

ICAD 2010 Award Winners

Category	Company	Award	Entry title
Integrated			
Integrated Advertising Campaign	DDFH&B	bronze	What Makes A House A Home
Advertising Broadcast Radio			
Radio Commercial (up to 30 seconds)	Chemistry	bronze	Terms & Conditions
Radio Commercial (up to 30 seconds)	Publicis QMP	bronze	Galway Races
Radio Commercial (up to 30 seconds)	Publicis QMP	bronze	Bear Attacks
Radio Commercial (over 30 seconds)	Cawley Nea TBWA	silver	LVA AD BREAK
Radio Commercial (over 30 seconds)	Cawley Nea TBWA	bronze	Friends
Radio Commercial Campaign (any length)	Publicis QMP	bronze	Bear Attacks, Ka-ching
Direct Response Commercial (Radio)	Ogilvy & Mather	bronze	ISPCC christmas
Copy Writing	Cawley Nea TBWA / Alan Kelly	bronze	Ad break
Editing	Chemistry	bronze	Collage
Sound Design	Mutiny	silver	Journey Through Sound
Digital			
Online / Viral Commercial	Chemistry	bronze	The Sarkozy Letters
Online Display (banners / pop-ups)	Brando	bronze	O2 Music
Social Media Campaign	ICAN	bronze	Bulmers Pear Social Media Campaign
Advertising Print			

Colour Consumer	Bloom	bronze	Brittany Ferries. It's better by car
Colour Consumer	Publicis QMP	bronze	Galway Races
Colour Consumer Campaign	DDFH&B	bronze	Chair, Cup, Sausage and Rasher
Colour Consumer Campaign	Irish International BBDO	bronze	NNI Campaign
Outdoor Poster	Irish International BBDO	silver	Guinness Hurling The Rise
Direct Mail Campaign	Chemistry	bronze	Saucy Postcards
Art Direction (Campaign)	Publicis QMP	bronze	Free Trade
Art Direction (Campaign)	DDFH&B	silver	Chair, Cup, Sausage and Rasher
Copy Writing	Chemistry	bronze	Italian Gestures
Model Making	Ogilvy & Mather	bronze	Spaceman
Model Making	Publicis QMP	silver	PVC
Photography	Publicis QMP	bronze	Trailer
Photography (Campaign)	Publicis QMP	bronze	Free Trade Campaign
Use of Photography / Image manipulation	Leo Burnett	bronze	Orange Omega
Use of Illustration (Campaign)	Chemistry	bronze	Saucy Postcards
Use of Illustration (Campaign)	McConnellsintegrated	bronze	DART 25 Years - Illustration Craft
Ambient Media	McCann Erickson	silver	Smiles
Ambient Media	Bloom	silver	Directski
Ambient Media	Bloom	gold	Tatler Cover girl
Advertising Broadcast TV			
Single Commercial (over 20 and up to 30 seconds)	McCann Erickson	bronze	Heineken Cup 'Field of Dreams'
Single Commercial (over 20 and up to 30 seconds)	Cawley Nea TBWA	bronze	Moving
Single Commercial (over 20 and up to 30 seconds)	Cawley Nea TBWA	bronze	Love
Single Commercial (over 30 and up to 50 seconds)	Young Euro RSCG	bronze	Bulmers Pearapy
Single Commercial (over 50 seconds)	Irish International BBDO	silver	Guinness 'Fridge Magnet' TV
TV / Cinema Commercial Campaign	Young Euro RSCG	bronze	Bulmers Pear Campaign
Visual Effects	McCann Erickson	bronze	CervicalCheck 'Change'

Direction	Blinder Ltd	bronze	Barnardos Memories
Performance (Campaign)	Russell Curran Productions	bronze	BULMERS PEARAPY
Editing	Screen Scene	silver	Barnardos - Memories
Design			
Signage and Information Graphics	Junior	bronze	NCAD Library Signage
Signage and Information Graphics	Detail. Design Studio	bronze	Father Collins Park
Rebranding Schemes	Creative Inc	bronze	GoldCore
Stationery Suite	io	bronze	io stationery suite
Brochures	Creative Inc	silver	53#N 08#W
Catalogues	Detail. Design Studio	bronze	What If? Catalogue
Corporate / Annual Reports	Atelier David Smith	bronze	Dublin Airport Authority Annual Report 2008
Books	Atelier David Smith	bronze	Gary Coyle ∃ At Sea, The Daily Practice of Swimming
Books	Language	silver	DIANA COPPERWHITE BOOK
Print Miscellaneous	Swollen	bronze	Bouvard et Pecuchet
Print Miscellaneous	Atelier David Smith	gold	Glen Park Project
Publication Miscellaneous	Atelier David Smith	gold	Firestation Workshops and Masterclasses 10yrs