



PRESS RELEASE

Cannes Lions 2021 to run as a fully digital experience

Cannes Lions Live will run from 21-25 June

The Lion-winning work will be announced and awarded during Cannes Lions Live

7 April 2021 - LIONS has today announced that Cannes Lions 2021 will be fully digital, running as Cannes Lions Live, from 21-25 June. The event in Cannes, France, will not take place this year.

Philip Thomas, Chairman, LIONS, said, *“Over the last year, we’ve been consulting with our customers and working on our plans, including the development of Cannes Lions Live as part of the new LIONS Membership platform. We are now able to move fully to this format for 2021 - which will have all the celebration, inspiration and participation of Cannes Lions - to unite the global community virtually during Cannes Lions Live this June.”*

Cannes Lions Live will bring outstanding live and on-demand content and experiences delivered by exceptional talent, as well as revealing, analysing and celebrating the winners of the Lions. Access to Cannes Lions Live is included in the fee for LIONS Membership.

Simon Cook, Managing Director, LIONS, said, *“Cannes Lions Live will also signal the return of the Lions awards. After the benchmark of the awards was paused last year, we want to be able to give our community the chance to immerse themselves in the creative work once again. We’ll be championing the work on a huge scale - tracking progress throughout the week, analysing the winners, delivering insights, identifying new talent - it’s the return of the benchmark and a moment for the industry to reflect but also look forward.”*

LIONS Membership, which launches in May, will unite the world's largest creative network of people and businesses to drive professional, personal and societal progress through creativity. All LIONS members will receive complimentary access to Cannes Lions Live as part of their membership. Annual LIONS membership is priced at €249. All Lion winners, past and present, will be gifted complimentary membership.

Further information on Cannes Lions Live will be released over the coming weeks, including details of the immersive experiences and talent lined up to be a part of the week. A standalone digital pass to Cannes Lions Live (without membership benefits) costs €249, with lower rates available for the under 30s and future talent. LIONS Membership and Cannes Lions Live Digital Passes will be available to buy in May.

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Notes to editors:

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 and ecommerce optimisation platforms to the world's leading consumer brands and their ecosystems.

Our world-class businesses improve performance and solve problems for our customers by delivering immediately actionable information combined with visionary longer-term thinking across Digital Commerce, Product Design and Marketing. We also serve customers across Retail & Financial Services.

With more than 2,000 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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