

IRISH ADVERTISERS TO BE CELEBRATED AT CANNES LIONS FESTIVAL 2016

Written by Robert McHugh, on 30th Mar 2016. Posted in [General](#)



partner Peter McVerry Trust.

It was announced yesterday that some of Ireland's most creative minds will compete at the Cannes Lions International Festival of Creativity in June.

The Institute of Advertising Practitioners in Ireland (IAPI) is the official representative for Cannes Lions International Festival of Creativity in Ireland.

To qualify for the event, young people working in ad agencies were asked to create a campaign for 2016 charity

This year, the 'Young Lions' film winners will get the opportunity to work with Oscar nominated Director of Room, Lennie Abrahamson, who will shoot the winning script from the new Young Lions film category.

The winning campaign will be shot by top commercial production company Pull the Trigger before being aired in Irish cinemas later this year.

Ireland will have three Young Lions teams, six young professionals, competing against the best young advertising talent in the world. This is the largest number of young creatives Ireland will have competing at Cannes Young Lions to date.

The winning teams from the three categories are:

Film Young Lions: Laura Halpin and Ronan Jennings from Havas Worldwide Dublin

Cyber: Ciara Harrison from Carat and Johanna Molloy from Vocal

Media: David Thompson and David Wright from Starcom

Film Director, Lenny Abrahamson commented, "As a big admirer of the Peter McVerry Trust, I'm delighted to be involved in this project to highlight the homelessness crisis in Ireland, and the very practical, positive solutions that PMVT provide."

He added, "Advertising was a big part of my development as a film maker. The opportunity to try new technologies, push performances, and squeeze a narrative into 30 seconds was a great training ground. There is an additional pleasure with this film, in helping young creatives in Ireland move forward in their careers, representing the best of our emerging local talent on a world stage, at Cannes Young Lions."

Source: www.businessworld.ie