

Lions Entertainment adds talent, storytelling to Cannes

A new event at the 63rd Cannes Lions International Festival of Creativity, Lions Entertainment, will explore ways that talent and storytelling can elevate content into the cultural mainstream. It will unpick issues that are preventing progress and celebrate the work finding the way forward.



Designed for anyone in the industry who is interested in entertainment and innovative communication channels, Lions Entertainment will bring together and galvanise the industry's key players – platforms reinventing consumption, labels and studios adapting to channel disruption, creators of compelling content and those brokering the partnerships.

It will have two arms: The Entertainment Lions and The Entertainment Lions for Music. Entertainment Lions is an evolution of the Branded Content and Entertainment Lions and re-examines what it takes to make content that cuts through, turns the customer into fans and ascends to the cultural mainstream.

The Entertainment Lions for Music is the first specialist discipline to spin out of Entertainment and have its own Award. The long-established creative use and distribution of music has been campaigned for and designed by the music and creative industries. As more branches of this dynamic industry mature, the organisers expect to grow further dedicated Lions with potential candidates including gaming and sport.

The juries for the new event will include professionals from creative agencies, media agencies, PR agencies, clients, music companies and brand partnership. The speakers who have been confirmed so far include Mike Hopkins from Hulu, actor, producer, director and writer Mindy Kaling, Morgan Spurlock from Warrior Poets, Peter Grasse from Curious Film and Bonnie Pan from Maker Studios.

"Talented entertainers who have the power to connect directly with consumers are seizing the opportunity by presenting themselves as musicians, actors, sportspeople, fashion designers, chefs, vloggers, entrepreneurs and artists. What is very exciting is that agencies, brands and media owners are seeking to work with them like never before," explains Cinemark's Yvonne Diogo.

"If there was ever an event to attend at Cannes Lions, this is the one that is going to be spoken about for years to come. Passes range between €895 and €4050 and can get you into a few events or the whole festival. This is an opportunity for South Africans to show what we are made of on a global scale."

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