



DIGITAL MEDIA AWARDS 2019 WINNERS ANNOUNCED

After many hours of reviewing, deliberating and scoring by our specially selected panel of judges; we are delighted to announce the 2019 Winners for the Digital Media Awards.

The Winners were announced by Newstalk's Tom Dunne at the gala awards ceremony on Friday 15th February, at Clayton Hotel, Burlington Road.

#DMA2019





BEST AGENCY

WINNER
ZOO.

SILVER
Wolfgang Digital

BRONZE
iProspect

AudioOne

BLACKNIGHT
SOLUTIONS

cpl.

nielsen

sn@p
print design websites

3Media

THE IRISH TIMES
MEDIA SOLUTIONS

KANTAR MEDIA



BEST BRAND

Sponsored by

SQUARE1

WINNER

Skillnet Ireland

Embracing digital to tell the story of Ireland's best kept secret through a people-led approach

SILVER

TBWA\Dublin

Always Within Reach: How BMW Grew Sales With A Digital First Campaign

BRONZE

Therapie Clinic

Thérapie Clinic - "Digital Enhancing"

AudioOne



nielsen
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KANTAR MEDIA



BEST COLLABORATIVE CAMPAIGN

WINNER

Dentsu Aegis Network / Aer Lingus / Storyful

Wish You Were Here – How we created destination inspiration with Real People

SILVER

Starcom / AIB / GAA

The Toughest Rivalry

BRONZE

Zurich Ireland / Wolfgang Digital / Indiepics

Time Flies

AudioOne



nielsen



KANTAR MEDIA



BEST CONVERSION STRATEGY

WINNER

ZOO.

Redbreast Dreamcask

SILVER

Dentsu Aegis Network

Taking Dynamic to New Heights

BRONZE

Packed.House

Bulmers, Packed.House, Shazam & Pluto

AudioOne



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KANTAR MEDIA



BEST CREATIVE

WINNER

DMW Creative

Cool Planet Experience

SILVER

ZOO.

The Abbey Theatre 2018

BRONZE

BigO

Dublin Fringe Festival - Interference Fringe

AudioOne



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KANTAR MEDIA



BEST IN DATA & ANALYTICS

Sponsored by



WINNER

Wolfgang Digital

Littlewoods Ireland - From Vanity to Sanity

SILVER

GlowMetrics

Career Led, Data Driven - GlowMetrics & nijobfinder

BRONZE

Vizeum / iProspect

BMW: Data Driving Sales

AudioOne



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KANTAR MEDIA



BEST IN FINANCIAL SERVICES

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WINNER

iProspect Ireland

Driving SmartLane from 0 to 1.6 Million

SILVER

AIB

AIB Mobile Banking App V2

BRONZE

ZOO.

KBC Bank Ireland





BEST IN PUBLIC SERVICE

Sponsored by

KANTAR MEDIA

WINNER

Mediacom

SVP - Winning the hearts of the Irish public

SILVER

Wolfgang Digital

Together For Yes - Social Media - A force for good this time!

BRONZE

Arekibo

World Meeting of Families 2018 (WMOF) by Arekibo

AudioOne



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KANTAR MEDIA



BEST IN RETAIL & CONSUMER GOODS

Sponsored by



WINNER

Havas Media

Personalisation Sparkles for Swarovski Ireland: Remix Edition

SILVER

ZOO.

Red Bull Strike

BRONZE

Wolfgang Digital

Littlewoods Ireland - From Vanity to Sanity

AudioOne



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KANTAR MEDIA



BEST IN TRAVEL & TOURISM

WINNER

Dentsu Aegis Network

How people based planning set Aer Lingus' sales soaring around the globe

SILVER

Loud Mouth Media

Loud Mouth Media & Titanic Belfast

BRONZE

Core Optimisation

Core Optimisation & Mount Juliet Estate

AudioOne



nielsen



KANTAR MEDIA



BEST INTEGRATED DIGITAL CAMPAIGN

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WINNER

Wolfgang Digital

DID Electrical - 0 To 50

SILVER

Carat

To The Rocksore

BRONZE

Wolfgang Digital

Littlewoods Ireland - From Vanity to Sanity

AudioOne



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KANTAR MEDIA



BEST INTEGRATED MEDIA STRATEGY

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print design websites

WINNER

Zurich Ireland

Future Ready

SILVER

The Irish Times

Trading Up with Bank of Ireland

BRONZE

Dentsu Aegis Network

How people based planning set Aer Lingus' sales soaring around the globe

AudioOne



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KANTAR MEDIA



BEST NATIVE CONTENT

WINNER

Three Ireland

Three Ireland - First Data

SILVER

Phorest Salon Software

The #SalonRetailWeek Challenge

BRONZE

Mediaworks

KBC - Experience Your World

AudioOne



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KANTAR MEDIA



BEST NEWCOMER

WINNER

The Tenth Man

The Tenth Man

SILVER

Packed.House

Packed House

BRONZE

OMD

OMD and Shiny Day TV

AudioOne



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BEST PODCAST

Sponsored by

AudioOne

WINNER

Carat

Ireland Unfiltered

SILVER

Lovin Media Group

Before Brunch

BRONZE

Teagasc

The Dairy Edge - Teagasc Weekly Dairy Podcast

AudioOne



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KANTAR MEDIA



BEST SEARCH CAMPAIGN

WINNER

iProspect

Click On Clayton: Putting the click back into PPC

SILVER

Wolfgang Digital

DID Electrical - 0 To 50

BRONZE

iProspect

A 35% sales increase by tearing up the rule book

AudioOne



nielsen



KANTAR MEDIA



BEST SOCIAL MEDIA

WINNER

Teneo

Life Style Sports - Live Rugby Campaign

SILVER

Maximum Media

Generation 8th: Mobilising JOE's Social Audience to Repeal the 8th

BRONZE

Wolfgang Digital

Littlewoods Ireland - Profits you don't have to dress up

AudioOne

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SOLUTIONS

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print design websites

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THE IRISH TIMES
MEDIA SOLUTIONS

KANTAR MEDIA



BEST SOCIAL MEDIA FOR EVENTS

WINNER

Verve Live Agency
Guinness Rugby Hotel

SILVER

VROOM Digital
A Spooktacular Story

BRONZE

Pundit Arena
European Swim Championships 2018

AudioOne



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KANTAR MEDIA



BEST STRATEGY

WINNER

Wolfgang Digital

Brexit Proofing The DMI

SILVER

Three Ireland

#MadeByMusique

BRONZE

Teneo

Life Style Sports - Live Rugby Campaign

AudioOne



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KANTAR MEDIA



BEST TECHNOLOGY INNOVATION

WINNER

Mediaworks

KBC - Experience Your World

SILVER

ZOO.

Red Bull Strike

BRONZE

Origin Digital

Connecting People with Smart Care

AudioOne

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MEDIA SOLUTIONS

KANTAR MEDIA



BEST USE OF MOBILE

WINNER

ZOO.

Red Bull Strike

SILVER

Origin Digital

Connecting People with Smart Care

BRONZE

Arekibo

ESB Networks Apps

AudioOne



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KANTAR MEDIA



BEST USE OF VIDEO

WINNER

Three Ireland
#MadeByMusic

SILVER

Loud Mouth Media
Loud Mouth Media & Four Star Pizza

BRONZE

OMD / Rothco
Dublin Bus - Proud Dads

AudioOne



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KANTAR MEDIA



BEST WEBSITE

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WINNER

ZOO.

MyMilkMan.ie

SILVER

Izest Marketing

Izest.ie

BRONZE

DabHand

DabHand.ie

AudioOne



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KANTAR MEDIA



DIGITAL STUDENT OF THE YEAR

WINNER

Orlagh Cramp

Dublin Institute of Technology

Social Media Campaign for an Irish Distillery

SILVER

Ryan O'Carroll

Dublin Institute of Technology

#AShowForTheBow

BRONZE

Emma Babos

Jesus and Mary College

Guardian Pi - Low Cost, High Security (new e-business)

AudioOne



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KANTAR MEDIA



EXCELLENCE IN DIGITAL LEADERSHIP

WINNER

Dentsu Aegis Network

How people based planning set Aer Lingus' sales soaring around the globe

AudioOne

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