

Awards for Excellence in Public Relations 2022

Best Public Affairs Campaign

Winner:

Saving Horticultural Peat
Gibney Communications
Growing Media Ireland

Highly Commended:

Business Supports for Licensed Outbound Travel Agents and Tour Operators
Limelight Communications
Irish Travel Agents Association

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

Winner:

Oh Ship! A Fresh Voice on Water Safety for Dublin Port
Gibney Communications
Dublin Port Company

Highly Commended:

NUK Ireland's Breastfeeding Report
Harris Public Relations
NUK Ireland, United Drug

It's important to give a 'Mo'

Káno Communications
Movember

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

Winner:

Launch of ALDI Ireland's cookbook 'Home' in collaboration with IRFU
Legacy Communications
ALDI Ireland

Highly Commended:

Littlewoods Ireland Camogie Leagues Launch 2021
Edelman
Littlewoods Ireland

Energia Get Ireland Growing

Legacy Communications
Energia Group

Best Consumer Public Relations Campaign - Budget Over €50k

Winner:

Redbreast 'Robin Redbreast Day' event

Sweartaker

Irish Distillers

Highly Commended:

Dove Self-Esteem Project Launch 2021

Edelman

Unilever

Domino's Freshness, Value and Innovation Campaign

Harris Public Relations

Domino's Pizza UK & Ireland

Best Use of Media Relations

Winner:

A walk in the park: Launching Ireland's first community currency

Murray

The Digital Hub/Smart D8

Highly Commended:

The launch of The Wicklow Escape

Harris Public Relations

The Wicklow Escape

Building Trust in the Safety of Covid-19 Vaccines

Káno Communications

Health Products Regulatory Authority (HPRA)

Best Use of Digital PR including content creation

Winner:

Under Construction with Chadwicks Podcast

Teneo Strategy Ireland

Chadwicks Group

Highly Commended:

#SantaPawsDay

Dogs Trust Ireland

Tap to Donate with SuperValu for AsIAm

FleishmanHillard

SuperValu

Best Public Information Campaign

Winner:

Own Your Rights

We the People

Threshold

Highly Commended:

Work Safely: Keeping Workplaces Safe in the COVID-19 Pandemic

Department of Enterprise, Trade and Employment

Breast Cancer Isn't Just Pink

FleishmanHillard

Roche Products (Ireland) in partnership with Marie Keating Foundation

Best Internal Communication

Winner:

Senior leaders connecting with frontline staff during COVID-19 and a cyber attack

Health Service Executive

Best Communications Campaign by a Registered Charity

Winner:

Darkness into Light 2021, proudly supported by Electric Ireland

Legacy Communications

Pieta

Highly Commended:

"Make Time To Check" in a world "too busy for breast cancer"

Crichton Communications

Breast Cancer Ireland

It's important to give a 'Mo'

Káno Communications

Movember

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

Winner:

Walk in My Shoes - WIMS Live

St Patrick's Mental Health Services

Highly Commended:

Don't Talk Down to Me! The Upside: Life with Down Syndrome

FleishmanHillard

Down Syndrome Ireland

Maths Week 2021
MKC Communications
Maths Week Ireland

Best Corporate Communication - Campaign In Support of Organisational Values

Winner:

An Post Zero Pay Gap: Women Leaders for the Future
The Reputations Agency
An Post

Highly Commended:

Depaul Transfer of Homeless Services
Etch Communications and Bassline Strategy
Depaul Ireland

Innovate for Life

Irish Pharmaceutical Healthcare Association

Best Corporate Communication - Corporate Campaign

Winner:

Central Bank of Ireland's Mortgage Measures Framework Review
The Central Bank of Ireland

Highly Commended:

Adult Safeguarding Day – Ireland's first public awareness day on safeguarding
Cavanagh Communications
Safeguarding Ireland

ALDI's First Time Financials

Gibney Communications
ALDI Ireland

Best Healthcare Campaign

Winner:

Community Immunity: Supporting COVID-19 vaccinations in Irish pharmacies
MKC Communications
Irish Pharmacy Union

Highly Commended:

Palliative Care Week 2021
All Ireland Institute of Hospice and Palliative Care

Talking Depression - supporting open conversations about mental illness

Wilson Hartnell

Janssen Sciences Ireland UC

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

Winner:

AIB GOAL Mile – Step Up Together

Wilson Hartnell

AIB

Highly Commended:

Littlewoods Ireland Camogie Leagues Launch 2021

Edelman

Littlewoods Ireland

Energia: The Power Behind Irish Rugby

Legacy Communications

Energia Group

Best Use of Sponsorship - PR Budget over €50k

Winner:

Circle K 'Here for Ireland'

Teneo

Circle K

Highly Commended:

Indeed Ireland Talent Unleashed

Legacy Communications

Indeed Ireland

FBD Sound Support of Team Ireland for Tokyo 2020 Olympic Games

Wilson Hartnell

FBD Insurance

Best Public Relations Event

Winner:

Winterfest at the Guinness Storehouse, Christmas 2021

Wilson Hartnell

Guinness Storehouse

Best Public Relations for an Event

Winner:

James Vincent McMorrow at the Iveagh Gardens
National Concert Hall

Highly Commended:

The BTYSTE Takes Place on Bespoke Virtual Stage for Second Year Running
Hanover
BT Ireland

Guinness #NeverSettle Campaign for the 2021 Women's Six Nations
Wilson Hartnell
Diageo Ireland

Best Issues-Led Campaign – Sponsored by **ruepoint**

Winner:

Think Ahead, Think Housing
Irish Wheelchair Association

Highly Commended:

Combatting Period Poverty with Dignity
Lidl Ireland

Bridging the Digital Divide Between Generations in Ireland
Reputation Inc
Vodafone Ireland

Best Long-Term Campaign

Winner:

Cork Lower Harbour Main Drainage
Irish Water

Highly Commended:

The WorkEqual campaign to promote gender equality in Irish workplaces
Alice PR & Events
WorkEqual

Raising awareness and policy reforms for victims of domestic violence
Reputation Inc
Vodafone Ireland

Best Integrated Campaign

Winner:

"Make Time To Check" in a world "too busy for breast cancer"

Crichton Communications

Breast Cancer Ireland

Highly Commended:

Brewing Success: Putting Irish Craft Beer on the Map!

&Smyth Creative Communications

Bord Bia

Gallaghers Bakehouse, Bread Made Better – The Secret is Out

Edelman

Gallaghers Bakehouse

In-House PR Team of the Year - Team of 1 to 5 – Sponsored by



Winner:

ALDI Ireland

Highly Commended:

RCSI University of Medicine and Health Sciences

In-House PR Team of the Year - Team of 6 and over – Sponsored by



Winner:

Health Service Executive – National Press Office

Young Communication Professional of the Year

Winner:

Nicola Halloran

Teneo Strategy Ireland

Highly Commended:

Fiona Hyland

Littlewoods Ireland

Fiachradh McDermott

Gibney Communications

Claire Rowley

Drury

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

Winner:
Hanover

Highly Commended:
Springboard Communications

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

Winner:
Edelman Ireland

Highly Commended:
Legacy Communications

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ruepoint