

Thousands of creatives ready for Cannes

Entries for Cannes Lions 2013 have closed at a record number of 35,765 entries from 92 countries, including 799 from South Africa.



For a fifth year in a row, entries have increased at a steady rate, with this year seeing an overall growth of 4% across 16 different awards categories: Branded Content & Entertainment, Creative Effectiveness, Cyber, Design, Direct, Film, Film Craft, Media, Mobile, Outdoor, PR, Press, Promo & Activation, Radio, Titanium & Integrated and the new Innovation Lions categories.

Category	2012	2013	% Variation
			2012 v 2013
Branded Content & Entertainment Lions	800	968	21%
Creative Effectiveness Lions	92	120	30%
Cyber Lions	2458	2627	7%
Design Lions	2182	2373	9%
Direct Lions	2357	2578	9%
Film Lions	3475	3125	-10%
Film Craft Lions	1721	2029	18%
Innovation Lions (new)	-	270	n/a
Media Lions	3247	3031	-7%
Mobile Lions	965	1061	10%
Outdoor Lions	4843	5613	16%
PR Lions	1130	1296	15%
Press Lions	6056	5711	-6%
Promo & Activation Lions	2674	2974	11%
Radio Lions	1784	1552	-13%
Titanium & Integrated Lions	517	437	-15%
TOTAL	34,301	35,765	4%

"As the industry continues to evolve, the entries evolve with it, with work coming from more countries than ever, and the newer categories such as Creative Effectiveness, PR and Branded Entertainment showing significant growth," comments Philip Thomas, CEO of Cannes Lions.

"Sixty years ago, 187 films were shipped to Venice to be judged by the first jury, and it's extraordinary to think that in 2013 more than 300 jury members will judge nearly 36 000 pieces of work. But one thing has remained the same over the years: the winners will represent the best of the best, and show the way forward for creativity in our industry."

All entries can be viewed in the Palais des Festivals in Cannes during the Festival week. For the first time, delegates can attend live judging sessions of the new Innovation Lions category, where shortlisted entrants will present to the jury panel.

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Information on Cannes Lions facilitated by Cinemark, South Africa's official representative of the Cannes Lions Festival.

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