

CANNES LIONS 2008

55th International Advertising Festival 15-21 Ju



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CRAIG DAVIS NAMED 2008 CANNES LIONS FILM AND PRESS JURY PRESIDENT

London 19 November 2007 – Craig Davis, Worldwide Chief Creative Officer, JWT will chair both the Film and Press juries at the 55th Cannes Lions International Advertising Festival.

Born and raised in Australia, Craig stumbled into the world of advertising after graduating from AWARD (Australian Writers and Art Directors') School in 1987 following stints as a barman, law student, busker, finance broker, turf cutter, biscuit maker, fruit picker, fashion show producer and truck driver. He also learnt how to sail on the local lake, eventually winning national championships and representing Australia internationally. Over the next several years Craig developed his own agency, which became one of Australia's most awarded independents.

In 1999 Craig left Australia to become Executive Creative Director of Saatchi & Saatchi Singapore and in 2000 was promoted to Regional Executive Creative Director based in Hong Kong. Under his leadership Saatchi & Saatchi became the most awarded agency network in Asia and was named 'Creative Network of the Year' in 2002. In 2003, Craig helped Saatchi & Saatchi win both AdAge and Adweek's 'Global Agency of the Year' and was named Asia's 'Advertising Person of the Year'.

The following year Craig moved to London to join JWT as the creative leader for Europe, the Middle East and Africa and in 2005 was made JWT's Chief Creative Officer, Worldwide. Since joining JWT the network's creative reputation has improved significantly and the Cannes Lions tally has more than tripled.

In 2007 Craig became the first guest editor of the Gunn Report and was inducted into the Campaign Brief Hall of Fame. He is a frequent speaker at industry forums, is on the advisory board for the Berlin School of Creative Leadership, and has judged at numerous regional and international award shows, including Cannes Titanium in 2006.

"The fact that Craig has experienced different cultures, is in a global leadership position and has demonstrated a clear track record of creative achievement, makes him ideally suited to be the Cannes Film and Press jury president in 2008", said Terry Savage, Festival Chairman.

Craig Davis commenting on his appointment said, "Great creativity can and does come from anywhere. What I love about Cannes is that it recognises this truth across multiple disciplines on a scale unmatched by any other award festival. It's an honour to be leading the search for the world's best creativity in film and press advertising in 2008."

Craig lives in London with his wife and is teaching his three children to sail.

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The 55th International Advertising Festival will be held 15-21 June 2008 in Cannes, France.

The International Advertising Festival - Cannes Lions - is the largest gathering of worldwide advertising professionals and advertisers as well as the most prestigious annual advertising awards. Each year, over 10,000 visitors from the advertising and allied industries attend this event to celebrate the best of creativity across all media mix, discuss industry issues and network with one another. Over 25,000 ads from all over the world are showcased and judged at the Festival. Winning companies receive the highly coveted Lion trophy, honouring the most creative TV/cinema, print, outdoor, interactive, radio, sales promotion, integrated advertising, as well as the best media and direct marketing solutions. A Design category is being launched in 2008. A unique programme of high-profile seminars, workshops and keynote speakers, organised by some of the biggest names in the industry, are also presented.

For further information, please visit www.canneslions.com or contact:

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Cannes Lions International Advertising Festival

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