

# First set of Cannes shortlists go live

Hundreds of creatives and advertisers from all over the world are walking through the doors of the Palais, as the annual Cannes Advertising Festival gets underway in Cannes, France, this week. Six shortlists in the Press, Outdoor, Lions Direct, Media Lions, Radio Lions and Promo Lions competitions are now available online.

In total, 598 entries have been shortlisted in Press; 508 in Outdoor; 165 in Lions Direct; 176 in Media Lions; 174 in Radio Lions and 96 in Promo Lions - download the South African finalists in these categories [here](#). The Lions Direct and Promo Lions awards ceremony takes place tonight, where Direct Agency of the Year will be awarded.

See the Lions Direct and Promo Lions winners including all the winning work at [www.canneslions.com/winners](http://www.canneslions.com/winners), tomorrow from 9am, Tuesday, 20 June 2006.

The best work, shortlisted by jury members, from the Lions Direct, Promo Lions, Press, Media Lions, Outdoor and Radio Lions will also be on display in the Palais in the shortlist exhibitions.

Commercials from the Radio Lions shortlists will be available to listen to via the interactive kiosks in the basement area of the Palais. Other materials such as the posters and magazine advertisements entered into Press and Outdoor sections; promotional material from the Promo Lions competition and storyboards from the Lions Direct and Media Lions sections, will be displayed in a formal exhibition all week.

What's on offer at Cannes this year?

- Almost 25 000 entries across all competitions.
- 39 seminars, 11 workshops.
- Screenings of almost 5000 commercials and over 200 Titanium Lions entries in auditoria and on the Lions TV Network.
- Shortlist exhibitions of the best work (from Monday).
- Radio Lions advertisements in interactive kiosks and Cyber Lions in the MSN Cyber Lounge (from Monday).
- Three ceremonies and two galas.
- Also featuring: Getty New Photographers' 2007, Beach Football Tournament, Direct Agency of the Year, Media Agency of the Year, Media Person of the Year (Gunter Thielen, chairman and CEO, Bertelsmann AG), Media Lions winners' presentation and Interactive Agency of the Year, Agency of the Year, Palme d'Or and Advertiser of the Year (Erich Stamminger, president and CEO, adidas).

And of course, as ever, there are endless opportunities to network, learn and do business...

Go to [www.canneslions.com/winners\\_site](http://www.canneslions.com/winners_site) for the full shortlists released today.

For more, visit: <https://www.bizcommunity.com>