



## LOVE RADIO AWARDS SHORTLIST 2016

### 1. [Collaboration Between Radio Station & Agency](#)

Carat Ireland	Budweiser Dream Job
Carat Ireland	Think Contraception
IRS+	IRS+ Live from ploughing championships "Dig in For Local" with Lidl Ireland
Media Central	98FM's Naked Breakfast
Mindshare	The Partnership to Redefine Standards
OMD	The Eason Book Club - Pat Kenny
RTÉ Radio	Wild Atlantic Way
Starcom	AIB Spark Something



## LOVE RADIO AWARDS SHORTLIST 2016

### 2. [Most Effective Radio Campaign](#)

C103 Cork	C103 Suicide Awareness Month
Carat Ireland	Budweiser Dream Job
Carat Ireland	#LittleThings
Media Central	Competition and Consumer Protection
Media Central	Tayto Park, The CÚ Chulainn Coaster
Media Central	Sleek Makeup - Limited Edition
MediaWorks	Free Breakfast Friday
OMD	Loans for little Problems
UTV Radio Solutions	Cadburys Dairy Milk Oat Crunch - The 11am



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### 3. Best Integrated Radio Campaign

Carat Ireland	Budweiser Dream Job
Carat Ireland	Carbon Monoxide Awareness Week
Carat Ireland	#LittleThings
Chemistry	Share a Lidl bit of Magic (Lidl Christmas Campaign)
Irish International BBDO	The Anytime Mortgage Provider 'Morning me time', 'Evening Life Drawing'
Midlands 103	What would YOU do to win the car?
Rothco	Meteor Extra's Trailer
WLRFM	McDonalds Code Word



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### 4. [Client of the Year - The Radio Lover](#)

UTV Radio Solutions	CityJet - The Radio Lover
UTV Radio Solutions	Harvey Norman Lover
WLRFM	The Boys at Morrisses



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### 5. [Best Station Promotion](#)

C103 Cork	C103 Cork JNLR Promos
Corks 96fm	Corks 96fm - All about Cork
Corks 96fm	Corks 96fm - Giving for Living Radiothon
Dublins Q102	Right Song Right Now - Office
LMFM Radio	The Force Awakens
Mid West Radio	"Apology"
RTÉ Radio	RTÉ 2fm Dracula
Today fm	Whole Lotta Live



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### 6. [Radio Sales Team of the Year - National](#)

Communicorp One

Media Central

RTÉ Radio

UTV Radio Solutions

RTÉ Media Sales | Radio

**U TV** Radio solutions

**COMMUNICORP**  
always on  
**ONE**

**1** classic  
hits  
94-105FM

**4**  
fm

**MEDIA**  
CENTRAL

**NUMBERFOUR**  
MUSIC



## LOVE RADIO AWARDS SHORTLIST 2016

### 7. [Radio Sales Team – Regional / Local](#)

98FM

Beat

Dublins Q102

iRadio

LMFM Radio

WLRFM



## LOVE RADIO AWARDS SHORTLIST 2016

### 8. [Best Commercial Radio Promotion](#)

Beat	The Driver
Carat Ireland	HSE, Think Contraception
Clare FM	Blockbuster Banner Style
Downtown Radio	Heineken Rugby World Cup - It's Your Call
Media Central	98FM's Naked Breakfast
Media Central	Tayto Park Cú Chulainn Coaster
RTÉ Radio	Wild Atlantic Way
UTV Radio Solutions	CityJet - A Weekend in the City of Lights





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### 9. [Best Station Produced Spot - Local](#)

Dublins Q102	Dublinia - Creep Cures
Galway Bay FM	And to All a Goodnight
LMFM Radio	Dympna's Drawers
Mid West Radio	NightCaller
Midlands 103	House Movers
Midlands 103	Ms Bucket Wants a Skoda
RTÉ SoundLab	Art Gallery
U105	Geoghegans Conservatories- Hallelujah



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10. [Best Station Produced Spot - Regional / Main City](#)

Corks 96fm	Cork Simon- Warm Hands
Downtown Radio	Ballymena Means for Christmas
Downtown Radio	Steamvale Open Farm
iRadio	Something for the Boys
RTÉ SoundLab	Christmas Scene
RTÉ SoundLab	Christmas of Old



## LOVE RADIO AWARDS SHORTLIST 2016

### 11. [Best Production Studio of the Year - In House & Out](#)

iRadio

Mutiny Studios

Number 4 Windmill Lane Pictures

RayGun

RTÉ Radio SoundLab

Sound Crater

Today FM Digges Lane Productions

WLRFM

RTÉ Media Sales | Radio

**U TV** Radio solutions

**COMMUNICORP**  
always on  
**ONE**

**classic hits**  
94-105FM

**4**  
fm

**MEDIA**  
CENTRAL

**NUMBERFOUR**  
MUSIC



## LOVE RADIO AWARDS SHORTLIST 2016

### 12. [Best Campaign](#)

Atomic	Cornetto Choir
Boys And Girls	Brown Thomas Every Bag Tells a Story
Boys And Girls	Choose Radio
Chemistry	Lidl Valentines
In the Company of Huskies	E-Flow - What you do in your car is your business
Irish International BBDO	Be inspired 'Controlled', 'Killers', 'Futurist', 'Wordsmith'
LMFM Radio	The Hoey's Calls
Midlands 103	There's a Lot More to Buying a Car



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### 13. [Best Radio Sponsorship](#)

Limetree Advertising	Pamela Scott " The Collection"
LiveWire	Liveline and Lloyds Pharmacy
LMFM Radio	Take You There
MediaWorks	McDonalds Breakfast & Media Central
OMD	The Eason Book Club with Pat Kenny
UTV Radio Solutions	Carbon Monoxide Awareness Week, Sponsorship Takeover
UTV Radio Solutions	CityJet: The Real Capital Breakfast Sponsorships
UTV Radio Solutions	FM104 Dub Hub with AIG
UTV Radio Solutions	Irish Daily Mail Triad Of Sponsorships gets Results



## LOVE RADIO AWARDS SHORTLIST 2016

### 14. [Best Entertainment](#)

Atomic

Arthouse

Atomic

BlockBuster

Classic Hits 4FM & Sunshine 106.8

The Perfect Match

Midlands 103

Teen Aware Concert 2015

Publicis Dublin

Feel It

Target McConnells

Vodafone Comedy Carnival Galway

Today FM

Des Bishop Grey Matters

Today FM

Jason Byrne Circus



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### 15. [Best Retail](#)

Boys and Girls	Every Bag Tells a Story - Grand Daughter
Boys and Girls	Every Bag Tells a Story - Friends
Chemistry	Examiner "Cousin Macker"
Classic Hits 4FM & Sunshine 106.8	Dan
Irish International BBDO	Controlled
Irish International BBDO	Killers
KFM Radio	Wire and Fence Depot
The Social House	5 Easy Steps
The Social House	The Gimp



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16. [Best Motor Trade](#)

Classic Hits 4FM & Sunshine 106.8	Quality
Cork's RedFM	Black or Red Black Friday Promotion
Midlands 103	Annette Doesn't Own Car
Midlands 103	Garda Interrogation
Midlands 103	Ms Bucket Wants a Skoda
Owens DDB	Oliver
RTÉ Soundlab	Kia Waiting
Sound Crater	Turn Any Way You Want





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### 17. [Best Food / Drink / FMCG](#)

Atomic	Cornetto Choir Figaro
Atomic	Cornetto Choir Valkyries
Bloom	Just Eat Electric Picnic Promo
Boys and Girls	Hunger Sauce - Side Effects
Chemistry	A Day for the Fire
Downtown Radio	Sausages
East Coast FM	Lullaby Milk
Irish International BBDO	If Carlsberg did Football Results



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18. [Best Business to Business / Financial](#)

Boys and Girls	Cheep Purr -Vet
Boys and Girls	Dee's Extension
Boys and Girls	History of Energy
ICAN	How do you Know a Website is Irish?
Irish International BBDO	Evening Life Drawing
Irish International BBDO	Sheena
Publicis Dublin	Paper Tax
Rothco	Simultaneous Broadcast



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19. [Best Media](#)

Boys and Girls Choose Radio - Listen To

Chemistry Anti-Depressants

Chemistry Examiner Dementia

ICAN Always on for a bit of Rugby

iRadio Something for the Boys

Owens DDB Weekend

Publicis Dublin "An Bronntanas"

Publicis Dublin TG4 Junior EuroVision



## LOVE RADIO AWARDS SHORTLIST 2016

### 20. [Best Government or Public Sector](#)

iRadio	Donegal Road Safety
iRadio	Talking Rubbish
Irish International BBDO	Because
Irish International BBDO	Christmas
LMFM Radio	Look Out for Them
Owens DDB	White Ribbon Day 2015
Raygun	ISPCC Childline Radio
Rothco	Stone Dead in 3 Minutes Flat