

Awards for Excellence in Public Relations 2023

Best Public Affairs Campaign

Winner:

Delivering for Ireland's Post Office Network
MKC Communications & Noel Dempsey
Irish Postmasters Union

Highly Commended:

Ireland's Membership of CERN: Supporting Physics in Ireland
Gibney Communications
Institute of Physics Ireland

Every day counts with SMA

Red Flag
Novartis Ireland

Best Consumer Public Relations Campaign - Budget €20k or under

Winner:

Sustainable Irish Fashion: Launch of Fresh Cuts AW22 Collection
Harris PR
Fresh Cuts

Highly Commended:

The enduring charm of My Fair Lady dominates at the box office
Bord Gáis Energy Theatre

Think Water Conservation

Káno Communications
Uisce Éireann

Best Consumer Public Relations Campaign - Budget €20k to €50k

Winner:

A captivating consumer campaign with unbelievable commercial results
Wilson Hartnell
Boots Ireland

Highly Commended:

ASICS - Reigniting relationships to help drive sales in the Irish market
Legacy Communications
ASICS

An Post Launches Digital Stamp

The Reputations Agency
An Post

Best Consumer Public Relations Campaign - Budget Over €50k

Winner:

Launch of the LEGO® Store Dublin

Drury

The LEGO Group

Highly Commended:

Domino's Consumer Passionpoints

Harris PR

Domino's Pizza Group

Best Use of Media Relations

Winner:

Every day counts with SMA

Red Flag

Novartis Ireland

Highly Commended:

Re-Launch of Breast Cancer Ireland's Great Pink Run

Crichton Communications

Breast Cancer Ireland

Her Heart Matters

Harris PR

Irish Heart Foundation

Bewley's Big Coffee Morning Social For Hospice – 30th anniversary

MediaConsult

Together For Hospice

Best Use of Digital PR including content creation

Winner:

Launch of "More Than A Lump" - a resource podcast for Breast Cancer Ireland

Crichton Communications

Breast Cancer Ireland

Highly Commended:

The #UnmuteConsent Campaign

Drury

Irish Universities Association

Púca Festival's Digital Campaign

Harris PR

Púca Festival, MPI Artists

Ubiquitous - A dream job with results you could only dream of

Legacy Communications

Ubiquitous Influence

Best Public Information Campaign

Winner:

Safer Nightlife & Festivals-HSE Pilot Drug Monitoring & Information Programme

HSE

Highly Commended:

RSA Christmas Campaign & the launch of the new roadside drug testing system

Drury

Road Safety Authority

Think Water Conservation

Káno Communications

Uisce Éireann

Best Internal Communication

Winner:

“What’s the Suss?” – HEINEKEN Ireland Sustainability Engagement programme

Murray

HEINEKEN Ireland

Highly Commended:

Connecting with Colleagues in the New Normal

ALDI Ireland

Accessible online content for HSE staff with a firm focus on user needs

HSE

Best Communications Campaign by a Registered Charity

Winner:

Pieta, SIGNS of Suicide 2022

Legacy Communications

Pieta

Highly Commended:

Not Just a Dog

Dogs Trust Ireland

Bewley’s Big Coffee Morning Social For Hospice – 30th anniversary

MediaConsult

Together For Hospice and Bewley's

Best Communications Campaign by a Not-for-Profit Organisation or NGO

Winner:

WEEE Ireland Schools Battery Recycling Programme

MediaConsult

WEEE Ireland

Highly Commended:

Her Heart Matters

Harris PR

Irish Heart Foundation

Shining a Light on Solar

MKC Communications

Irish Solar Energy Association

Best Corporate Communication - Campaign In Support of Organisational Values

Winner:

We Are Lidl – An Employer Creating A Better Tomorrow

The Reputations Agency

Lidl Ireland

Highly Commended:

Building the future of sustainable beef production

Heneghan Strategic Communications

ABP Food Group

Best Corporate Communication - Corporate Campaign

Winner:

Project Stryker – The Launch of Riot Games' Remote Broadcast Centre

Káno Communications

Riot Games

Highly Commended:

University of Galway Rebrand

University of Galway

Best Corporate Communication – B2B

Winner:

Closing the digital skills gap with You're The Business

Methods + Mastery

Google Ireland

Best Healthcare Campaign

Winner:

Giving gynaecological oncology a voice
The Reputations Agency
Irish Network of Gynaecological Oncology

Highly Commended:

Her Heart Matters: Linking Cardiovascular Disease & Menopause
Harris PR
Irish Heart Foundation

Best Use of Sponsorship - PR Budget €50k or under

Winner:

TritonLake, Title Sponsor of the Irish Rugby Sevens Teams
Wilson Hartnell
TritonLake

Highly Commended:

The Vhi 'More than Running' Campaign
Teneo Ireland
Vhi Healthcare

Best Use of Sponsorship - PR Budget over €50k

Winner:

Bord Gáis Energy State of Play
Teneo
Bord Gáis Energy

Highly Commended:

Sky drives support for the Women's National Team as they qualify for their first World Cup
FleishmanHillard
Sky

Three at Electric Picnic: Delivering a sponsorship that is All For Music
Sweartaker
Three

Best Public Relations Event

Winner:

Garda media briefing on international action against Kinahan crime gang
An Garda Síochána

Highly Commended:

Coming up Roses: Beauty and The Beast garden takes centre stage at Bloom
Bord Gáis Energy Theatre

ALDI at the National Ploughing Championships 2022

Legacy Communications
ALDI Ireland

Helping GenZ Fashionistas Search What They See with Google Lens

Methods + Mastery
Google Ireland

Best Public Relations for an Event

Winner:

Coming up Roses: Beauty and The Beast garden takes centre stage at Bloom
Bord Gáis Energy Theatre

Highly Commended:

The Launch of Púca Festival

Harris PR
Púca Festival, MPI Artists

ALDI at the National Ploughing Championships 2022

Legacy Communications
ALDI Ireland

Best Issues-Led Campaign – Sponsored by 

Winner:

Family Carers Ireland – No one should care alone

MKC Communications
Family Carers Ireland

Highly Commended:

Not Just A Number

Depaul Ireland

Best Long-Term Campaign

Winner:

Sisk: Building Today, Caring for Tomorrow

Drury
John Sisk & Son

Best Integrated Campaign

Winner:

Let's get it done - Chadwicks launches e-commerce website

Teneo

Chadwicks Group

Highly Commended:

Niall Horan's Homecoming: The Road to Mullingar with Lewis Capaldi

Wilson Hartnell

Guinness

Wellbeing at the heart of workplace success – an insight-led campaign

Wilson Hartnell

Laya Healthcare

In-House PR Team of the Year – Sponsored by



Winner:

Department of Foreign Affairs

Highly Commended:

ALDI Ireland

Young Communication Professional of the Year

Winner:

Sophie Boucher

Legacy Communications

Highly Commended:

Hazel Gavigan

4 Day Week Global

Sara Ryan

Legacy Communications

PRCA Agency of the Year - 1 to 10 employees – Sponsored by **Onclusive**

Winner:

Springboard Communications

Highly Commended:

AM O'Sullivan PR

Hanover

PRCA Agency of the Year - 11 and over employees – Sponsored by **Onclusive**

Winner:

FleishmanHillard International Communications

Highly Commended:

Alice Public Relations

Heneghan PR

Legacy Communications

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