

# Cannes Lions announces juries

CANNES, FRANCE: The Cannes Lions International Festival of Creativity, a leading celebration of creativity in brand communications, has announced the members of a further four juries who will meet in Cannes to judge work in the new Product Design, Film, Media and Promo & Activation Lions categories.



(Image: Wikimedia Commons)

South Africa is represented in the Film, Media and Promo & Activation Lions categories.

As implemented last year, there will be a two-stage judging process for the Media Lions category. A 40-strong jury of media professionals from around the world will be divided into eight sub-groups of five people tasked to cast the first round of votes that will determine the shortlist. Jury president Matt Seiler, Global CEO of IPG Mediabrands, will spend time with each sub-group but will not vote during this first round. At the second voting stage, the shortlist will be judged and the winners selected by the Awarding Jury made up of 13 media industry leaders including the jury president.

The three other juries will be led by Amir Kassaei, Chief Creative Officer, DDB Worldwide, USA (Film Lions); Susan Credle, Chief Creative Officer, Leo Burnett, USA (Promo & Activation Lions) and Donghoon Chang, Executive Vice President, Samsung Electronics, South Korea (Product Design Lions).

## Film

- Amir Kassaei, Chief Creative Officer, DDB Worldwide, USA - Jury President
- Al Moseley, President and Chief Creative Officer, 180 Amsterdam, The Netherlands
- Bruno Bertelli, Executive Creative Director, Publicis, Italy
- Jan Teulingkx, Executive Creative Director, Saatchi & Saatchi, Belgium
- Jeremy Garner, Executive Creative Director, formerly Weapon7, UK
- Katrine Jo Madsen, Senior Creative, UncleGrey, Denmark
- Kirk Gainsford, Executive Creative Director, Lowe Cape Town, South Africa
- Lance Martin, Executive Creative Director, Partner, UNION, Canada
- Luis Ribó, Chief Creative Officer, BBDO, Mexico
- Marco Venturelli, Creative Director, Les Gaulois, France
- Martin Pross, Chief Creative Officer, Member of the Executive Board, Scholz & Friends Berlin, Germany
- Matty Burton, Executive Creative Director, WHYBINTBWA Group Sydney, Australia
- Maximiliano Anselmo, Chief Operating Officer & Shareholder, Santo Buenos Aires, Argentina
- Pete Favat, Partner, Chief Creative Officer, Deutsch LA, USA
- Petra Albrektson, Creative Director, Akestam Holst, Sweden
- Rajiv Rao, National Creative Director, Ogilvy & Mather, India

- Raquel Martínez, Executive Creative Director, McCann, Spain
- Rui Branquinho, Chief Creative Officer, Y&R São Paulo, Brazil
- Sompat Trisadikun, Chief Creative Officer, Leo Burnett, Thailand
- Sue Anderson, VP Executive Creative Director, Crispin Porter + Bogusky, USA
- Tone Humblen, Creative / Partner, Llowbank, Norway
- Yuya Furukawa, Chief Creative Officer, Dentsu, Japan

## Media

- Matt Seiler, Global Chief Executive Officer, IPG Mediabrands, Global - Jury President + Awarding Jury
- Andrew Lazzaro, Chief Brand Officer, Worldwide, OMD Worldwide, Global - Awarding Jury
- Anne-Cécile Michaud, Global Head of Strategy, Havas Media Group, Global - Awarding Jury
- Annika Rehn Frobell, Head of Planning, Lowe Brindfors, Sweden
- Beat Krebs, Chief Executive Officer, ZenithOptimedia, Switzerland
- Cesar Parra, Managing Director, Initiative, Colombia
- Colin Kinsella, Chief Executive Officer, North America, Mindshare, USA - Awarding Jury
- Daina Middleton, Global Chief Executive Officer, Performics, Global - Awarding Jury
- Daryl Lee, Global CEO, UM, Global - Awarding Jury
- Deric Wong, Head of Strategy & Insights, Omnicom Media Group, Hong Kong
- Dominique De Ville, Chief Executive Officer, OMD/Omnicom Media Group, Belgium
- Eduardo Jr Mapa, Chief Innovation Officer, Havas Media, China
- Edward Knol, Managing Director, Maxus, The Netherlands
- Elizabeth Cabello Riffo, General Manager, Starcom Mediavest Group, Chile
- Erica Gunning, Managing Director, MEC, South Africa
- Erin Hyungjoung Lee, Media Planning Director, Cheil Worldwide, South Korea
- Fanny García, Managing Director, MEC, Mexico
- Guido Surci, Chief Strategy & Innovation Officer, Havas Media Group, Italy
- Gustavo Quiroga, President, Quiroga Agencia de Medios, Argentina
- Guy Cousins, Global Head of Strategy - Unilever, PHD Global Strategy Unit, Global - Awarding Jury
- Hiroshi Yoshida, Executive Manager, Institute Media Environment, Hakuhodo DY Media Partners, Japan - Awarding Jury
- Julia Tuleeva, Media Director, Medialect, Russia
- Karine Courtemanche, President, Touché! PHD, Canada
- Kate Thomas, Strategy Director, Dynamo, New Zealand
- Kazumichi Iwagami, Executive Officer, Dentsu, Japan - Awarding Jury
- Lisa Donohue, Chief Executive Officer, Starcom, USA - Awarding Jury
- Luiz Antonio Gini, General Media Director, Neogama BBH, Brazil
- Mads Bredal, President, Dentsu Aegis Nordic, Denmark
- Marc Schader, Global Chief Commercial Officer, Havas Media Group, Global - Awarding Jury
- Mark Creighton, Chief Executive Officer UK, Mindshare Media, UK
- Mark Pejic, Chief Executive Officer, Mediacom, Australia - Awarding Jury
- Marta Ruiz-Cuevas, Managing Director, Starcom Mediavest, Spain
- Michael Dunke, Chief Executive Officer, IPG Mediabrands, Germany
- Nick Waters, Nick Waters, Chief Executive Officer APAC, Dentsu Aegis Network, Asia Pacific - Awarding Jury
- Omid Novidi, Client Service Director, Head of Creative Unit, Mediacom, Austria
- Sam Balsara, Chairman and Managing Director, Madison Communications, India
- Samuel Godinho, Chief Operating Officer, Carat, Portugal
- Sarit Alter, Group Director, Mediacom, Israel
- Tara Levine, Managing Director, Marketing & Business Development, OMD, USA
- Verica Djurdjevic, Managing Director, PHD, UK
- Zysla Belliat, President, IREP and MMZ Conseil, France

## Promo & Activation

- Susan Credle, Chief Creative Officer, Leo Burnett, USA - Jury President
- Adam Livesey, Executive Creative Director, TBWA\Hunt\Lascaris, South Africa
- Andrés Martínez, Vice President Creative, JWT, Mexico
- Annu Terho, Copywriter, DDB Helsinki, Finland
- Bo Hellberg, Executive Creative Director, Billington Cartmell/Brave, UK
- Cristina Barturen, Managing Director, Arnold Madrid, Spain
- Debbi Vandeven, Global Chief Creative Officer, VML, Global
- Dennis Lück, Executive Creative Director, Drafftcb/Lowe, Switzerland
- Fabio Saboya, Creative Director, Loducca Publicidade, Brazil
- Fumitaka Takano, Creative Director, ADK, Japan
- Hedvig Hagwall Bruckner, Copywriter, King, Sweden
- Jonathan Gian, Head of Art, Kinetic, Singapore
- Juan Carlos Rodríguez Pizzorno, Executive Creative Director, Badillo Saatchi & Saatchi, Puerto Rico
- Juan Manuel (Chavo) D'Emilio, Executive Creative Director, McCann, Argentina
- Karina Ogandzhanyan, Vice President, TWIGA, Russia
- Lisa Greenberg, SVP, Head of Art, Leo Burnett, Canada
- Luca Scotto di Carlo, Creative Partner, M&C Saatchi SPA, Italy
- Luca Cinquepalmi, Creative Director, H-Paris, France
- Márton Jedlicska, Creative Director, Kirowski Isobar, Hungary
- Matthias Harbeck, Creative Executive Director, Partner, Serviceplan, Germany
- Megan Clark, Founder and Managing Director, Copper Brand Experiences, New Zealand
- Michael Knox, Executive Creative Director, GREY Melbourne, Australia
- Ramiro Eduardo, Vice President Creative, Ogilvy & Mather, Guatemala
- Robert Nakata, Founder/Design Director, 72andSunny, The Netherlands
- Sebastien De Valck, Creative Director, BBDO, Belgium
- Sukrit Himanshu Singh, Chief Executive Officer, Encompass Events, India

## Product Design

- Donghoon Chang, Executive Vice President, Samsung Electronics, South Korea - Jury President
- Anthony Dickens, Creative Partner, Studio Make Believe, UK
- Dan Formosa, Designer, Smart Design, USA
- Guto Indio Da Costa, Design Director, Indio da Costa A.U.D.T, Brazil
- Lars Larsen, Founder & Head of Design, Kilo Design, Denmark
- Dean Quinn, Design Consultant, Dean Quinn, USA
- Gabriel Tan, Design Partner / Co-Founder, Outofstock, Singapore
- Marcell von Berlin, Creative Director, Fashion Designer, Marcell von Berlin, Poland
- Wolfgang Wagner, Managing Partner, Creative Director, Design 3, Germany

For further details on rules across all 17 categories, fees and how to enter work please visit [www.canneslions.com](http://www.canneslions.com). The deadline for entries is 28 March.

## Key dates:

Delegate registration: Open

Entries: Open

Entries deadline: 28 March 2014

60th Cannes Lions International Festival of Creativity: 15-21 June 2014, Palais des Festivals, Cannes, France

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