

# Creating Campaigns, Building Careers

MSC ADVERTISING & CREATIVITY



# What's Happening this Semester

The MSc in Advertising and Creativity is designed to operate at the intersection of learning and industry. This semester, that connection has been especially visible.

Students have been working directly with practitioners, responding to live client briefs and preparing for key milestones including internships and Showcase.

This is a period defined by momentum, where ideas are tested, challenged and developed in real contexts.

For those considering the programme, this newsletter offers a snapshot of how the year unfolds. More than a sequence of modules, but as an immersive experience shaped by industry engagement, creative practice and applied thinking.

**This is where it starts to come together.**



**Dr Rosie Hand**

**Head of Discipline of Advertising  
and Communications**



**Sarah Strange**

**Programme Co-ordinator**  
sarah.strange@tudublin.ie

## Learning from Industry

This semester, students have engaged directly with leading practitioners across media, strategy and creative production.

Sessions with **David Murphy** and **Gavin McAuliffe** from **The Irish Times** explored key themes shaping the industry, including measurement, first-party data, AI, sustainability and the role of branded content in cutting through a crowded media landscape.

Guest speakers **Adriano Eliezer** and **Peter Dobbyn** from **Publicis Dublin** shared valuable insight into how strategy and creativity work together in practice, giving students a clear view of how effective campaigns are developed and delivered.

Students also worked with **Shauna Taylor** of **Verve**, who mentored the cohort as they design, produce and manage this year's upcoming Showcase event, welcoming industry leaders to Aungier Street, and you too!

Beyond the classroom, field trips brought students into live production environments. Visits to **Q102** and **FM104** focused on audio strategy, scripting and media planning, while a visit to **RAYGUN** exposed students to the full production process, from edit and CGI through to final output.

Across these experiences, the emphasis remains consistent: bridging the gap between learning and practice, and preparing students to contribute with confidence in industry settings.



Moments where insight meets practice



## D&AD New Blood: Ideas Competing Globally

As part of the Art Direction module, students develop campaign work in response to briefs from D&AD New Blood Awards, one of the most recognised platforms for emerging creative talent.

The New Blood Awards challenge students to respond to live briefs set by global brands, designed to reflect real industry problems and expectations. With thousands of entries submitted each year internationally, the competition is widely seen as a launchpad for new talent and a way to build work that stands out.

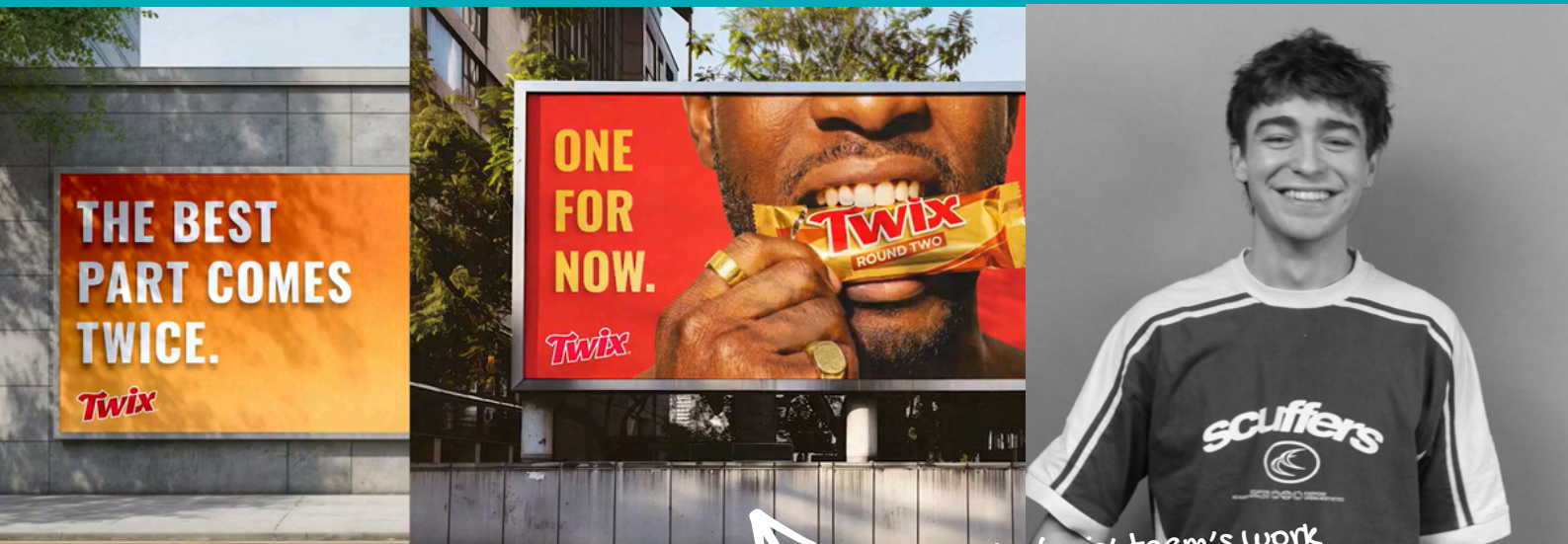
Within the programme, students use these briefs to push their creative thinking, develop portfolio-ready work and test ideas against industry standards.

*“D&AD was a really valuable experience for me, especially because I come from an audiovisual background and a way of thinking that is much closer to cinema than to advertising. It was also the first time since starting the master’s that I felt I had to take a project to a truly finished stage, rather than simply developing an idea or identifying an interesting direction.*”

*That completely changed my mindset. It was no longer just about finding the best idea I could come up with, but about creating something strong enough to stand out among thousands of responses to the same brief.*

*That pressure shaped the process in a big way. Working in a group with Giorgia and Foteini made it even more intense, because even when we felt we had something strong, it never quite felt enough. There was always the sense that someone else, somewhere, might be pushing the idea further or arriving at something better”*

*Luis Bada, Current MSc Advertising & Creativity Student*



A snapshot of Luis' team's work

*“Entering the D&AD New Blood competition and responding to the L’Oréal brief proved far more transformative than I had initially expected. At the beginning of the process, after my partner Eoin and I pulled the brand brief out of a hat, I actually really struggled with it.*

*I think this was because I care deeply about women’s experiences and representation, and I found myself clashing with the brief in places because of this. I kept asking myself the same question when I came up against this struggle: “How can I honour the brand’s ask while still advocating for women in a way that feels real and connected, not performative?”*

*That early tension I experienced was uncomfortable. However, it pushed me to interrogate my values and the values of others, while also thinking about the kind of creative I aspire to become”*

*Ellen Sweeney, Current MSc Advertising & Creativity Student*

### Insight

Having self-worth allows women to perceive and interact with the world uniquely. Women use all of their senses to do this, not just sight. Therefore, when your self-worth is unstable, everything in life risks becoming distorted. Today, having 'worth' isn't just a statement, it's a state of being. It has become a way of living authentically.

### Idea and Solution

Worth is a Woman's Sixth Sense. This reestablishes L’Oréal’s original meaning of worth because it allows for 'Worth' to be both internal and external. It can be a way of celebrating women’s unique ways of perceiving and interacting with the world.



Ellen's team's insight



Alongside industry engagement, students worked on live briefs with real clients and organisations throughout the programme, ensuring their work is grounded in real-world challenges.

This year included projects with the **National Transport Authority** through the Smarter Travel Student Awards, where current students **Saya Ono, Ocean Feng and Megan Ong** represented the programme at this year’s finals, as well as working with **ARC Cancer Support Services**. These briefs required students to respond to real audiences, real constraints and issues with genuine human impact.

This is applied, industry-facing work that develops graduates who can step in, contribute and deliver from day one.



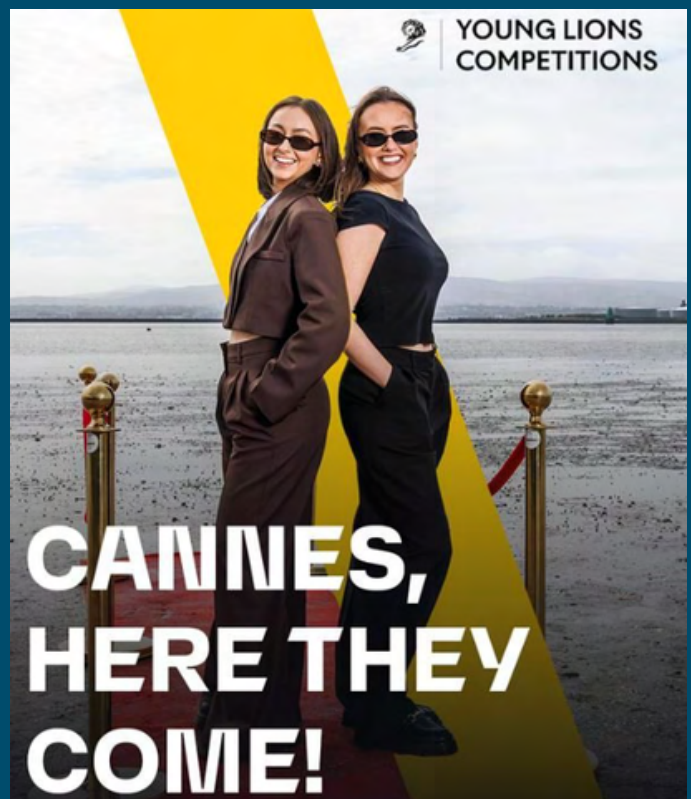


## Graduation and Industry Success

In March, we celebrated the graduation of our latest MSc in Advertising and Creativity cohort, marking the culmination of an intensive year of creative and strategic development.

That momentum has continued into early industry recognition. Graduates Hannah Murphy and Kate Dempsey, now of TBWA Ireland, will represent Ireland in the prestigious Young Lions Competition, while alumni Jess Murphy and Jessie Newman were also recognised among this year's shortlisted teams.

These nominations reflect the calibre of work being produced and the ability of our graduates to compete at the highest level, even at the very beginning of their careers.



# Step Inside Showcase



**SHOWCASE 2026**

**THURSDAY,  
JUNE 4, 5-7 PM  
TU DUBLIN,  
AUNGIER STREET**

Each year, Showcase marks the culmination of the MSc in Advertising and Creativity. It is where strategy, creativity and execution come together in one live industry event.

Working in agency-style teams, students develop and pitch a full campaign in response to a live client brief. With **Heineken Ireland** as this year's client, students will respond to a phenomenal brief on the night in front of a live industry audience.

Students are guided by industry mentors across strategy, media, copy and art direction, developing work that is both creatively ambitious and commercially grounded. Ideas will be pushed, tested and brought to life.

Last year's event theme, Ad Alchemy, set the tone. This year, **Creative Junction** is already beginning to take shape.

If you're considering the programme, you're warmly invited to attend. [Experience the energy by clicking here.](#)

**Then consider this.  
Next year, you're not in the audience.  
You're pitching.**



Follow Showcase on their socials



# Internship Reflections



**Ellen Sweeney** • 1st  
Currently studying my MSc in Advertising and Creativity at TU Dublin  
3d • Edited • 6

My two week internship at **Javelin Dublin** with my creative partner **Juliette** has come to an end 😊

After this experience I now understand that the right environment can give you an entire sense of possibility. I walked in curious and nervous (and felt like an imposter still wearing invisible scrubs). I walked out with more confidence, knowledge and the feeling that I genuinely belonged in the room. More than I ever could have asked for.

I would like to say a massive thank you to everyone at Javelin, especially **Adrian Cosgrove**, **Cathal O'Flaherty**, **Fiona Bain** and **Kyla O'Kelly**. The knowledge and encouragement that everyone at Javelin has shared will never be forgotten and is deeply appreciated.

I'm grateful for every conversation that I had. Every moment of guidance made these two weeks feel bigger than they seemed. It's reminded me why I chose this career switch in the first place.

I would also like to thank **Dr. Rosie Hand** at **Technological University Dublin** for organising this internship and giving us the opportunity to work with industry professionals. This experience came at the perfect time, right before our class showcase (details to follow soon!!) which will be a brilliant opportunity to put all that we have learned to good use.

As a round off.

- Amount of "But whys" and "Because likes" said between Juliette and Ellen: 15 (rough estimate, probably more)
- Laughs shared: a lot
- Ideas explored: plenty
- Shooting final execution: 1
- Pieces of...



**Shauna Whyte** • 1st  
MSc student, in Advertising and Cr...  
13h • Edited • 6

**Bloom** A little place filled with extraordinary people, who plant seeds of creativity and wisdom, in one's mind, leaving you with no option but to grow.

Nothing could have prepared me for all of the lessons I have learned and advice I have received in the last short, but mind-altering weeks. Maybe that sounds dramatic, and perhaps the people I have met won't have realised the impact they have had on me, but truly, my time spent at Bloom has been a dream.

Sometimes experiences like this one are fleeting, and we fail to appreciate or even process what they are in the moment. However, I feel the opposite. Bloom became a safe space for me to feel fully present, connected and, ultimately, I thrived.

I have learned an abundance of things... work that excites me... Above all I have learned whether that be...



**Sherin T koshy** • 1st  
Currently Pursuing MSc. in Advertising and Creativity at TU Dublin, Irela...  
20h • Edited • 6

Two weeks at **Connelly Partners**, short but genuinely sweet.

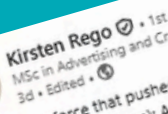
A small, quietly confident agency with a culture that actually puts people first, dog-friendly office, 9-to-5:30 hours, and well-paced project deliveries. Just a team that knows how to work their best without burning out.

I got to see how a good agency runs - from brief to tender to creative to account management. And I got to contribute. A little. But the team made sure it mattered. Strategy work becomes a lot more interesting when the workplace is positive and encouraging.

Grateful to **Vaunnie Sweeny McDermott** for this opportunity and everyone else for your guidance and the time you contributed. You helped me ease into the work, and I hope the little I did helped in some way. **Anita Freeman Karla Whelan Megan Dooge McConnell**

Two weeks is a teaser, not a full story. But Connelly Partners gave me a good chapter.

And a special thank you to **Dr. Rosie Hand**, and **Sarah Strange** for making this internship happen and trusting me with it. And a shoutout to **Adam Nolan** for being a great teammate through it all.



**Kirsten Rego** • 1st  
MSc in Advertising and Creativity Student at TUD  
3d • Edited • 6

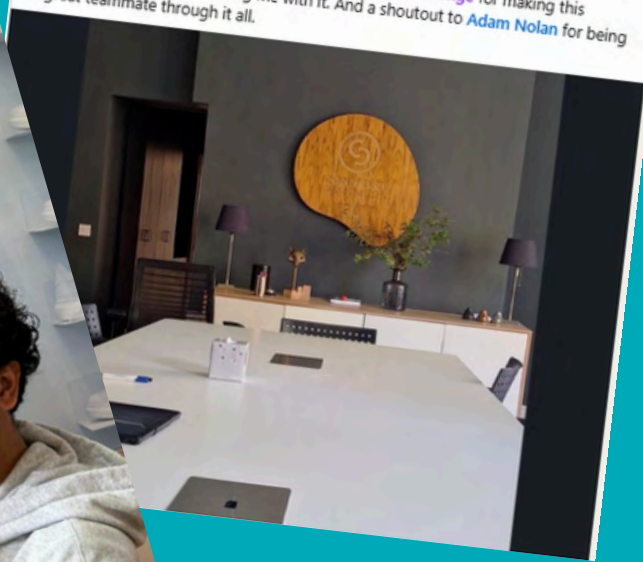
Kick (verb): A force that pushes you away.  
**KICK Dublin** (proper noun): A place that does the exact opposite.  
There is no better way I could've said that.

I remember walking in on day one, trying to guess what I'd be stepping into and somehow it turned out to be something amazing. The two week internship wasn't nearly long enough...but it was long enough to realise how much you can learn when you're surrounded by people who are brilliant at what they do, patient in how they share it and generous with the space they give you to try, fail and try again because that's what learning and creativity is all about.

A big thank you to 'EVERY SINGLE PERSON' at **KICK Dublin** for sharing their skills, allowing me to pick their brains and most importantly for the numerous laughs we shared!

And a big thanks to **Dr. Rosie Hand** for having **Boğaçhan Üiker** and me kickstart our creative journey with KICK.

Super Gratefull!



# About the MSc Advertising & Creativity

The MSc in Advertising and Creativity is a one-year, full-time programme designed to develop both strategic thinking and creative capability.

Across the year, students engage with core areas including strategy, media planning, creative development, production and emerging industry practices. Learning is applied through live briefs, collaborative projects and industry-led input, ensuring a strong connection between theory and practice.

The programme builds towards key milestones, including internships and the end-of-year Showcase, where students present campaign work developed for real clients as well as capstone projects.

Find out more [here](#) or watch our [programme webinar here](#)

# Minimum Entry Requirements

The programme is open to graduates from a wide range of disciplines. Applicants are typically expected to hold a minimum second-class honours degree (2.2 or higher) or equivalent qualification.

As part of the application, you will submit a short personal statement video. This is an opportunity to tell us about yourself, to communicate how you think, what interests you, and how you approach ideas. It allows you to bring your perspective to life and make a more immediate impression.

For international applicants, evidence of English language proficiency is required, with a typical minimum of IELTS 6.5 overall or equivalent.

Applications are reviewed on a rolling basis and may close early once places are filled, so early application is advised.

