

Cannes Lions reveals jury president lineup

CANNES, FRANCE: Marking 60 years of creativity this June, the Cannes Lions International Festival of Creativity has announced the outstanding 16 Jury Presidents who will chair the 2013 juries.



Branded Content & Entertainment Lions Jury President

Scott Donaton, President, CEO, Ensemble

"It's a true honour to lead the Branded Content & Entertainment Jury at Cannes Lions 2013. Brand storytelling has evolved from a cool check-the-box tactic for marketers to a crucial role in global marketing strategies, and a business imperative. I am excited to view and reward work that is fresh, original and engaging, and that helps define the path forward."

Creative Effectiveness Lions Jury President

Shelly Lazarus, Chairman Emeritus, Ogilvy & Mather

"I've only been to the Cannes Lions Festival as a spectator. To come back this year as a jury president, and for the Creative Effectiveness Lions, no less, is a great honour for me personally and for Ogilvy & Mather. At Ogilvy, effectiveness has always been as important as creativity; so I look forward to seeing the world's most effective campaigns and discussing them with my fellow jurors. I anticipate fervent and provocative discussion."

Cyber Lions Jury President

Bob Greenberg, Founder, Chairman, CEO, R/GA

"I'm incredibly honoured to be named the Cyber Lions Jury President for 2013. What makes this an even greater honour is that this is the Festival's 60th anniversary, a landmark occasion. I have enjoyed a close working relationship with the Festival over the past decade, and each year I find myself struck by the excellence in creativity, and the calibre of innovation on display - the Cannes Lions Festival continues to represent and celebrate the work of people who are at the forefront of our industry globally. I am looking forward to seeing the entries and hope they inspire and are meaningful and useful to consumers. It's going to be fascinating to see what this year's entrants serve up to the judges, in what promises to be yet another ground-breaking year for what is truly advertising's most important event."

Design Lions Jury President

Mary Lewis, Creative Director, Founding Partner, Lewis Moberly

"I am delighted to accept this invitation in the anniversary year. In judging creative work, I have a rule of thumb: Does it win the eye, the heart, and the mind? Winners go for all three."

Direct Lions Jury President

Mark Tutssel, Worldwide Chief Creative, Leo Burnett

"Cannes has been inspiring creativity for 60 years and I am truly honoured and extremely flattered to be chosen to serve as the President of the prestigious Direct Lions. The Direct category is amazingly placed to benefit from the ever-changing technological, social and cultural shifts we are all experiencing. It has so many opportunities to communicate straight to the customer and the ability to ignite and influence people's behaviour."

"Direct is home to some of the most progressive thinking in our industry, as last year's Grand Prix winner American Express 'Small Business Gets An Official Day' proved. An idea that not only transcended the medium, it changed society. I look forward to seeing the future-facing thinking created by the global creative community at this year's Festival."

Film Lions Jury President

Sir John Hegarty, Founder - Creative, Bartle Bogle Hegarty (BBH)

"Film is the most powerful, persuasive medium at the hands of a communicator. It has been celebrated by the Cannes Lions Festival for the last 60 years. One approaches chairing that jury with both trepidation and excitement."

Film Craft Lions Jury President

Joe Pytka, Director, PYTKA

"There is nothing without craft."

Innovation Lions Jury President

David Droga, Founder and Creative Chairman, Droga5

"Our ability to invent new creative platforms is what enables this industry to move forward. We need to celebrate those precious few ideas that introduce new canvases. The best ones transcend any medium or story and take us somewhere we've never been. I am thrilled to be part of such an important new category. The water may be uncharted, but we still need to forge ahead."

Media Lions Jury President

Jack Klues, Chairman, VivaKi

"As Media continues to evolve and expand across multiple screens and consumer experiences, I'm inspired to serve as President of the Media Lions Jury this year. The unique contributions of media and the skills required to execute powerful media engagements require careful consideration if they are to be properly evaluated, and I look forward to working with industry colleagues to uphold the world-class standards of quality and creativity that Cannes represents."

Mobile Lions Jury President

Rei Inamoto, Chief Creative Officer, Vice President, AKQA

"Sixty years ago, no one thought that there would be a screen that would fit into your pocket. No one imagined that you can actually watch things on this little screen. The irony is that the biggest revolution is happening on the smallest screen we have. In 2013, I look forward to seeing the biggest ideas that may have the smallest form. And that's the kind of exciting times we live in."

Outdoor Lions Jury President

Tony Granger, Global Chief Creative Officer, Young & Rubicam

"I'm really looking forward to seeing what Outdoor has to offer this year. It's such an interesting medium because there is so much innovation. It's more digital than ever before. It engages with mobile. It's often film. It can be live. It can be traditional. All exciting stuff."

PR Lions Jury President

David Gallagher, Senior Partner, Chief Executive Officer, Europe, Ketchum

"This Festival offers a rise-and-shine moment on a global stage for the PR community, and I'm honoured to take part in selecting the very best of our creative efforts from around the world."

Press Lions Jury President

Marcello Serpa, Partner, Chief Creative Officer, AlmapBBDO

"The Festival is turning 60 this year and I have been invited to be one of the Cannes Lions Jury Presidents. I have just turned 50 myself and will never forget how much Cannes Lions has meant to me over the last 25 years. This is much more than an invitation, it's a great gift."

Promo & Activation Lions Jury President

Rob Schwartz, Global Creative President, TBWA\Worldwide

"I am thrilled and humbled to serve as Jury President of the Promo & Activation Lions. This category has exploded in recent years and has become one of the most creative, most exciting and most innovative parts of the entire Festival. I will do my best to uphold the tradition of world-class, creative excellence and look forward to lively debate with my über-talented and passionate fellow jury colleagues."

Radio Lions Jury President

Ralph van Dijk, Co-Founder, Creative Director, Eardrum

"For a creative who sold his soul to radio decades ago, leading the jury in such an auspicious year is a huge honour. It'll also be a ridiculous pleasure given we're the only jury with a roof garden."

All we need now is stunning work, so dust off that brilliant radio idea you've kept in the bottom draw, because this is definitely the year to sell it, make it and enter it."

Titanium & Integrated Lions Jury President

Dan Wieden, Co-Founder, Chairman, Wieden+Kennedy

"There is something about Cannes that keeps calling you back. And given the revolution at hand, I could not be more thrilled to come check it out."

Cannes Lions, regarded by many as the most prestigious international annual advertising and communications awards, is taking place from 16-22 June 2013. Entries are now being accepted into all categories including the new Innovation Lions, introduced to honour the technology and innovation that lead to the creative idea being possible. Further details on how to enter, as well as how to be there and be part of the 60th celebrations, can be found online at www.canneslions.com.

Key dates:

Creative Effectiveness Lions entries open: Now (by invitation only)

Delegate registration opens: Now

All other entries open: Now

Creative Effectiveness Lions entry deadline: 1 March 2013

All other entries deadline: 28 March 2013

60th Cannes Lions International Festival of Creativity: 16-22 June 2013

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