



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	LidlIrish Country Magazine	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

Client

Entrant Title

Carat Ireland

Dublin Bus

Mad Dash Home

Carat Ireland

Gas Networks Ireland

Carbon Monoxide Awareness Week 2016

MEC Global

Vodafone

#4G Live - Kodaline

Mediaworks

Lidl

Lingerie Worth Showing Off

Mediaworks

Alex and Ani

Bringing Positivity to Life

Mindshare

MiWadi

Drink More Water

PHD

Mondelez - The Natural Confectionery Company

Launching Jelly-phants!

Vizeum Ireland

Tayto Park

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	#MeteorExtra
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]

<u>Entrant</u>	<u>Client</u>	<u>Entrant Title</u>
Communicorp One	Fáilte Ireland	Ant on Deck
Core Media / UTV Radio Solutions	Core Media / UTV Radio Solutions	Solus Access - A Premium Sales Initiative
INM & Initative Media	Tesco	Tesco Community Fund
PML Group	PML Group	Summer & OOH
Starcom	Heineken	Heineken Media Immersion Planning Process
The Irish Sun	Boylesports, Ladbrokes and Paddy Power	The Bookies Team
The Irish Times	The Restaurant Association of Ireland	Restaurant Association of Ireland Awards 2015
TV3 Group	3Digital	3player Live Streaming - Dynamic Ad Insertion

Shortlisted entries are listed alphabetically by entrant





The Media Awards 2016 Shortlist



Cat 6 - Best Research Initiative

<u>Entrant</u>	<u>Client</u>	<u>Entrant Title</u>
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

<u>Entrant</u>	<u>Client</u>	<u>Entrant Title</u>
Havas Media	Hyundai	Change Is Good
Mediavest	Aviva	Owning Search During the Busiest Health Insurance Month Ever!
Mediaworks	Trocaire	7,058 More Chickens Year On Year
Mindshare	Woodie's	Increasing Year on Year Revenue by 547%
OMD	Vodafone	Decoding Behaviour
Starcom	Supervalu	Online Shopping
Starcom	National Lottery	Play Online
ZenithOptimedia	PhoneWatch	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

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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

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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

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The Media Awards 2016 Shortlist



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

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The Media Awards 2016 Shortlist

dmg::media
Ireland

RTÉ Media Sales

MAXIMUMMEDIA

DublinAirport

The Sunday
BusinessPost



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

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IMJ
IRISH MARKETING JOURNAL



The Media Awards 2016 Shortlist



Cat 16 - Creativity in Media

<u>Entrant</u>	<u>Client</u>	<u>Entrant Title</u>
Carat Ireland	Guinness	Guinness Rugby World Cup
Mediaworks	Lidl	Marketing with Emotion
Mediaworks	McDonald's	Free Breakfast Friday
PHD	Mondelez - The Natural Confectionery Company	Launching Jelly-phants!
Radical	Aer Lingus	Aer Lingus: Bringing People Home for Christmas since 1936.
Starcom	Heineken	Orchard Thieves
Starcom	AIB	Spark Something
Vizeum Ireland	Kerry Foods	Fire & Smoke - Hell Yeah!

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The Media Awards 2016 Shortlist



Cat 17 - Rising Star

Entrant

Organisation

Aoife Hudson

Kinetic

Colum O'Hara

Starcom

Leonard Miller

UTV Ireland

Lorcán Hanlon

Sunday Business Post

Peter Flanagan

Mindshare

Rob Timony

Maximum Media

Rose Lemly

News UK and Ireland

Simone Parfrey

PHD

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The Media Awards 2016 Shortlist



Cat 18 - Media Brand of the Year

Entrant

98FM

DMG Media Ireland

Downtown Radio

Exterion Media

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

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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The Media Awards 2016 Shortlist



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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