

# Awards for Excellence in Public Relations 2021

## Best Public Affairs Campaign

### Winner:

**Ibec's Public Affairs Response to the Covid crisis**  
*Ibec*

### Highly Commended:

**SME Recovery Ireland Campaign**  
*Instinctif Partners*  
SME Recovery Ireland

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

### Winner:

**Lyre's Non-Alcoholic Spirits - Market Launch Ireland**  
*Legacy Communications*  
Lyre's Non-Alcoholic Spirits

### Highly Commended:

**Tullamore D.E.W. Virtual Snug**  
*Jailbird Communications*  
William Grant & Sons

## Let's Get It Done— Re-opening Chadwicks Group Branches after lockdown

*Teneo Ireland*  
Chadwicks Group

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

### Winner:

**SuperValu Christmas 2020: Christmas Like No Other**  
*FleishmanHillard*  
SuperValu

### Highly Commended:

**Energia Get Ireland Growing**  
*Legacy Communications*  
Energia

## Bord Bia - Getting Ireland Hooked on Quality Irish White Fish

*Murray*  
Bord Bia

## Best Consumer Public Relations Campaign - Budget Over €50k

### Winner:

**Northern Ireland: Embrace a Giant Spirit**

*Jago Communications*

Tourism Northern Ireland

### Highly Commended:

**SuperValu Check This Out – Value and Quality - SuperValu Own Brand Products**

*FleishmanHillard*

SuperValu

### Make A Break For It

*Wilson Hartnell*

Fáilte Ireland

## Best Use of Media Relations

### Winner:

**FRCs: Supporting Families During the Covid-19 Crisis**

*Alice PR & Events*

Family Resource Centre National Forum

### Highly Commended:

**HSE National Press & Media strategic and operational response to Covid-19**

*Health Service Executive (HSE)*

**Adapting to COVID-19: On the frontline of Essential Retail**

*Tesco Ireland*

**The ICCRA campaign on the Government's carbon emission reduction plan**

*Káno Communications*

Irish Car Carbon Reduction Alliance

## Best Use of Digital PR including content creation

### Winner:

**An Garda Síochána Jerusalema Dance Challenge #GardaJerusalema**

*An Garda Síochána*

### Highly Commended:

**Energia - Creating 'PositiveEnergy' through an Irish Rugby Anthem**

*Legacy Communications*

Energia

**Establishing Life Effects to Support Patients in Ireland #MakingCaringVisible**

*Wilson Hartnell*

Teva Pharmaceuticals Ireland

## Best Public Information Campaign

### Winner:

**ALONE National Support Line**

*Limelight Communications*

ALONE

### Highly Commended:

**Pandemic Unemployment Payment (PUP) – Emergency Income Support**

*Department of Social Protection*

**Your Cough Could Be Masking Something Else**

*Edelman*

Irish Cancer Society

## Best Public Sector or Civil Service Campaign

### Winner:

**Still Here: Combatting domestic violence during Covid-19**

*Department of Justice*

### Highly Commended:

**Multilingual Campaign to promote Enhanced Illness Benefit for COVID-19**

*Department of Social Protection*

**Limerick 50 Days of Summer campaign**

*Limerick City and County Council*

## Best Internal Communication

### Winner:

**Keeping Our People Safe from COVID-19**

*An Garda Síochána*

### Highly Commended:

**Delivering employee engagement in a virtual world**

*Ernst & Young*

**Zero Covid - Keeping Chanelle Pharma Covid-19 free during the Pandemic**

*MKC Communications*

Chanelle Pharma

## Best Communications Campaign by a Registered Charity

### Winner:

**100consent: Be 100 percent or it's not consent**

*Pluto and Buck & Hound PR*

Dublin Rape Crisis Centre

**Highly Commended:**

**Sold A Pup**

*Dogs Trust Ireland*

**Asthma Awareness Week 2020**

*Etch Communications*

Asthma Society of Ireland

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

**Winner:**

**“You can’t furlough an elephant” - Save Dublin Zoo campaign**

*Teneo Ireland*

Dublin Zoo

**Highly Commended:**

**Our Festive Focus**

*Teneo Ireland*

Focus Ireland

**Food For Ireland - Tackling food insecurity during Covid-19**

*Wilson Hartnell*

FoodCloud

**Best Corporate Communication - Campaign In Support of Organisational Values**

**Winner:**

**Building the ‘Bridge Back to School’ for the Autism community with SuperValu**

*FleishmanHillard*

SuperValu

**Highly Commended:**

**Nestlé Ireland: Force for Good**

*Káno Communications*

Nestlé Ireland

**Best Corporate Communication - Corporate Campaign**

**Winner:**

**The ICCRA campaign on the Government’s carbon emission reduction plan**

*Káno Communications*

Irish Car Carbon Reduction Alliance

**Highly Commended:**

**Covid-19 Crisis Communications**

*Gibney Communications*

Aldi Ireland

**A communications response to COVID-19**  
*RCSI University of Medicine and Health Sciences*

**McDonald's - Building a Business and Brand of Trust**  
*Wilson Hartnell*  
McDonald's

**Best Corporate Communication - B2B Campaign**

**Winner:**

**Raising Xylem's profile and voice to match its business leadership**  
*Edelman*  
Xylem

**Highly Commended:**

**Driving the recovery of the Out of Home (OOH) advertising industry**  
*Heneghan*  
Kinetic

**Google Supports Recovery of 60,000 Small Irish Businesses**  
*Methods+Mastery*  
Google

**Best Healthcare Campaign**

**Winner:**

**Your Cough Could Be Masking Something Else**  
*Edelman*  
Irish Cancer Society

**Highly Commended:**

**'Gutcast': The first IBD podcast in Ireland**  
*Wilson Hartnell*  
Janssen, the pharmaceutical companies of Johnson & Johnson & the Irish Society for Colitis & Crohn's Disease (ISCC)

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

**Winner:**

**Irish Life Health Runuary, I will run January, it won't run me!**  
*Galvin Sports Management*  
Irish Life

## Best Use of Sponsorship - PR Budget over €50k

### Winner:

**Vhi's sponsorship of the Vhi Virtual Women's Mini Marathon**

*Teneo Ireland*

Vhi

### Highly Commended:

**SSE Airtricity Eco Explorers Club**

*Edelman*

SSE Airtricity

**AIB Backing Club and County #TheToughest – Grassroots to Inter-County GAA**

*Wilson Hartnell*

AIB Group plc.

## Best Public Relations Event

### Winner:

**Tullamore D.E.W. Virtual Snug**

*Jailbird Communications*

William Grant & Sons

### Highly Commended:

**'Future FET', a new 5-year strategy for Further Education and Training**

*Alice PR & Events*

SOLAS, the Further Education and Training Authority

**An Evening Celebration of Northern Ireland: Embrace a Giant Spirit**

*Jago Communications*

Tourism Northern Ireland

## Best Public Relations for an Event

### Winner:

**BTYSTE 2021 – Europe's Largest STEM Exhibition Goes Virtual**

*Hanover Communications*

BT Ireland

### Highly Commended:

**The GAA Museum Remembers Bloody Sunday**

*ETC, the Events, Tourism & Communications Agency*

GAA Museum, Croke Park

**100kin30days for Breast Cancer Ireland**

*Lynfort Communications*

Breast Cancer Ireland

## Best Issues-Led Campaign – Sponsored by RuePoint Media

### Winner:

**100consent: Be 100 percent or it's not consent**

*Pluto and Buck & Pound PR*

Dublin Rape Crisis Centre

### Highly Commended:

**No Stigma**

*St Patrick's Mental Health Services*

**20x20:If She Can't See it, She Can't Be it**

*Wilson Hartnell*

Along Came a Spider

## Best Long-Term Campaign

### Winner:

**Tackle Your Feelings**

*Wilson Hartnell*

Rugby Players Ireland

### Highly Commended:

**Bord na Móna: The Road to Green**

*MKC Communications*

Bord na Móna

**'Support Our Secretaries' Campaign**

*Pat Montague and Persuasion Republic*

Fórsa Trade Union

## Best Integrated Campaign

### Winner:

**She Doesn't Deserve A Break**

*Legacy Communications*

Amgen

### Highly Commended:

**Springboard+ 2020**

*Alice PR & Events*

Higher Education Authority

**Northern Ireland: Embrace a Giant Spirit**

*Jago Communications*

Tourism Northern Ireland

**AIB Future Sparks Series**

*Wilson Hartnell*

AIB

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

**Winner:**

**RCSI University of Medicine and Health Sciences**

**Highly Commended:**

**Boyle Sports**

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

**Winner:**

**An Garda Síochána**

**Highly Commended:**

**Department of Justice**

**Tesco Ireland**

**Trócaire**

**PRCA Agency of the Year - 1 to 10 employees**

**Winner:**

**Alice PR & Events**

**Highly Commended:**

**Walsh:PR**

**PRCA Agency of the Year - 11 and over employees**

**Winner:**

**Edelman**

**Highly Commended:**

**FleishmanHillard**

**Young Communication Professional of the Year**

**Winner:**

**Phillip Costigan**

*150Bond*



**Highly Commended:**

**Katie Boyle**  
*& Smyth*

**Paul Clifford**  
*Drury Communications*

**Amy Hacon**  
*Legacy Communications*

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