



**WARC**  
ideas and evidence  
for marketing people

## Warc and Cannes Lions Announce Partnership

London, February 4 2011

Warc has been named official Knowledge Partner of the inaugural Cannes Creative Effectiveness Lions at the 2011 Cannes Lions International Festival of Creativity.

As part of its commitment to provide ideas and evidence for marketing people, Warc will support the Creative Effectiveness Lions, which seek to reward big ideas that have delivered measurable returns on investment.

Only practitioners that have already demonstrated creative excellence by winning or being shortlisted for a 2010 Lion are eligible to enter the 2011 Creative Effectiveness Lions by submitting written evidence of the payback from their Lion-winning campaigns.

Entries must be made via [www.canneslions.com/effectiveness](http://www.canneslions.com/effectiveness) by **March 4** with the winners announced at the Cannes Lions festival in June.

All submissions will be published on [www.warc.com](http://www.warc.com), which showcases more than 6,500 prize-winning case studies from the world's leading effectiveness competitions.

Rufus Olins, chief executive of Warc, said: "The Creative Effectiveness Lions will champion work that is proven to have produced excellent results, whether it be by increasing sales for a brand or by changing consumers' behaviour. The relationship between creativity and effectiveness has long been an area of expertise at Warc and we are pleased to be supporting Cannes' initiative."

Philip Thomas, chief executive of Cannes Lions, added: "Cannes Lions has always been synonymous with creative excellence in global advertising and communications. It is now also important to make the connection between creativity and effectiveness clear. With the introduction of the Creative Effectiveness Lions, we aim to make this link explicit and we look forward to sharing the outcome of the Lions jury's decision with Warc."

Warc publishes more than two decades' worth of prize-winning studies from sources including the US Effies, Euro-Effies, ARF Ogilvies, Jay Chiats and IPA Effectiveness Awards.

In 2010, Warc awarded the \$10,000 Warc Prize for Ideas and Evidence, and entries for the newly-created Warc Prize for Asian Strategy ([www.warc.com/asiaprize](http://www.warc.com/asiaprize)) will close on April 1, 2011.

The 58th Cannes Lions International Festival of Creativity takes place between 19-25 June, 2011, in Cannes, France.

For more information on the Festival programme, visit [www.canneslions.com](http://www.canneslions.com).

- Ends -

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Registered in England  
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## Warc

Warc is the most comprehensive marketing intelligence service in the world. It is a trusted resource, recognised for the provision of the latest information and cutting-edge thinking. Warc's unique online service [warc.com](http://warc.com) is used by the global marketing, advertising, media, research and academic communities to make sense of change, stimulate thinking, see what's on the horizon and help make their case. Alongside [warc.com](http://warc.com), Warc publishes five highly respected magazines and journals and organises a range of premium conferences and seminars covering topical issues of interest to marketing people across the globe.

### 58th Cannes Lions International Festival of Creativity, 19-25 June 2011, Cannes, France

The Cannes Lions International Festival of Creativity (formerly known as the International Advertising Festival) is the world's biggest celebration of creativity in communications. As the most prestigious international annual advertising awards, over 24,000 entries from all over the world are showcased and judged at the Festival. Winning companies receive the highly coveted Lion trophy honouring the most creative film, print, outdoor, interactive, radio, design, sales promotion & activation and integrated advertising, as well as the best media, direct marketing, PR, titanium and creative effectiveness ideas. The Festival is also the only truly global meeting place for advertisers, advertising and communication professionals. Over 8,000 delegates from 95 countries attend seven days of exhibitions, screenings, as well as over 50 high-profile seminars, 30 workshops and master classes presented by renowned worldwide industry leaders. As the networking and learning opportunity of the year, Cannes Lions is the must-attend event for anyone involved in brand communication.

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