



Young Lions Prepare for Cannes Festival

With the countdown to this year's Cannes Lions International Festival of Creativity in June well under way, three teams of "Young Lions" will be flying the flag for Ireland during the week.

With the support of the Institute of Advertising Practitioners Ireland (IAPI) and sponsors Google, Shutterstock and Wide Eye Media, the three Young Lions teams were chosen after an open competition and mock-pitch was held amongst Irish agencies was staged.

In the Film Young Lions category, Laura Halpin and Ronan Jennings from Havas Worldwide Dublin were the winners while in the Cyber category the team representing Ireland will be

Ciara Harrison from Carat and Johanna Molloy from Vocal. In the Media category, meanwhile, David Thompson and David Wright from Starcom will also represent Ireland.

"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," says Banotti, CEO of IAPI.

Lidl Outspends Rivals in Ad War

THE ONGOING BATTLE in the retail sector saw the discounter Lidl outspend its rivals in terms of advertising in the final quarter of 2015, according to the latest Ad Tracker report produced for Checkout magazine by Nielsen.

According to the report, Lidl accounted for 23.2pts of supermarket ad spend share in the quarter, having increased its spend by 45.4% compared to the same period the previous year. It was the second successive quarter in which Lidl was the biggest spender on advertising.

Second placed Tesco, which accounted for 20pts of supermarket ad spend share, increased its spend by 30.2%

research, supermarket ad spend stood at €24.5m for the quarter, which was an increase of 9.7% year-on-year (Q4 2014: €21.7 million). This means that the supermarket sector saw an increase in ad spend ahead of Total All-Media Spend, which grew by 8.5%.

Press accounted for 45% of total supermarket ad spend, with TV accounting for 40%. Outdoor accounted for 6%, Radio for 6%, Digital Display Advertising for 3% and Cinema for 1%.

Lidl's hefty investment in advertising saw it increase its sales by 9.5% in the most recent Kantar Worldpanel survey of the grocery market in Ireland which

retained the top spot with a 24.9% share of the market, up 0.1% year-on-year.

With a market share of 23.9%, Tesco was in second place, followed by Dunnes Stores on 23.5%.

"Tesco posted sales growth for the fourth consecutive month as their performance continues to improve. Volume growth remains stronger than value – an increase of 2.7% compared with 1.4% – as keeping prices low continues to be a major focus for the retailer," according to David Berry of Kantar Worldpanel.

"Growth for Dunnes Stores continues to be driven by larger shopping trips, with spend



Above: James Dunne has joined Epsilon as senior planning director. He joins the agency from In The Company of Huskies. In addition, Epsilon Dublin has also appointed Sheena Lawlor as a marketing executive focusing on EMEA markets. She previously worked with Hibernia College as a sales and marketing executive.

Reputations Agency Establishes New Brand Practice

The Reputations Agency, which is part of the DDFH&B Group, has launched a new consumer, brand and sponsorship practice called TRA Brands.

The new practice, which is being headed by Sarah Brewer and Suzie O'Dea, will offer new clients a dedicated and experienced consultancy which will span across consumer brand strategy and campaign development, social media, content creation and sponsorship management and activation.



TRA Brands currently handles some of Ireland's biggest brands and clients including Fáilte Ireland, Bord Na Móna, Bacardi, Mazda, Powerscourt Hotel Resort & Spa, IAPI, An Post and Kerry Foods.

Over the past year, the consumer and sponsorship division of The Reputations Agency has experienced significant growth with a number of high profile new business wins including SuperValu, Swatch, General Mills and Stena Line. New appointments at TRA Brands include Liz McNulty as Senior Account Manager.

Commenting on the launch Niamh Boyle, managing director, The Reputations Agency, said "We are delighted to launch our new TRA Brands practice. Across our three practices' – TRA Brands, Corporate & Financial PR and Reputation Management, we will