

'After bringing one of my favourite clients to Cannes, his horizon completely broadened and when he saw new work he would say, "This isn't as good as what I saw in Cannes". All of a sudden your standards go up.'

Prasoon Joshi
Executive Chairman, Regional ECD APAC
McCann Erickson

Great stories start in Cannes

**CANNES
LIONS**
AFCC INTERNATIONAL FESTIVAL OF CREATIVITY
19-25 JUNE 2011

