

Innovation Lions: 30 shortlisted entrants to present their ideas

CANNES, FRANCE: Cannes Lions delegates will have the unique chance to join the Innovation Lions jury as they watch and deliberate on the presentations of the shortlisted entrants as they take to the stage to showcase their ideas.



Cannes, home to Cannes Lions. (Image: Henri Kerschbaumer, via Wikimedia Commons)

On Tuesday 17 and Wednesday 18 June, 30 shortlisted entrants - entrepreneurs, inventors and innovators - from 16 countries, will have just ten minutes to pitch their work with a follow-up ten minute Q&A with the Jury. The jury will then reconvene to discuss and award the highly sought after Innovation Lions which will be revealed on Saturday 21 June.

The Innovation Lions honour the breakthrough technology and innovation that allows brands, technologists and creatives to communicate with their customers in a new way, or might stand alone as significant innovations in their own right.

A total of 206 entries from 36 countries have been submitted to the Innovation Lions category this year. The 10-strong international jury chaired by Tom Bedecarré, Chairman of AKQA and President, WPP Ventures, AKQA, have viewed and voted on all the entries during a first judging round, to reach the shortlist of 30.

"To inspire creative excellence in communications our industry increasingly needs to develop new technologies that provide brands and creative developers new ways to communicate. Innovation Lions will seek out new apps, tools, hardware, software and platforms that demonstrate how technology can push creative boundaries," says jury president Tom Bedecarré. "I'm most excited about the live presentations on stage," he added.

In addition to the live presentations, all the shortlisted entries will be exhibited at the Festival in a dedicated area hosted by Intel. Throughout the week, technology and innovation experts will take to the stage to present the latest findings at a number of seminars, workshops, TechTalks and The Forum.

Cannes Lions, the home of great ideas that change the way brands interact with their customers, is the most prestigious and largest international annual advertising and brand marketing Festival celebrating creative communications. Taking place 15-21 June 2014 in Cannes, France, as well as Innovation Lions, other awards categories are Branded Content & Entertainment, Creative Effectiveness, Cyber, Design, Direct, Film, Film Craft, Media, Outdoor, PR, Press, Promo & Activation, Radio and Titanium & Integrated Lions.

To register to attend, please visit www.canneslions.com

Live presentations: Esterel Auditorium, 5th floor, Palais des Festivals
Innovation Lions Exhibition hosted by Intel: 3rd Floor, Palais des Festivals

Key dates:

Delegate registration: Open

61st Cannes Lions International Festival of Creativity: 15-21 June 2014, Palais des Festivals, Cannes, France

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