

LIONS 2010 DAILY NEWS

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SUNDAY, JUNE 20TH 2010

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TODAY'S SEMINAR PROGRAMME

10.00 LBI PRESENTS: NEWFOUND POWERS: THE PRIVATISATION OF SOCIAL ENGINEERING

Chris Clarke and Lorenzo Wood present LBi's manifesto for leadership in the post-digital world

11.00 DIRECTORY PRESENTS: STUFFED, STAMPED AND LICKED

Mail may not be on the bleeding edge of media, but it's still one of the most powerful if used inventively. Directory's Patrick Collister explains why

12.00 ABEDESIGN PRESENTS: DESIGN IN BRIC COUNTRIES

Design will be central to helping the BRIC countries – Brazil, Russia, India and China – to position themselves as competitive creative economies, says Abedesign's Luciano Deos

13.00 WGSN PRESENTS: THE TRIUMPH OF BEAUTY

What will be driving the consumer landscape in 2012? WGSN reveals the emerging consumer trends that are shaping design and product development

14.00 TEXTAPPEAL & COLUMBUS PRESENT: DIGITAL ACROSS CULTURES: SUPERGLOBAL OR HYPERLOCAL?

The instant global spread of messages is one of the most exhilarating aspects of digital. But beware: what works in Toronto may cause panic in Tokyo

15.00 TRIBAL DDB PRESENTS:

THE MEEK HAVE INHERITED THE EARTH

Tribal DDB's Matt Ross examines the power of social media and where it will all end

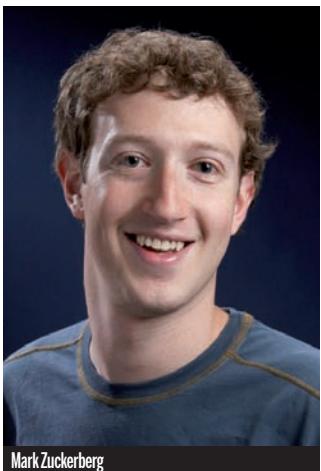
16.00 SAPIENTNITRO PRESENTS: CUSTOMERS ARE FROM MARS, BRANDS ARE FROM VENUS

SapientNitro explores ways of infiltrating consumers' lives and peer connections – and turning insights into 'experience journeys'

17.00 MAINWARING CREATIVE AND INTERCULTURE PRESENT: THE HOW OF SOCIAL MEDIA

Social media is transforming advertising. Alec Ross and Simon Mainwaring offer make-or-break lessons in today's most powerful instrument of change

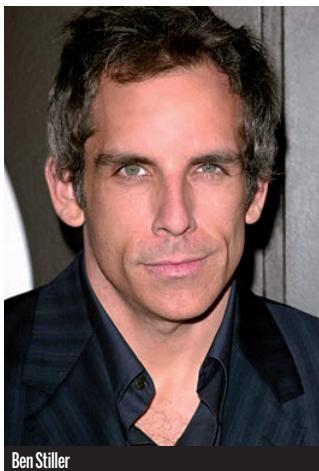
ALL SEMINARS ARE IN THE DEBUSSY
UNLESS INDICATED



Mark Zuckerberg



Yoko Ono



Ben Stiller

CANNES CHANGE

AFTER last year's 'reset', both for the industry and for the Cannes Festival, 2010 promises to be another year of change. We have many new initiatives, such as our two-week Creative Leaders programme which sees students arrive in Cannes after their week in Berlin to continue their studies. The Young Marketers competition kicks off, with young clients from around the world aiming to prove that without great clients, there is no great creative work. Our new Film Craft section has received nearly 1,200 entries; and, this year for the first time, we will be honouring the Independent Agency Of The Year, as well as the best piece of not-for-profit work with the Grand Prix For Good. But as ever,

Media A-list drawn to 'festival of creativity'

CREATIVITY in an even wider spectrum than before is focusing the media world's attention on Cannes this week.

About 8,000 delegates — nearly 40% more than last year — will be able to immerse themselves in more than 50 seminars featuring legendary names from the worlds of media and entertainment.

Among the stars shining in Cannes will be cutting-edge multimedia artist Yoko Ono, speaking on Friday at the annual Grey New York music seminar. Following in the footsteps of Donovan, John Legend, Tony

Bennett and Little Steven Van Zandt, she will discuss with Tim Mellors, vice-chairman and worldwide chief creative director of Grey Group, the impact of music on brands.

At the Yahoo! seminar on Tuesday, under the banner Laugh, Connect And Debate, Hollywood star Ben Stiller, advertising legend Jeff Goodby and Yahoo!'s chief marketing officer Elisa Steele will explore comedy, creativity and commerce. Mark Zuckerberg, creator and CEO of Facebook — and now, at the age of 26, Cannes Lions Media Person Of The Year —

takes the seminar stage on Wednesday to reveal the impact that his social-networking phenomenon has had on advertisers and consumers worldwide.

Keith Weed, newly installed chief marketing and communications officer at Unilever, will pick up the company's award as Advertiser Of The Year and take part in The Cannes Debate on Friday. He will be probed by Sir Martin Sorrell, CEO of WPP Worldwide, on global marketing and specifically advertising and marketing priorities

>>> TURN TO PAGE 5



Philip Thomas, Festival CEO

we won't see the full scale of the changes until the Festival wraps up next Saturday — because it is during the awards shows and at the many seminars and workshops that we really see the way the industry is heading. The winners will point the way. The speakers will explore different futures. And the delegates will take away inspiration and knowledge that will change the way they work for ever. And as we begin the week, we can be certain of one thing at least. The world will look just a little bit different in seven days' time.

Film Craft joins awards line-up

FIFTY-seven years after its inception, the Cannes Lions International Advertising Festival is acknowledging the importance of the craft of filmmaking with the launch of a new competition category.

The inaugural Film Craft award will honour and recognise the skills required for creating commercials for today's myriad audiovisual media platforms.

While the established Film Lions competition has celebrated



@radical.media's Jon Kamen

the endless evolutions in brand creativity, the new Film Craft category will emphasise the dexterity behind film production, directing, cinematography, editing, music, copywriting, sound design, special effects and animation in commercials.

"This new category is going to define something new for future generations of filmmakers to measure themselves by," says Jon Kamen, president and CEO

>>> TURN TO PAGE 5

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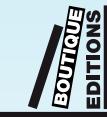
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Workshops add insight and insider knowledge to Lions' creative mix

NICHE creativity, consumer empowerment via social media and the innovative uses of media hardware dominate the themes of the 19 workshops set up at Cannes Lions this year. First up at 10.00 this morning is The Exquisite Corpse, which examines creativity in guerrilla animation and is organised by New Zealand animation house Cirkus. This is followed at 12.30 by agency Wunderman's Mobile Mania: A Workshop On The Second Internet Revolution, which analyses mobile advertising on today's increasingly sophisticated handsets. Later on, computer giant IBM joins forces with the digital agency Euro RSCG 4D for B2B Gets Social, which explores how business-to-business marketers can exploit social networking. On Monday, European direct and interactive marketing trade body FEDMA lectures on the self-explanatory Writing For Digital Media. Creativity dominates France-based Team Creatif's Every Action Must Pay Back: How Design Is A Key Player In Creating A Brand Equity And A Strong Brand Value, while Eardrum, the UK radio production company, plans to revolutionise creativity in radio ads during The Ad Break Is Broken: An Eardrum RADIOLOGY Workshop. Tuesday starts with Open Platform: Build Applications With The Guardian, during which the UK national newspaper shows delegates how to develop their own applications using its data. Later on the same day, Geneva Film Company hopes to answer the question of whether

3D commercials are viable during its session, Are You Ready For the 3D Revolution? And R/GA's Brain Surgery Meets Rocket Science looks at how agencies need to amalgamate creativity and organised workflow for efficient brand marketing. TV viewers are increasingly being empowered by interactive media via on-demand services such as Hulu, Canoe and TV Everywhere. That is the message from Microsoft Advertising's The Rise Of Rich TV: Bringing It All Into Focus, which kicks off Wednesday's workshop programme. Dynamic sports brands' creativity is highlighted by AM-PRO, the Brazilian promotion marketing association, at Sports Power! How Sports Events Can Generate Huge Business Opportunities. Also on Wednesday is What Matters Now, organised by Brandkarma. The workshop will demonstrate that agencies underestimate consumers' powerful influence on brand development at their peril. Consumers' impact on media is highlighted again on Thursday at Tougher, Better, Faster, Stronger Communication Decisions, hosted by Accenture, while Agile Advertising, held by the US-based digital marketing service provider Burt, offers guidance to marketers and agencies vying to stay on top of new industry developments. Thursday's sessions end with LBi's The Quest For The Perfect Storm, which scrutinises cross-border communications with consumers. Lessons in consumer power via social media continue on Friday at

How To Create Location-Based Mobile Marketing (Shhhh... Without An Expert), hosted by interactive marketing consultancy SapientNitro.

Meanwhile, the sensitivity surrounding people's privacy on social networks is Razorfish's focus during Pri-va-what? A Mixed Media Mashup. CAI 2 — Judgement Day, by BETC

Euro RSCG, is predicting that, in future, machines will produce ads and possibly replace agencies' creatives. Saturday sees Emotional Design As A Tool To Map The Digital Design Interface by ESPM, followed by Cows In Jackets' Intercreativity: The Source Of Contemporary City Branding. ■

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GREAT CREATIVITY IS MORE IMPORTANT THAN EVER, BUT MARKETERS AND AGENCIES NEED TO GO WAY BEYOND 'VIRAL' IF THEY WANT TO CREATE DEEPER ENGAGEMENT AND LASTING CONNECTIONS WITH THE PEOPLE WHO BUY THEIR BRANDS. **RICHARD PINDER**, CHIEF OPERATING OFFICER OF PUBLICIS WORLDWIDE; **PAUL KEMP-ROBERTSON**, CO-FOUNDER OF CONTAGIOUS COMMUNICATIONS; AND **JESS GREENWOOD**, DIRECTOR OF CONTAGIOUS INSIDER, WILL SHOWCASE THE CREATIVITY AND EFFECTIVENESS BEHIND CONTAGIOUS IDEAS THAT CHANGE THE CONVERSATION.

New listening skills needed to achieve social success

SOCIAL-media strategies are driving business developments in the 21st century, according to Ben Edwards, vice-president of digital strategy and development at computer giant IBM. His move to demonstrate IBM's contribution to global media-marketing developments at today's workshop, B2B Gets Social, confirms the increasing presence of agency clients at the Cannes Festival. By joining forces for the workshop with its digital agency of record, Euro RSCG 4D, IBM plans to illustrate how marketers and agencies can learn from each other as media technology evolves. "My team works very closely with Euro RSCG 4D's team and we place social media at the core of our strategy," said Edwards, a former journalist and executive vice-president



Ben Edwards

at The Economist Group. "IBM has developed and pioneered some of these [social-media] technologies inside its firewall. And because everyone now finds it easier to connect, share and communicate through social networks, our clients want to drive



George Gallate

these technologies into how they do business and drive growth." Edwards pointed out that 260,000 IBM users published 600,000 web pages in 2009 alone, and there are 175,000 bloggers at IBM itself. "That is why we feel well placed to

hold a workshop on social media to share our experiences," he added. "Facebook threw open its domain only in 2006, so it would be laughable for anyone to say they know everything about social media. We are learning all the time."

George Gallate, Euro RSCG 4D's global chairman, said IBM's presence at the festival is invaluable. "IBM, which celebrates its centenary next year, is very forward thinking and it has embraced digital media in a way that has transformed its business," he added. "Social media is not only a business accelerator, but it has transformed businesses and enabled them to do many things you couldn't do before, such as mobilising your own business constituencies." ■

THE NEXT GREAT LEAP FOR MANKIND?

TRIBAL DDB's seminar at 15.00 today in the Debussy features Matt Ross, head of creative at Tribal DDB London, discussing the role of social media over the next decade.

Under the title *The Meek Have Inherited The Earth*, Ross will propose that the brands that get the fundamentals right through trusted conversation, referrals and advocacy will be the most powerful of the new century. "Social connectivity is the driver behind the greatest leap in human and brand evolution of this century," Ross said. "We will be discussing how best to leverage the phenomenon, how brands are changing in order to incorporate it and how the most forward-looking client and agency relationships are changing to accommodate social media." The session will also include practical information. "I'll be showing how brands can harness the power of the public by creating marketing mechanics and experiences that incentivise opinion in order to reach a specific campaign goal," Ross said. "Brands are developing and changing products based on social feedback. It's a form of democratically enabled creativity."

>>> FROM PAGE 1

of @radical.media and the Film Craft jury president. "Everything, from movies to video games, has influenced commercials. So we shall be chartering new waters."

Kamen's jury consists of Joao Daniel Tikhomiroff, president of Brazil's Mixer; Francois Chilot, president of France's Les Producers/CFP-E; Calvin Soh, vice-chairman and chief creative officer of Publicis Asia; Ringan Ledwidge, director at the UK's Rattling Stick; and Daniel Bergmann, managing director of the UK's Stink. ■

>>> FROM PAGE 1

of a world leader in FMCG. Singer, dancer and TV personality Paula Abdul joins a Digitas-hosted panel on Tuesday to discuss Brand Interruption vs Brand Integration. Other speakers include rapper and actor Common, America's Got Talent host Nick Cannon, Curb Your Enthusiasm producer Gavin Polone and Monty Miranda, director of Skills Like This. There's more Hollywood glamour from filmmaker and actor Spike Jonze on Wednesday, who will be in conversation with Gordon Bowen, founder and

global creative director of mcgarrybowen. Thursday's Y&R seminar, Music Is Dead... Long Live Music, sees a panel of luminaries explore why we should be optimistic about the future of music. Moderator Y&R's John Gerzema is joined by music and technology pioneer Thomas Dolby, now musical director of TED; top music critic Sasha Frere-Jones, who is currently writing a book about Michael Jackson; and Grammy-award winning record producer and songwriter Trevor Horn, who

has worked with Paul McCartney, Robbie Williams, Bryan Ferry, Jeff Beck and Rod Stewart among others. Competitions — the heart of the Festival and this year extended to embrace the Film Craft category — have attracted 24,242 entries. Another innovation is the Creative Leaders Programme, which will see around 30 participants arriving in Cannes after a week's intensive training at the Berlin School. Once at the Lions, the group will be given bespoke sessions, speeches and lectures. ■



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ZOO Antwerpen verwacht een baby-olifantje! Nooit voordien werd in België een levend olifantje geboren. Meer nog, voor het eerst in de geschiedenis zal je deze gebeurtenis LIVE kunnen meemaken, alsof je er zelf bij bent! Tel samen met mama Khaing Phy Phyo en haar verzorgers af naar de geboorte. En als het echt zover is, kan je de bevalling hier LIVE beleven.

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Belgium shoots for the moon

LAST YEAR, BELGIUM WALKED ON THE MOON. BELGIAN AGENCIES SCORED IN MOST OF THE MAJOR INTERNATIONAL COMPETITIONS AND EVEN REACHED SEVENTH PLACE AT CANNES LIONS 2009. WILL THEY BE ABLE TO REPEAT THAT PERFORMANCE THIS YEAR? FRED BOUCHAR OF MEDIA MARKETING SPECULATES

Images from Boondoggle's campaign for Antwerp Zoo. The brief was to attract an additional 200,000 visitors, for which the agency used the birth of a baby elephant at the zoo — something that almost never happens in captivity

THE BIRTH of a baby elephant, pulp novels, and the famous dance steps of the King of Pop revisited...

Jens Mortier (mortierbrigade) — the Belgian member of the Titanium & Integrated jury this year — said during the Creative Club of Belgium awards night: "From now on, nothing can stop Belgian creative artists when they want to do good work for their clients. What a joy to realise that everyone — even those who had been absent for a while — are once again displaying their talents. Belgium is the country of innovation and we are proving it more than ever!"

In his reference to absentees, the CCB chairman was pointing to Famous. One of the most innovative independent agencies, at the end of 2007 it caused a sensation by declaring that it wanted to free itself from "the dictatorship of creative awards".

The result was that Famous was not present at most competitions for one year. It needed the time to strengthen its creative management with Tim and Joeri — the team that has won the most prizes in the country — or so some malicious gossips might say. Be that as it may, with the stimulus provided by this duo, the agency has made a "famous" comeback by winning the Agency Of The Year Award at the CCB, ahead of Duval Guillaume Brussels, Boondoggle, mortierbrigade and Duval Guillaume Antwerp. 'Station roman' was one of the most remarkable campaigns in 2009. It won a Grand Prix at the CCB Awards in the Ambient category. In order to create the event around the inauguration of the new Antwerp Station, Famous induced Flemish celebrities to write pulp novels, right in the middle of the station. "This is a great example of the way we

work," says Joeri Van Den Broeck, creative director, "Media creates the media."

Another remarkable campaign, 'Baby elephant', was created by Boondoggle. This internet native agency based in Leuven has become a reliable factor in the market in recent years. Chosen as Agency Of The Year 2009 at the Merit Awards, organised by Media Marketing and the Association of Communication Companies (ACC), Boondoggle has become liberated from its interactive-agency image and now offers really integrated campaigns. The campaign for Antwerp Zoo is an example.

The complicated brief was to attract an additional 200,000 visitors — an 18% increase and an enormous challenge. As enormous as the huge help that Mother Nature kindly provided: the birth of a baby elephant at the zoo — something that al-

most never happens in captivity. The creative artists were thus able to emphasise the role of the client as extremely active in research and supporting zoological projects.

Result: a campaign focused on the birth of the baby elephant, a first in Belgium. The campaign is now considered a case study of how the different digital channels can converge to reinforce a message. The heart of it was a digital platform which functioned as a pregnancy diary. Internet surfers were informed of every detail of the progress of the pregnancy right up to the birth and the first steps of the new-born baby. They could even see ultrasounds of the pregnant elephant. The site served as a launch pad for a story that became ever more thrilling as time went by: everyone was waiting to see the birth of the baby elephant live. Four months after the birth, the zoo announced

an additional 250,000 visitors, 25% more than the target figure. Another favourite was the action created by mortierbrigade and Studio Brussel to pay tribute to Michael Jackson. The Flemish radio station and its agency had already caused a sensation at Cannes in 2008, winning one of the three Titanium prizes awarded. This year they are back with several striking campaigns including 'Eternal moonwalk'. This is a site where fans of the King of Pop could pay their respects by dancing the moonwalk themselves, in the singer's image.

Videos were assembled to form the longest moonwalk in history. In addition to press coverage all over the world, it was the most popular subject on Twitter during the three days after it went online: 3,160,000 visitors, more than 15,000 sequences posted — 45 kilometres (28 miles) of moon- >>>

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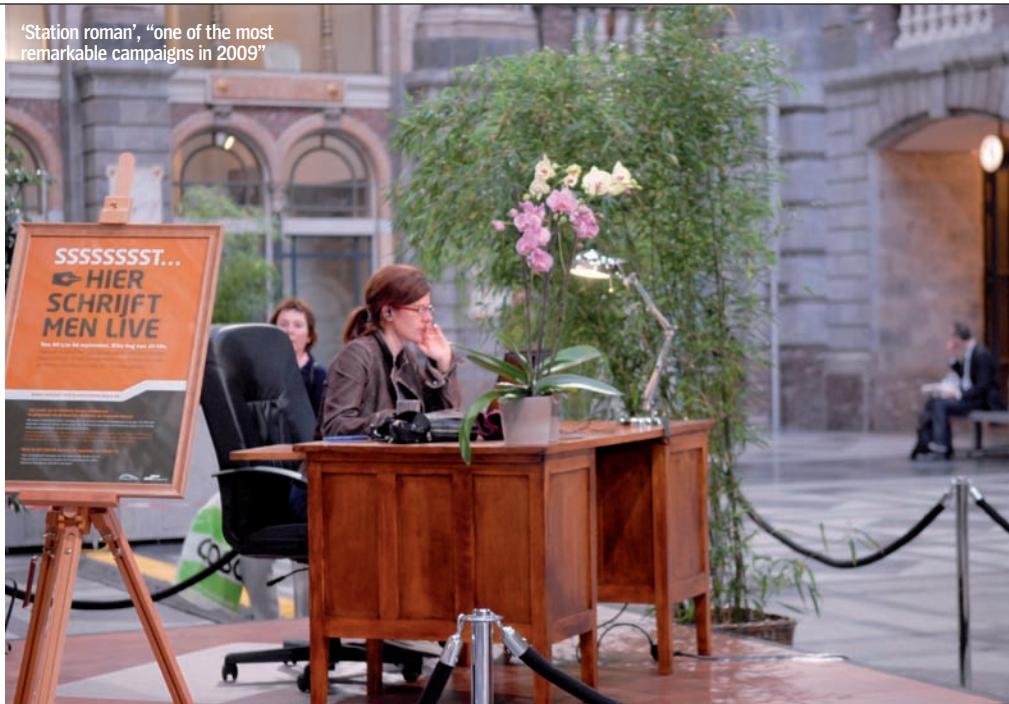


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walk! There were 1,850,000 search requests on Google and 120,000 blogs written about or relaying the action. Damien Lemaire, creator of the MM Report on mm.be, in addition to the GP Promo at the last Eurobest competition, points out that this campaign has already won no fewer than three Golds at the New York festivals, a Bronze at the Clios, a Silver Pencil at the One Show and the GP Cyber at the CCB Awards.

Among Lemaire's other favourites are the radio spots from Studio Brussel: 'The first time', 'Opening dance', 'Ring-tones', 'Shemus, the mysterious whale' and 'Let's pee in the corner', which won the GP Radio at Eurobest last year. He adds: "Similarly, mortierbrigade has produced 'Levi's pop-up closet', which has a good chance of being successful in Direct or Design." Another serious candidate would be 'Bizarre traffic updates' from Duval Guillaume Antwerp for Touring Mobilis, which has just won the GP Radio at the NY festivals.

Despite the economic crisis which has forced many agencies to slim down their staff num-



bers and deterred advertisers from being daring, Lemaire is convinced that Belgium will be hugely successful in Cannes: "In spite of the fact that there is nothing more random than a creativity competition, particularly at this level, I still think that our troops once again have a good chance this year, because there is no one better than a Belgian creative artist to do more and better with less money. This has been proved in the past and in the context of the present

crisis, this could well be to our advantage."

Lemaire points to another characteristic of the Belgian creations listed in international competitions: "Our agencies are past-masters in the art of self-promotion. I'm not talking here about traditional campaigns in praise of all their merits and know-how, but rather when they highlight their own creations. I am referring to the famous cases that they set up without fail to present their 'off-

spring'. With technological progress and its democratisation, these have become veritable small campaigns in their own right." Be that as it may, with or without Lions, the Belgians will remain the champions of self-derision. Proof of this is Lemaire's favourite: the 'Cannes Lions' spot in which the Boondoggle agency is seen having the Gold Lions that they won last year valued by an Antwerp jeweller. Verdict: the only gold thing about these li-

ons is their name! "For what it's worth, I'm prepared to bet that this short, wonderfully politically incorrect self-promotional film will score a hit with the international members of the jury.

"Finally, along the same lines but more serious, I would like to mention the 'Virtual strike' arranged by Famous for the ACC." In order to make advertisers aware of the recurring problem of pitches, the Belgian agencies went on "virtual strike" for one week. In practical terms, their websites were replaced by a page of protests. Every time a site was visited, a message appeared explaining the ACC action and showing part of an open letter. At the bottom of the page, a button took visitors to another agency participating in the campaign on whose site could be seen the remainder of the open letter. This action publicised the problematical situation of pitches to the four corners of the globe. ■



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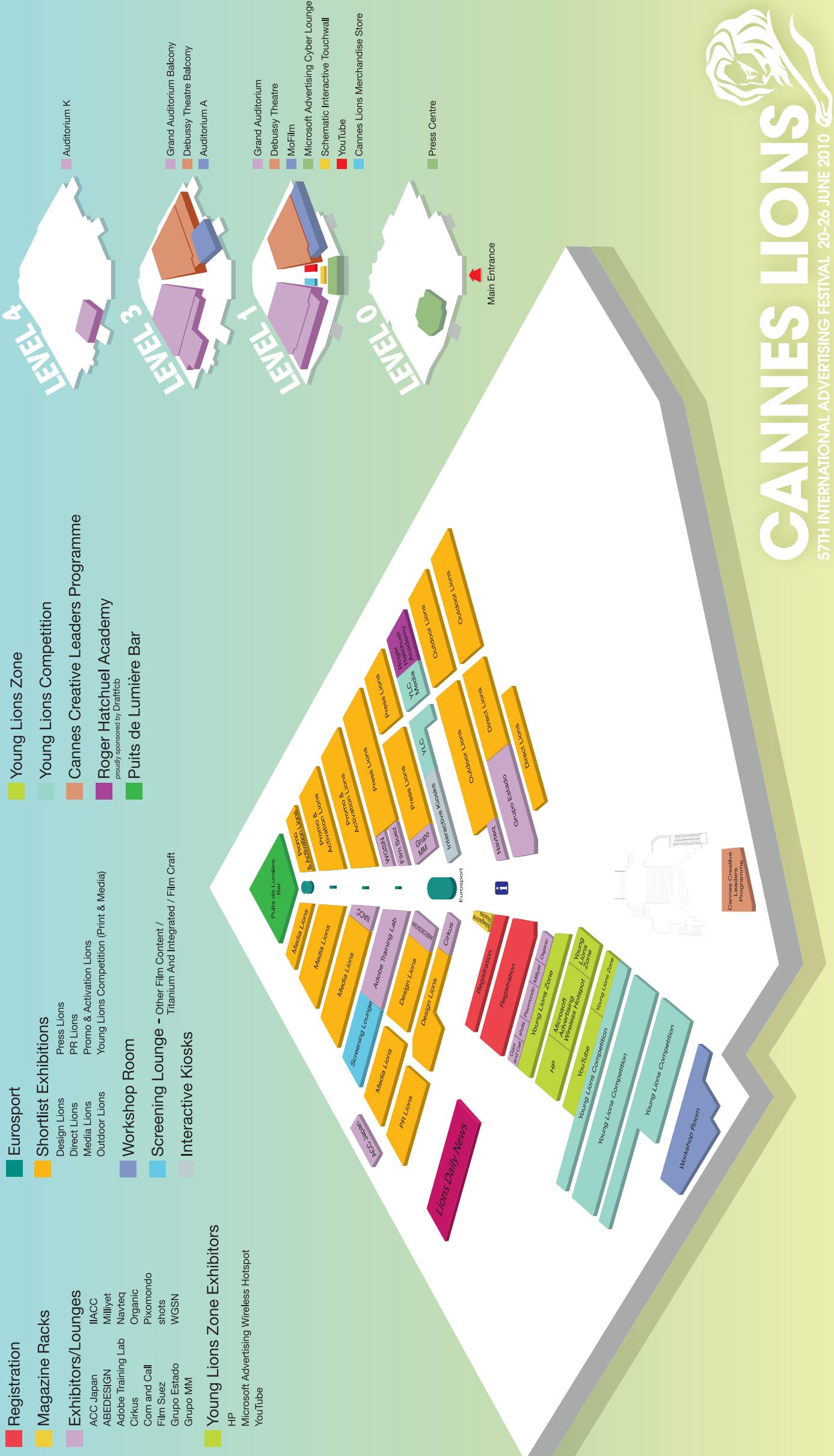


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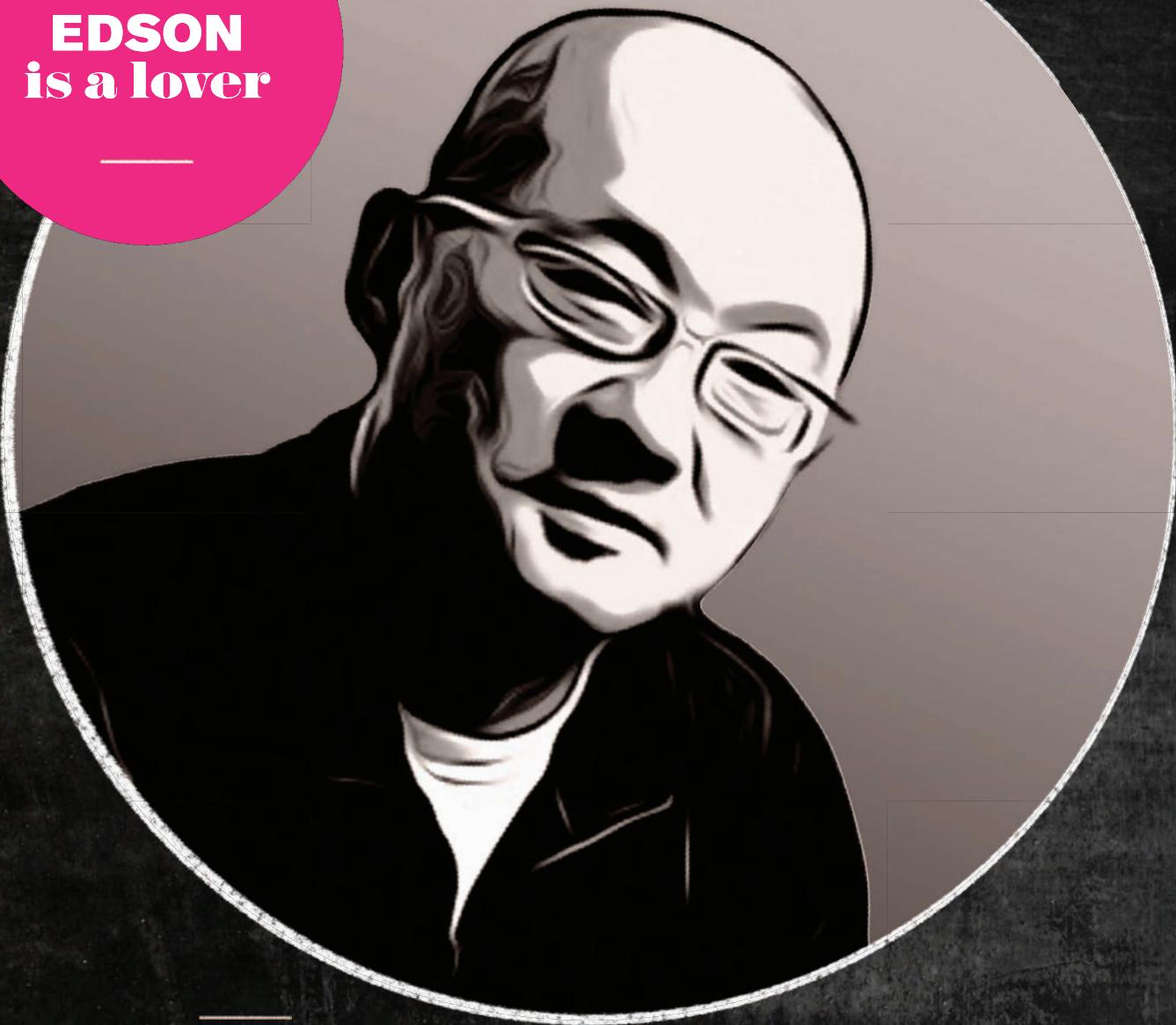
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**EDSON
is a lover**



EDSON MATSUO

Plastics gunius.

Cartoonist, illustrator, graphic & product designer.

Sustainability advocate.

Vivienne Westwood, Jean Paul Gautier, Zaha Hadid and Campana Brothers dream partner
Creative Director, Melissa.

I am dedicated to experiential design. I can rely on WGSN
to tell me what customers will want to experience in two years time.
WGSN gives me the space and the inspiration to make my dedication pay off."

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FILM LIONS SCREENINGS

This schedule is subject to change.

■ Grand Audi ■ Audi A ■ Estérel

CATEGORIES	SUN 20	MON 21	TUES 22	WED 23	THU 24
A. PRODUCT & SERVICE					
A01. Savoury foods	11:30 - 12:45	09:00 - 10:15		14:45 - 16:00	
A02. Sweet foods & snacks	13:35 - 15:40	15:55 - 18:00		14:30 - 16:35	14:35 - 16:40
A03. Alcoholic drinks	14:30 - 16:00	18:00 - 19:30			18:15 - 19:45
A04. Non-alcoholic drinks		14:20 - 15:55		11:55 - 13:30	16:40 - 18:15
A05. Household: cleaning products	18:15 - 18:35			16:00 - 16:20	18:50 - 19:10
A06. Household: other	18:35 - 18:55			16:20 - 16:40	19:10 - 19:30
A07. Home appliances & furnishings		10:15 - 10:45	19:20 - 19:50		19:30 - 20:00
A08. Cosmetics & beauty		12:15 - 12:40	11:20 - 11:45	12:25 - 12:50	
A09. Toiletries		10:45 - 11:05	11:45 - 12:05	16:40 - 17:00	
A10. Pharmacy	15:40 - 16:20	11:20 - 12:00	18:40 - 19:20	17:00 - 17:40	
A11. Clothing, footwear & accessories	12:20 - 13:30	11:05 - 12:15		12:35 - 13:45	09:00 - 10:10
A12. Miscellaneous	11:20 - 11:30		12:05 - 12:15	17:40 - 17:50	
A13. Cars		09:00 - 11:20	09:00 - 11:20	16:35 - 18:55	
A14. Other vehicles, auto products & services	18:55 - 19:50		12:15 - 13:10	18:55 - 19:50	
A15. Home electronics & audio-visual	19:05 - 19:50	12:35 - 13:20		18:45 - 19:30	12:15 - 13:00
A16. Retail stores		10:50 - 12:35	14:00 - 15:45		17:05 - 18:50
A17. Restaurants & fast food outlets		09:55 - 10:50	19:05 - 20:00	17:50 - 18:45	18:50 - 19:45
A18. Travel, transport & tourism	18:55 - 19:50	09:00 - 09:55			10:20 - 11:15
A19. Entertainment & leisure	09:00 - 11:55			09:00 - 11:55	14:00 - 16:55
A20. Publications & media	09:00 - 11:20		15:45 - 18:05		
A21. Banking, investment & insurance	16:00 - 18:15		09:00 - 11:15		
A22. Business equipment & services	12:00 - 12:35		18:05 - 18:40		11:15 - 11:50
A23. Commercial public services	13:45 - 17:10			09:00 - 12:25	10:10 - 13:35
A24. Corporate image	17:10 - 19:05		16:45 - 18:40	09:00 - 10:55	16:55 - 18:50
A25. Broadcast idents & sponsorships	11:55 - 12:20		18:40 - 19:05		11:50 - 12:15
A26. Public health & safety	09:00 - 10:40		11:15 - 12:55	10:55 - 12:35	
A27. Public awareness messages	16:20 - 18:55		14:10 - 16:45		14:30 - 17:05
A28. Fundraising & appeals	10:40 - 12:00				09:00 - 10:20

B. OTHER FILM CONTENT

Entries in the B. Other Film Content categories of Film Lions are available in the Screening Lounge on Level -1.

FILM CRAFT, TITANIUM AND INTEGRATED LIONS SCREENINGS

This schedule is subject to change.

	SUN 20	MON 21	TUES 22	WED 23	THU 24
FILM CRAFT LIONS					
A01. Production design		09:00 - 10:20			
A02. Direction		10:20 - 15:20			
A03. Cinematography		15:20 - 18:15			
A04. Editing				09:00 - 10:10	
A05. Copywriting				10:10 - 12:20	
A06. Best use of music				12:20 - 15:30	
A07. Sound design		18:15 - 19:50			
A08. Special effects & computer graphics				15:30 - 17:30	
A09. Animation				17:30 - 19:30	

TITANIUM AND INTEGRATED LIONS

A01/001-050	09:00-11:25				
A01/051-100	11:25-13:55				09:00-11:30
A01/101-200	13:55-18:25				11:30-14:00
A01/201-230	18:25-20:00				14:00-15:35
A01/231-315					15:35-19:35
A01/231-392			09:00-16:35		
A01/001-050			16:35-19:00		

SHORTLIST SCREENINGS - FRIDAY 25 AND SATURDAY 26 JUNE

The shortlist screenings for Film, Film Craft, Titanium and Integrated Lions are held all day Friday and Saturday morning.



The meek have inherited the earth.

Matt Ross & Helen Martin
Tribal DDB & Hasbro

The Meek Have Inherited The Earth.
The power of social media in the new decade.

Debussy Theatre, Cannes
20 June, 15h00-15h45

DDB^o

 **Tribal DDB**
Worldwide

**"THERE HAVE BEEN PROJECTS
WHERE I WOULD'VE BEEN
SCREWED IF I'D SHOT DIGITAL."**

I have not yet done anything or seen anything done on digital that could not be done on film and be more beautiful and easier.

Joaquin Baca-Asay

Director. Cameraman. Realist.



If I shoot film instead of digital, I'll get you 30% more setups, I just will. And it'll look better. I'll use half the lights, and half the time it would take to light it. It'll take half the crew and we'll get twice as much time with the actors. Worried about budgets? We'll shoot 3-perf or 2-perf or 16 mm. And I bet it'll cost the same or less than shooting digital. Shooting on film is always worth it.

Joaquin Baca-Asay of Park Pictures refuses to compromise. His commercial work for UNICEF, Bank of America, and Volvo has proven he can do anything, anywhere, with film. Learn more at kodak.com/go/joaquin

Film. No Compromise.

Kodak