

Entries break record

CANNES, FRANCE: A record 34 301 entries from 87 countries have been submitted to the Cannes Lions 59th International Festival of Creativity, claimed to be one of the largest and most prestigious global international annual awards for creative advertising and communications. South Africa's contribution to the record currently stands at 820 entries. This is the [summary of entries by country](#).



An overall increase of 19% versus last year, entries have been submitted in 15 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
2010 v2011			
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, go to www.canneslions.com

Key dates 2012:

Delegate registrations open

Late entries contact: entries@canneslions.com

Festival dates: 17-23 June 2012

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