



## Geoff McGrath

The event in the south of France shows the potential to enhance marketing organisations

# Cannes Lions Festival shows that creativity breeds ambition

**E**ach year at the Cannes Lions International Festival of Creativity, a recurring theme is the impact and influence that creativity plays at a cultural level. The festival champions those brave brands that use creativity to change our world for the better. As an example, one of this year's big winners was a campaign from McCann in New York called Fearless Girl, which advocated for more women in leadership positions.

For attendees, the festival also demonstrated the potential for creativity to enhance and define the cultures of our organisations. Creativity breeds belief and ambition. One of the many benefits that organisations enjoy from investing in the Cannes Lions is that the creative bar among their own team is automatically raised. Those who attend leave with a determination to not simply go back to the old job. They leave with a strong desire to create better work, work that matters, work that has an impact.

This is why Core Media is a committed champion of the Cannes Lions and would encourage all agencies and marketers to do the same. We had a team of 12 attending the festival this year.

It is crucial for any organisation's commercial success that talent development sits at the centre of its culture. For Core Media, the Cannes Lions Festival provides a rich and abundant source of inspiration to feed the imagination and ambition of our team. The opportunity to hear from the bravest and boldest creative minds from around the globe affords those listening with a unique insight into what it takes to create great work, work that changes the fate and fortunes of all involved.

As a nation, Ireland punches well above its weight in creativity through arts, literacy and music. Now, we must aim to establish our world-leading credentials in the advertising industry.

To do so, though, organisations must arm their talent with the tools, inspiration and, most of all, the ambition to produce the very best work they can. They must also give them the belief that they are capable of standing on the stage in Cannes representing the very best of our global industry. It is also imperative that younger members of the industry are inspired to embrace creative bravery at the beginning of their careers.

This year, Ireland fielded its largest ever team of Young Lions competitors, with seven teams competing across a range of categories. This is an awards event running throughout the festival open to under-30s from across the globe. This commitment paid off last Wednesday, when Emma Wilson and Kyle Sven from design and brand agency RichardsDee won Ireland's first ever gold in the Young Lions design category.

It is our experience in Core Media that our entire team has benefited from our experience at the festival over the past three years. It has influenced every aspect of our business plan; from the work we produce to the structuring of our teams, to the development of our talent.

An investment in the Cannes Lions Festival is something that every organisation should consider for 2018, joining the growing number of Irish agencies and, importantly, Irish advertisers like AIB, Heineken, Irish Distillers Pernod Ricard, Three, Samsung, Tourism Ireland and Vodafone.

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