

Awards for Excellence in Public Relations 2024

Best Public Affairs Campaign

Winner:

CERN Membership: A Commitment to the Future of Physics in Ireland
Gibney Communications
Institute of Physics Ireland

Highly Commended:

The Financial Impact of Ireland's Planning System Delays on Irish Consumers
360 Finn Partners
ALDI Ireland

Better Housing, Better Business
Ibec

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

Winner:

Launch of The Great Pink Bake Off
Crichton Communications
Breast Cancer Ireland

Highly Commended:

Aer Lingus Flying Stars
Teneo
Aer Lingus

Your Retrofit Launch
Teneo
Chadwicks Group

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

Winner:

A masterclass in driving demand and sales for No7 Future Renew
Wilson Hartnell
Boots Ireland

Highly Commended:

SuperValu: stepping up for sustainability – local actions for global impact
FleishmanHillard International Communications
SuperValu

When information translates to empowerment - the public takes action
Wilson Hartnell
safefood

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

Winner:

For some children, Christmas doesn't happen
ISPCC

Highly Commended:

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

Barretstown Celebrates its 100,000th Camper

Káno Communications
Barretstown

Best Long-term Media Campaign (over 6 months)

Winner:

The Guinness Storehouse: A Champion of Contemporary Irish Culture
Wilson Hartnell
The Guinness Storehouse

Highly Commended:

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

Turning the tide on reputation through first time financials

Tesco Ireland

Best Use of Digital PR including content creation

Winner:

The Nutmeg: Just Eat x John O'Shea
Teneo
Just Eat

Highly Commended:

Púca Festival 2023
Harris PR
MPI Bands & Fáilte Ireland

The AR Lens to Save Lives
The Brill Building
Marie Keating Foundation

Best Public Information Campaign

Winner:

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

Highly Commended:

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



Winner:

Ad Astra! UCD students launch Ireland's first satellite
UCD Research

Highly Commended:

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

Best Internal Communication

Winner:

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

Highly Commended:

Women in the Warehouse: Redefine the Role
ALDI Ireland

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

Best Communications Campaign by a Registered Charity / Not-For-Profit / NGO

Winner:

Launch of Ireland's National Ukrainian Choir

Alice Public Relations

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

Highly Commended:

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

Winner:

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

Drury

Fexco

Highly Commended:

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

Winner:

The People's Retailer: Penneys' Corporate Reputation Programme

Edelman Ireland

Primark

Highly Commended:

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

Winner:

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

Wilson Hartnell
Irish Network of Gynaecological Oncology

Highly Commended:

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

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

Winner:

KPMG Books for Birdies

Wilson Hartnell
KPMG Ireland

Highly Commended:

Paddy Irishman

The Brill Building
The Paddy Irishman Project & Tourism Ireland

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

Winner:

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

FleishmanHillard International Communications
Sky

Highly Commended:

Cadbury "Become a Supporter & A Half" drives interest in women's football
FleishmanHillard
Mondelez Ireland

Vhi Empowers Wellness: Boosting Vhi Women's Mini Marathon 2023 Participation
Teneo
Vhi

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

Winner:

Helping Gen Z Find Inspiration in the Everyday with Google Lens multisearch
Methods+Mastery
Google Ireland

Highly Commended:

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

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

Winner:

Child Talks 2023
Ombudsman for Children's Office

Highly Commended:

ETB Day 2023
Education & Training Boards Ireland

A celebration of recovery - The Future in Mind
St Patrick's Mental Health Services

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

Winner:

We-Consent

Drury

Dublin Rape Crisis Centre

Highly Commended:

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

Winner:

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

Drury

Killarney Coffee Cup Project

Highly Commended:

Bounce Back Recycling: Breaking Barriers & Reclaiming Traveller Tradition

Inis Communications

Bounce Back Recycling

Best Integrated Campaign

Winner:

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

Alice Public Relations

Marino Institute of Education

Highly Commended:

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

UCD Research

In-House PR Team of the Year – Sponsored by  FENNEL
PHOTOGRAPHY

Winner:
Primark

Highly Commended:
ALDI Ireland

Bord Gáis Energy Theatre

Young Communication Professional of the Year

Winner:
Emily Kielthy
Wachsman

Highly Commended:
Aimée Millar
Carr Communications

Lorna Fitzpatrick
Instinctif Partners

PRCA Agency of the Year - 1 to 15 employees – Sponsored by 

Winner:
Cullen Communications

Highly Commended:
Hanover

Jago Communications

MKC Communications

PRCA Agency of the Year - 16 or more employees – Sponsored by 

Winner:
Legacy Communications

Highly Commended:
Alice Public Relations

THANK YOU TO OUR SPONSORS

OUR SPONSORS

