

Cannes rebrands 'Branded Content & Entertainment' to 'Lions Entertainment'

Cannes Lions 2016, which takes place from 18-25 June, has replaced the current Branded Content & Entertainment Lions to Lions Entertainment, adding to the other streams of Lions Health and Lions Innovation.



The Lions Entertainment programme will bring together the platforms that are reinventing consumption, the labels and studios adapting to channel disruption and the brands that have created authentic, compelling content. At the core of Lions Entertainment are two associated Lions that will identify and celebrate the work: the Entertainment Lions and the Entertainment Lions for Music.

According to Philip Thomas, CEO, Lions Festivals, "The Entertainment Lions will concentrate on what's important. The category has grown exponentially since launching four years ago, but it is no secret that Branded Content & Entertainment has seen two years without a Grand Prix.

"Customers are telling us that entertainment is a huge part of the industry and that work has to be more creative, so we've made the decision to reflect this, shine a spotlight on Entertainment and re-examine what it takes to make content that cuts through."

Jae Goodman, Chief Creative Officer and Co-Head of CAA Marketing and winner of the 2012 Branded Content & Entertainment Grand Prix, believes, "Entertainment Lions reflects the necessity for marketers to shift away from creating content that interrupts the entertainment and towards creating the entertainment itself. Of course, entertainment from a brand needs to be more than entertaining, it needs to accrue to the brand's benefit and drive business results. The brands and agencies who win this category will show us all the near future of marketing."

Initial format

In year one, the Entertainment Lion will cover all forms of audio-visual entertainment, live experiences, gaming, sport and more. Because music is such a huge part of the equation, the Festival has created a dedicated Lion, with its own specialist Jury. "This is something that has been campaigned-for and designed by the music and creative industries. The vision is that as more branches of this dynamic industry mature; other areas currently under the Entertainment Lion may become significant enough to follow suit with further dedicated Lions. We are very much looking to evolve with the industry," says Thomas.

Russell Wallach, President, Live Nation Media & Sponsorship, remarks, "The power of music to create memorable brand experiences when artists and marketers partner is a testament to how well entertainment and advertising fit together. The introduction of Lions Entertainment is the next logical step."

Lions Entertainment will take place during Cannes Lions on 23-24 June in the Palais des Festivals, Cannes, France. Entry to Lions Entertainment will be available as a standalone pass and is included in the 8-day Classic pass.

Registration for Cannes Lions opens on 14 January 2016 and entries will be accepted from 21 January 2016. For more information, go to www.canneslions.com.

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