



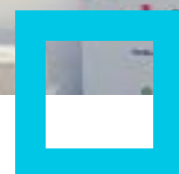
66TH INTERNATIONAL
FESTIVAL OF CREATIVITY
17 - 21 JUNE 2019

FESTIVAL GUIDE

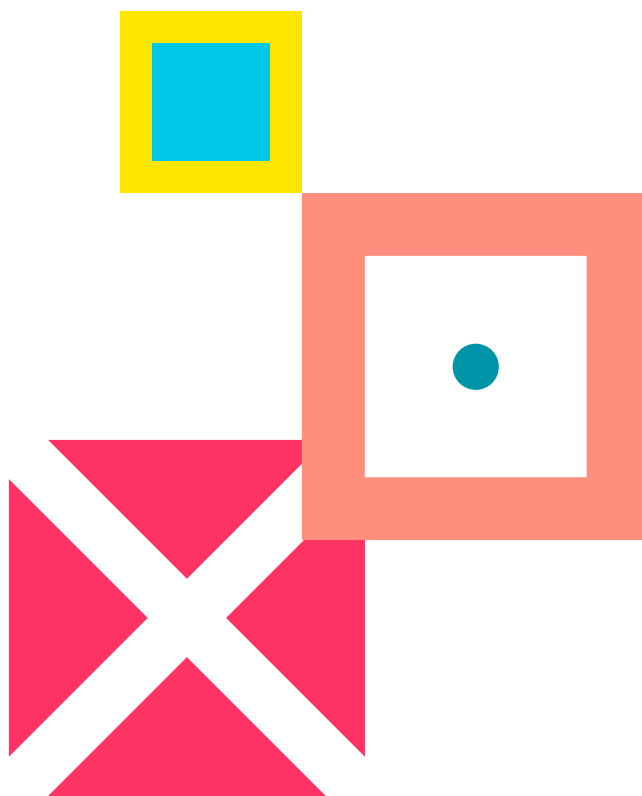
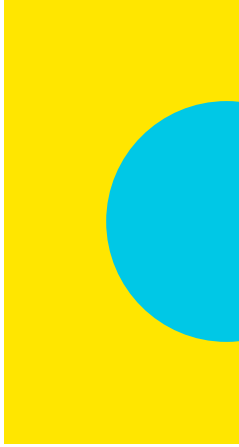
Why come to Cannes Lions



canneslions.com

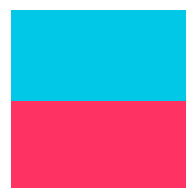


Thousands of people from nearly 100 countries working in creative communications, entertainment, design and tech come to Cannes Lions to find out where the industry is heading and celebrate the power of creativity as a force for business, for change and for good.





Cannes Lions provides professional, financial and personal benefits to those who attend through its programme of inspiring content, networking, learning and celebration.





“Cannes is a barometer of the state of the industry, which is under pressure to dramatically transform in response to market forces. In fact, I’m not even sure what ‘industry’ we’re referring to because this space has been disrupted beyond traditional definitions. Cannes will tell us if the industry has successfully realigned around the opportunities that transformation has created, or if risk aversion still prevails.”



Brian Whipple
CEO of Accenture Interactive





Cannes is an important point for us to stop, reflect...
we definitely use this moment to learn and get better.



Aline Santos
EVP Global Marketing and
Head of Diversity and Inclusion
at Unilever

10

Consultancies



CANNES LIONS 2018

DELEGATES OVERVIEW

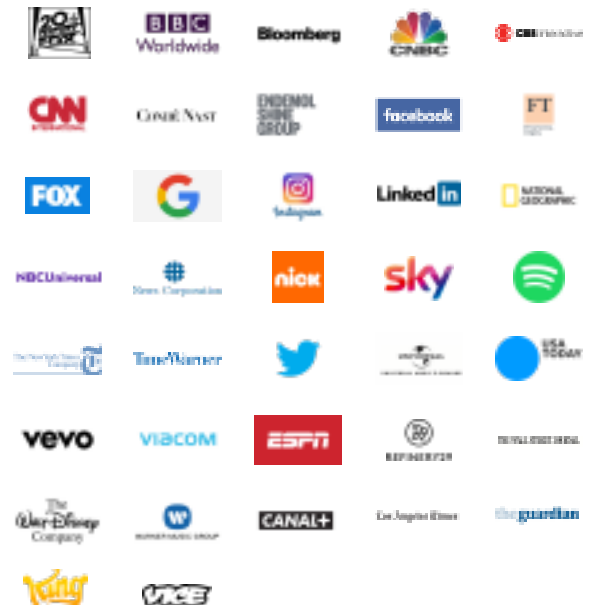
Holding Companies



Holding Company Agencies



Media Owners



Independent Agencies





Cannes Lions Festival is not just a Festival or an award show. It is a great place of learning. Learning from professionals around the world, no matter how old or young they are, or how old or young you are. You learn to win with grace and to lose with humility.

Awards at Cannes build confidence, and motivate creatives to try harder. The harder they try, the more the clients get to add to their brands. At the end of the day, the real winner is the work. You can't get better than that!



Piyush Pandey
Executive Chairman &
Creative Director
Ogilvy South Asia



Because it's roughly equidistant from Asia and the Americas, Cannes is one of the few places where the industry comes together on a global level [...] That makes Cannes a critical place for assessing the cross currents of ideas."



Doug Ryan
President
DigitasLBi, North America



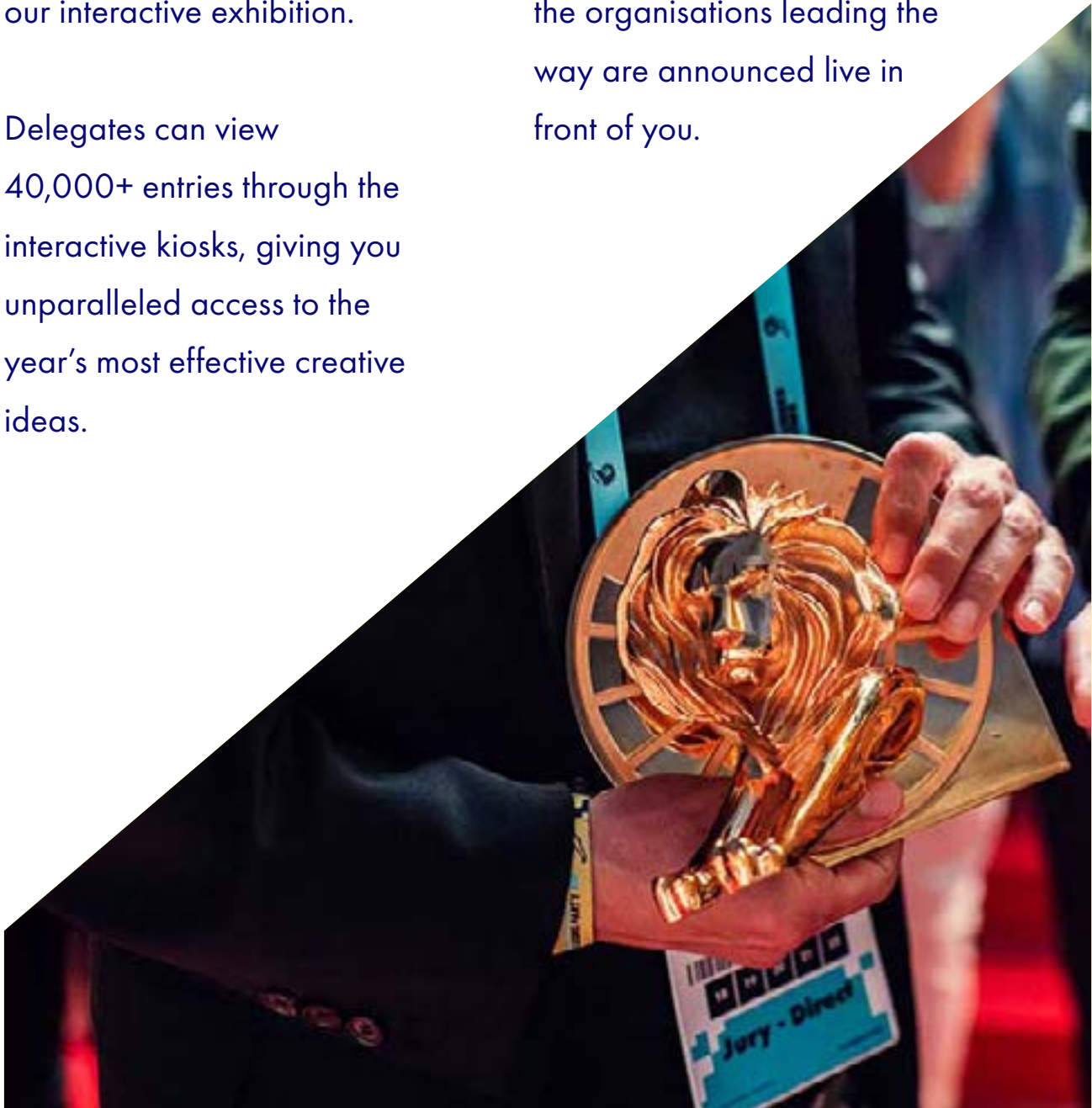
THE LIONS

Attending the festival enables you to access all of the award-winning work through our interactive exhibition.

Delegates can view 40,000+ entries through the interactive kiosks, giving you unparalleled access to the year's most effective creative ideas.

A delegate pass also gets you a place at the award shows.

This places you at the forefront of creativity, effectiveness and the future of the industry, as the organisations leading the way are announced live in front of you.



2018 ENTRIES IN NUMBERS

32,372

Entries

90

Countries

3,420

Shortlisted

1,186

Lions awarded

2018 JURIES IN NUMBERS

413

Total Jurors

278

Awarding Jurors

54% / 46%

M/F Gender split

50

Countries

LIVE JUDGING

25

Titanium Lions
presentations

27

Glass Lions
presentations

21

Innovation Lions
presentations

TOP 10 COUNTRIES BY LIONS AWARDED

- 1 USA
- 2 United Kingdom
- 3 Brazil
- 4 France
- 5 Germany
- 6 Australia
- 7 Spain
- 8 Canada
- =9 New Zealand
- =9 The Netherlands

TOP 10 CITIES BY LIONS AWARDED

- 1 New York
- 2 London
- 3 São Paulo
- 4 Paris
- 5 Los Angeles
- 6 Chicago
- 7 Hamburg
- 8 Madrid
- 9 Sydney
- 10 Amsterdam

COMMERCIAL BENEFITS

The financial benefit of entering the Cannes Lions awards have been heavily substantiated by years of study from reputable research.

The IPA has done extensive work on creative effectiveness in both 2010 and again in 2016, when they put the multiplier effect on key performance measures for creatively-awarded work versus non-creatively awarded work at six. This has shown that work that wins is on average six times more effective than work that doesn't.

The world's major advertisers come to Cannes Lions year after year to share how they have incorporated measures of creativity into their core marketing KPIs.

McDonald's put the ROI of creatively-awarded work vs non-awarded work at 54% higher. Mars estimates the incremental value-add to the corporation from what they classify as three or four-star creative, versus one and two-star creative, to be \$50m annually.

Restaurant Brands International



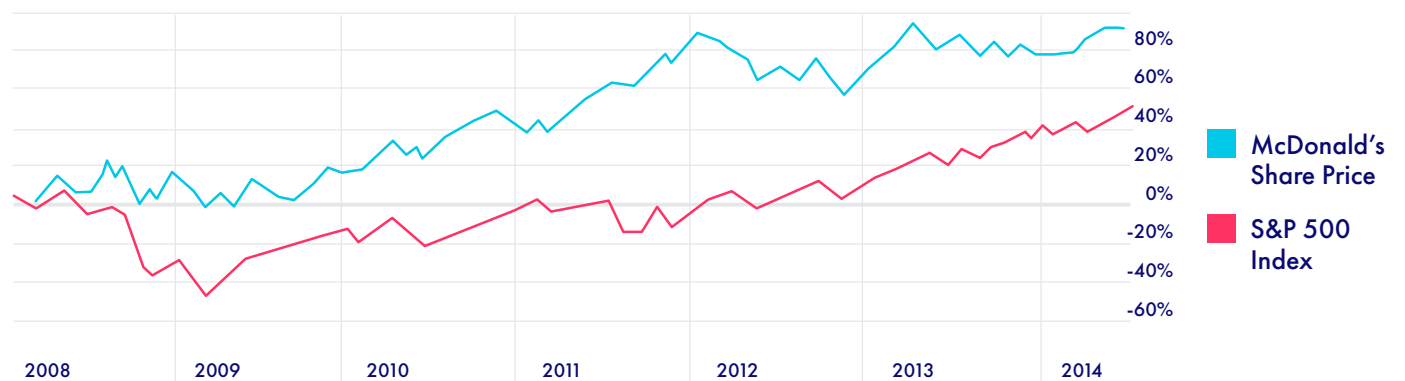
Heineken

Creative Marketer of the year 2015



McDonald's

Creative Marketer of the year 2014



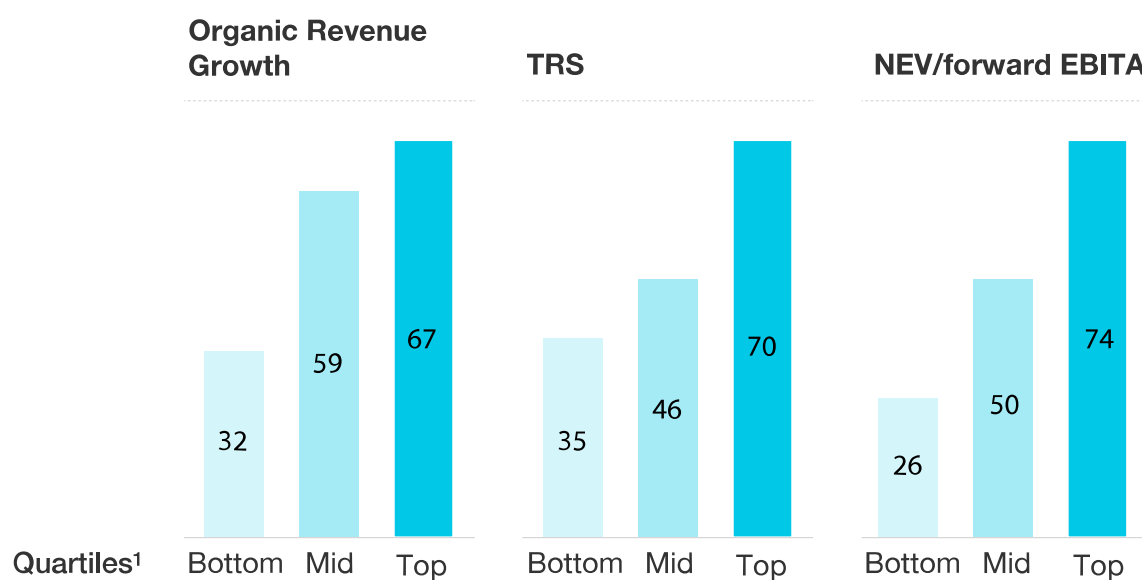
McKinsey published a ground-breaking study on the link between creativity and commercial success in 2017. They took 16 years of Cannes Lions Archive data, both winning and non-winning work in all Lions – hundreds of thousands of data points – and correlated these with a wide range of cold, hard commercial facts.

McKinsey calculated that of companies with a higher Award Creativity Score (which is based on Lions won by volume, level, consistency and breadth), 67% had above-average organic revenue growth, 70% had above-average total return to shareholders and 74% had above-average net enterprise value or EBITDA.

Entering Cannes Lions and winning an award can be both a personal and career-defining moment.

Companies that perform well on the Award Creativity Score tend to outperform on financial metrics

Likelihood that creativity score quartile has above-average financial performance %



1 Using only companies with creativity score >0, combining the two middle quartiles

SOURCE: Team Analysis

McKinsey&Company



The Cannes Lions festival is the best place to boost your career, especially if you're a student or looking for an ambitious job...That week is the most important week in our business. It's almost mandatory to be there."



Eszter Kazinczy
Art Director
Serviceplan Group





**ANY
QUESTIONS?
GET IN TOUCH.**

registration@canneslions.com

For more information, please visit:
canneslions.com