stories
Starcom / TV3	Heineken	Heineken Rugby World Cup- It's Your Call
The Irish Times & PHD	Kenco/ Mondelez (now part of JDE coffee)	Kenco - Coffee vs Gangs

Shortlisted entries are listed alphabetically by entrant





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Cat 14 - Best Regional Media Initiative

<u>Entrant</u>	<u>Client</u>	<u>Entrant Title</u>
Carat Ireland	HSE	Little Things
Carat Ireland	Harp	Harp in Culture 2015
Dublin's 98FM	Dublin's 98FM	98FM's Best of Dublin Awards
MEC Global	Vodafone	#4G Live - Kodaline
Media Central / 98FM	GroupM	98FM's Naked Breakfast
PHD	Dublin Airport	Dublin Airport Regional Campaign
Starcom	Irish Independent	Breaking Down Rebel Barriers
ZenithOptimedia	Red Bull	Red Bull Crashed Ice 2015

Shortlisted entries are listed alphabetically by entrant





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Cat 15 - Creative Direction / Execution by Media Owner

<u>Entrant</u>	<u>Client</u>	<u>Entrant Title</u>
Dublin's 98FM	Warner Bros. Pictures	Entourage The Movie
INM / Carat / Brown Thomas	INM	A Multimedia Native Story
Media Central	Heineken	Heineken Sound Atlas
Media Central	AIB	AIB Spark
Media Central	Tayto Park	Tayto Park
Mirror Media Ireland	Nicorette	Nicorette (ROI) 2015
RTÉ AdLab	Diet Coke	Greys & Revenge
RTÉ AdLab	Various	World TV Day

Shortlisted entries are listed alphabetically by entrant





The Media Awards 2016 Shortlist

Cat 16 - Creativity in Media

Entrant

Carat Ireland

Mediaworks

Mediaworks

PHD

Radical

Starcom

Starcom

Vizeum Ireland

Client

Guinness

Lidl

McDonald's

Mondelez - The Natural Confectionery Company

Aer Lingus

Heineken

AIB

Kerry Foods

dmg::media
Ireland

RTÉ Media Sales

MAXIMUMMEDIA

DublinAirport

The Sunday
Business Post



Entrant Title

Guinness Rugby World Cup

Marketing with Emotion

Free Breakfast Friday

Launching Jelly-phants!

Aer Lingus: Bringing People Home for Christmas since 1936.

Orchard Thieves

Spark Something

Fire & Smoke - Hell Yeah!

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The Media Awards 2016 Shortlist



Cat 17 - Rising Star

Entrant

Aoife Hudson

Colum O'Hara

Leonard Miller

Lorcán Hanlon

Peter Flanagan

Rob Timony

Rose Lemly

Simone Parfrey

Organisation

Kinetic

Starcom

UTV Ireland

Sunday Business Post

Mindshare

Maximum Media

News UK and Ireland

PHD

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The Media Awards 2016 Shortlist



Cat 18 - Media Brand of the Year

Entrant

98FM

EVOKE.ie

Downtown Country

Exterion Media

Irish Country Magazine / Irish Farmers Journal

Maximum Media

PML Group

The Sunday Business Post

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The Media Awards 2016 Shortlist



Cat 19 - Sales Team of the Year

Entrant

Clear Channel

Communicorp One

Exterion Media

INM Sales

Media Central

Mirror Media Ireland

PML Group

RTÉ Media Sales - Television

The Sunday Business Post

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The Media Awards 2016 Shortlist



Cat 20 - Media Agency of the Year [ROI]

Entrant

Carat Ireland

MediaCom

MediaVest

Mediaworks

Mindshare

OMD

PHD

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Cat 21 - Media Agency of the Year [NI]

Entrant

Ardmore Advertising

Genesis

ICAN

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The Media Awards 2016 Shortlist



Cat 22 – Agency Network of the Year

Entrant

Core Media

Group M

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