ten young lions tips

in ten minutes

#### one find a good teammate

#### two answer the brief

## three then, when you get to cannes, forget the brief

# four don't bother sleeping

## five leave time to make the thing

## six outnumber your competition

## seven tap into existing behaviour

eight keep it simple

# nine too many cooks

## ten cannes is what you make of it

good luck tristanviney@gmail.com