

## Cannes 2016 Day 3 - Short & Sweet

 By [Eoin Welsh](#)

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Happy Youth Day!



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We're celebrating this side by having the shortest day so far – done by 2.30.

Sadly, it's just the eye of the storm – tomorrow all 25 judges regroup & go through 340 case studies to determine a shortlist. Which apparently could take up to midnight.

And then the fun really starts, because Sat & Sun are the discussion days, deciding what gets metal... and that can apparently get messy.

So I'll keep it short today, and let y'all enjoy your day off.

Til tomorrow.

P.S. It's still raining.

## ABOUT EOIN WELSH

Born in Dublin, Ireland, and bred in Johannesburg, Eoin began his career writing property brochures. From these humble beginnings he has risen through the ranks to creative director at such esteemed agencies as Draft FCB, King James, Metropolitan Republic, Lowe & Partners (both in South African and Europe) and now is the chief creative officer executive creative director of the Havas Group of Companies in Southern Africa...

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