



PRESS RELEASE

SCOPEN WINS, FOR THE SECOND TIME, THE GOLD AWARD AS "REPRESENTATIVE OF THE YEAR" OF CANNES LIONS FESTIVAL 2018

Madrid, November 5th, 2018

The annual Meeting of the global representatives of the Cannes Lions Festival took place on the 29th and 30th of October. Attending the meet-up to represent Spain were **César Vacchiano**, President & CEO de SCOPEN, **Kika Samblás**, Managing Director and **Clara Ramírez**, Awards & Events Director. There, they received the Gold award as "**Festival Representative of the Year 2018**".

SCOPEN obtained the Gold award, among the 92 global representatives of the Festival, in recognition of the work that they undertake, being the ambassadors of the Awards in Spain.

The Silver was awarded to the Czech Republic, and the two Bronzes, to Australia and Lithuania.

This is the second time that SCOPEN wins first prize over the other representatives of the Festival around the world, achieving the same in 2014. The company was also awarded in 2017, this time with a Bronze.

The team in charge of SCOPEN's representation of the Awards is composed fundamentally of the Awards and Events team, which is led by Clara Ramírez, with **Elisa Moreno**, Awards & Events Manager, and with the support of the Communications department. Their work is reinforced by **Kika Samblás** and **César Vacchiano**, as SCOPEN partners. *"We are really happy that our work is being recognised because we put a lot of resources and enthusiasm into it. We want to take this opportunity to thank all those who have contributed to this success, by sponsoring our local Young Lions competitions this year: Google and Youtube, Carat and Omicom (BBDO España, DDB, Ketchum, OMD, Phd, Porter Novelli y Proximity). Without them, it would have not been possible. Cannes Lions is not only a meeting point and a quality standard reference, but it also represents the future trends and the players of our industry, which are analyzed in its annual Forum"*, decía Samblás.

In the last edition of Cannes Lions Festival, Spain placed seventh in the ranking of awards won by country, with a total of 34 lions. In 2017, we placed eighth. The value of these awards is even better, taking into account that the number of entries decreased from 1,013 in 2017 to 856 in 2018. Spain achieved its best results in 2015, when -with 48 lions-, it reached the sixth position in the global ranking.

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The local Awards Ceremony, to give out the Lions obtained by Spain in 2018 edition, will take place on November, 22nd. **Philip Thomas**, President, of the Festival, will be attending this year.

About SCOPEN:

Since 1990, SCOPEN has been carrying out investigations and studies that, after a rigorous analysis and the multiple connections provided by its comprehensive database, offer unique strategic vision to drive business through the creative economy, inspiring people and projects from rigor and independence.

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