

Press Release

Clear Channel International to celebrate creativity in out-of-home advertising at Cannes Lions 2011

For immediate release

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Clear Channel International (CCI) is sponsoring the 2011 [Cannes Lions](#) International Festival of Creativity to support and showcase the power of creativity in out-of-home advertising. As well as sponsoring the Outdoor Lions, Clear Channel is hosting a masterclass with AMV BBDO and McCann Erickson at the [Young Lions](#) workshops and supporting The Brand Union and Lambie-Nairn, with Getty Images on the [CannesAlso](#) exhibition.



Cannes Lions is the world's only truly global meeting place for professionals in the communications industry, offering seven days (19-25 June) of award ceremonies, seminars, workshops, masterclasses, exhibitions, screening and networking.

In 2011, CCI is sponsoring the festival for the second time as part of its global remit to put creativity and out-of-home effectiveness at the heart of the business. Through its sponsorship of the Outdoor Lions, Clear Channel will be supporting the best creative ideas of the last year and the winners will be announced on Tuesday 21 June at 19:00. CCI will also be displaying an awards and digital out-of-home showcase on innovative, interactive screens during the festival.

CCI's Young Lions masterclass, entitled *Writing the future, transforming out-of-home*, will be run by William Eccleshare in partnership with Tim Vance and Paul Knott, an award-winning creative team from AMV BBDO, Matias Palm-Jensen, Chief Innovation Officer and Gustavo Martinez, Head of Europe, at McCann Erickson.

CCI is also a key supporter of CannesAlso, the free-to-enter, unique exhibition of photography produced by the creative community and judged by world-famous photographer Rankin. The best entries are being printed in The Big Book which will be installed just outside the Palais in the centre of the Festival to showcase the work.

William Eccleshare commented: "Our sponsorship of Cannes is further demonstration of our commitment to supporting creativity in out-of-home advertising. Out-of-home is completely reinventing itself as it embraces the newest technologies and we're looking forward to sharing our thoughts and ideas while being inspired by the very best in the business at this key annual event."

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Notes for editors

- Clear Channel will also be launching a tailored ad campaign for Cannes in the Festival Guide with different executions appearing in the Lions Daily News, Outdoor Awards programme and in Campaign the week prior to Cannes, promoting the work of the Create + Collaboration team in the UK, which work with clients and agencies to deliver ground-breaking out-of-home campaigns
- Clear Channel attendees will include: William Eccleshare, President and CEO of Clear Channel International; László Nagy, Head of Digital Media and Regional President for Southern Europe of Clear Channel International; Pru Parkinson, International Sales and Marketing Director of Clear Channel International; Philippe Baudillon, CEO of Clear Channel France; Matthew Dearden, CEO of Clear Channel UK; Rob Atkinson, Managing Director, Clear Channel UK; Steve Atkinson, Group Sales Director of Clear Channel UK.

About Clear Channel International (CCI)

CCI works with advertisers to create inspiring out-of-home advertising campaigns in 30 countries across Europe and the Asia-Pacific region. The company has a growing portfolio, which is currently made up of over half a million displays, which span traditional and digital formats on roadside billboards, street furniture and in retail, point of sale, airport, transit and lifestyle environments. It employs over 5,000 people and, in 2010, its revenue was \$1,508m.

CCI is part of Clear Channel Outdoor Holdings, Inc (CCO), the world's leading out-of-home advertising company with operations in 44 countries. CCO is, in turn, 89% owned by Clear Channel Communications, Inc the global media and entertainment company. The remaining 11% of CCO is traded on the New York Stock Exchange.

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