The definition of Design for the purpose of Cannes Lions is the celebration of the use of design as an aid in communication and experience to inform brand ethos and product messages.


Design Lions does not include entries for product design or architectural design, except within the confines of the category descriptions.

A. COMMUNICATION DESIGN

You may only enter a maximum of THREE TIMES per entry in the following categories.

A01. Posters
Focus will be placed on the design of the poster for the use of promotion and brand communication. Entries in this section may include but are not limited to film, exhibition, concert posters etc. (Note: Poster campaigns of 2+ should be entered combined into ONE single entry). Please see tips for entering.

A02. Flyers, Tickets, Invitations, Postcards, Christmas and other Greetings Cards

A03. Calendars
Creation of content that develops the identity of, or embodies the relevant brand. Successful brand stories will utilise digital platforms in order to inspire and drive meaningful consumer engagement.

A04. Books
Including editorial and cover design.

A05. Self-Promotion
Any type of media format – designed by agencies to promote themselves.

A06. Promotional Items
Focus will be placed on the use of an item to promote and further a brands communication, which should demonstrate a clear understanding of the brands target audience. To include clothing, promotional gifts and samples, guerrilla marketing accessories, promotional items and brand merchandise.

A07. Publications & Business Communications
Catalogues, brochures, press/media kits etc., business communications/literature/publications), digital publishing, e-zines, computer games, CD, DVD, record sleeves and business cards.

A08. Annual Reports & Information design
The judges will be considering charts, diagrams and infographics and information design.
1. Small Business – local or operating in a restricted area.
2. Medium Business – regional or national organisations.
3. Large Business – international or global scale.

A09. Broadcast and Animated Communication
1. Channel branding or Programme branding – Including entire channel identity or aspects, such as Idents and break-bumpers.
2. Title sequences.
4. Other video content – including self-promotion and short animated sequences.

(Note: this does not include TV programme promos or trailers)
B. DESIGN CRAFT

B01. Illustration
Illustration as applied to a communication medium.
1. Publications e.g. Entire Books/magazines.
2. Print and poster (Note: Illustration that features as part of a poster campaign of 2+ can be combined and entered as ONE single entry but it will be judged as a whole and not on the individual merits of each ad). Please see tips for entering.
3. Packaging and promotional item design.
4. Outdoor spaces e.g. Installations.
5. Calendars, Flyers, tickets, invitations, postcards, Christmas and other greetings cards.

B02. Typography
Focus will be placed on the creation or use of type as an aid to communicate the brand or its intended message
1. Publication - (Magazine/books).
2. Print and poster - (Note: Posters that features as part of a campaign of 2+ can be combined and entered as ONE single entry but it will be judged as a whole and not on the individual merits of each ad). Please see tips for entering.
3. Digital – Type designed for online content.

B03. Photography
Best use of photography in a Design context. Entries in this section may include but are not limited to album art work, editorial, packaging, publications, posters.

B04. Sound Design
Focus will be placed on the use of sound to enhance the user or viewers experience. Entries in this section may include but are not limited to website, videogames & apps, titles, channel idsents, sound logos, environment and installation.

B05. Large Scale Logo
Logos created for national, international or global scale organisations. Focus will be placed on the simple application of the logo to help create or refresh a brands identity. Entries in this section may include but are not limited to stationary, business cards, letterheads, etc. (Please note that the scale is in relation to the audience being reached, not the scale of the logo).

B06. Small Scale Logo
Logos created for local or regional business in a restricted area. Focus will be placed on the simple application of the logo to help create or refresh a brands identity. Entries in this section may include but are not limited to stationary, business cards, letterheads, etc. (Please note that the scale is in relation to the audience being reached, not the scale of the logo).

C. DIGITAL

Focus will be placed on the execution of design to aid the function and use of the digital application.

You may only enter ONCE per entry in the following categories.

C01. Online Digital
Websites, microsites, apps.

C02. Offline Digital
Touch-screen kiosks, digital installations etc.
D. BRAND ENVIRONMENTS

Please note entries in these categories are focused on the consumer experience of the brand and/or product, and the storytelling role of the space and place, rather than the architectural structure.

D01. Permanent Retail
Demonstrating a new or changed design and construction of the retail space. Consideration will be placed on the functionality to the product being sold, presentation of the clients brand values and ease of sale.

Entries in this section may include but are not limited to department & specialist stores, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores.

1. Small Business – local or operating in a restricted area.
2. Medium Business – regional or national organisations.
3. Large Business – international or global scale.

D02. Temporary Retail
Demonstrating a new or changed design and construction of the retail space. Consideration will be placed on the functionality to the product being sold, presentation of the clients brand values and ease of sale.

Entries in this section may include but are not limited to pop up stores, mobile demo units, in-store events, seasonal displays.

1. Small Business – local or operating in a restricted area.
2. Medium Business – regional or national organisations.
3. Large Business – international or global scale.

D03. Point of Sale
Demonstrating impactful, engaging and playful POS brand collateral that enriches or furthers the client’s brand values. Consideration will be placed on the functionality to the product being sold, presentation of the clients brand values and ease of sale.

To include in store merchandising, product display, structural graphics, POS Graphic materials, Brand Collateral, window displays.

1. Posters.
2. Product displays, POS graphic materials, brand Collateral.
3. Window displays.

D04. Brand Installation and Experience
Spatial and sculptural installations for the purpose of brand communication and brand experience. The submitted work should have a commercial agenda with the space used as a brand marketing tool. Please note non-commercial work should be entered into D05. Public Spaces.

Entries in this section may include but are not limited to hotels, restaurants and fast food, bars & night clubs, airport interiors, offices.

1. Installation
   Focus placed on the spatial design to communicate and share the brand experience.
2. Sculptural
   Installations that operate within a space, rather than space itself, the object is the medium that is being judged to communicate and share a brand experience.

D05. Public Space
The enhancement of environmental space within the public domain which has a non-commercial focus (Community & public social spaces) including public squares, parks, beaches. Please note that installation and spatial experience entries with a commercial agenda should be entered into C04.
D06. Wayfinding & Signage
The design of signage for the enhancement of environmental and brand experience. Focus will be placed on the integration of the signage to create seamless brand experience, crowd direction, and navigation. Including public signs, residential, office, exhibition, event and festival signs.

D07. Non-commercial Exhibitions
For the creation of temporary and permanent exhibitions, with a focus on how the exhibition is curated to enhance the experience to the attendee. (Please note that entries with a commercial agenda should be entered into D08).

D08. Trade Stands
The design of trade stands to create a brand experience that drives sales. Focus will be placed on the stands use of space and interaction as a marketing tool and vehicle for its commercial agenda. (Please note that non-commercial entries should be entered into D07. Non-commercial exhibitions).

1. Small Business – local or operating in a restricted area.
2. Medium Business – regional or national organisations
3. Large Business – international or global scale

D09. Live Events
Focusing on the narrative and storytelling elements throughout an event rather than the space itself. Event types such as popup bars & night clubs, athletic events, festivals. The elements of focus include the programme, film content, sound, light, guests, script, performance, hosts and use of product, all of which play a part of the holistic journey throughout the event.

E. PACKAGING

Please note, entries in these categories must be for the packaging used to promote, sell or display the following items

Definitions:
• **Own Label and Private Label brands:** To include packaging specific to retail stores and generic brands.
• **Core FMCG:** To include the packaging of fast selling consumer products.
• **Premium:** To include designer and luxury product packaging.

E01. Foods
All types of food packaging for food and pet food.

1. Own Label and Private Label brands.
2. Core FMCG.
3. Premium Brand.

E02. Alcoholic drinks
All types of food packaging for Alcoholic drinks.

1. Own Label and Private Label brands.
2. Core FMCG.
3. Premium Brand.

E03. Non-alcoholic drinks
All types of food packaging for Non-Alcoholic drinks.

1. Own Label and Private Label brands.
2. Core FMCG.
3. Premium Brand.
E04. Health, Beauty & OTC Pharmacy
All types of packaging for health, beauty and OTC pharmacy. Entries in this section may include but are not limited to Make-up, skin & nail care products, perfumes, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hairspray, gel, mousse, hair dyes, soap, shower & bath products, OTC medicines & tablets, vitamins & herbal remedies, condoms, skin remedies.

E05. Consumer Electronics & Multimedia
All types of packaging for consumer electronics and multimedia. Entries in this section may include but are not limited to televisions, video players, SLRs, video cameras, film, hi-fi, personal stereos, CD players, Record players, MP3 players, home computers, freezers, cookers, microwaves, heaters, washing machines, dryers, dishwashers, fridges, air conditioners, home security products.

E06. Other Packaging
All types of packaging for all other types of packaging. Entries in this section may include but are not limited to clothing, footwear, sportswear, jewellery, watches, sports and outdoor equipment, toys, board games, gifts & greetings cards, pens and personal stationery, tobacco & associated products, tools, garden tools, House & garden furniture, lamps, clocks, tyres, petrol, appliances & crockery, glassware, bed & table linen, home decorating & building products, detergents, fabric softeners, dishwasher, household cleaning products, air fresheners, kitchen roll, light bulbs, paint, varnish & wood protectors, adhesives, shoe polish, fertilisers, Kitchen utensils.

E07. Sustainable Packaging
To include all types of packaging which optimize resources and energy, responsibly sourced, and clean production methods.

E08. 3D Structural Design
The jury will reward innovative design and creation of containers to promote and display the contents and will consider how the brand identity is enhanced by the shape, feel and functionality of the container. This category is likely to include containers of liquids, gels, creams etc.

E09. Special Editions & Promotional Packaging
To include special and promotional packaging, which has run for a limited period of time or has been restricted to a specific number of products.

F. 360° BRAND & IDENTITY EXPERIENCE
These categories will include developed corporate identity solutions on multiple media platforms and 360° branding solutions that involve multiple consumer touch points. Entries in this category should demonstrate the brand experience across a variety of the following consumer touch points; packaging, print, brand collateral, digital content, Environment and film content.

F01. Consumer Products
Fast moving consumer goods (incl. Foods, drinks), automotive, sportswear, fashion & clothing, electronics and audio, cosmetics & beauty, toiletries & pharmacy.

F02. Consumer Services
Financial services, travel, entertainment & leisure, computing & telecommunications, retail including e-commerce, restaurants, publications & media, business equipment and services & commercial public services.

F03. Charities and not for Profit
Public sector, charities and non-profit organisations, trade associations.