

CANNES LIONS 2012 ENTRIES REACH ALL TIME HIGH OVER 34,000 ENTRIES ACROSS 15 CATEGORIES

6 June 2012 - A record 34,301 entries from 87 countries have been submitted to the Cannes Lions 59th International Festival of Creativity, the largest and most prestigious global international annual awards for creative advertising and communications.

An overall increase of 19% versus last year, entries have been submitted in 15 different categories: Creative Effectiveness, Cyber, Design, Direct, Film, Film Craft, Media, Outdoor, PR, Press, Promo & Activation, Radio, Titanium & Integrated and the new Mobile and Branded Content & Entertainment Lions categories.

Category	2011	2012	Variation % 2012 vs 2011
Branded Content & Entertainment Lions	-	800	-
Creative Effectiveness	142	92	-35%
Cyber Lions	2835	2458	-13%
Design Lions	1774	2182	+23%
Direct Lions	1858	2357	+27%
Film Lions	3310	3475	+5%
Film Craft Lions	1322	1721	+30%
Media Lions	2895	3247	+12%
Mobile Lions	-	965	-
Outdoor Lions	4490	4843	+8%
PR Lions	819	1130	+38%
Press Lions	5415	6056	+12%
Promo & Activation Lions	2125	2674	+26%
Radio Lions	1363	1784	+31%
Titanium & Integrated Lions	480	517	+8%
TOTAL	28828	34301	+19%

With the volume of entry levels higher than anticipated, more jury members have been appointed in addition to the extra Branded Content & Entertainment and Mobile judges previously announced. Bringing the total number of judges to 287, Cannes Lions welcomes the following additional judges:

Design Lions

Ricardo Saint-Clair, Founder/Creative Director, Dialogo Design, Brazil
 Katrin Oeding, Creative Director, Studio Oeding, Germany
 Gesina Roters, Creative Partner, DAY, The Netherlands
 Chris Moody, Creative Director, Wolff Olins, UK
 Richard Bates, Chief Creative Officer North America, The Brand Union, USA

Promo & Activation Lions

John J. Steere, Regional Managing Director APAC, Momentum, Asia Pacific
 Ove Gley, Creative Director, Heimat, Germany
 Hiroko Uchigaki, Account Planning Director/Communications Planner, ADK Japan
 Hector Fernandez, Co-Managing Director/Chief Creative Officer, Publicis, Mexico
 Gonzalo Figari, President & Creative Director, D6, Spain

Radio Lions

Sara Haag, Director/Founder, Sarah Haag AB, Sweden

"The industry is moving at a lightning rate, as evidenced by the huge volume of entries into the new Mobile and Branded Content & Entertainment Lions," said Philip Thomas, Chief Executive of the Festival. "But it is also interesting to see the robust health of other, more traditional media like Radio,

Film and Press. I am sure that once again the winners at Cannes Lions will inspire and excite the industry, showing what is possible in creative brand communications."

All entries can be viewed in the Palais des Festivals in Cannes during the Festival week. Delegates will also be able to watch the videos of all shortlisted entries across all categories. To register to attend the Festival, please go to www.canneslions.com

To register to attend the 59th Cannes Lions International Festival of Creativity, please visit www.canneslions.com

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59th Cannes Lions International Festival of Creativity, 17-23 June 2012, Cannes, France:

The International Festival of Creativity, also known as Cannes Lions, is the world's leading celebration of creativity in communications. Founded in 1954, the Festival takes place every June in Cannes, France.

As the most prestigious international annual advertising and communications awards, over 28,800 entries from all over the world are showcased and judged at the Festival. Winning companies receive the highly coveted Lion trophy honouring the most creative Film, Print, Outdoor, Interactive, Radio, Design, Promo & Activation, Film Craft, Mobile, Branded Entertainment and Integrated advertising, as well as the best Media, Direct, PR, Titanium and Creative Effectiveness ideas. The Festival is also the only truly global meeting place for advertisers, advertising and communication professionals. Close to 9,500 delegates from 95 countries attend seven days of exhibitions, screenings, as well as 57 high-profile seminars, 20 workshops and master classes presented by renowned worldwide industry leaders. As the networking and learning opportunity of the year, Cannes Lions is the must-attend event for anyone involved in brand communication.

Lions Festivals

Lions Festivals is the organiser of the Cannes Lions International Festival of Creativity and Eurobest as well as co-organisers, with its joint venture partners, of the Dubai Lynx International Advertising Festival, Spikes Asia Festival of Creativity, the Asian Marketing Effectiveness Festival and the Digital Media Festival for Asia Pacific. The business is managed by **i2i Events Group**, which delivers world-class exhibitions, large-scale events and festivals in key sectors including the home and gift, fashion, retail, healthcare, energy, environment, education, technology, media and creative industries. Its portfolio of world-wide events includes World Retail Congress, Spring Fair, Naidex, BVE, BETT and Pure. It prides itself on opening up possibilities for its customers and each year brings more than 250,000 decision makers together to network, source, test, buy and sell brilliant products, services, ideas and solutions. i2i Events is powered by Top Right Group, formerly known as Emap International Limited. www.i2ieventsgroup.com

For further information, please visit www.canneslions.com or contact:

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Key Dates 2012:

Delegate Registrations Open

Festival Dates: 17-23 June 2012