

More entries needed for Cannes Press, Outdoor

Cinemark, the local representative for the Cannes Lions International Festival of Creativity, is calling on freelancers and industry players to submit more work in the Press and Outdoor categories, as it was revealed in the 'Shaping Your Future With Cannes Lions' project that a surprisingly low number of Craft entries are received in these categories.



Company impact

"Perhaps the reason for this is that there is not a clear understanding of the extent of impact an entry or a Cannes Lion award can affect the entrant's business. Moreover it is not only creative agencies that are eligible to enter but also freelancers, such as illustrators and photographers for example, as long as they have permission from the agency or client. Currently it is almost exclusively creative agencies who are winning the Craft awards, so there is certainly scope for press and outdoor production studios to enter," comments Yvonne Diogo, Marketing Manager at Cinemark.

For example, Illusion, a CGI studio based in Bangkok, was the first press production studio to win a Gold Press Lions as an entrant.

"The Clingy Animals Campaign was awarded a Gold Lion in the Illustration Category in 2013 and has resulted in growth and recognition for the studio and we really urge South African creative agencies as well as production houses to take up the challenge and submit their Press and Outdoor Craft masterpieces for the Cannes Lions 2014 Festival," concludes Diogo.

Entry categories

The following will be judged for print entries:

- Art direction

- Copywriting
- Typography
- Photography

- Illustration

The following will be judged for outdoor entries:

- Copywriting
 - Traditional illustration
 - Photography
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- 3-dimensionally crafted poster work

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

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