

## Cannes 2009 Direct, Promo jury presidents announced

LONDON: David Sable, vice chairman and COO of Wunderman, will lead the 2009 Cannes Direct Lions Jury; and William Rosen, chief creative officer - North America of Arc Worldwide, will head this year's Promo Lions jury, organisers of the Cannes Lions advertising festival announced earlier this week. Terry Savage, festival chairman, commented, "For 2009 Cannes Lions has improved the criteria to better reflect the disciplines and show more rigour. The appointment of David Sable and Bill Rosen will ensure we have world leaders in their field to drive and guide the jury through this process. We could not be in better hands."

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