

Cannes Lions announces Design Lions, PR Lions jury presidents

LONDON, UK: Cannes Lions has announced two more top industry authorities who will be taking on the roles of guiding juries at the 2011 International Festival of Creativity.



Luciano Deos.

The Brazilian designer, architect and brand specialist, Luciano Deos, founder and president of GAD', will lead the Design Lions jury to award the best creative and innovative use of design for brand and product communication and development.

Under Luciano's direction, GAD' is today considered one of the most relevant and top brand service agencies in Latin America with offices in São Paulo, Porto Alegre and Novo Hamburgo.

Dave Senay, president and chief executive officer of Fleishman-Hillard International Communications, will lead the 2011 PR Lions jury. During his 30-year career in public relations, Dave has worked across multiple communications practices throughout several regions of the world and is the driving force in the growth and development of one of the world's leading communications firms.



Dave Senay.

Entries can be submitted from 27 January 2011.

Important dates:

Creative Effectiveness Lions open: 4 November 2010

Delegate Registration open: 11 January 2011

Entries open: 27 January 2011

Creative Effectiveness Lions close: 4 March 2011

Entries close: 11 March 2011

Festival dates: 19-25 June 2011

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