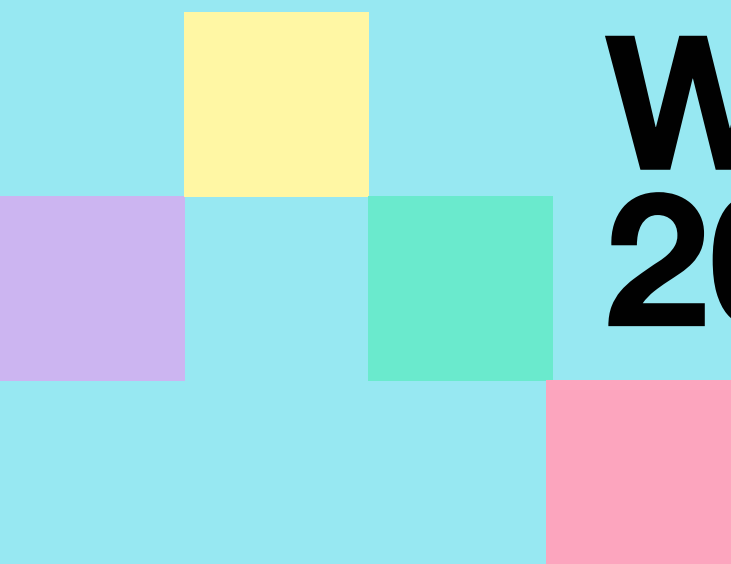


iapi

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**YOUNG LIONS**  
COMPETITIONS 

**Winners  
2020**





Creativity is hard.  
It requires sweat.  
But sweat doesn't have a colour.  
This drop is not black.  
This drop is not white.  
It doesn't have a sexual preference.  
It doesn't identify as a man, a woman, transgender.  
Sweat is just sweat. A drop of water.  
And creative people are united by it.  
Because while great work is the goal,  
Hard work is the cost.  
No matter who you are or who you love.  
  
**Sweat, like a great idea, comes from inside.**



# Welcome

IAPI are pleased to announce the seven winning Cannes Young Lions teams who will represent Team Ireland at the international Cannes Lions Festival, the world's most respected advertising awards festival. The 2020 festival was postponed due to the pandemic so these young stars will now compete in Cannes next June, against teams from all over the world in the Film, Print, PR, Digital, Media, Design and Young Marketer categories.

The Cannes Lions are the most established and coveted awards for the creative and marketing communications industry so winning at the Festival puts creatives among the world's elite.

This is one of my favourite initiatives run by IAPI. To be able to offer Ireland's young talent the opportunity to represent our industry on an international stage is such a privilege. We all know that Cannes Lions are the most established and coveted awards for creative and marketing talent so winning, even a Young Lions there puts them among the world's elite.

In addition, we get to work with and provide a wealth of creative ideas for some of Ireland's most worthwhile charities which I and the team find incredibly fulfilling. While some of our charity partners are well-known, most of those we choose to partner with for this competition are relatively small, so, would not otherwise have the resources to conceptualise, develop or run campaigns of this nature.

Of course, running a competition of this nature, with over 220 young people takes a lot of time, resources and investment. We are incredibly lucky to have



such a supportive partnership environment here in Ireland so that we can run this competition for all 7 categories. And that is entirely thanks to our sponsors who provide the time, support and funds for our Team of Irish Cannes Young Lions. Once again, Pull the Trigger, Independent News & Media, PRII/PRCA, Core, Facebook and Choose Radio have supported this competition with Sky Ireland and Smurfit Kappa joining in for the first time this year.

The Cannes Young Lions sponsorship isn't contingent on producing the winning Irish campaign. However, the winning Film, courtesy of production company, Pull the Trigger and aired by Sky Ireland, will be produced this year. The winning Print campaign, is produced and published courtesy of Independent News & Media each year. And Choose Radio put the Media teams radio campaign on air this year. This adds icing to the cake for these young creatives whom otherwise may have to wait a while to see their campaign in print, on radio or on TV!

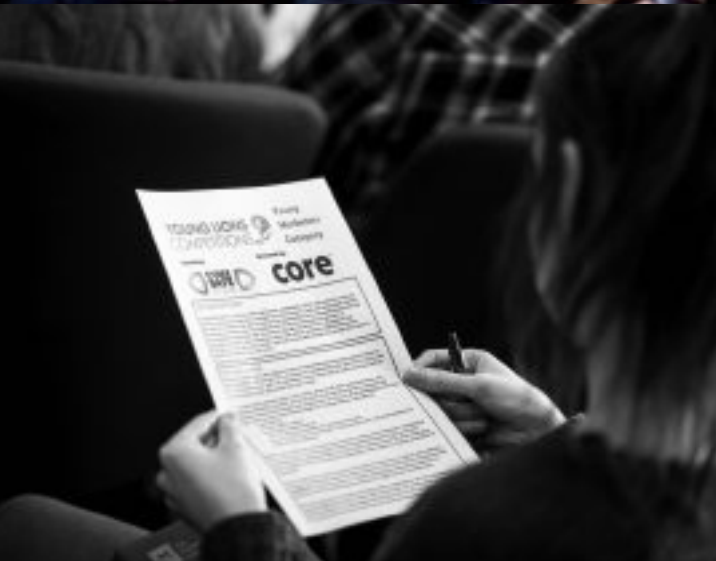
And now, **IMJ** and **Adworld.ie** have honoured the teams by creating, pro-bono, this wonderful digital publication for the winners this year. Thank you John and Faye!

Finally, huge congratulations to our winners this year and I look forward to celebrating in person with them all over a glass or two of Rosé in June 2021.

---

**Charley Stoney, CEO, IAPI**









# Introduction

2020 saw a significant increase in entries for the Cannes Young Lions competition with over 118 teams taking part compared with 105 in 2019. Entrants were given a 48-hour period to deliver a standout creative campaign for one of three charities including VOICE Ireland, CyberSafeIreland and A Lust for Life.

Due to the cancellation of the Cannes Lions International Festival of Creativity in 2020, the winning teams from the 2020 Cannes Young Lions competition in Ireland will compete in the international competition and represent Ireland in 2021. Congratulations to the winning teams.

## The Winners

CATEGORY	WINNERS
<b>Design</b>	Rafael Ferla, Art Director, Folk WT Raphael Silva, Interactive Designer, Folk WT
<b>Digital</b>	Sacha Noyes, Junior Planner, Boys + Girls Jessie DeBoe, Art Director, Boys + Girls
<b>Film</b>	Georgia Stevenson, Producer, BBDO Dublin Sinead Farrelly, Producer, BBDO Dublin
<b>Media</b>	Jack Connolly, Account Executive, Group M Emily Carew, Account Executive, Group M
<b>Print</b>	Helen O'Higgins, Art Director, Folk WT Ben Fraser, Digital Strategist, Havas Dublin
<b>PR</b>	Lughan Deane, Consultant, Murray Orna Clarke, Senior Account Executive, Murray
<b>Young Marketers</b>	Oisín Hayes, Marketing Communications Executive, Fáilte Ireland Aoife Bolger, Marketing Communications Executive, Fáilte Ireland





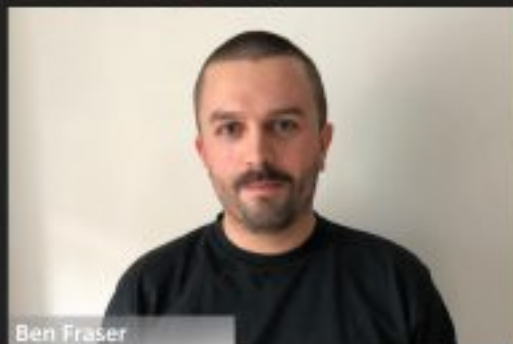
Georgia Stevenson



Dáin Hayes



Sinead Farrelly



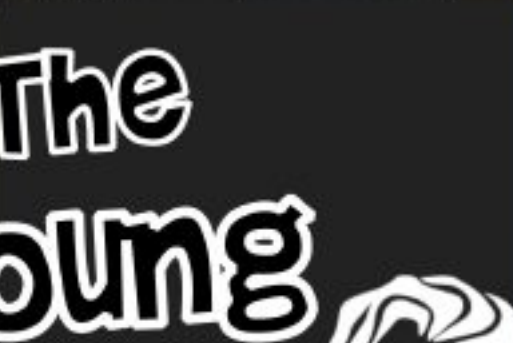
Ben Fraser



Aoife Bolger



Jessie DeBoe



Sacha Noyes



Rafael Ferla



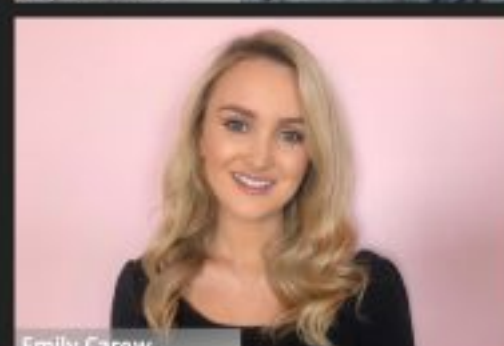
Raphael Silva



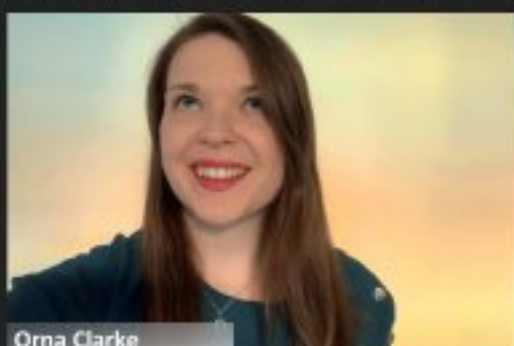
Lughan Deane



Helen O'Higgins



Emily Carew



Orna Clarke



Jack Connolly



# The Category: Design

## The Sponsor:

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Smurfit Kappa

## The Charity:

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VOICE Ireland

## The Winners:

---

Rafael Ferla, Art Director, Folk WT

Raphael Silva, Interactive Designer, Folk WT

## The Ask:

---

VOICE is an Irish environmental charity that empowers individuals and local communities to take positive action to conserve our natural resources. Its mission is to promote a respectful relationship with the Earth by encouraging a way of life in harmony with nature rather than in conflict with it.

The focus of this brief was on an initiative called Choose Loose which encourages consumers to purchase loose fruit and veg in order to cut down on plastic waste.

In Ireland alone there's over one million tonnes of food waste disposed of each year. Around 1/3 of this comes from households. An average household in Ireland is responsible for 117 kg of food waste costing between €400 and €1000 per year. We consume twice the average amount of plastic packaging as the EU average (61kg v's 30kg each year). Over 50% waste is landfilled or incinerated and less than half is recycled or composted. Having a range of food products which are loose is proven to reduce householders' food waste and gives customers the opportunity to purchase the correct amount for their needs.

**Winners**



To raise awareness of the importance of choosing loose, VOICE wanted to encourage consumers to bring “reusable” containers when shopping for fruit and veg. To this end Young Lions were asked to develop a suite of communication assets including a logo, a piece of POS and a product that can be used to carry fruit and veg. This initiative requires a change in consumer behaviour – akin to how behaviour changed in 2002 when the plastic bag levy was introduced.

## The Solution:

Rafael and Raphael’s idea to solve this problem is to encourage people to create their own shopping bags using their existing clothes while creating awareness around the topic. The Sleeve Bags are so simple to make that everyone can do it. With one piece of old clothing it is possible to make up to 3 bags – 2 small and 1 large. The best part is no sewing is needed. The only needed thing is to cut and tie the bottom of your bag.

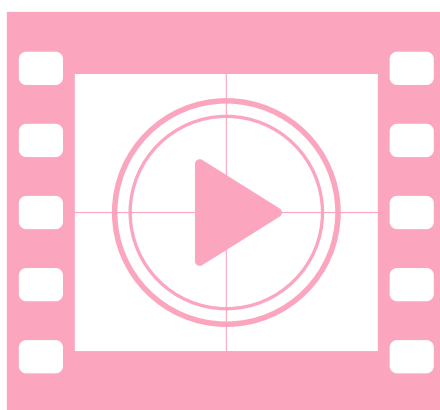
After the bags are done, the unique cork ring which will be supplied by VOICE will close the bag making it possible for it be carried away. As part of the activation, we will be giving away rings so people can make their own bags and close them with it.



# Design

SPONSORED BY  Smurfit Kappa

Watch  
the  
Video

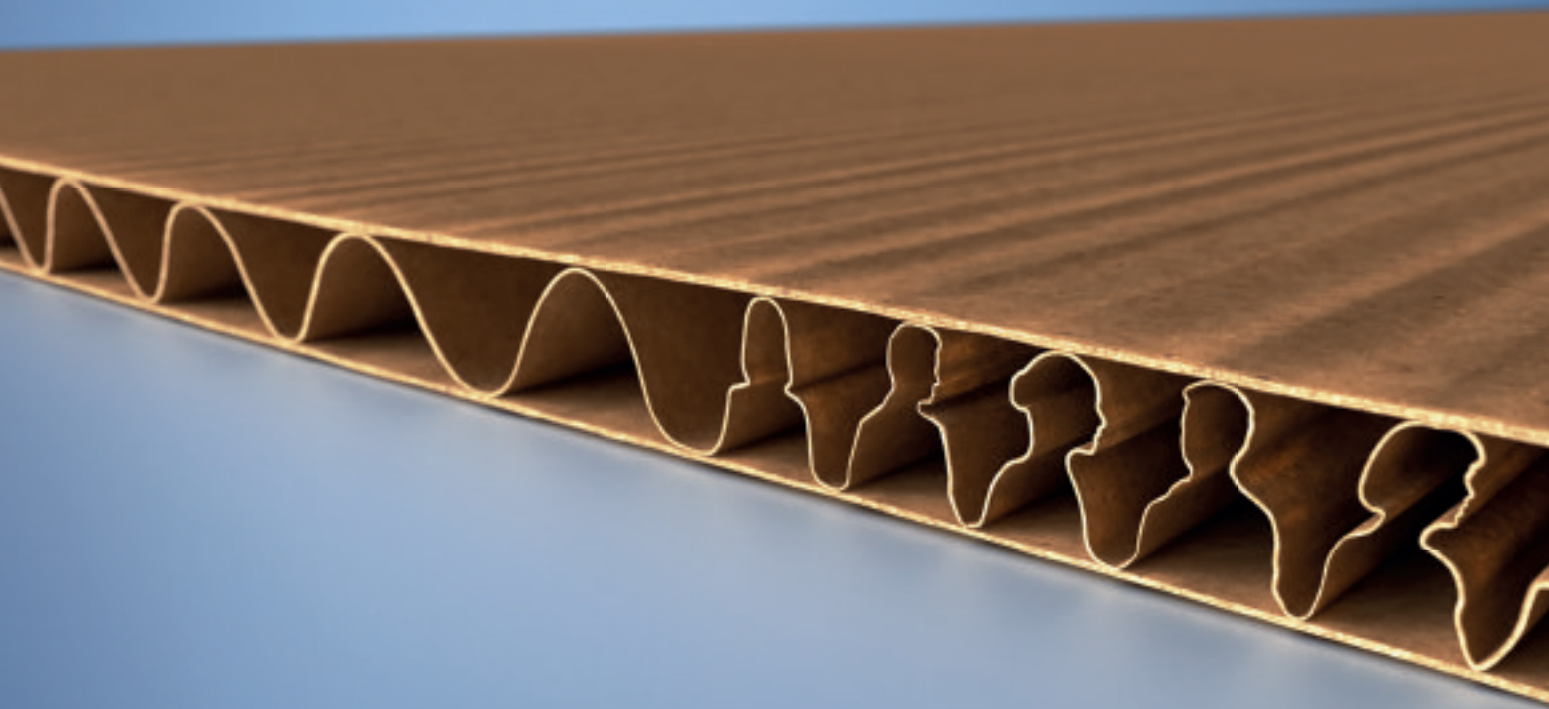


With the ring, they will get a small leaflet with the 3 steps on how to make their own.

There will be also be pre-made sleeve bags available in store and it may be possible to partner with a retailer to use up their remnant clothing to create these bags, so every element is re-enforcing a reusable and recyclable message.

## Why it was a winning idea?

*"Assessing the design work produced for Cannes Young Lions alongside the accompanying presentations of the candidates was an enjoyable and engaging experience, and whilst there were a number of well thought out and impressive presentations from the shortlisted candidates the winning entry for me clearly stood out as an excellent creative solution that answered the clients brief in a unique and highly considered way. The chosen project showed how refinement of concept to the presentation of a single outstanding design solution justified its selection as the well-deserved winning entry."* **Rossi McAuley**, President, ICAD



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# The Category: Digital

## The Sponsor:

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**facebook**

Facebook



## The Charity:

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A Lust for Life

## The Winners:

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Sacha Noyes, Junior Planner, Boys + Girls

Jessie DeBoe, Art Director, Boys + Girls

## The Ask:

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Economically our mental health problems cost the Irish economy over € 8.2 billion annually. According to an OECD report, Ireland is ranked as having one of the highest rates of mental health illness in Europe, a joint third out of the 36 countries surveyed. It's estimated almost one in 5 (18.5%) people are recorded as having a mental health disorder, such as anxiety, bipolar, schizophrenia, depression, or alcohol/ drug use which equates to between 800,000 and 900,000 of the Irish population!

A Lust for Life believe the answer lies with young people – actively advocating for the future they want to inherit – ‘The Greta Effect’ of mental wellness. The campaign that a Lust for Life wanted to see would be focused on encouraging young people to not just talk about mental illness to continue to erode the stigma - but for those young people to become activists in becoming custodians of a future society that prioritises the wellness of its people.

This digital campaign should kick start a conversation about and a movement in intergenerational activism - young people telling their parents/guardians what society and systemic infrastructure



**Winners**



they need and want for their future, asking them to be their voice and champions in challenging government and policy makers – positioning themselves as activists for a mental health system and a society that prioritises holding us all in wellness.

## The Solution:

Grown-ups aren't taking the rising levels of mental health problems in Ireland's youth seriously. 40% of teenagers in Ireland have self-harmed (My World 2, 2019). Over 10% of young people in Ireland have chronic depression, the highest rate in Europe (Eurofound, 2019). Children are losing their joy too early, but nothing is being done to restore it.

Ireland has held many referenda over the last number of years that the word is now synonymous with governmental change. Sacha and Jessie wanted to harness the weight of the word and use it to send a message to the Irish Government – with The Happiness Referendum.

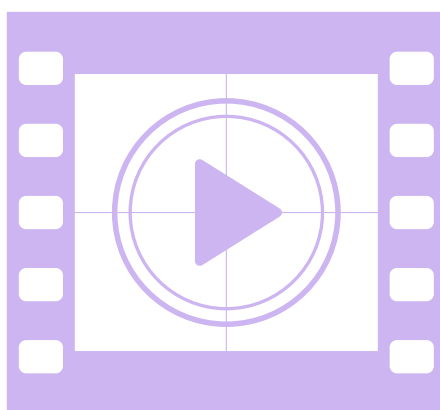
This solution puts the youth's wellbeing in their own hands by changing the voting age to under 18. Giving them a voice they've never used before, we'll partner with Instagram (which over 80% of Irish teenagers use) to hold a Happiness Referendum



# Digital

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Watch  
the  
Video



on October 10th, 2020, World Mental Health Day. The world's first digital referendum will truly capture the voices of the future.

Lust for Life's vision is to empower young people to advocate for the future they want to inherit. Giving young people the authority over their future in the form of a referendum is powerful.

Partnering with Instagram means we are giving young people a vote where they already have a voice, polls and voting already exist on the platform. Speaking to the teenagers as voters activates a voice they've never used before. The structure of the campaign ensures that they become active, conversation will be essential to this campaign, but action is at the heart of it.

## Why it was a winning idea?

*"This was a very strong campaign idea and there is huge potential for scalability in it. If tested in Ireland it could become a concept that goes much further globally and be used for a variety of issues. Its strength is in its optimism and that can be very galvanizing for a movement."* **Ciara Harrison**, Facebook.



**Formats can elevate an idea.**



# The Category: **Film**



## The Sponsors:

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Sky Ireland and Pull the Trigger



## The Charity:

---

A Lust for Life

## The Winners:

---

Georgia Stevenson, Producer, BBDO Dublin

Sinead Farrelly, Producer, BBDO Dublin

## The Ask:

---

Maintaining positive mental health is one of the most significant challenges in modern society. We are all struggling to flourish in a world that is moving too fast and is overwhelming to so many. As a result, mental health issues have and are continuing to knock on every door in Ireland.

The health system is crumbling which leaves mental health further and further down the pecking order; currently only receiving 6% of the overall health funding. The current reactive model system is both economically and humanely costly. What we need, what our young people need, is a preventative model.

Currently, adequate support systems are simply not there to help people navigate their emotional distress, at moments of crisis. It is hard to ask people to open up and share their pain when there is no safety net to catch them when they do. There also remains a societal stigma to mental health. This is something that is beginning to be peeled back but it's a very slow and gradual process.

**Winners**

So, what were A Lust for Life looking for? They wanted a high-impact film that will kick start a conversation about and a movement - asking people to be the voice and champions in challenging government and policy makers. We have gone past talking and we need action now.

## **The Solution:**

---

Georgia and Sinead from BBDO Dublin came up with a unique angle from which to tackle the issue.

Their insight was that Irish people don't like making a scene. We don't want to appear as 'difficult'. "It's grand" is something we hear every single day. We accept that things are 'kind of alright'. That they just are what they are, no point in causing a commotion about it. It's the National psyche of Ireland.

But when it comes to the Mental Health System in Ireland, "Grand" isn't good enough anymore. It's time to fix the system that has let so many people down and kept them waiting for so much longer than anyone should have to.

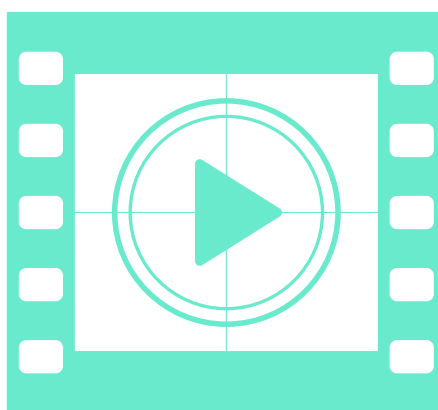


# Film

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Watch  
the  
Video



Their winning idea focuses on the broken system and the counterpoint between the “Ah sure it’ll do” usual Irishism to the “No actually, this won’t do”, to show the transition from acceptance to outrage. It is intended to empower people and direct them to where they can sign up, be counted and share their stories. The system is broken, not us.

We want to show that now is the time to stand up and demand to be heard.  
Grand isn’t good enough anymore.

## Why it was a winning idea?

*“It was a close call between several of the entered films, with many of them really showing great insight to the issue and how to address those issues creatively. However, “It’s Grand” stood out as it was a very simple idea using ordinary everyday issues everyone can relate to; its inherently Irish with its ‘Grandness’, and gave a lot of space to allow for comedic development, while also opening up the possibility for a rallying call to the nation.”*

**Max Brady**, Pull the Trigger.

**Even future kings  
need a little support.**



Pull The Trigger is proud to sponsor the film category of the Cannes Young Lions competition in 2020. As Ireland's foremost provider of safe and cost-effective production solutions during the Covid-19 pandemic, Pull The Trigger understands the value of effective leadership.

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# The Category: Media

## The Sponsor:

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Choose Radio



## The Charity:

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CyberSafelreland



## The Winners:

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Jack Connolly, Account Executive, Group M

Emily Carew, Account Executive, Group M

## The Ask:

---

Children's relationships with digital screens are intensifying as technology makes it easier to stay connected online, night and day. 92% of children in Ireland between the age of 8 & 13 years own their own smart device, with 12% spending 4+ hours online daily & nearly one in two children communicating online with people they don't know! The content they consume plays a role in their sense of self, their social awareness, their emotional well-being, and their view of the world. And while the internet is a powerful and ubiquitous resource and integral and enhancing to our lives, for all the advantages screen time brings, there are also many disadvantages too.

The purpose of this brief was to raise awareness of CyberSafelreland as a support to families trying to navigate the reality of their children's online journey. We wanted to raise awareness about CyberSafelreland and the work they do to help, guide and support parents. There is a good repository of valuable resources online and the purpose of the brief was to drive traffic to the site and increase downloads of CyberSafelreland's guides on safe usage and staying safe online.

**Winners**



## The Solution:

96% of Irish parents feel that it is vital to monitor their child's internet usage, but they find the issue of online safety to be complicated and feel out of their depth. Jack and Emily's creative idea is *"Don't Put Them in a Bubble to Keep Them Out of Trouble"*. Its aim is to show parents through humour that the topic of cyber safety doesn't have to be daunting and scary, and that there are simple ways to approach it with the help and support of CyberSafelreland.

For continuity and to make the creative memorable in our target audience's minds, the theme of bubble wrap will be repeated throughout each media in the campaign. Jack and Emily's campaign was multi-platform and very comprehensive encapsulating TV and radio ads, in-store activations, social media ambassadors and highly targeted online ads.

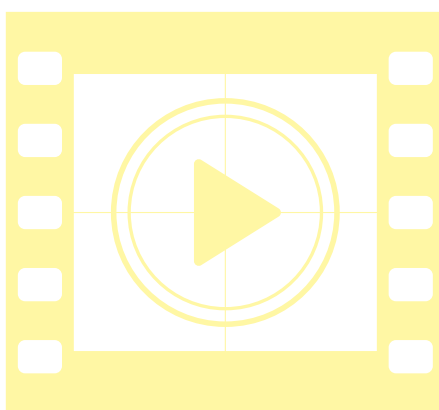
Through this mix of media Jack and Emily are confident that they could drive traffic to CyberSafelreland's website and increase the download figures for the parental guidance.



# Media

SPONSORED BY **CHOOSE**  **RADIO**

Watch  
the  
Video



## Why it was a winning idea?

*"I loved the concept and the tagline and felt that it really fitted with the brief. You can really have fun with this one. It's a soft intro into a tough topic to get parents engaged with. They had one central concept that they executed across lots of platforms and it was a very positive campaign that will bring great awareness."* **Alex Cooney**, CyberSafelreland.

*"Every radio station in Ireland is involved in supporting this important initiative from CyberSafelreland so we have no doubt that 3.1 million listeners will become more educated as a result of this fun, bright and bubbly ad campaign. In addition, parents who are listeners will learn how to easily access the right support which will facilitate them to be better equipped to provide the necessary protection for their children."* **Gabrielle Cummins**, Chair of Choose Radio.



**YOU CAN ALWAYS TRUST YOUR EARS**



**TRUST RADIO. CHOOSE RADIO.**

**CHOOSE**  **RADIO**

# The Category: **Print**

## **The Sponsor:**

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INM

## **The Charity:**

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CyberSafelreland

## **The Winners:**

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Helen O'Higgins, Art Director, Folk WT  
Ben Fraser, Digital Strategist, Havas Dublin

## **The Ask:**

---

CyberSafelreland is a not-for-profit organisation, established in 2015, that works to empower children, parents and teachers to navigate the online world in a safe and responsible manner. They want children to be able to embrace the opportunities for learning and enjoyment that technology can deliver, but to recognise that as parents and educators we have a responsibility to equip them with the tools to stay safe and avoid harm. Education is a key part of the solution and both schools and parents have a vital role to play in supporting children to be safe online.

Battles over screen time and devices have become a regular part of family life. Knowing how much is too much is a moving target. Parents find getting the balance right can be hard. The purpose of this brief was to raise awareness of CyberSafelreland as a support to families trying to navigate the reality of their children's online journey. CyberSafelreland's desired response was to encourage families to educate themselves on healthy online behaviour, by going online and accessing their resources today.

**Winners**



## The Solution:

Knowing that this issue can make parents feel overwhelmed and left behind, and that much of the communication in this space can compound this feeling, Helen and Ben wanted to create space in which a positive and empowering message could breathe.

This ad focuses on a quintessential moment in the child-parent relationship, one where growth and progress is recorded and celebrated. Often featuring hand-prints, these pieces are found in every home and mark a tender time in a child's journey towards adulthood. Using this as the jumping-off point, we wanted to investigate an interesting role-reversal caused by the advent of digital media in the modern child's life, using the concept of a digital footprint.

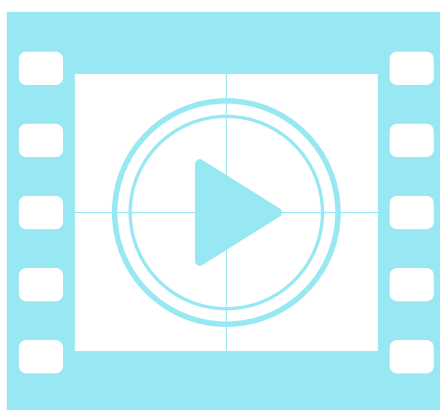
From research, we know that 90% of the data in the world was created in the last 2 years. Here, the child's footprint is much larger than their parents to communicate the gulf between the digital footprints that they are amassing over their lifetimes amid this exponential trend.



# Print

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News & Media

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the  
Video

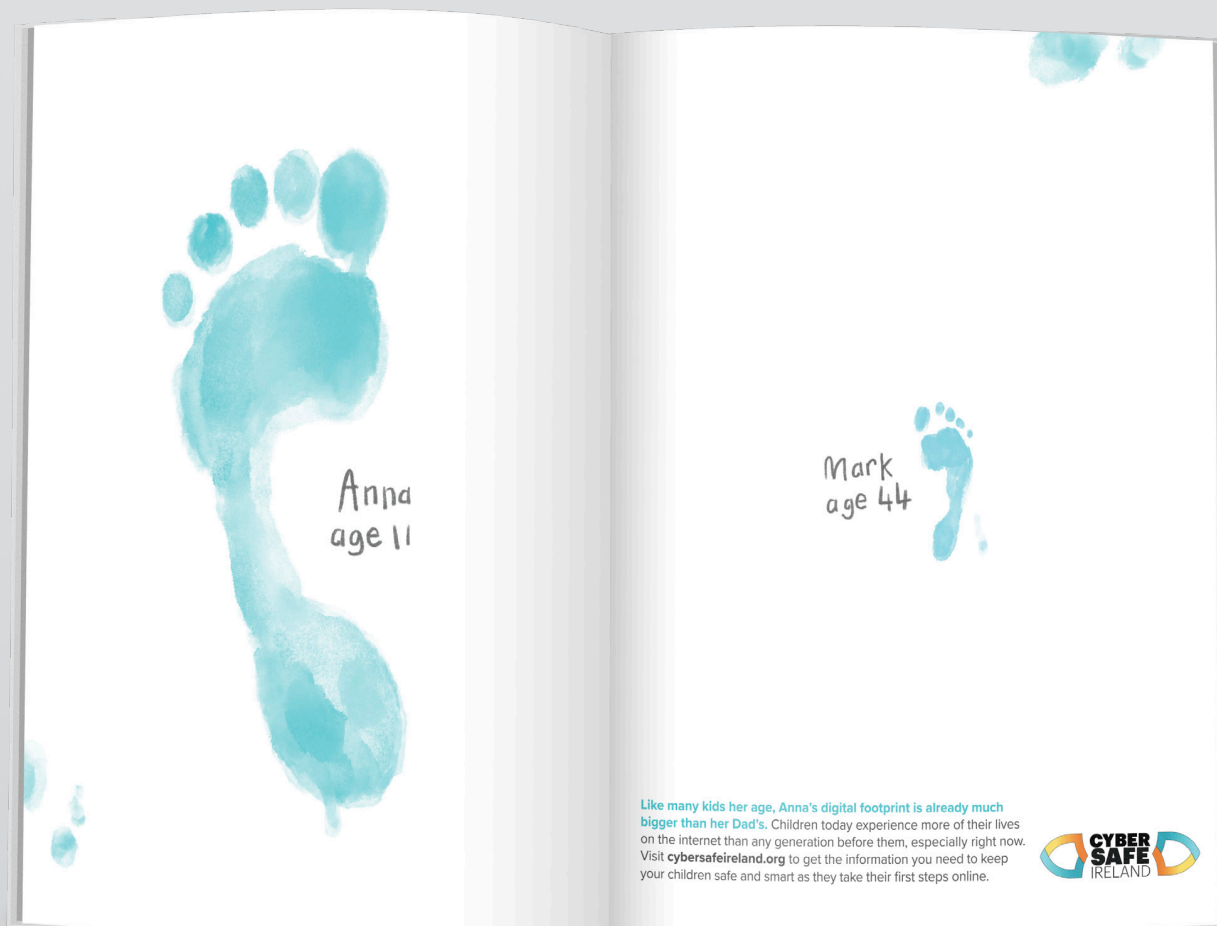


Shaking off the ominous nature of other communications in this space, the piece ends with an empowering call-to-action that casts the parent in the role of guide on the child's digital journey as they take "their first steps" online and shows parents that all they need to do to play this role is to go to [cybersafeireland.org](https://cybersafeireland.org).

## Why it was a winning idea?

*"It was a really arresting and intriguing campaign - the visual was an instant metaphor for the role parents play in helping navigate their children's digital lives. All great advertising should tell a story and as a reader it is entirely up to you what you read into this. It taps into a human insight between parents and children and really touches their heart."* **Charley Stoney**, IAPI

*"Independent News and Media have long believed that the most creative campaigns are the most rewarding not only for brands but also for its readers. This is why INM support creativity in print by sponsoring the Cannes Young Lions print category. This year's worthy winner is thought-provoking and clever and hopefully also effective in its mission to empower children and parents to be Stronger, Smarter and Safer Online."* **Maria Harte**, INM.



**Congratulations to Helen O'Higgins of JWT Folk and Ben Fraser of Havas, winners of the print category for Cannes Young Lions 2020**



Proud print sponsors of





# The Category: **PR**

## The Sponsors:

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PRCA and PRII



## The Charity:

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VOICE Ireland



## The Winners:

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Lughan Deane, Consultant, Murray  
Orna Clarke, Senior Account Executive, Murray

## The Ask:

---

VOICE is an Irish environmental charity that empowers individuals and local communities to take positive action to conserve our natural resources. Its mission is to promote a respectful relationship with the Earth by encouraging a way of life in harmony with nature rather than in conflict with it.

Plastics are amazing – versatile, durable molecular masterpieces – some of the many good reasons why they are used so widely. Take cucumbers. Plastic film extends the shelf life of a cucumber from 3 to 14 days. And while certain fruit and veg require plastic packaging for protection, and a longer shelf life, the majority stay equally fresh when sold loose!

Much of our plastic packaging is unnecessary, and only supplied to encourage consumers to purchase more products in multi-pack buys and to promote convenience, which is having a very detrimental impact on the environment. To raise awareness of the importance of choosing loose VOICE wanted a PR campaign that encourages consumers to choose loose when shopping for fruit and veg.

**Winners**



It's not always easy to find loose fruit and veg in grocery aisles and sometimes consumers will have to pay more. So, we want to remind our audience of the benefits of buying loose, even if that does mean a higher cost. In time we do believe retailers will be forced to stock more loose items at a competitive price, if shoppers vote with their wallet.

## The Solution:

Lughan and Orna's campaign solution focuses on helping the consumer to "See Through the Plastic". An investigation into the initial emergence of plastic packaging on fruit and vegetables in the 1950s showed that plastic packaging is optimised for industry's benefit at every stage, but in reality it is the polluting residue of the fruit and vegetable supply chain that the consumer is left responsible for disposing of. This message would resonate with the conscious shopping, environmentally empathetic audience, who would not want to 'take out the trash' on behalf of industry.

There are two key audiences and demographics to address and to do so Lughan and Orna used two ambassadors of different ages to appeal to the audience and to deliver the key messaging that it's time to "See Through the Plastic"

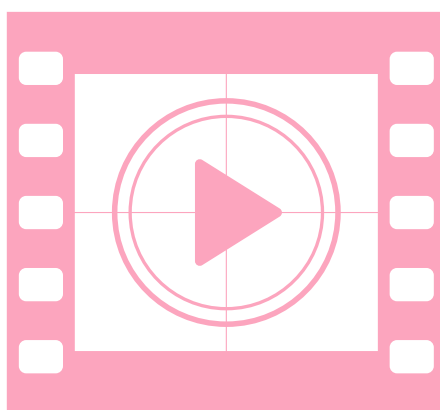


# PR

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the  
Video



To support the launch of the campaign VOICE would commission national and regional consumer research into shopping and recycling habits. The launch press release would contain the findings of this research and would be issued alongside photography of the campaign ambassadors and a VOICE representative. The campaign would also be supported by corporate profiling of VOICE's Senior Management Team and owned social media activity on VOICE's channels.

## Why it was a winning idea?

*"The team took a twin-track, intergenerational approach, addressing the concerns of parents and millennials. For the older generation, the campaign prompted them to re-think why so much unnecessary plastic was used to wrap vegetables and fruits and, for the younger generation, they tapped into existing interest in and commitment to the future of the planet. The winning campaign was research and information-led and the call to action, different for each target stakeholder group, was designed to resonate with their pre-existing concerns and capacity for behaviour change."*

**Martina Byrne**, Chief Executive, PRII/PRCA.

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# The Category: **Young Marketers**

## **The Sponsor:**

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**core**<sup>™</sup>

Core

## **The Charity:**

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CyberSafeIreland

## **The Winners:**

---

Oisín Hayes, Marketing Communications Executive, Fáilte Ireland

Aoife Bolger, Marketing Communications Executive, Fáilte Ireland

## **The Ask:**

---

Children's relationships with digital screens are intensifying as technology makes it easier to stay connected, night and day. 92% of children in Ireland between the age of 8 & 13 years own their own smart device, with 12% spending 4+ hours online daily & nearly one in two children communicating online with people they don't know!

Battles over screen time and devices have become a regular part of family life – knowing how much is too much is a moving target. There's been lots of research done on the impact of screen time on children with conflicting findings. One thing that experts do align on however is that screen-based interactions are no substitute for in-person contact i.e. Families spending time interacting as families. It is important we find a healthy balance between our digital lives and our offline lives.

CyberSafeIreland wanted marketers to consider how their brands & organisations can raise awareness of National Digital Detox Day in October 2020. And how they can mobilise their

**Winners**



customer base and internal audiences to really engage with the day & help us with our fundraising efforts.

This campaign will be the first of its kind in Ireland. The idea is to ask families to step out of their life for a day by switching off all devices and reconnecting with one another. This day is less about abstinence, boredom, penance, and exile – more about reframing the relationship we have with technology by taking time out to reconnect and reclaim valuable family time.

## The Solution:

Fáilte Ireland's Initiative to help Cybersafe Ireland get 20,000 sign-ups to the inaugural Digital Detox Day was delivered in a way that provides a fun & engaging positive experience for families. Oisín and Aoife wanted to give families a compelling enough reason that would nudge them to sign up to the Digital Detox Day.

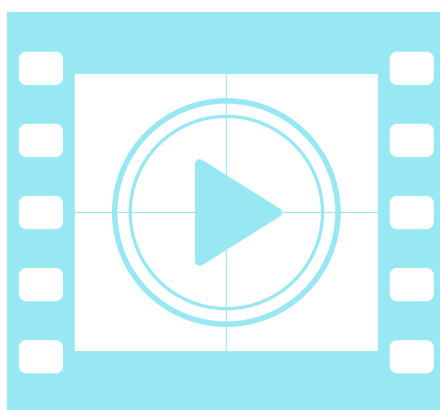
Motivated and wanting to deliver on a number of strategic objectives for Fáilte Ireland, as well as teach the family unit the value of spending quality time together, they were guided by:



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- Fáilte Ireland's work towards developing sustainable tourism
- Families being one of Fáilte Ireland's core strategic audiences
- The belief that communicating via the right metaphor will equip children to self-regulate and embrace the switch-off.

So, in conjunction with strategic partner Coillte, Fáilte Ireland will facilitate families to plant 20,000 trees in Ireland on Digital Detox Day. They will identify 6 National Parks across the country as the world's first network of "Cyber Safe" forests. By signing up to Digital Detox Day, families are registered to plant a tree together at their nearest "Cyber Safe" forest. Oisín and Aoife believe this campaign will garner great earned media and will have roots to grow and hopefully can become an annual tradition for CyberSafeIreland.

## Why it was a winning idea?

*"Strategic thinking was spot on and using tree planting as a way of reconnecting as a family and in the broader context, reconnecting with the planet, was an effective and current creative vehicle. Truly fantastic work in linking the brand and the cause."* **Meadhbh Quinn**, Strategic Marketing Consultant.

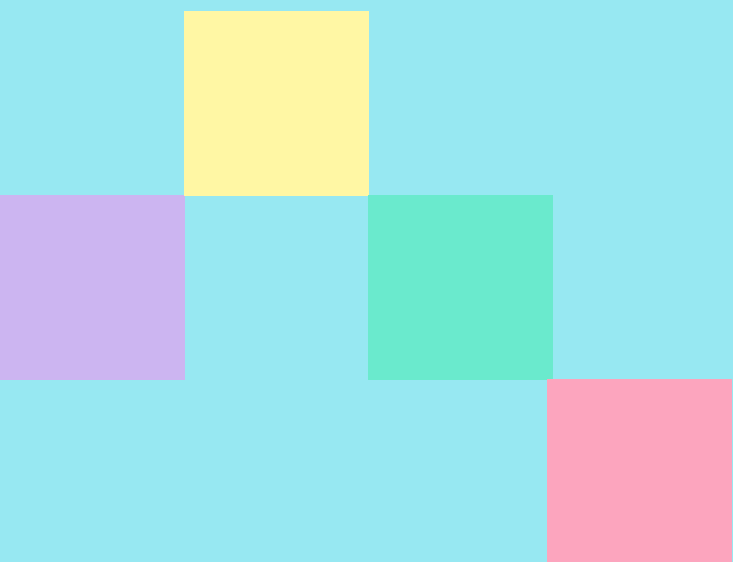
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