

Adworld.ie Teams up With Core Media For Cannes Updates

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Core Media Group Photo, Cannes Festival

Adworld.ie is teaming up with Core Media to bring its readers a range of daily insights and bulletins from the 64th Cannes International Festival of Creativity which takes place from June 17th-24th.

Core Media is sending a team representing a number of its agencies including Starcom, Mediaworks, MediaVest, Radical and Zenith.

Core Media Deputy CEO, Aidan Greene is also the President of the Institute of Advertising Practitioners in Ireland (IAPI) and will also travel with their delegation.

In addition, Sarah Dennehy and Greg Ashe, client associates in Starcom, will attend the Festival to compete in the Cannes Young Lions' Media competition, which challenges the brightest professional minds working in media agencies to demonstrate their strategic thinking and innovative approaches to solving an important marketing challenge to drive critical business success.

Their colleague Aisling Baker, client manager in Starcom, and winner of the INM sponsored-prize in the Young Lions competition will also attend.

"We are committed to investing in our people so that they have a clear understanding as to what best-in-class global standards looks like and to be inspired by creativity and brave thinking. And it's paying off as, for a second year in a row, a team from Starcom will represent the Irish media industry in the Young Cannes Lions Competition," says Aidan Greene, Core's deputy CEO.

"We also believe the commercial value of creativity has never been higher and we are driving this agenda internally and with our clients. We know our work will only ever reach global heights if our clients believe in the power of creativity to transform their business. We know some

of the most creative elements of marketing begin with a brave and imaginative client, that's why we are delighted to be sponsoring the first ever Cannes Young Lion competition for Irish clients this year."
