

# Record year for Cannes Lions entries

CANNES, FRANCE: A total of 28 828 entries from 90 countries (725 from SA) have been submitted to the Cannes Lions 58th International Festival of Creativity, the international annual awards for creative advertising and communications. This is the most entries in the history of the festival.



An overall increase of 19% versus last year, entries have been submitted in 13 categories: Cyber, Design, Direct, Film, Film Craft, Media, Outdoor, PR, Press, Promo & Activation, Radio, Titanium & Integrated and the new Creative Effectiveness Lions.

"As a global event, Cannes Lions reflects the advertising and communications industry around the world," says Philip Thomas, Festival CEO. "The record entries show that the industry is bouncing back from the financial crisis. Entry numbers from emerging countries are significantly up, and Asia has a strong presence this year with large increases especially from Hong Kong, Thailand, Indonesia, Vietnam, China, Malaysia and Singapore. We've also seen a significant increase in entries from Latin America, especially Mexico, Colombia, Argentina and Chile and the Central American nations. Russia has more than doubled, and there is growing confidence in the Middle East, despite its current problems, with many more entries from Bahrain, Lebanon, the UAE, Saudi Arabia and Egypt. The USA remains the top participating country, followed by Brazil, Germany, the UK and France."

## 'Creativity is becoming a critical business driver'

"Having spoken to many agencies and clients over the last year, there is no doubt that creativity is becoming a critical business driver for many organisations," continued Philip Thomas. "I'm sure that once again the winners at Cannes will point the way forward for what creativity in communications can achieve."

Category	2008	2009	2010	2011	% Variation 2010 v 2011
Creative Effectiveness	-	-	-	142	n/a
Cyber Lions	2757	2205	2602	2835	+9%
Design Lions	1126	1139	1297	1774	+37%
Direct Lions	1697	1364	1441	1858	+29%
Film Lions	4626	3453	3191	3310	+4%
Film Craft Lions	-	-	1110	1322	+19%
Media Lions	2000	1840	2162	2895	+34%
Outdoor Lions	5842	4498	3822	4490	+17%
PR Lions	-	431	571	819	+43%
Press Lions	7442	5048	4820	5415	+12%
Promo & Activation Lions	1103	1118	1595	2125	+33%
Radio Lions	1259	1153	1235	1363	+10%
Titanium and Integrated Lions	432	403	396	480	+21%
TOTAL	28284	22652	24242	28828	+19%

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, go to [www.canneslions.com](http://www.canneslions.com).

[Entries by country.](#)

For more, visit: <https://www.bizcommunity.com>