

Lee Clow honoured by Cannes

Lee Clow, chairman of TBWA\Media Arts Lab and director of Media Arts, TBWA\Worldwide, is the 2013 recipient of the Lion of St Mark award. The organisers of the 60th [Cannes Lions International Festival of Creativity](#) will honour his contribution to creativity in advertising and communications on Saturday, 22 June, during the Cannes Festival.



[click to enlarge](#)

"Clow is a creative icon, a source of inspiration and a genius at telling brand stories in an artful way - and not least a true Californian surfer," comments Terry Savage, chairman of Lions Festivals. "Remaining true to his beliefs coupled with his fresh approach to work has led him to create some of the greatest campaigns ever made. It is with pride and honour that we present him with the Lion of St. Mark for his outstanding contribution to creativity in communications."

Commenting on the award, Clow says, "I've been to Cannes many times, I've won some awards, but wow, this one is special. What an honour. Just to be in the company of John and Dan makes me proud."

Clow has been in advertising for more than 40 years. He started at Chiat\Day in Los Angeles, when there were just 10 people and two accounts, and has been there ever since. He prefers to think of the industry as media arts: words, pictures and telling stories on behalf of brands. "I think if it's good it will make you feel something. It can make you laugh or cry, it can surprise you or inform you, it can cause curiosity or inspire trust. But you must want to watch it."

Apple partnership

Moreover, perhaps there is no better example of Lee's impact in the industry than his 30+ year partnership with Steve Jobs. They created the famous 'Think Different' work for the rebirth of Apple in 1997 and during the past 15 years, he has helped orchestrate Apple's move into music with the celebrated silhouettes campaign for iPod and iTunes and into phones with the redefining iPhone, and then creating the Mac vs PC campaign before forging a completely new category with iPad.



Growth with Chiat\Day

Since he began with Chiat\Day and its humble beginnings at a hotel in downtown Los Angeles, the agency has grown to be one of the ten largest global networks and is now described as one of the most innovative and awarded agency networks in the world.

Previous recipients of the accolade are Dan Wieden (2012) and Sir John Hegarty (2011). The Lion of St. Mark trophy is based upon the original Lions awarded at the Festival, which were modelled on the lion statue in St. Mark's Square in Venice, location of the first Festival in 1954 and alternating host city with Cannes before Cannes became the Festival's permanent home in 1984.

For more:

- Bizcommunity Special Section: [Cannes Lions](#)
- Bizcommunity Search: [Cannes Lions](#)
- Official site: www.canneslions.com
- Google News Search: [Cannes Lions](#)
- Google Blog Search: [Cannes Lions](#)
- Twitter Search: [cannes_lions OR canneslions OR "Cannes Lions" OR canneslions2012](#)

- Facebook: [Cannes Lions page](#)
- LinkedIn: [Cannes Lions group](#)
- Twitter: [@Cannes_Lions](#)
- YouTube: [Cannes Lions channel](#)
- Google+: [Cannes Lions](#)
- Flickr: [Cannes Lions photostream](#)
- RSS: [Cannes Lions feed](#)

Information on Cannes Lions facilitated by Cinemark, South Africa's official representative of the Cannes Lions Festival.

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