



DIGITAL MEDIA AWARDS 2019 FINALISTS ANNOUNCED

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

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

Tickets NOW ON SALE!

We are delighted to announce that our theme for this year is *'Reality is an Illusion'*.

Don't miss out on the biggest night of the year in the Irish Digital Marketing Industry and book your tickets today!

Visit www.digitalmedia.ie to view our offers and book your tickets!

#DMA2019





BEST AGENCY

Arekibo

Avvio

Fifty-Three Six

iProspect

Kooba

Society (Part of Initiative/IPG Mediabrands)

Teneo

Wolfgang Digital

ZOO.

AudioOne



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BEST BRAND

98FM

Edelman

Diet Coke "Because I Can"

Skillnet Ireland

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

TBWA\Dublin

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

Therapie Clinic

Thérapie Clinic - "Digital Enhancing"

AudioOne



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BEST COLLABORATIVE CAMPAIGN

Carat / Maximum Media / Diageo

Rockshore - #ThisIsTheWest

Dentsu Aegis Network / Aer Lingus / Storyful

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

IMAGE Publications / Samsung

The Pitch

Media Central / PHD / Audi Ireland

Audi: A cross-platform adventure with PHD, Today FM and Media Central

Starcom / AIB / GAA

The Toughest Rivalry

TBWA\Dublin / Vizeum Ireland / BMW Ireland

BMW 182: How TBWA\Dublin and Vizeum Ireland Grew Leads and Sales Through Digital

Vhi / parkrun

Vhi and parkrun

Vizeum / Hula Hoops Ireland

Hula Hoops National Cup

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Zenith / Focus Ireland

Zenith & Focus Ireland: Making The Invisible Visible

Zurich Ireland / Wolfgang Digital

Time Flies

AudioOne

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THE IRISH TIMES
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BEST CONVERSION STRATEGY

Dentsu Aegis Network

Taking Dynamic to New Heights

GlowMetrics

Using Dependable Data to Drive Conversions - GlowMetrics & Eyelids Reading Glasses

Mediacom

The Sky wasn't the limit for MediaCom's conversion strategy

Mediaworks

KBC - The Future of Mortgages

Packed.House

Bulmers, Packed.House, Shazam & Pluto

Starcom

Securing Irish Homes

Wolfgang Digital

Brexit Proofing The DMI

ZOO.

MyMilkMan.ie

ZOO.

Redbreast Dreamcask

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BEST CREATIVE

BigO

Dublin Fringe Festival - Interference Fringe

DMW Creative

Cool Planet Experience

Eyekiller

W5 by Eyekiller

Izest Marketing

My Shining Armour

Izest Marketing

Tackle Your Feelings

Packed.House

entertainment.ie Rebrand

Phorest Salon Software

Email Marketing Editor Redesign

ZOO.

The Abbey Theatre 2018

Zurich Ireland

Future Ready

AudioOne



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BEST IN DATA & ANALYTICS

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Core

In VOD We Trust

Dentsu Aegis Network

Taking Dynamic to New Heights

DMG Media Ireland

EAT, PRAY, LOVE & GROW!

GlowMetrics

Career Led, Data Driven - GlowMetrics & nijobfinder

Vizeum / iProspect

BMW: Data Driving Sales

VROOM Digital

Innovation at The Service of Tradition: Agile SEO for Weir & Sons Ireland

Wolfgang Digital

Littlewoods Ireland - From Vanity to Sanity





BEST IN FINANCIAL SERVICES

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AIB

AIB Mobile Banking App V2

Core Optimisation

Growing Business in Financial Services

Fathom

Flender and Fathom

iProspect Ireland

Driving SmartLane from 0 to 1.6 Million

Wolfgang Digital

Zurich Ireland - #TimeFlies

ZOO.

KBC Bank Ireland





BEST IN PUBLIC SERVICE

Arekibo

World Meeting of Families 2018 (WMOF) by Arekibo

DMW Creative

Cool Planet Experience

Graphic Mint Ltd

Homelight - A place for you

Mediacom

SVP - Winning the hearts of the Irish public

OSD Digital Agency

CYPSC Parent Mobile App - "Parents Own Plan"

Peter McVerry Trust

Storm Emma emergency response

Skillnet Ireland

Raising awareness of the benefits of lifelong learning to Irish SMEs

Wolfgang Digital

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

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BEST IN RETAIL & CONSUMER GOODS

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Carat / PML

Cadbury Premier League - Match and Win - The Dynamic Difference

Harvey Norman

Black Friday Event

Havas Media

Personalisation Sparkles for Swarovski Ireland: Remix Edition

Lovin Media Group

Lovin Media Group - Gordon's Pink Gin

Mediacom

How Schweppes Ginfluenced Culture

Packed.House / Mindshare

Lyons Tea Personalised Mugs with Packed.House and
WaterfordWhispersNews.com

Vizeum / Balls Media / Basketball Ireland

Hula Hoops National Cup

AudioOne



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Wolfgang Digital

DID Electrical - 0 To 50

Wolfgang Digital

Littlewoods Ireland - From Vanity to Sanity

ZOO.

Red Bull Strike





BEST IN TRAVEL & TOURISM

Core Optimisation

Core Optimisation & Mount Juliet Estate

Dentsu Aegis Network

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

EPIC The Irish Emigration Museum

EPIC The Irish Emigration Website

Loud Mouth Media

Loud Mouth Media & Titanic Belfast

VROOM Digital

Massive Revenue Increase

AudioOne



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BEST INTEGRATED DIGITAL CAMPAIGN

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Carat

Carlsberg stripped back and unfiltered

Carat

To The Rocksore

Dentsu Aegis Network

Taking Dynamic to New Heights

Inglot

The First Annual Inglot Awards

iProspect

Bank of Ireland - Wherever You Go

Mediaworks

KBC - Experience Your World

TBWA/Dublin

BMW 182: How BMW Leveraged Digital Channels To Increase Online Leads and Sales

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Wolfgang Digital

DID Electrical - 0 To 50

Wolfgang Digital

Littlewoods Ireland - From Vanity to Sanity

Zenith

Dublin Zoo, Lighting Up The Way to a Sell Out





BEST INTEGRATED MEDIA STRATEGY

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print design websites

Dentsu Aegis Network

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

IMAGE Publications

Smart Casual with Kildare Village

Media Central / PHD / Audi Ireland

Audi: A cross-platform adventure with PHD, Today FM and Media Central

OLIVIER Ireland

Lidl Genius

PHD Media

Midweek Messing with Jaffa Cakes

Spark Foundry

Wake up to the Darkness of Mental Health





Spark Foundry / In the Company of Huskies

A MICRA REVOLUTION - HOW A POWERFUL CREATIVE AND MEDIA APPROACH
REVITALISED A DYING CAR IN A DECLINING SEGMENT

SPIN1038

Billboard Singles

The Irish Times

Trading Up with Bank of Ireland

Zurich Ireland

Future Ready

AudioOne



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BEST NATIVE CONTENT

Independent News & Media

Moda by Dulux partnership with Creators.ie & Mediacom

Journal Media

Schweppes Culture Partnership with Journal Media & Mediacom

Journal Media

LIDL Partnership with Journal Media & Mediaworks

Mediaworks

KBC - Experience Your World

Packed.House / Mindshare

Lyons Tea Personalised Mugs with Packed.House and
WaterfordWhispersNews.com

PHD Media

Driving Digital Audio

Phorest Salon Software

The #SalonRetailWeek Challenge

The Irish Times / Spark Foundry

Story of Home with Ulster Bank

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The Irish Times
Pfizer Healthy Town

Three Ireland
Three Ireland - First Data

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BEST NEWCOMER

Creators.ie

Creators.ie

Hashtag Media

Hashtag Media

OMD

OMD and Shiny Day TV

Packed.House

Packed House

Packed.House

The Sports Chronicle

Society (Part of Initiative/IPG Mediabrands)

Society

The Tenth Man

The Tenth Man

Thought Different

Thought Different

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BEST PODCAST

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Carat

Ireland Unfiltered

IMAGE Publications

Smart Casual with Kildare Village

Lovin Media Group

Before Brunch

Maximum Media

The Architects Of Business

Maximum Media

Girls with Goals

Packed.House

Motherboard Brought to you by Lidl & Packed.House

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Phorest Salon Software

Phorest FM, The Salon Owners Podcast

Teagasc

The Dairy Edge - Teagasc Weekly Dairy Podcast





BEST SEARCH CAMPAIGN

Dentsu Aegis Network

A Direct Route to Direct Response

iProspect

Redefining Best Practice: Increasing Conversion Rate by 242% for Fujitsu PFU

iProspect

Click On Clayton: Putting the click back into PPC

iProspect

A 35% sales increase by tearing up the rule book

Loud Mouth Media

Loud Mouth Media & Harry Corry

Mediaworks

KBC - The Future of Mortgages

Vizeum / iProspect

BMW: Data Driving Sales

Wolfgang Digital

DID Electrical - 0 To 50

Wolfgang Digital

Littlewoods Ireland - From Vanity to Sanity

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BEST SOCIAL MEDIA

Goosebump

Avonmore Protein Milk - You've Got This

iProspect

Now you see me - Building a brand in 10 seconds or less

Maximum Media

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

Teneo

Life Style Sports - Live Rugby Campaign

VROOM Digital

A Spooktacular Story

VROOM Digital

Do We Need A Website Anymore?

Wolfgang Digital

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

Wolfgang Digital

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

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ZOO.

Redbreast Dreamcask

Zurich Ireland

Time Flies

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BEST SOCIAL MEDIA FOR EVENTS

98 FM

98FM's Best of Dublin Awards

HealthSectorJobs

The Belfast Trust's Nursing Recruitment Open Day 2018

iProspect

Sponsor For A Day - Remembered for the rest of your life

OMD

Emil Nolde: Life Is Optimisation

Pundit Arena

European Swim Championships 2018

Society (Social agency of Initiative / IPG Mediabrands)

Tesco headlines at Electric Picnic

Verve Live Agency

Guinness Rugby Hotel

Verve Live Agency

Guinness Cork Jazz 2018

VROOM Digital

A Spooktacular Story

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BEST STRATEGY

Dentsu Aegis Network

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

izest Marketing

National Burger Day

TBWA\Dublin

BMW 182: How BMW Ireland Moved To A Digital-First Approach To Sell The Ultimate Driving Machine

Teneo

Life Style Sports - Live Rugby Campaign

Teneo

PwC - All Stars

Three Ireland

#MadeByMusique

Wolfgang Digital

Littlewoods Ireland - From Vanity to Sanity

Wolfgang Digital

Brexit Proofing The DMI

AudioOne



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BEST TECHNOLOGY INNOVATION

AIB

AIB Mobile Banking App (New to Bank)

Arekibo

ESB Networks Apps

Avvio

Allora - The world's first booking platform powered by artificial intelligence.

Mediaworks

KBC - Experience Your World

Olytico

Olytico Social Wall - Showcasing your Social Success

Origin Digital

Connecting People with Smart Care

Origin Digital

My Ticket Event Experience

ZOO.

KBC Bank Ireland

ZOO.

Red Bull Strike

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BEST USE OF MOBILE

Arekibo

ESB Networks Apps

DabHand

DabHand

Fifty-Three Six

GAANOW

Origin Digital

Connecting People with Smart Care

Origin Digital

MyTicket Event Experience

OSD Digital Agency

CYPSC Parent Mobile App – “Parents Own Plan”

ribot

Vhi Mobile Health Assistant

ZOO.

KBC Bank Ireland

ZOO.

Red Bull Strike

AudioOne



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BEST USE OF VIDEO

eightytwenty

BFree - Life is for Living

foe

Camogie Made Me Series

Glasseye

Aware Resilience Series

Keelings

Keelings Video Recipe Strategy 2018

Loud Mouth Media

Loud Mouth Media & Four Star Pizza

OMD / Rothco

Dublin Bus - Proud Dads

Publicis Dublin

Standard Life - My Second Life - My Way

The Irish Times / Spark Foundry

Story of Home with Ulster Bank

AudioOne

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Three Ireland
First Data

Three Ireland
#MadeByMusic

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BEST WEBSITE

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Arekibo Communication

SmurfitKappa.com

DabHand

DabHand.ie

Izest Marketing

My Shining Armour

Izest Marketing

Izest.ie

Kooba

Aviva Stadium

Kooba

Swrve

Kooba

Screen Ireland

AudioOne



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Packed.House
Entertainment.ie

ZOO.
MyMilkMan.ie

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DIGITAL STUDENT OF THE YEAR

Emma Babos

Jesus and Mary College

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

Kim Phan

Dublin City University

meSTYLE app, a disruptive mobile experience for style seekers

Orlagh Cramp

Dublin Institute of Technology

Social Media Campaign for an Irish Distillery

Ryan O'Carroll

Dublin Institute of Technology

#AShowForTheBow

Shannon Corrigan

Institute of Technology, Tallaght

Development of Simon Community's Mobile App

Thuan Huynh

Dublin City University

Break your limit

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