

February 13, 2024

Collette Douaihy Named as President of the Pharma Jury and Perna Mehrotra as President of the Media Jury at Cannes Lions 2024

Dentsu (Brand: “dentsu”; Headquarters: Dentsu Group Inc.; Head Office: Tokyo; Representative: President & Global CEO Hiroshi Igarashi) announced that Collette Douaihy, Global Chief Creative Officer, dentsu health*¹, and Perna Mehrotra, Chief Client Officer & CEO Media, dentsu APAC have been appointed as presidents of the Pharma and Media juries respectively at the Cannes Lions International Festival of Creativity, the world’s largest festival of creativity, which will be held from June 17 to June 21, 2024.

At Cannes Lions, entries from all over the world are submitted for 30 Lions Awards (categories)*², and last year the award-winning works were determined from a total of 26,992 entries after a rigorous screening process. The president of each jury plays a central role in the process of selecting winners through fair evaluation and discussion.



*1: For more information about dentsu health, please see the following press release.

URL: <https://www.group.dentsu.com/jp/news/release/000432.html> (Japanese language only)

*2: Last year, the number of entries was 26,992. Moreover, a new Luxury & Lifestyle Lions category has been added this year.

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Contact

Group Corporate Communications Office

Dentsu Group Inc.

Email : group-cc@dentsu-group.com