

Cannes Lions changes strapline

LONDON, UK: The organisers of Cannes Lions announced yesterday, 18 November 2010, that the event's strapline will change - from "The International Advertising Festival" to "The International Festival of Creativity".



The move is claimed to reflect the transformation of Cannes Lions over the last few years from being a celebration of creative excellence in advertising to one that now reflects creative excellence in all forms of communication.

The festival was launched in 1954 as the International Advertising Film Festival with only TV and cinema ads being judged. In recent years, it has changed significantly however to embrace communications in the broadest sense. In 2011, the international juries will award Lions in 13 distinct categories: Film, Press, Outdoor, Cyber, Media, Direct, Radio, Promo & Activation, Design, PR, Film Craft, Titanium & Integrated and Creative Effectiveness.

No longer simply 'advertising'

"If you view the work and listen to the conversations taking place at Cannes Lions, you realise very quickly that the event has evolved way beyond pure advertising," says Philip Thomas, Festival CEO.

"Apart from the welcome attendance of design, media, PR, activation and other professionals from all forms of communications, the winning work at Cannes can no longer be described as being simply 'advertising'. Many of the Grands Prix are now being awarded to experiences, technologies, social media, user-generated content, services, events - the options for marketers now are rich and diverse, and we need to embrace that change.

"It's important that Cannes Lions offers a global event that is relevant to the industry, and having listened to feedback from many industry leaders, we feel that now is the right time to truly reflect what the Festival has become."

The [Cannes Lions website](http://www.canneslions.com) has also been updated for 2011.