The Cannes Lions International Festival Of Creativity is the largest gathering of worldwide marketing and advertising professionals, as well as advertising’s most prestigious awards.

- Each year, industry figures from the advertising and related industries gather to attend this event to celebrate the best of creativity in all major media, discuss industry issues and network.
- Over 37,000 ads from all over the world, consisting of Film, Press, Outdoor, Cyber, Design, PR, Direct, Promo & Activation, Radio and Media Lions, Film Craft, Creative Effectiveness and Titanium and Integrated, Mobile, Innovation and Branded Entertainment are showcased at the Festival.
- A unique programme of high-profile seminars, workshops, forums and organised by some of the biggest names in the industry, is also presented.
- Winning companies receive the highly-coveted Lion awards, honouring the most creative film, press, outdoor and online advertising, as well as the best media, PR, design, radio, direct marketing solutions and sales promotion.
- The importance of the event is exhibited by the more than 574 journalists from more than 56 countries that cover the event.
- The 62nd Festival will be held from 21-27 June 2015.

YOUNG LIONS

Since 1992, owing to an initiative launched by two young creatives from the Netherlands, the Festival organisers have offered young advertising professionals (up to 28 years old) a reduced registration rate, discounted hotel accommodation, group travel arrangements, and encouraged various sponsors to support them and make the trip more affordable.

The number of countries interested in participating has increased tremendously over the years. Thanks to the special Young Creatives package, 1,119 Young Lions from 74 different countries attended last year’s event.

For more information please visit www.canneslions.com.
THE YOUNG LIONS COMPETITIONS

THE GLOBAL CREATIVE COMPETITION FOR YOUNG TALENT

The most talented and creative professionals go head-to-head and compete to be crowned the Young Lions champions in 2015. As each team has won a national competition and their ticket to Cannes, it’s the best of the best competing against the clock. There can only be 1 winning Team per competition and Gold winners collect their medals in front of their peers at the prestigious Cannes Lions Award Show plus 2 free registrations and accommodation for next year’s event.

ELIGIBILITY

• All Young Lions taking part in the creative competitions (Print, Film, Design, Cyber, Media, PR) must be 28 years of age or younger, born on or after 27 June 1986.
• All Young Lions taking part in the Young Marketers Competitions must be 30 years old or younger (born on or after 27 June 1984) working for client companies that engage the services of advertising and communications companies (i.e. Intel, Coca-Cola). Contestants from advertising agencies are not eligible to compete in the Young Marketers Competition.
• Participation in the competition is not automatic or guaranteed with all teams selected by Festival Representatives in their home country.
• Students are not allowed to compete in the Young Lions Competitions.

RULES

• Representatives organise their local competitions based on the allocated places by the Festival.
• Each team consists of two young professionals.
• Each country can send 1 team in each competition allocated to the official Festival representative.
• Each contestant can only take part in 1 competition even if the dates of the competitions do not overlap.
• Contestants do not represent the representative’s company but themselves, the company they work for and the country they work in.
• We do not accept students.
• We do not accept advertising agencies to compete in the Young Marketers competition. Contestants need to come from the marketing department of client organisations (i.e. Coca-Cola, Intel, P&G).
• Only contestants working for media agencies can take part in the Media Competition.
• Only contestants working for stand-alone PR agencies are allowed to compete in the PR Competition. No in-house PR departments of client organisations or advertising agencies or other types of companies.
• All the rest of the contestants (Film, Print, Cyber, Design) need to be professionals working in creative advertising/digital agencies.
GUIDELINES
• The Festival provides some technical support to help the teams during the competition, but self-sufficient teams will work more quickly
• No external help or influence is permitted
• Access to the competition area is strictly controlled: only the team members, authorised support personnel, and a few accredited journalists are permitted entry
• A good understanding of spoken and written English is essential
• For intellectual property issues, all contestants need to use content from Getty Images who is the Young Lions Competitions main image provider.
• A technical training session takes place prior to each competition. Contestants will need to be present for both the briefing as well as the technical training session.
• For each competition the juries will award a Gold, Silver and Bronze winning team. The Gold winners will receive their medals on stage as well as full delegate registrations to Cannes Lions 2016 including hotel accommodation, courtesy of the Festival. They will also receive a limited edition photographic print donated by Getty Images.
• The Silver and Bronze winners will receive their medals via post after the Festival.
• To keep the competition on a fair basis, all teams are only allowed to use the equipment provided by the festival organisers in the dedicated competition areas.
• All submitted ideas created in the competitions will be made available to the respective charity to incorporate into their marketing campaign following Cannes.

COMPETITION BRIEFS
• Competition briefs will continue to focus on charitable, not-for-profit and CSR objectives.
• Briefs are revealed to competitors as each competition commences.
HOW DOES IT WORK?
The challenge of the Young Lions Print competition is to produce a print ad within 24 hours with each participating country represented by one creative team consisting of one copywriter and one art director.

The teams are briefed the evening before the competition by the client, which is a charity or public service organisation. Their identity is kept secret until the briefing begins where their name, objectives, strategies and target audience are revealed by a senior member of the charity.

A presentation is also made by the sponsors on the equipment being made available and the procedures to follow. A training session will also be available from Adobe and Getty Images.

After the briefing, the teams start working on their own. They will have access to their workstations between 08:30 - 20:00 on Sunday 21 June to create their Print ad which will be judged by the Press Jury.

THE WINNERS
• Gold, Silver and Bronze medals will be presented to the winners
• The Gold medals will be presented during the Direct, Promo, Press and Mobile Lions Awards Ceremony on Monday 22 June.

Software is provided by Adobe

The teams also have access to an image bank provided by Getty Images. Each workstation consists of an Apple iMac.

Previous Gold winners
2014 Japan
2013 Mexico
2012 Singapore
2011 Australia
MEDIA COMPETITION

HOW DOES IT WORK?
The Young Lions Media Competition challenges the brightest professional minds working in media agencies to demonstrate their strategic thinking and innovative approaches to solving an important marketing challenge to drive critical business success.

A charity or non-profit organisation, whose identity will remain secret until the competition, will present the brief onsite on Sunday 21 June. This briefing will detail the challenge, including suggestions as to the target audience. Each team will then be required to generate the necessary insight to develop an innovative media strategy.

These submissions will seek to evaluate the most innovative media selection as well as their creative uses.

Each team will have access to the dedicated Young Media Competition Area between 08:30 – 20:00 on Monday 22 June to prepare a five-minute presentation using PowerPoint software. These will be presented to a select media jury from 09:00 on Tuesday 23 June.

THE WINNERS
- Gold, Silver and Bronze medals will be presented to the winners.
- The winning Gold team will be presented with their medals during the Creative Effectiveness, Media, PR & Outdoor Lions awards ceremony, which will take place on Tuesday 23 June.

Software is provided by Adobe

The teams also have access to an image bank provided by Getty Images. Each workstation consists of an Apple iMac.

Previous Gold winners
2014 China
2013 UK
2012 Czech Republic
2011 Czech Republic
HOW DOES IT WORK?
The Young Lions Cyber Competition will challenge the teams to create an integrated social media campaign.

Teams will be briefed by the client and expected to use social media as a platform and the technology behind it to solve the problem.

Young Lions will be expected to show how the power of social media technology can answer the client’s brief and provide a creative solution aligned to the technological evolution of social media.

Teams will have to create an online presentation page using the tools provided by the Festival, which includes an iMac, Adobe Creative Suite and the Getty Images library.

Their campaign should be presented in three parts:
1. Creative insight - How can creativity help solve the problem using social media platforms and technology?
2. What is your solution? – The platforms, technology and tools used and why?
3. How does will work? – How will the social media solution help answer the brief and solve the problem faced by the client?

Each team will be expected to include a 250 word explanation for each part with links to relevant mock-ups, images etc. Teams should include a maximum of 3 social media platforms in their supporting material within the online presentation page.

Teams will be judged on how they have used social media in a creative way to answer the client’s brief, as well as insight into how the technology will help solve the communication problem.

The entries will continue to be judged by the Cyber Lions Jury.

Teams of two young creatives will have 24 hours to create their work, until 20:00 on Tuesday 23 June. The work will then be judged on Wednesday 24 June.

THE WINNERS
- Gold, Silver and Bronze medals will be presented to the winners.
- The Gold medals will be presented during the Cyber, Design, Product Design and Radio Lions Awards Ceremony on Wednesday 24 June.

Software is provided by Adobe

Previous Gold winners
2014 Romania
2013 Russia
2012 Poland
2011 Canada
HOW DOES IT WORK?
Imagine having only 48 hours to film and edit a 60-second commercial, filmed entirely on a camera that the Festival provides. This is the challenge that young creatives face in the Film Competition.

The client will present the brief to the teams late afternoon on Wednesday 24 June. Creatives will then have 48 hours to film original footage. An iMac video suite will be available for teams to edit their final film. Access to the Young Lions Competition Area will be between 08:30 - 20:00 on Thursday 25 June and between 08:30 - 18:00 on Friday 26 June. All films must be completed by 18:00 on Friday 26 June.

THE WINNERS
• Gold, Silver and Bronze medals will be presented to the winners.
• The winning Film team will be presented with a Gold medal during the Film, Film Craft, Branded Content & Entertainment, Titanium, Integrated Lions Awards Ceremony on Saturday 27 June.

Software includes Apple Final Cut Pro and Apple iMovie. Each workstation consists of an Apple iMac. The contestants also have access to a music library courtesy of Getty Images.

Previous Gold winners
2014 Bulgaria
2013 Spain
2012 Italy
2011 USA Hispanic
HOW DOES IT WORK?
Teams will be made up of two young marketers from a client organisation aged 30 years or under (born on or after 27 June 1984).

A non-profit organisation will set the challenge. Each team will be expected to:
• Produce a brief (maximum two pages) answering the charity’s challenge
• Create a product/service based on the knowledge and understanding of the brands the Teams are working for. The ideas will be presented in front of a jury on a 10 slide PowerPoint presentation in 5 minutes.

The jury will act as the advertising agency and will be represented by Creatives and Strategists selected by the Festival.

• A maximum of ten slides are allowed (title slide optional - must form part of the ten slides). The jury will have a maximum of five minutes to ask questions immediately following the presentation.
• Teams will be judged on the clarity of the brief: the knowledge it displays about the product/service, the client organisation and its aims, and the specific aims of the campaign.

THE WINNERS
Gold, Silver and Bronze medals will be presented to the winners. The Gold winning Team will be presented with their medals on stage during the Film, Film Craft, Branded Content & Entertainment, Titanium, Integrated Lions Awards Ceremony on Saturday 27 June.

Previous Gold winners
2014 Argentina
2013 Sri Lanka
2012 Portugal
2011 The Philippines
HOW DOES IT WORK?
In 2012, we launched the Young Lions Design Competition, giving graphic and other specialist designers the space to showcase their talent and test their skills against the rest of the industry. Teams of two are required to deliver a brand identity that includes a logo/brand, a 150-word description of how the brand identity fits the brief and a 150-word description of how the brand would evolve.

The client will present the brief to the teams late afternoon on Sunday 21 June. Creatives will then have 24 hours to create their work with workstation access to the Young Lions Competition Area between 08:30-20:00 on Monday 22 June. The work will then be judged by a selected jury on Wednesday 24 June.

THE WINNERS
• Gold, Silver and Bronze medals will be presented to the winners
• The Gold winners will be presented during the Cyber, Design, Product Design and Radio Lions Awards Ceremony on Wednesday 24 June.

Software is provided by Adobe

The teams also have access to an image bank provided by Getty Images. Each workstation consists of an Apple iMac.

Previous Gold winners
2014 Germany
2013 Romania
2012 Colombia
HOW DOES IT WORK?
The Young Lions PR Competition offers the opportunity to young professionals working in PR agencies to test their skills and showcase their talent. This competition is addressed to teams of two young PR professionals aged 28 years old or younger working as Assistant Account Executives, Account Executives, Senior Account Executives or Account Managers working for PR agencies/consultancies. The contestants need to have a proven record working with brands and/or organisations, creating and implementing PR campaigns.

Young professionals working in PR Departments or in-house PR teams of clients (brands) or advertising agencies are not eligible to compete.

The brief will be set by a charity or non-profit organisation that will act as the ‘client’. The competition will show how PR is effectively used to engage audiences with an organisation or a specific topic that the ‘client’ is dealing with. The competition will allow some elements of creative to be produced by the contestants so that their strategy takes shape in front of the jury.

The PR campaign should:
• connect with the charity’s brand value and have an impact (i.e increase in donations or other applicable parameters)
• increase awareness/create engagement with the publics
• identify and build relations with relevant stakeholders (journalists, interest groups, opinion leaders, industry representatives, internal audiences etc.)
• create PR supporting material applicable in relevant media channels (press releases, infographics, statistics, online content, etc.)

Each team will need to prepare a 10 slide PowerPoint presentation as well as a written submission. The brief will be presented on Saturday 20 June. They will have access to their workstations between 08:30 - 20:00 on Sunday 21 June to create their PR campaign which will be judged by a selected jury the following day. Each Team will be expected to deliver a 5 minute presentation explaining the PR campaign and the written submission on Monday 22 June. Following this, there will be a 5 minute Q&A session.

THE WINNERS
• Gold, Silver and Bronze medals will be presented to the winners.
• The Gold winners will be presented during the Creative Effectiveness, Outdoor, PR and Media Lions Awards on Tuesday 23 June.

Previous Gold winners
2014 Japan
PAST YEARS' CLIENTS

2014  The Fred Hollows Foundation - Cyber
      WWF - Print
      International Child Art Foundation - Design
      Sense International - Media
      World Food Programme - Young Marketers
      Barnardo’s - Film
      United Nations Office on Drugs and Crime - PR

2013  Room to Read - Marketing
      Bill & Melinda Gates Foundation - Design
      WADA - Cyber
      Doctors Without Borders - Media
      Macmillan Cancer Support - Print
      HelpAge International - Film

2012  Room to Read - Marketing
      Opportunity Knocks - Design
      Gates Foundation - Cyber
      The Big Issue - Media
      Oxfam - Print
      Movember - Film

2011  PumpAid - Print
      The PlanetEarth Institute - Cyber
      TIE Iracambi - Media
      Global Angels - Film

2010  Plan - Print
      Channel 16 - Cyber
      Peace One Day - Media
      WSPA - Film

2009  IFAW - Print
      Tck Tck Tck - Cyber
      World Food Programme - Media
      Film Aid - Film

2008  Amnesty International - Print
      Unicef Tap Project - Cyber
      War Child - Media
      MTV Switch - Film

2007  Right To Play (Sport for peace) - Print and Cyber
      MTV Switch - Film

2006  International Committee Of The Red Cross (Family Links)

2005  UNESCO (Literacy for Young Adults)

2004  Global Business Coalition on HIV/AIDS

2003  Olympic Games 2004

2002  The International Secretariat for Water

2001  Leuka 2000 (Develop a cure for Leukæmia)

2000  Médecins Sans Frontières (campaign for access to essential medicines)

1999  American Foundation for AIDS Research (amfAR)

1998  Variety Clubs International (Children’s Lifeline)

1997  Save the Children Fund (child labour)

1996  WWF World Wide Fund for Nature
      (endangered seas campaign)

1995  Plant-It 2000 (planting and protection of trees)
THE YOUNG LIONS COMPETITIONS ARE SUPPORTED BY

Adobe

wacom

gettyimages

Ogilvy

ICCO

Ketchum