

The Cannes Report 2010

The 2010 *Cannes Report*, providing the official rankings of agencies by category, regions, countries and even cities based on their performance at the prestigious Cannes Lions International Advertising Festival has just been published. As well as the most awarded Advertisers, new to this year's *Cannes Report* are rankings of creative directors, art directors, copywriters and directors based on the Lions won in 2010.



The second report reveals that on a global basis, Wieden + Kennedy Portland is the most awarded agency in North America; Jung von Matt Hamburg is the highest ranked agency in EMEA; Leo Burnett Sydney is number one in Asia Pacific and AlmapBBDO takes first place in Latin America.

USA and the United Kingdom remain in first and second place respectively as the most awarded countries, however Brazil and Germany move into joint third place this year. New York knocks London off the leader-board to become the world's most creative city whilst it's European Independent agencies that continue to dominate with Jung von Matt coming out top.

A first for the report

For the first time the Cannes Lions report also identifies individual creative success with Brazilian Luiz Sanches, creative director at São Paulo's AlmapBBDO as the highest-ranked creative director of 2010; Kieran Antill of Leo Burnett Sydney comes in first place as the most awarded art director; André Kassar, also of AlmapBBDO São Paulo, tops the table in the copywriter rankings; and both V. Scott Balcerak and Kris Belman of Caviar LA take joint first place in the top list of directors.

The ultimate guide to the 2010 Festival, the *Cannes Report* not only gives official worldwide creative rankings, but seminar analysis and jury presidents' insights too. It's a must have addition to any agency wishing to understand their industry and see how both they and their country have performed at the world's most prestigious advertising Festival.

The 194-page report published by Cannes Lions, in association with Shots, provides the official rankings from the Festival. The second edition of the report includes listings and analysis of:

- The most awarded advertisers, independents, networks, production companies and agencies per category
- The most awarded agencies per region
- The most awarded countries and cities
- The key messages delivered at the 2010 seminars
- Advice from this year's Jury Presidents on creating the perfect entry
- Full listings of all winners

The *Cannes Report* retails at €149 (R9.68/€1)

The *Cannes Report* can now be ordered online at www.canneslions.com/store.