

Awards for Excellence in Public Relations 2010

Shortlisted Entries

CAMPAIGN

CLIENT

1Life

Wilson Hartnell PR

1Life

3 Irish Open Sponsorship

O'Herlihy Communications

3

An Evening With Pelé

Grayling

The Children's Medical & Research
Foundation

An Post Supporting Irish Cycling

Wilson Hartnell PR

An Post

'Annie' The Musical

Carmody Smith PR

Pat Egan Sound Ltd.

Bord Gáis Energy GAA Hurling U-21 Championship

Pembroke Communications

Bord Gáis Energy

Captain Morgan Ireland Launch of Facebook

Wilson Hartnell PR

Diageo Ireland

CF Dedicated Facilities at St. Vincent's Hospital Campaign

Fuzion Communications

Cystic Fibrosis Assoc. of Ireland

Changing Perceptions – Launch of Windows 7 to Irish Business

Slattery Communications

Microsoft Ireland

Christmas FM – Spreading the Christmas Message

Gibney Communications

Christmas FM

Dart 25

Iarnród Éireann

Denny 'Home Is'

BespokeWithDirection

Kerry Foods Group

Garnier Nutrisse Shade of the Nation

Slattery Communications

L'Oréal

Global Gift 09

Trócaire

Green Agenda		
FD		Vodafone Ireland
Guinness 250		
Wilson Hartnell PR		Diageo Ireland
Guinness Rugby Area 22		
Wilson Hartnell PR		Diageo Ireland
How Big Do You Feel?		
Carr Communications		An Garda Síochána
HSE National Counselling Service – Coping with the Murphy Report		
Health Service Executive		
HSE Smoking Cessation Initiative		
Wilson Hartnell PR		Health Service Executive
Kildare Village ‘What’s in Your Handbag?’		
Wilson Hartnell PR		Kildare Village
KPMG Receivership of Walsh Family Foods		
Drury		KPMG
Ladybrokes		
Slattery Communications		Ladbroke Ireland
Launch of Refund.ie		
Plunkett Communications		Refund.ie
Launch of Vodafone 360		
Drury		Vodafone Ireland
LEADERS: Migrant Networks’ Leaders Exhibition		
Trinity Immigration Initiative		An Post
Lynx Fever 2009		
thinkhouse PR		Unilever
Mater Hospital Ball in Aid of the Capuchin Day Centre		
Carr Communications		Mater Misericordiae Hospital
Michael Collins – Musical Drama		
Pivotal Communications		Cork Opera House

Mr. Tayto Autobiography Campaign

The Media Group

Largo Foods

National Spring Clean

FD

National Spring Clean

No Show Like a Gok Show

FD

Simply Be

Off the Rails – The Total Experience

Elevate PR

RTÉ Television

Pampers UNICEF Campaign

Fleishman-Hillard

Procter & Gamble

Playstation 3 Egg Stunt (PS3 Slim)

BespokeWithDirection

Sony Computer Entertainment

Promoting 'dublinbikes'

RPS Mary Murphy Associates

Dublin City Council

Putting its Chips on the Table

Drury

McDonald's Restaurants of Ireland

Rushmere Uganda Schools Project

Weber Shandwick (NI)

Rushmere Shopping Centre

Sandtex - Ireland Deserves Sun

Pembroke Communications

Crown Paints

The Apprentice

Meteor Mobile Communications

The Meteorite Awards

Meteor Mobile Communications

The Opening of Ireland's First IKEA Store

Weber Shandwick

IKEA Ireland

Vodafone GAA Sponsorship

FD

Vodafone Ireland

OUTSTANDING SMALL CONSULTANCY

- Carmody Smith PR
- Pivotal Communications
- Simpson Financial & Technology PR