



CANNES LIONS 70

Cannes Lions releases 2023 entry numbers

26,992 entries are received, an increase of 6% from 2022

- The Awards have seen an 18% increase in the number of entries directly by consumer product brand companies demonstrating the value being placed on creativity that drives business
- Strong industry engagement with the Entertainment Lions for Gaming in its inaugural year shows the increasing collaboration between brands and Gaming
- The growth and breadth of entries shows a growing confidence and investment in non-traditional channels

16 June 2023 - The Cannes Lions International Festival of Creativity has announced that a total of 26,992 entries, an increase of 6% from 2022, have been received into the 2023 Awards. All entries will now compete to become the global benchmark for excellence in creativity and effectiveness for the year ahead.

Commenting on the Awards, **Simon Cook, CEO, LIONS**, said, *“The shifts in the work that’s been entered provides us with a powerful insight into the industry landscape and the emerging trends. A high increase in submissions made directly from consumer product brand companies demonstrates the value being placed on creativity that drives business. The strong engagement across a breadth of Lions including emerging areas like B2B, Gaming, Commerce and Business Transformation - shows us that there is a growing confidence and investment in non-traditional channels. Over the next week, our Juries will curate a body of Lion-worthy work and set the global benchmark that will propel us into the year ahead, supporting those using creativity to drive progress.”*

In its inaugural year, the Entertainment Lions for Gaming have received 609 submissions, demonstrating the increase of collaboration between brands and the growing Gaming industry. **Philip Thomas, Chairman, LIONS**, commented, *“The number of submissions received in its first year shows a really strong engagement with the Gaming Lion and is testament to the relevance and opportunity that Gaming now holds within the creative marketing community. We’re excited to see the body of work that emerges from this Lion, and I’d like to thank the Jury in advance for setting the very first benchmark in creativity in Gaming and showing what is possible in this hugely exciting area.”*

Some of the Lions with increased engagement include the Brand Experience & Activation Lions which have seen an increase of 16%, compared to 2022, reflecting brands’ renewed focus on enhancing customer experience and brand building. The Creative Strategy Lions have increased by 35%, recognising the application of creative solutions that allow brands to unlock sustainable growth and measure impact effectively. Now in its third year, the Creative Business Transformation Lions have seen a 59% increase, demonstrating how creativity is a driving force behind successful businesses going through a time of change. The Creative Commerce Lions have increased 25% YOY, demonstrating an area of high innovation in creative customer journeys and paths to purchase. Outdoor Lions have seen an increase of 7% in submissions; partly driven by the FMCG sector where entries grew by 30% YOY and also from the travel sector which saw an 84% increase YOY. The Entertainment Lions - which sit at the intersection of branded content and culture - have increased 18% YOY and saw a 78% jump in submissions from the consumer services sector.

Additional growth includes: Glass: The Lion for Change up 30% YOY, as well as Innovation Lions with a 30% YOY increase, for which the [shortlists](#) have been released. The remaining shortlists will be released between **Sunday 18 June - Wednesday 21 June**.

Jury members from across the world have now convened in Cannes to judge and award world-class creativity. The winners of the Lions will be announced at the Award Shows

taking place each evening throughout the Festival, from **19–23 June 2023**. Further information on Cannes Lions can be found at canneslions.com.

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About LIONS

As The Home of Creativity, LIONS powers the marketing segment of Ascential and is a destination for those in the business of creativity. As the definitive benchmark of creative excellence and with unparalleled access to insight on how it works, LIONS provides those on the journey to creative excellence all they need, at whatever stage they are at and wherever they are. Our annual five-day Festival, Cannes Lions, is the meeting place for the global creative marketing community and a celebration of the world's most excellent and effective work.

LIONS is part of Ascential.

Ascential delivers specialist information, analytics, events and eCommerce optimisation to the world's leading consumer brands and their ecosystems. Our world-class businesses improve performance and solve customer problems by delivering immediately actionable information and visionary longer-term thinking across Digital Commerce, Product Design, Marketing and Retail & Financial Services.

With more than 3,800 employees across five continents, we combine local expertise with a global footprint for clients in over 120 countries. Ascential is listed on the London Stock Exchange.

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