



## Cannes Lions

## Young Lions 2017

19  
May  
2017

Brazilian will represent Ireland

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Brazilian **Rafael Ferla**, who works at **Havas Dublin**, has been selected and will represent **Ireland** at the **Young Lions 2017** in the **Print** category.

The professional was chosen along with his duo, **Laura Halpin**.

In Ireland, the Young Lions program is promoted by the **Institute of Advertising Practitioners in Ireland (IAPI)**. In each of the categories, there is a charity for which the work of competitors should be created. The winners have their pieces produced and published.

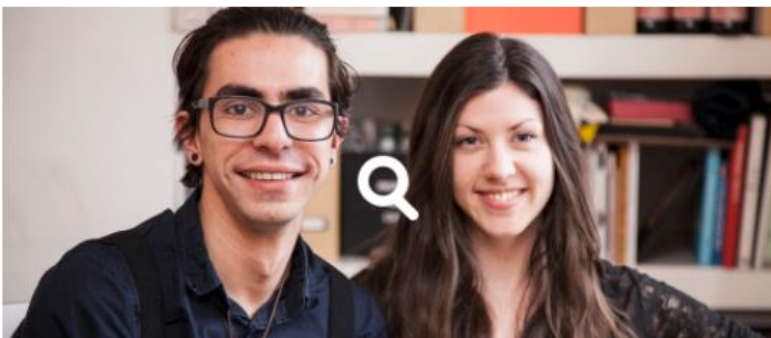
Ferla and Laura sign advertisement for the **Jigsaw** institution.

According to the Brazilian, the piece will be developed " *The way it was created. At most, let's sit with Jigsaw and see if there's anything to be changed / added. But the idea and design will be maintained* ", he says.

" *We have the possibility to work with the client in the campaign that will be published. Develop more pieces, think of other media besides print, which is pretty cool. Being able to work with them to try to solve the problem* ", complete Ferla.

The program sponsors invest not only in the journey of the chosen creative, but also on production costs of the winning entries.

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Ferla and Laura