

Campaign Brief

with Michael Cullen

Ireland's Young Lions fight for advertising glory at Cannes festival

WHILE the British & Irish Lions continue to do battle against the world's top rugby nation in New Zealand, the Irish winners of the Institute of Advertising Practitioners in Ireland (IAPI) Young Lions competition will compete at the Cannes Lions international creative festival in France.

The task? To field world-class ads for a charity in only 24 hours.

The young execs can't rely on any outside help and are supervised by the judges.

Team Ireland represents the country in seven Young Lions categories, competing against the best talent in the world.

It's the largest number of Young Lions ever fielded by Ireland in the festival's 60-year history, and IAPI's hopes of an award are reasonably high.

IAPI chief executive Tania Banotti (inset) said the standard of this year's entries for the national heats was "incredible". The film entry for Cystic Fibrosis Ireland is being shown as a cinema ad, reaching more than 1.5 million viewers.

INM sponsors the print category, and the Jigsaw youth mental health charity entry was published in the Irish Independent.

Banotti said the Young Mar-



keter mobile app idea could change the way Ireland manages its energy consumption.

More than 19,000 people attend Cannes each year, attracting speakers from the world of film, music, advertising and business.

CREATIVE

The festival also attracts global brand leaders, CEOs and influential creative thinkers.

For business decision-makers, Cannes provides an opportunity to see first-hand who's producing some of the best work for top brands and allows marketers to network.

The week-long festival gets under way this Saturday.

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Final swing as clubs eye chance to get branding on Lowry's gear



GOLF clubs have until tomorrow to enter Bank of Ireland's Sponsor for a Day competition.

Clubs will be in with a chance to see their branding on Shane Lowry's golf gear as he competes in next month's

Rory McIlroy-hosted Dubai Duty Free Irish Open at Portstewart, Co Derry.

Around 100,000 people are expected at the Derry venue during the four-day tournament from July 6, with TV coverage shared by RTE and Sky.

Take Five

HANNAH-LOUISE DUNNE, EDITORIAL DIRECTOR, RADICAL

1. Who has been the biggest influence on your career?

My parents, from when I pursued a career in journalism to my decision to move into advertising.

2. Would you admit to having any strange habits?

No matter where I go, I need to keep up to speed. So I'm forever in search of a good wifi connection, even if I'm staying on a cliff high above the sea in Thailand.

3. Favourite actor?

Hugh Laurie as the eponymous doctor in H

4. Most cherished childhood memory?

Learning to sail on Lough Owel, which is a lake in Mullingar, where I grew up.

5. What could you not do without in your

Aside from my work in Radical and time with ones, yoga and strong coffee are essentials

Helping children beat fake

SAFEFOOD has launched MediaWise, an educational drive to help teach children about the media, ads and fake news.

It aims to help them make sense of how the media works and the endless messages to which they are exposed.

An expert working group includes Association of Advertisers in Ireland chief executive Barry Dooley (right).



DCU in Enactus World Cup

DUBLIN City University will represent Ireland at the world finals of the Enactus World Cup.

Its projects won the Irish national finals against eight colleges including UCD, TCD,

UCC, Nuig and the of Limerick.

Enactus brings students and busi to create commun jets. The final wi in London in Septe

Clonkeen College owners 'unable to stop sale of €18m playing field'

Ryan Nugent

THE owners of Clonkeen College have insisted they had no involvement in the decision by the Christian Brothers to sell an €18m site surrounding the school.

A number of county councillors are now calling on the Government to buy the land.

Local representatives in Dun Laoghaire-Rathdowne do not know what they can do to prevent the sale of the south Dublin site, and backed a series of motions at a meeting on Monday.

urgent meeting with Education Minister Richard Bruton on the issue, along with the request to the council management for a full report to be issued next month on what options - if any - they may have to halt the sale.

Ninety per cent of schools in the area were described as "vulnerable" as they, like Clonkeen College, are zoned as residential.

The religious order is in the process of selling seven acres at the school, including a number of playing pitches.

It said the money raised

sation for victims of clerical abuse.

The order has promised to secure 3.5 acres and €1.3m for the school.

DEED

The school's owners emailed city councillors yesterday insisting they could not do anything to prevent the Christian Brothers from going ahead with the sale.

The Edmund Rice Schools Trust (ERST) said that a deed of conveyance signed when they

to make any objection to a future sale of land at Clonkeen.

"The decision to sell the land is the sole responsibility of the Congregation of Christian Brothers," chief executive Gerry Bennett said.

"While ERST owns the school, the Trust does not own the playing fields.

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"ERST was not involved in the decision of the Christian Brothers to sell.

"We were given limited information about the sale and had to give an undertaking that we would maintain confidentiality prior to being given this."

Discussions on selling the land began as long ago as last May, but the school management was not told about it until recent weeks, when a contract was entered into by the order and developer Patrick Dwyer

