

A photograph of Cameron Roberts and Hayley Saddleton, two young professionals from MediaCom Australia, standing together and smiling. They are both wearing blue lanyards with gold medals around their necks. Cameron is on the left, wearing a white shirt and glasses, and Hayley is on the right, wearing a dark top. They are in a well-lit area with wooden slatted benches and a poster for 'APOCALYPSE' in the background. The text 'Awards Hub' is visible on a sign in the lower left corner of the photo.

# MediaCom Australia's Cameron Roberts and Hayley Saddleton win Bronze in Cannes

PEOPLE

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## Duo awarded after competing against 32 other nations

Cameron Roberts and Hayley Saddleton from MediaCom Australia have been awarded Bronze in the Media category at the prestigious Cannes Young Lions competition.

Having initially competed in Australia's two local Young Lions rounds, Cameron, Strategy Manager, and Hayley, Strategy and Planning Director, were selected from 200 hopefuls to represent the country at the global event, where they went up against 32 other nations.

Each team of finalists had 24 hours to come up with a response to a brief for Lotus Flower, a not-for-profit organisation that supports women and girls impacted by conflict and displacement. The pair's response centred around the dichotomy around New Year resolutions.

Their core insight was that the first day of each New Year has two sides of self-reflection; whilst we make our New Year's resolutions, 9.18 million refugees are mourning the death of their identity.

It was this that helped them come up with 01/01 New Year Resolutions for Refugee Restitution. The idea was to bring a new perspective to New Year's resolutions by encouraging audiences to donate their resolutions and stand in solidarity with women who are fighting for their real identity and learning to love themselves again.

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