

Cannes Predictions

*Cannes Predictions – annual screening of 50 commercials, selected by international jury as potential winners of the Cannes Lions advertising festival.

Brief

To turn Cannes Predictions '09 into must-attend-party.

Solution

Through non-standard posters we invited people to glance inside creative's mind where Cannes ideas were shown. After opening the head one could observe thoughts that supposedly lead creatives to devising famous commercials – Volkswagen's Dog Fish, Queensland's Best Job In The World, Nokia's Bruce Lee etc.

Results

Coverage in the national press

The best attendance in years

Unexpected contribution to the idea from other agencies



