ADFX 2016: The Shortlist

July 14, 2016

Details of the shortlist for this year’s ADFX Awards have been published. The Awards will take place on September 22nd and tickets are now on sale.

The Shortlist is as follows:

ALCOHOLIC BEVERAGES

Heineken ‘How Heineken won the Rugby World Cup’

Agency: Rothco & Starcom
Coors Light ‘Playing games to win digitally with young males’

Agency: Starcom

AUTOMOTIVE

MINI with ‘Round Ireland Relay’

Agency: Cawley Nea\TBWA

CORPORATE FINANCE AND SERVICES

EBS with ‘The Value of fame; How EBS beat the targets, bucked the trends and changes the rules’

Agency: Irish International

Bord Gáis with ‘Switched On’

Agency: Publicis Dublin with joint credit to DDFH&B & Mindshare

Ulster Bank with ‘A Mortgage you can live with’

Agency: Ogilvy & Mediavest
Agency: Boys & Girls

AIB with ‘Less saying, more doing’

Agency: Rothco & Starcom

Bank of Ireland Mortgages

Agency: Cawley Nea\TBWA

AIB with ‘Back from the brink of brand extinction’

Agency: Rothco

---

FMCG

McDonnell’s Curry Sauce ‘How a curry sauce pasted the market’

Agency: Boys & Girls & Mindshare Media Ireland

Waterwipes with ‘How showing ineffectiveness proved to be dramatically effective for a
plucky little Irish business’

Agency: DDFH&B & OMD Ireland

Avonmore Super Milk with ‘Healthy Bones for life’

Agency: Irish International & Carat

Barry’s Tea with ‘Give it time to Brew’

Agency: Irish International & OMD Ireland

Deep River Rock with ‘How advertising and brand building kept Deep River Rock hydrated for 10 years’

Agency: McCann Blue & Mindshare Media Ireland

Cadbury Dairy Milk with ‘Combining science and art to maximise effectiveness’

Agency: PHD Ireland

The Natural Confectionary Company with ‘How Jelly Phants were born’

Agency: PHD Ireland

Tayto with ‘How a 60 year old character connected with the younger generation’
Cuisine de France with ‘A Bread Basket Case’

Agency: Rothco

LEISURE MEDIA & ENTERTAINMENT

Fáilte Ireland – Visit Dublin with ‘Making Dublin click again with Tourists’

Agency: In the Company of Huskies

Iarnród Éireann with ‘Rail for the Win’

Agency: Publicis Dublin

Three with ‘Three does all it takes for the Irish Rugby Team’

Agency: Boys & Girls & Mediavest

The Irish Times with ‘You are what you read’

Agency: Owens DDB & PHD Ireland
LONG TERM EFFECTIVENESS

Barry’s Tea ‘Give it time to Brew’

Agency: Irish International & OMD Ireland

Supervalu with ‘How a brave local brand defied the forces of globalisation’

Agency: DDFH&B

Fáilte Ireland – Discover Ireland with ‘9 years selling Ice to Eskimos’

Agency: DDFH&B & PHD Ireland

Bord Gáis Energy with ‘Switched On’

Agency: Publicis Dublin with joint credit to DDFH&B & Mindshare

Deep River Rock with ‘How advertising and brand building kept Deep River Rock hydrated for 10 years’

Agency: McCann Blue & Mindshare Media Ireland
ELECTRICAL CONSUMER GOODS

Electric Ireland with ‘Electric Ireland’s launch into the most difficult markets, Northern Ireland’

Agency: Cawley Nea\TBWA & Mediavest

PUBLIC SERVICE, SOCIAL WELFARE & EDUCATION

Bord Iascaigh Mhara – Safety at Sea with ‘Live to tell the tale’

Agency: DDFH&B

Fálte Ireland – Visit Dublin with ‘Making Dublin click with Tourists’

Agency: In the Company of Huskies

Daintree Paper with ‘How we took the hate out of the Debate’

Agency: Rothco

Safe food Folic Acid Campaign with ‘Reaching the Unreachable. Convincing the Inconvincible’
Agency: McCann Blue & Mindshare Media Ireland

NEW LAUNCH

The Natural Confectionary Company with ‘How Jelly Phants were born’

Agency: PHD Ireland

Virgin Media Ireland with ‘The Story of 2015’s most successful Irish brand transformation’

Agency: Irish International & OMD Ireland

Mc Donald’s McMór with ‘Launching the Best of Ireland in a Bun’

Agency: Cawley Nea\TBWA

eir ‘No more Pots. The Story of turning a brand around to live life on eir’

Agency: DDFH&B & Vizeum

Bord Iascaigh Mhara – Safety at Sea with ‘Live to tell the tale’

Agency: DDFH&B
Waterwipes with ‘How showing ineffectiveness proved to be dramatically effective for a plucky little Irish business’

**Agency:** DDFH&B & OMD Ireland

Orchard Thieves ‘Thieving the Spotlight’

**Agency:** Rothco & Starcom

**PHARMACEUTICALS, HEALTHCARE, COSMETICS**

VHI with ‘Using advertising to cultivate a more sustainable customer base’

**Agency:** Publicis Dublin & PHD Ireland

Waterwipes with ‘How showing ineffectiveness proved to be dramatically effective for a plucky little Irish business’

**Agency:** DDFH&B & OMD Ireland

**RETAIL & FASHION**

SuperValu with ‘Giving small producers a big chance’
**Agency:** DDFH&B

Lidl Ireland with ‘Gaining a lot from living a little’

**Agency:** Chemistry & Mediaworks

**IT/ TELECOMMUNICATIONS & DIGITAL**

Three with ‘How the Perfect Surprise won Christmas’

**Agency:** Boys & Girls & Mediavest

eir with ‘No more Pots. The Story of turning a brand around to live life on eir’

**Agency:** DDFH&B & Vizeum

Three with ‘Three does all it takes for the Irish Rugby Team’

**Agency:** Boys & Girls & Mediavest

Tesco Mobile Ireland with ‘From little voice to big voice’

**Agency:** Chemistry

PhoneWatch with ‘From Crime to Clicks’
Agency: ZenithOptimedia & Brando

**SMALL BUDGET**

The Natural Confectionary Company with ‘How Jelly Phants were born’

Agency: PHD Ireland

Safe food Folic Acid Campaign with ‘Reaching the Unreachable. Convincing the Inconvincible’

Agency: McCann Blue & Mindshare Media Ireland

RCSI with ‘Look back. Step forward’

Agency: Publicis Dublin

Bord Iascaigh Mhara – Safety at Sea with ‘Live to tell the tale’

Agency: DDFH&B

Waterwipes with ‘How showing ineffectiveness proved to be dramatically effective for a plucky little Irish business’
Agency: DDFH&B & OMD Ireland

Daintree with ‘How we took hate out of the Debate’

Agency: Rothco