

Cannes 2017: IAPI Young Lions Prepare for Battle

June 16, 2017



IAPI Young Cannes Lions. Meet the teams travelling to compete at the Cannes Lions Festival this week to compete in the Young Lions competition, Pictured with IAPI CEO Tania Banotti. Photo: Chris Bellew /Fennell

A total of 14 young Irish professionals will compete in the Film, Media, Social Media, Design, PR, Print and Young Marketers categories at next week's Cannes Festival, 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.

The winners of the film category, Conor Hamill & Laura Cahill from Rothco will get the unique opportunity of having their winning entry made into a cinema ad for Cystic Fibrosis Ireland, which will be screened nationwide from September reaching over 1.5million viewers. Their entry focused on generating public awareness for the challenges faced by Cystic Fibrosis sufferers in their everyday lives.

According to Conor Hamill: "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."

The winners of Young Marketers category Patrick Carberry and Rachael Crawley from Vodafone created a mobile app for Sustainable Energy Authority of Ireland (SEAI) as part of their proposal, which is also currently in production and could change the way we, as a society, manage our energy consumption. They proposed an upgrade the Vodafone modem that scans for devices in the home. The network scanner via the broadband modem will scan for products connected to the home network, which will allow the user to monitor energy consumption and switch devices to a low power mode when not in use.

Commenting on the win, Patrick Carberry said "From brief to final results the competition really kept us on our toes. There was an air of nervous excitement in the briefing room on the first day, as it was the first time Ireland had sent 'Young Marketers' to Cannes so it was all very new. The prospect of winning a trip to Cannes and being able to witness the best of the best of advertising at a global level was thrilling."

The winners of the print category Rafael Ferla and Laura Halpin, Havas have had their entry designed and printed in the Irish Independent. Their brief from Jigsaw – (National Centre for Youth Mental Health in Ireland) – was to develop an innovative and high impact print campaign, with the potential to attract the attention of a wide range of individuals across the country, so they can support Jigsaw's vision and engage with their cause, by acting upon consistent, compelling, and focused messages that reflects Jigsaw's vision, brand and values.

"We're over the moon to have won in the Print category this year. Seeing our entry for Jigsaw go live in INM publications is very exciting – mental health is an issue that touches every single one of us and we're delighted to have the chance to contribute something to the great work Jigsaw does every day. We also can't wait to get to Cannes, we'll be putting everything into the 24hr Print competition...and then as many talks, workshops, and networking events as we can possibly squeeze in!"

The design brief required a full rebrand for the charity, The Wheel, Ireland's national representative body for community, voluntary and charity organisations. Winners are Emma Wilson and Kyle Schouw from RichardsDee, produced a new logo, visual identity and creative direction that signals the next chapter in the organisations development.

"What a fantastic opportunity for us to create a brand identity system that truly reflects the work that The Wheel does, and the values they stand for. An identity that works to transform how their audience perceives their organisation, and one that can challenge perceptions of the not-for-profit sector as a whole," says Emma Wilson, RichardsDee.

“Young Lions has been a fantastic experience for us. After winning in our category we started preparations for the rollercoaster that will be Cannes. We’ve been in ‘design training’, so to speak (!); practicing 24-hour briefs, soaking up inspiration at D&AD, and deep-diving into past competition topics. We are beyond thrilled to be competing on behalf of our country in Cannes at such an internationally renowned and prestigious event. (The nice bit of sunshine won’t go amiss either!),” adds Kyle Schouw, RichardsDee

All the winning entries from the 7 Irish teams travelling to Cannes can be viewed [here](#).

