

## Tutssel heads Cannes Lions Film & Press jury

LONDON: Mark Tutssel, chief creative officer of Leo Burnett Worldwide, has been appointed Film & Press Jury President for Cannes Lions 2010. As CCO, Tutssel oversees 96 global Leo Burnett offices. The 57th Cannes Lions International Advertising Festival takes place 20 - 26 June 2010 in Cannes, France.



Tutssel's creative accolades include a Cannes Grand Prix and 45 Cannes Lions. Leo Burnett has seen much success under his leadership. In 2009, Leo Burnett Worldwide was the Third Most Awarded Network at the Cannes International Advertising Festival as well as the Network of the Year at the Art Directors Club of New York and the Golden Drum Awards.

In 2008, the agency was recognised for its new-world thinking when it topped the "All Gunns Blazing" category in the annual Gunn Report. Also, the network was the Second Most Awarded in the world, with more creative offices contributing to its creative reputation than any other (27).

In 2007, Leo Burnett Worldwide won a Titanium Lion at Cannes and two Grand Clios in Television and Outdoor. In 2006, the network was the most awarded global agency at D&AD, winning the first D&AD Black Pencil in Digital and five D&AD Yellow Pencils.

Prior to becoming Worldwide chief creative officer, Tutssel was executive creative director of Leo Burnett London. Charged with the task of tapping into the creative potential of the agency, Tutssel led Leo Burnett London to become the UK's number one creative agency and, in 2001, was the World's Most Awarded. During that time, both McDonald's and Heinz were named Advertiser of the Year in the UK by *Campaign Magazine*.

Tutssel has chaired award shows that include the Cannes Titanium & Integrated Jury, Eurobest, Spikes, the Clio's, the International Andy Awards and D&AD.

This year, *Campaign Magazine* named Tutssel the number one worldwide creative director, earning the title of top global Creative Crusader.

"Mark's profound industry knowledge, leadership expertise and extraordinary ability to nurture creative talent are skills that combined with his passion for creative excellence make him an obvious choice for the demanding role of leading two Cannes juries," said Philip Thomas, festival CEO.

Commenting on his appointment as Film & Press Jury President, Tutssel says, "I am delighted and extremely flattered to be asked to preside over the world's biggest celebration of creativity in communications."

**For more:**

- Cannes Lions website: [www.canneslions.com](http://www.canneslions.com)
- Cannes Lions on Twitter: [@Cannes\\_Lions](https://twitter.com/Cannes_Lions)
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