

Celebrating Ireland's top professional marketers

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ALL IRELAND
MARKETING
AWARDS

THE CELEBRATION OF BUSINESS SUCCESS

Congratulations to the shortlisted companies for their outstanding contribution to Irish business

SHORTLIST 2024

Marketing Team of the Year Award

- Chadwicks Group
- FBD
- ESB
- Laya Healthcare
- PWC Ireland

Brand Campaign Award

- Diageo Ireland
- Woodie's
- Cadbury Ireland
- Tesco Ireland
- PTSB

Integrated Marketing Award

- Allianz Ireland
- Promise Gluten Free
- Irish Life
- Lidl Ireland
- Bank of Ireland

Strategic Pricing Award

- AIG
- Sky Ireland
- Tesco Ireland
- Lidl
- Pilgrim's Food Masters

Digital Marketing Campaign Award

- Suntory Beverage and Food Ireland
- ESB
- Beyond The Trees Avondale
- SuperValu Musgrave
- Promise Gluten Free

Corporate Social Responsibility Award

- An Post
- Bord Gáis Energy
- SuperValu Musgrave
- Allianz Ireland
- EUROSPAR

International Marketing Award

- MERLYN
- WaterWipes
- Kellanova
- Irish Distillers Pernod Ricard
- Promise Gluten Free

Small Business Marketing Award

- EPIC The Irish Emigration Museum
- The Indie List
- Johnson Hana
- Wildlands
- ProMotion Rewards

Insights & Market Research Award

- Allianz Ireland
- PTSB
- Department of Transport
- Irish Life
- Kerry

New Product Development Award

- WaterWipes
- Irish Life Health
- Deloitte
- Kepak
- O'Donnells Crisps

Sports Sponsorship Award

- Diageo Ireland
- AIG
- Aldi Ireland
- Sky Ireland
- Laya Healthcare

Entertainment Sponsorship Award

- Aldi Ireland
- Diageo Ireland
- An Post
- Tourism Ireland
- Bank of Ireland

Sustainability Award

- National Dairy Council
- SuperValu Musgrave
- Bewleys Tea and Coffee Ltd
- O'Brien Fine Foods
- Electric Ireland Superhomes

Young Marketer Award

- Sarah Fitzgerald - ESB
- Avril Pratt - Britvic Ireland
- Liam El Sibai - Diageo
- Christie Kandiwá - KRA Renewables
- Katie Bradley - Allianz

Customer Experience Award

- Galway International Arts Festival
- Guinness Storehouse
- Allianz Ireland
- Bord Gáis Energy
- PTSB

B2B Marketing Award

- Dublin Airport Media Sales
- Kerry Project Ignition
- Laya Healthcare
- Kerry FutureLens
- Deloitte

Marketing Innovation Award

- Marie Keating Foundation
- Dublin Airport Media Sales
- Bord Gáis Energy
- Cornmarket
- Beyond The Trees Avondale

e-Commerce Channel Marketing Award

- Tirlán
- Beyond The Trees Avondale
- Woodie's
- Currys Ireland
- Suntory Beverage & Food Ireland

Client Agency Collaboration Award

- Marie Keating Foundation & The Brill Building
- Virgin Media Television & Jellyfish Ireland
- Cadbury Ireland & The Public House
- Sport Ireland & TITAN Experience
- WaterWipes & PHD Media

Public Relations Campaign Award

- The Paddy Irishman Project
- Laya Healthcare
- Diageo Ireland - Baileys
- WaterWipes
- Best in Fest

Advertising Campaign Award

- Department of Justice
- National Dairy Council
- SuperValu Musgrave
- Toyota Ireland
- FBD

Gradam Margaíochta le Gaeilge

- ESB Electric Ireland
- Davis Events Agency

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 **MARKETING INSTITUTE IRELAND**

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