

Young Lions film winners announced

The winners of the Cannes Young Lions Team YouTube competition, Adeline Chew of JWT, Malaysia, and Guy Dayan of Mizbala, Israel, were announced yesterday, 8 June 2009. The two winners will attend Cannes Lions and compete in the Young Lions Film Competition.



The winners of the Cannes Young Lions Film Competition have been announced. They are Adeline Chew JWT, Malaysia, and Guy Dayan of Mizbala, Israel. The brief to the competition entrants was "to make a video that tells people why December's UN climate change summit in Copenhagen is one of the most important meetings in human history, and that the clock is ticking on our chances to save the world from the effects of climate change".

The two winners make up Team YouTube, which came about as a result of the partnership between YouTube and the Cannes Lions International Advertising Festival to search for two young creatives to win a trip to this year's festival and compete as Team YouTube.

Despite a drop in the number of Cannes Lions entries of 19.9% from a record-breaking 2008, this year there were still 22 652 entries from 86 countries, across the range of Lions categories, which with the addition of PR Lions, now number 11.

	2008	2009	% Variation 2009 v 2008
Cyber Lions	2757	2205	-20%
Design Lions	1126	1139	+1.2%
Direct Lions	1697	1364	-19.6%
Film Lions	4626	3453	-25.4%
Media Lions	2000	1840	-8%
Outdoor Lions	5842	4498	-23%
PR Lions	-	431	n/a
Press Lions	7442	5048	-32.2%
Promo Lions	1103	1118	+1.4%
Radio Lions	1259	1153	-8.4%
Titanium and Integrated Lions	432	403	-6.7%
TOTAL	28284	22652	-19.9%

"We are particularly happy about the launch of the PR Lions, which have been so well supported by our colleagues in the PR industry. With 431 entries from 239 companies in 48 countries participating, it's a great welcome to Cannes for this new category," said Philip Thomas, Festival CEO.

The 56th International Festival will be held at Cannes, France, from 21 to 27 June 2009. To register to attend the festival, go to www.canneslions.com.

To view the winners' videos, go to www.youtube.com/CANNESLIONS.

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