

LOVE RADIO AWARDS WINNERS 2016

1. Collaboration Between Radio Station & Agency



GOLD

RTÉ Radio / Reputations Agency

Wild Atlantic Way



SILVER

Carat Ireland / Media Central

Budweiser Dream Job



BRONZE

Media Central / 98FM / GroupM

98FM's Naked Breakfast

2. Most Effective Radio Campaign



GOLD

Carat Ireland / IRS+

#LittleThings



SILVER

OMD

Loans for Little Problems

LOVE RADIO AWARDS WINNERS 2016

3. Best Integrated Radio Campaign



GOLD

Carat Ireland

Carbon Monoxide Awareness Week



SILVER

Carat Ireland

#LittleThings



BRONZE

Irish International BBDO

EBS: Anytime

4. Client of the Year - The Radio Lover



GOLD

UTV Radio Solutions

CityJet - The Radio Lover



BRONZE

UTV Radio Solutions

Harvey Norman - The Radio Lover



BRONZE

WLRFM

The Boys at Morrisons

LOVE RADIO AWARDS WINNERS 2016

5. Best Station Promotion



GOLD Corks 96FM

Corks 96FM - All about Cork



SILVER Today FM

Whole Lotta Live



BRONZE Corks 96FM

Corks 96FM - Giving for Living Radiothon

6. Radio Sales Team of the Year - National



GOLD Media Central

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7. Radio Sales Team – Regional / Local



GOLD iRadio

8. Best Commercial Radio Promotion



GOLD Carat Ireland / Media Central HSE Think Contraception



SILVER Media Central / Vizeum Tayto Park Cú Chulainn Coaster



BRONZE RTÉ Radio / Reputations Agency Wild Atlantic Way

LOVE RADIO AWARDS WINNERS 2016

9. Best Station Produced Spot - Local



GOLD Midlands 103

House Movers



BRONZE Midlands 103

Mrs. Bucket Wants a Skoda



BRONZE RTÉ SoundLab

Rational Windows Art Gallery

10. Best Station Produced Spot - Regional / Main City



GOLD iRadio

Something for the Boys



BRONZE Corks 96FM

Cork Simon - Warm Hands

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11. [Best Production Studio of the Year - In House & Out](#)



GOLD Today FM Digges Lane Productions



SILVER Number 4 Windmill Lane Pictures



BRONZE Mutiny Studios

12. [Best Campaign](#)



GOLD Atomic Cornetto Choir



SILVER Chemistry Lidl Valentines



SILVER LMFM Radio The Hoey's Calls

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13. [Best Radio Sponsorship](#)



GOLD OMD

The Eason Book Club with Pat Kenny



SILVER UTV Radio Solutions

CityJet: The Real Capital Breakfast Sponsorships



BRONZE Limetree Advertising / RTÉ Radio 1

Pamela Scott & Sunday with Miriam O'Callaghan

14. [Best Entertainment](#)



GOLD Atomic

Arthouse



SILVER Publicis Dublin

Feel It: HRI



BRONZE Atomic

BlockBuster

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15. [Best Retail](#)



GOLD Irish International BBDO

Eason's: Killers



SILVER Boys and Girls

Every Bag Tells a Story - Friends



SILVER The Social House

The Gimp

16. [Best Motor Trade](#)



GOLD Midlands 103

Annette Doesn't Own a Car



SILVER Classic Hits 4FM

Quality

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17. Best Food / Drink / FMCG



GOLD Boys and Girls

Hunger Sauce - Side Effects



SILVER Irish International BBDO

Carlsberg: Football Results



BRONZE Atomic

Cornetto Choir Valkyries

18. Best Business to Business / Financial



GOLD Publicis Dublin

Paper Tax: No Nonsense



SILVER Irish International BBDO

EBS: Evening Life Drawing



SILVER Irish International BBDO

SBCI: Sheena

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19. Best Media



GOLD Chemistry

Anti-Depressants



SILVER Chemistry

Examiner Dementia



BRONZE Publicis Dublin

"An Bronntanas": TG4

20. Best Government or Public Sector



GOLD RAYGUN

ISPCC Childline Radio



SILVER Irish International BBDO

HSA: Because



BRONZE Irish International BBDO

Simon Community: Christmas

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21. [The Louise Jesson Radio Star Awards](#)



GOLD

Des Whelan - WLRFM

22. [Creative Agency of the Year](#)



GOLD

Irish International BBDO

23. [Creative Radio Organisation of the Year](#)



GOLD

Media Central

24. [Radio Ad of the Year](#)



GOLD

RAYGUN

ISPCC Childline Radio