

Cannes offers business, change for good

Gathering and galvanising the industry, this year's Cannes Lions International Festival of Creativity will provide everything needed to successfully campaign for creativity - the connections, the education, the benchmark and the inspiration. The question is, do you want to successfully campaign for creativity too?



This year's festival, taking place between 18 and 25 June, will see an eight-day programme packed with inspiration, celebration, education and networking and will attract over 15,000 delegates from around 100 countries. A global meeting place for branded communications professionals and a benchmark for what good creative looks like, this is an opportunity for South Africans to rub shoulders with the best and the brightest in the world.

Two brand new categories have also been included at Cannes Lions 2016: Entertainment Lions and Entertainment Lions for Music. Lions Entertainment will galvanise sound and vision to bring together brands and creators, recognising engaging content.

Tshireletso Yvonne Diogo, marketing manager and account executive for Cinemark, explains, "Marketers seek to deliver brand messaging that is ever more engaging. The challenge is exactly that - creating branded entertainment that consumers want to watch. For this very reason, Cannes Lions has recognised this gap in the marketplace and has launched its latest festival, Lions Entertainment."

Top speakers this year include Bruce McColl from Mars Incorporated, Gerry Graf from Barton F. Graf, Wendy Clark from DDB, David Lubars from BBDO and Keith Weed from Unilever.

Passes range between €895 and €4050 (R8 511 – R69 633) and can get you into a few events or the whole festival.

For more information, go to www.canneslions.com.

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