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#Industry: Meet the Irish film winners travelling to compete at the Cannes Lions Festival

[Niall \(http://scannain.com/author/niall/\)](http://scannain.com/author/niall/) June 12th, 2017 [Industry \(http://scannain.com/category/irish/industry/\)](http://scannain.com/category/irish/industry/)

The Irish winners of the IAPI (Institute of Advertising Practitioners in Ireland) “Young Lions” competition will compete at the Cannes Lions International Festival of Creativity in France from 17th – 24th June. The brief? Create a world class advertising campaign for a charity in just twenty-four hours, with no access to help and under the supervision of the Cannes judges. 14 young professionals will in the Film, Media, Social Media, Design, PR, Print and Young Marketers categories making this the largest number of Young Lions ever fielded by Ireland in the 60-year history of the festival and gives Team Ireland even more chance of bringing home a Young Lions Award this year.

Of particular interest to Scannain are the winners of the film category, Conor Hamill & Laura Cahill from Rothco, who will now get their entry made into a cinema ad for Cystic Fibrosis Ireland which will be screened nationwide from September reaching over 1.5million viewers. Their winning entry focused on generating public awareness for the challenged faced by Cystic Fibrosis sufferers in their everyday lives. You can view their winning entry here (http://iapi.ie/canneslions/upload/files/1491404002_Ireland_Young_Lions_Film_Winner_2017.pdf).

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Getting to represent Ireland in the film category at Cannes has been incredible and the experience shows no sign of slowing down! Producing our cinema ad and completing training briefs in the run up to Cannes has provided us the opportunity to work with some of the best talent in our industry.

Conor Hamill and Laura Cahil

The standard of entries for the national heats was incredible this year with some of the winning proposals for Irish charities now being produced in a professional capacity. The film entry for Cystic Fibrosis will be screened as a cinema ad, reaching over 1.5million viewers. The re-brand proposal for The Wheel, as part of the print entry, has been designed and printed in a national newspaper, while the mobile app for Young Marketer proposal is currently in production and could change the way we, as a society, manage our energy consumption.

Tania Banotti, CEO of IAPI

At the Festival (17th-24th June), the next generation of creative stars will go head-to-head, working on a live brief and proving themselves on the world-stage in the process. All work will be judged by members of the Cannes Lions juries and the Gold-winning team from each competition will collect their medal during a prestigious Cannes Lions awards show.

The full list of Young Lions is as follows:

- Conor Hamill & Laura Cahill, Rothco – Film
- Sarah Dennehy & Greg Ashe, Starcom – Media
- Patricia Prezotto & Tamara Conyngham, Target McConnells – Social Media
- Emma Wilson & Kyle Schouw, Richards Dee – Design
- Jennifer Hyland & Emma Williams, Edelman – PR
- Rafael Ferla & Laura Halpin, Havas – Print
- Patrick Carberry & Rachel Crawley, Vodafone – Young Marketers

The annual Cannes Lions International Festival of Creativity is a global meeting place. Over 19,000 people attend the Festival each year, which attracts a full schedule of international A-listers speakers from the world of film music, advertising & business. The elite business event also attracts global brand leaders, CEO's and influential creative thinkers. For major business decision-makers, it is an opportunity to see first-hand, who is producing the most powerful work for the world's leading brands.

