

CANNES IS CHANGING. BUT IS IT CHANGING ENOUGH?

This year, Cannes will be different. Fewer awards, newer categories, and cheaper passes. That's all great, but while they're listening to the networks' demands, what are they doing for the new kids on the industry block? To help Cannes stay current, **No Fixed Address** has some suggestions for fresh and relevant categories for the newest players entering our business — consultancies.



NEW CATEGORIES TO INCLUDE



Best Use of Loopholes



PowerPoint Craft



Best Use of Jargon



Acronym of the Year



Integrated Cost-Cutting



Excellence
in Acquisition



Policy & Procedure
Manual Over 5,000 Pages



Innovation in
Venn Diagramming



Forecast of the Year



Innovative Budget
Reporting



Excel Excellence



Creative Culture
Disintegration