



## **Cannes Lions announces 2017 confirmed award entry numbers**

**Increase in work submitted from clients**

**Strong growth year for Lions Health**

**Growth in creative effectiveness and culture-shifting work**

*Friday 16 June 2017:* Cannes Lions has today announced final details of the work entered for the 2017 Festival. After submissions were checked and validated, a total of 41,170 entries were received across 24 Lions.

The nascent trend of clients entering work directly continues to grow strongly across all Lions is 69% year on year.

Entries associated with Lions Health, Health & Wellness and Pharma, now in its fourth year, were up 9% on last year, as this specialist area of the Festival builds a loyal and growing following.

Creative Effectiveness, the only global award linking award-winning creative work with business driving results, is up 59% on 2016 and demonstrates that client and creative collaboration is stronger than ever.

Jose Papa, Managing Director of Cannes Lions commented, "The interest around the Creative Effectiveness Lion is very exciting. Not only does it chime with the Festival's campaign for creativity as a positive force for business, but the work that wins here equips clients everywhere with the guidance and reassurance they need as they seek to become more ambitious creatively."

It's also a strong growth year for work submitted into Glass: The Lion for Change, up 31% on last year, showcasing the breadth of work that has the power to shift culture. Since the Glass Lion launched in 2015, all entry fees have been donated to high-profile organisations tackling gender inequality across the world and the Festival has raised more than €290,000 to date.

Lions representing traditional channels, such as Outdoor and Print & Publishing, have experienced a decline in entry numbers, mirroring the changing shape of the communications landscape, accounting for the vast majority (80%) of the difference from 2016 entry numbers.

Reflecting the international nature of the Festival, there was a notable shift in the increase in work from the UAE, China and the LATAM region, and a resurgence of submissions from Brazil after several years of reduced participation offsetting slightly lower entry numbers from the UK and other Western European countries.

Digital Craft and the Entertainment Lion for Music, both launched in 2016, and report lower entry numbers in their second year, following an established pattern for new Lions before they enter a period of sustained and steady growth.

Simon Cook, Director of Awards for Cannes Lions, said “We have continued in 2017 to see the key trends across the Lions continue from previous years, with strong growth in categories that have been a focal point for the industry over the last 12 months. Individual categories can see ebbs and flows but over time we have learnt it is always best to take a long-term view as the broad trends have not really changed. The Radio Lions are just one example of that – a drop last year of 11% prompted commentary about a decline in the sector, but this year we’ve seen an increase of 5%.”

Cook added: “At the award shows last year we watched creative comms and campaigns sitting very comfortably alongside a rich mix of emerging, new forms of creativity which was a clear demonstration of how creative companies were beginning to embrace and adopt a wider creative palette. It’s an exciting time and we expect to see a natural progression of this on stage at the festival this year.”

Speaking on plans for future additions or changes to the existing Lions, Cook said, “As ever, we will monitor the trends in work, and consult with the industry as we develop plans for next year. But here and now in 2017, the winning work will not only inform the shape of the Lions going forward – but a rapidly evolving industry.”

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### **Cannes Lions International Festival of Creativity**

The International Festival of Creativity, also known as Cannes Lions, is the world's leading celebration of creativity in communications and encompasses Lions Health, Lions Innovation and Lions Entertainment. Founded in 1954, the Festival takes place every June in Cannes, France. As the most prestigious international annual advertising and communications awards, over 40,000 entries from all over the world are showcased and judged at the Festival.

The eight-day Festival is the only truly global meeting place for professionals working in advertising and communications. A community of 15,000 attendees from nearly 100

countries attend eight days of workshops, exhibitions, screenings, master classes and high-profile seminars presented by renowned worldwide industry leaders.

Winning companies receive the highly coveted Lion trophy, a global benchmark of creative excellence, for Creative Data, Creative Effectiveness, Cyber, Design, Digital Craft, Direct, Film, Film Craft, Glass: The Lion for Change, Health & Wellness, Innovation, Entertainment, Media, Mobile, Music, Outdoor, Pharma, PR, Print & Publishing, Product Design, Promo & Activation, Radio, Titanium and Integrated Lions. The Festival is also the only truly global meeting place for advertisers, advertising and communication professionals. Cannes Lions is an Ascential event. [www.canneslions.com](http://www.canneslions.com)

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Ascential powers the prestigious Cannes Lions festival for the branded communications industry, the world's premier payments and financial services congress Money20/20, Spring Fair/Autumn Fair, the global fashion trend forecasting service WGSN, environmental risk data business Groundsure, e-commerce analytics provider One Click Retail and advisory and business services firm, MediaLink.

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