

Great stories start in Cannes

LONDON, UK: The Cannes Lions International Festival of Creativity has launched its 2011 marketing campaign 'Great Stories Start in Cannes'. The campaign has been born out of the countless different experiences that have happened over the many years to everybody during the annual event.



This year, the organisers have tapped into some of the personal stories that have had an impact on some of the industry's most familiar faces; stories which are uplifting, intimate, encouraging or even life changing.

Some of those sharing their anecdotes include [Bob Greenberg](#), [Eugene Bay](#), [Fernando Vega Olmos](#), [Marcello Serpa](#), [Stéphane Xiberras](#), [Nick Brien](#), [Prasoon Joshi](#), [Armin Jochum](#) and [Tom Beckman](#), with more stories to follow.

"Everybody who has been to the Cannes Lions Festival has a story to tell. A story that in some shape or form has influenced or changed their lives," says Philip Thomas, festival CEO. "Who better to give an insight into the ethos of Cannes - the opportunities, the creativity, the relationships, the rewards - but some of those people who know best, and at first-hand, that great advertising and communication is about storytelling."

The Cannes Lions 2011 marketing campaign will roll out over the coming weeks and will be featured as a series of print ads and short videos, some of which will also be in French, German, Portuguese and Spanish, and will run between now and the festival as well as being featured on www.youtube.com/canneslions and www.canneslions.com.

The campaign was created in-house in collaboration with photographer Dean Dorat: www.deandorat.co.uk.

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