

# Awards for Excellence in Public Relations 2022

## #PRAwards22

### Shortlisted Entries

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

*Murray*

The Digital Hub/Smart D8

**Adult Safeguarding Day – Ireland's first-ever national public awareness day**

*Cavanagh Communications*

Safeguarding Ireland

**AIB GOAL Mile – Step Up Together**

*Wilson Hartnell*

AIB

**Aldi's First Time Financials**

*Aldi Ireland*

**An Post Zero Pay Gap: Women Leaders for the Future**

*The Reputations Agency*

An Post

**Breast Cancer Isn't Just Pink**

*FleishmanHillard*

Roche Products (Ireland) Limited & Marie Keating Foundation

**Brewing Success: Putting Irish Craft Beer on the Map!**

*&Smyth Creative Communications*

Bord Bia

**Bridging the Digital Divide Between Generations in Ireland**

*Reputation Inc*

Vodafone Ireland

**Building Trust in the Safety of Covid-19 Vaccines**

*Káno Communications*

Health Products Regulatory Authority (HPRA)

**Business Supports for Licensed Outbound Travel Agents and Tour Operators**

*Limelight Communications*

Irish Travel Agents Association

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

*The Central Bank of Ireland*

**Chadwicks Group - Under Construction with Chadwicks Podcast**

*Teneo Strategy Ireland*

Chadwicks Group

**Circle K 'Here for Ireland'**

*Teneo*

Circle K

**Combatting Period Poverty with Dignity**

*Lidl Ireland*

**Community Immunity: Supporting COVID-19 vaccinations in Irish pharmacies**

*MKC Communications*

Irish Pharmacy Union

**Cork Lower Harbour Main Drainage**

*Irish Water*

**Depaul Transfer of Homeless Services**

*Etch Communications and Bassline Strategy*

Depaul Ireland

**Dogs Trust Ireland #SantaPawsDay**

*Dogs Trust Ireland*

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

*FleishmanHillard*

Down Syndrome Ireland

**Dove Self-Esteem Project Launch 2021**

*Edelman*

Unilever

**Energia Get Ireland Growing**

*Legacy Communications*

Energia Group

**Energia: The Power Behind Irish Rugby**

*Legacy Communications*

Energia Group

**FBD Sound Support of Team Ireland for Tokyo 2020 Olympic Games**

*Wilson Hartnell*

FBD Insurance

**Gallaghers Bakehouse, Bread Made Better – The Secret is Out**

*Edelman*

Gallaghers Bakehouse

**Guinness Never Settle Campaign for the 2021 Women's Six Nations**

*Wilson Hartnell*

Diageo Ireland

**Harris PR Presents NUK Ireland's Breastfeeding Report**

*Harris Public Relations*

NUK Ireland, United Drug

**Harris PR Supporting Domino's Freshness, Value and Innovation Campaign**

*Harris Public Relations*

Domino's Pizza UK & Ireland

**Indeed Ireland Talent Unleashed**

*Legacy Communications*

Indeed Ireland

**Innovate for Life**

*Irish Pharmaceutical Healthcare Association*

**It's important to give a 'Mo'**

*Káno Communications*

November

**James Vincent McMorrow at the Iveagh Gardens**

*National Concert Hall*

**Launch of Aldi Ireland's cookbook 'Home' in collaboration with IRFU**

*Legacy Communications*

Aldi Ireland

**Littlewoods Ireland Camogie Leagues Launch 2021**

*Edelman*

Littlewoods Ireland

**"Make Time To Check" - In a world "too busy for breast cancer"**

*Crichton Communications*

Breast Cancer Ireland

**Maths Week 2021**

*MKC Communications*

Maths Week Ireland

**Oh Ship! A Fresh Voice on Water Safety for Dublin Port**

*Gibney Communications*

Dublin Port Company

**Own Your Rights**

*We the People*

Threshold

**Palliative Care Week 2021**

*All Ireland Institute of Hospice and Palliative Care*

**Pieta, Darkness into Light 2021, proudly supported by Electric Ireland**

*Legacy Communications*

Pieta

**Raising awareness and policy reforms for victims of domestic violence**

*Reputation Inc*  
Vodafone Ireland

**Redbreast 'Robin Redbreast Day' event**

*Sweartaker*  
Irish Distillers

**Saving Horticultural Peat**

*Gibney Communications*  
Growing Media Ireland

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

*Health Service Executive*

**Talking Depression - supporting open conversations about mental illness**

*Wilson Hartnell*  
Janssen Sciences Ireland UC

**Tap to Donate with SuperValu for AsIAm**

*FleishmanHillard*  
SuperValu

**The BTYSTE Takes Place on Bespoke Virtual Stage for Second Year Running**

*Hanover*  
BT Ireland

**The launch of The Wicklow Escape**

*Harris Public Relations*  
The Wicklow Escape

**The WorkEqual campaign to promote gender equality in Irish workplaces**

*Alice PR & Events*  
WorkEqual

**Think Ahead, Think Housing**

*Irish Wheelchair Association*

**Walk in My Shoes - WIMS Live**  
*St Patrick's Mental Health Services*

**Winterfest at the Guinness Storehouse, Christmas 2021**  
*Wilson Hartnell*  
Guinness Storehouse

**Work Safely: Keeping Workplaces Safe in the COVID-19 Pandemic**  
*Department of Enterprise, Trade and Employment*

**IN-HOUSE PR TEAM OF THE YEAR SHORTLIST**  
**Sponsored by Fennell Photography**

*Aldi Ireland*

*Health Service Executive*

*RCSI University of Medicine and Health Sciences*

**PRCA AGENCY OF THE YEAR SHORTLIST**  
**Sponsored by Onclusive**

*Edelman Ireland*

*Hanover*

*Legacy Communications*

*Springboard Communications*

## YOUNG COMMUNICATIONS PROFESSIONAL OF THE YEAR

Nominees will be announced later in the month following the second stage of judging

Thank you to our category sponsors: Rue Point - Best Issues-Led Campaign  
Fennell Photography – Best In-house PR Team of the Year  
Onclusive – PRCA Agency of the Year

**Onclusive**



**PARAGON**  
Customer Communications

**ruepoint**

**ENDS – 18/05/22**