

# Awards for Excellence in Public Relations 2024

## #PRAwards24

### Shortlisted Entries

#### Best Public Affairs Campaign

**The Financial Impact of Ireland's Planning System Delays on Irish Consumers**

*360 Finn Partners*

ALDI Ireland

**CERN Membership: A Commitment to the Future of Physics in Ireland**

*Gibney Communications*

Institute of Physics Ireland

**Better Housing, Better Business**

*Ibec*

#### Best Consumer Public Relations Campaign with a Budget of €30k or under

**Launch of The Great Pink Bake Off**

*Crichton Communications*

Breast Cancer Ireland

**Aer Lingus Flying Stars**

*Teneo*

Aer Lingus

**Your Retrofit Launch**

*Teneo*

Chadwicks Group

#### Best Consumer Public Relations Campaign with a Budget exceeding €30k

**SuperValu: stepping up for sustainability – local actions for global impact**

*FleishmanHillard International Communications*

SuperValu

**A masterclass in driving demand and sales for No7 Future Renew**

*Wilson Hartnell*

Boots

**When information translates to empowerment - the public takes action**

*Wilson Hartnell*

safefood

## **Best Short-term Media Campaign (less than 6 months)**

**Launch of The Great Pink Bake Off**

*Crichton Communications*

Breast Cancer Ireland

**Incognito 2023**

*d2 communications*

The Jack and Jill Children's Foundation

**Maternal Mental Health with Mind Mommy Coaching**

*Harris PR*

Mind Mommy Coaching

**For some children, Christmas doesn't happen**

*ISPC*

**Barretstown Celebrates its 100,000th Camper**

*Káno Communications*

Barretstown

## **Best Long-term Media Campaign (over 6 months)**

**'It's Penneys, Hun' - Behind the Scenes Access to Life Inside Penneys**

*Primark*

**Turning the tide on reputation through first time financials**

*Tesco Ireland*

**The Guinness Storehouse: A Champion of Contemporary Irish Culture**

*Wilson Hartnell*

The Guinness Storehouse

## **Best Use of Digital PR including content creation**

### **Púca Festival 2023**

*Harris PR*

MPI Bands & Fáilte Ireland

### **The Nutmeg: Just Eat x John O'Shea**

*Teneo*

Just Eat

### **The AR Lens to Save Lives**

*The Brill Building*

Marie Keating Foundation

## **Best Public Information Campaign**

### **Skin Cancer Prevention: SunSmart - HSE NCCP & Healthy Ireland**

*HSE*

### **My Decisions My Rights**

*Mental Health Commission*

### **ERP Ireland Tackles Vape Waste – an emerging environmental issue**

*The Reputations Agency*

ERP Ireland

## **Best Public Sector or Civil Service Campaign**

### ***Sponsored by Truehawk Media***

### **Seeking Ireland's next Nominees for IEC Young Professional 2023**

*Carr Communications*

National Standards Authority of Ireland

### **Launch of the Pobal HP Deprivation Index 2022**

*Pobal*

### **Ad Astra! UCD students launch Ireland's first satellite**

*University College Dublin Research*

## **Best Internal Communication**

### **Women in the Warehouse: Redefine the Role**

*ALDI Ireland*

**Implementation of An Garda Síochána's internal communications strategy**

*An Garda Síochána*

**ETB Day 2023: Celebrating Education & Training Boards**

*Education & Training Boards Ireland (ETBI)*

**Best Communications Campaign by a Registered Charity / Not-For-Profit / Non-Governmental Organisation**

**Launch of Ireland's National Ukrainian Choir**

*Alice Public Relations*

Empower, Cavan County Local Development Company, Irish Local Development Network

**Launch of The Great Pink Bake Off**

*Crichton Communications*

Breast Cancer Ireland

**The Big Paws**

*Dogs Trust Ireland*

**Rory's Miles 2 Mayo in Support of Cancer Fund for Children**

*Walsh:PR*

Cancer Fund for Children

**Best Corporate Communication Campaign  
with a Budget of €30k or under**

**The Two Kingdoms – Bringing Fexco's Sponsorship of Tonga Rugby to life**

*Drury*

Fexco

**A Female Lead for the Construction Skills Course at Dublin Port**

*Gibney Communications*

Dublin Port Company

**Launch of Nostra's Cyber Security Centre of Excellence**

*Legacy Communications*

Nostra

**.ie Digital Town Awards 2023**

*The Reputations Agency*

.ie

## **Best Corporate Communication Campaign with a Budget exceeding €30k**

### **The People's Retailer: Penneys' Corporate Reputation Programme**

*Edelman Ireland*

Primark

### **Just Eat Marks 15 Years in Ireland with Launch of 2023 Food Delivery Report**

*Teneo*

Just Eat

### **Innovating to enhance corporate reputation**

*Wilson Hartnell*

Laya Healthcare

## **Best Healthcare Campaign**

### **Sanofi Together Against RSV**

*Etch Communications*

Sanofi

### **World Haemochromatosis Awareness Week**

*Harris PR*

Irish Haemochromatosis Association

### **Innovate for Life**

*The Leith Agency*

Irish Pharmaceutical Healthcare Association

### **Specsavers Healthy Hearing Month 2023 – Don't Let the Craic Go Silent**

*Wilson Hartnell*

Specsavers

## **Best Use of Sponsorship with a PR Budget of €30k or under**

### **Paddy Irishman**

*The Brill Building*

The Paddy Irishman Project/ Tourism Ireland

### **KPMG Books for Birdies**

*Wilson Hartnell*

KPMG Ireland

## **Best Use of Sponsorship** where the PR Budget exceeds €30k

**Cadbury “Become a Supporter & A Half” drives interest in women's football**

*FleishmanHillard International Communications*

Mondelez Ireland

**Sky Ireland driving support for the Women’s National Team as they make World Cup history**

*FleishmanHillard International Communications*

Sky

**Vhi Empowers Wellness: Boosting Vhi Women’s Mini Marathon 2023 Participation**

*Teneo*

Vhi

## **Best Public Relations Event** with a PR budget €30k or under

**Lavery. On Location**

*Drury*

National Gallery of Ireland

**Wheel of The Year: The Launch of Dingle Distillery Bealtaine Whiskey**

*Harris PR*

Dingle Distillery

**Polestar - The Road Not Wasted**

*Legacy Communications*

Polestar Ireland

**Helping Gen Z Find Inspiration in the Everyday with Google Lens multisearch**

*Methods+Mastery*

Google Ireland

## **Best Public Relations Event** where the PR Budget exceeds €30k

**ETB Day 2023**

*Education & Training Boards Ireland (ETBI)*

**Child Talks 2023**

*Ombudsman for Children's Office*

**A celebration of recovery - The Future in Mind**

*St Patrick's Mental Health Services*

**Best Issues-Led Campaign**

***Sponsored by Ruepoint***

**We-Consent**

*Drury*

Dublin Rape Crisis Centre

**Double Deficit: Older and Ageing Persons in the Irish Private Rental Sector**

*Limelight Communications*

ALONE

**Paddy Irishman**

*The Brill Building*

The Paddy Irishman Project/ Tourism Ireland

**Best ESG Campaign**

**Killarney Coffee Cup Project: Ireland's 1st Single Use Coffee Cup Free Town**

*Drury*

Killarney Coffee Cup Project

**Bounce Back Recycling: Breaking Barriers & Reclaiming Traveller Tradition**

*Inis Communications*

Bounce Back Recycling

**Best Integrated Campaign**

**This is MIE: An Integrated Campaign Promoting Marino Institute of Education**

*Alice Public Relations*

Marino Institute of Education

**Brigid 1500, The Woman, The Life, The Legacy**

*Fuzion Communications*

Kildare County Council

**Paddy Irishman**

*The Brill Building*

The Paddy Irishman Project/ Tourism Ireland

**Ad Astra! UCD students launch Ireland's first satellite**  
*University College Dublin Research*

**In-House PR Team of the Year**  
***Sponsored by Fennell Photography***

*ALDI Ireland*

*Bord Gáis Energy Theatre*

*Primark*

**PRCA Agency of the Year**  
**with 1 to 15 employees**  
***Sponsored by Onclusive***

*Cullen Communications*

*Hanover*

*Jago Communications*

*MKC Communications*

**PRCA Agency of the Year**  
**with 16 or more employees**  
***Sponsored by Onclusive***

*Alice Public Relations*

*Legacy Communications*

**Young Communication Professional of the Year**

*Lorna Fitzpatrick*

*Emily KIELTY*

*Aimée Millar*



Thank you to our category sponsors:

**Truehawk Media – Best Public Sector or Civil Service Campaign**

**Ruepoint - Best Issues-Led Campaign**

**Fennell Photography – Best In-House PR Team of the Year**

**Onclusive – PRCA Agency of the Year**

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