

Record number of Cannes Lions entries

LONDON: More than 28 000 entries from 85 countries will be competing at the Cannes Lions 55th International Advertising Festival, an increase of 10.2% versus last year. Without taking into account the new Design Lions category, the increase is 5.8%.

"We are seeing strong growth right across the categories and right across the world," said Philip Thomas, festival CEO. "This is the fifth year in a row that we have seen record entries into Cannes, another indication that agencies and clients across the world are embracing creativity and wishing to showcase their work at a global level at the Festival."

"The launch of Design has been particularly exciting. When we launch a new section at Cannes, there is clearly a minimum number of entries that make it a worthwhile thing to do, and a worthwhile global competition to take part in. Design has outstripped even our most optimistic estimates; with over 1100 entries it has established itself, in year one, as a major trophy to compete for, and will be a major Lion to win," continued Thomas.

South African entries per category

Country	Film	Press	Outdoor	Cyber	Media	Direct	Radio	Titanium	Promo	Design	Total 2008	Total 2007
South Africa	120	229	204	21	50	49	98	6	19	40	836	751

2007	2008	% Variation	
Cyber Lions	2711	2757	+1.7%
Design Lions	-	1126	-
Direct Lions	1689	1697	+0.5%
Film Lions	4474	4626	+3.4%
Media Lions	1661	2000	+20.4%
Outdoor Lions	5758	5842	+1.5%
Press Lions	6984	7442	+6.6%
Promo Lions	786	1103	+40.3%
Radio Lions	1273	1259	-1.1%
Titanium and Integrated Lions	324	432	+33.3%
TOTAL	25660	28284	+10.2%

Much of the growth has once again come from the newer categories, with Promo, Media and Titanium & Integrated particularly strong. But the more established categories are also buoyant -there is growth in Press and Outdoor, and Film has reversed a three-year trend of decline, mainly due to the Film section being expanded this year to include categories films created for transmission on screens other than TV and cinema.

As expected, there is much activity from the booming regions of the world, with the Middle East, China, Russia, and India showing spectacular growth. But there are also more entries from more established players, such as the USA, UK, Germany, Spain, and Brazil, which have all grown in entries this year.

For more information, go to www.canneslions.com.