

# Irish Young Lions Get Ready For Cannes in June

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IAPI has announced its winners of the 'Young Lions' competition, which will see some of Ireland's most creative minds compete at the Cannes Lions International Festival of Creativity in June.

Young people working in ad agencies were asked to respond with a campaign for 2016 charity partner Peter McVerry Trust. 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.

With the support of the Institute of Advertising Practitioners Ireland (IAPI) and their sponsors Google, Shutterstock and Wide Eye Media, 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.

Tania Banotti, CEO of IAPI said; "The winning teams stood out for their creative insight, the presentation of their strategy and the rationale behind their campaigns. IAPI is delighted and excited for them all. We'll be working with them between now and June with presentation skills training and giving them sample campaigns to work on to ensure they're match fit when competing against the best young advertising talent worldwide."

Film Director Lenny Abrahamson; "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.

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."

Francis Doherty, Communications and Advocacy Manager at Peter McVerry Trust concluded; "Peter McVerry Trust was delighted with the quality and innovative nature of the proposals submitted across all three categories. We'd like to thank IAPI for providing us with opportunity to benefit from this competition which will undoubtedly strengthen our core goal of tackling homelessness in Ireland."