ENTRY KIT 2020

Part 1: Categories & Material Guidelines

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CONTENTS

Communication: Design Lions

The Design Lions celebrate visual craftsmanship. Entries will need to demonstrate how design has been used to define a brand or communicate its key messages. That is, work in which a unique visual identity leads to consumer recognition or understanding.

- A number of criteria will be considered during judging and weighted as follows: 40% idea; 40% execution; 20% results.
- There is no overall limit to how many times the same piece of work can be entered into Design as long as the categories chosen are relevant.

A. Brand-Building	Materials
These categories are for developed identity solutions across multiple brand touchpoints and media platforms. Entries in these categories should demonstrate the brand experience across a variety of the following media including packaging, print, brand collateral, digital content, environments and film content. *Please supply at least 3 physical examples of new branding in place. If this is not possible please supply images in JPG format.*	
A01. Creation of a New Brand Identity Creation of a new brand or corporate identity for any product, service or organisation.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film
A02. Rebrand / Refresh of an Existing Brand Rebrand / refresh of an existing brand identity for any product, service or organisation.	**Optional** • URL • Award Show Film
A03. Design-driven Effectiveness Work which has produced measurable, tangible business results. Entries should detail how the effectiveness was measured, evaluated and should demonstrate how the work was instrumental to cultural change or integral to achieving a brand's purpose.	• Digital Supporting Image • Digital Supporting Content

B. Communication Design	Materials
Please supply a copy of the actual piece. If this is not possible or practical, please supply example images in JPG format.	
B01. Posters The design of the poster for the use of promotion and brand communication. The item should have been created as a poster, not a concept conceived for another medium and applied to a poster format. *Poster campaigns of 2+ executions should be entered together as a single entry.*	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Physical Supporting Material • Case Study Film
B02. Promotional Printed Media Including but not limited to calendars, invitations, postcards, tickets and seasonal greeting cards within print media.	**Optional** • URL • Award Show Film
B03. Promotional Item Design Including but not limited to clothing, promotional gifts and samples, guerrilla marketing accessories & promotional items.	• Digital Supporting Image • Digital Supporting Content
B04. Publications & Editorial Design Including but not limited to magazines, newspapers, brochures, articles.	
B05. Books Including editorial and cover design for printed books. Entries should indicate in the submission whether the cover or the whole book should be considered / judged.	
B06. Data Visualisation Bespoke visualisations of complex data that communicate information clearly and efficiently through various mediums, both digital and non-digital.	
B07. Brand Collateral Collection of media used to promote the brand and support the sales and marketing of a product or service, including but not limited to, press / media kits, computer games, DVD, record sleeves, letterheads, business cards etc.	
B08. Special Editions & Bespoke Items Domestic consumer objects and products that are produced in a low volume series, as well as bespoke, one-off items.	

C. Digital & Interactive Design	**Materials**
C01. Digital Design The execution of design to aid the function and use of the digital product, including but not limited to, websites, microsites, online publications, digital installations, apps, etc. *In order to avoid your work being withdrawn from the festival, your URL must be accessible online until 30 September 2020.*	**Compulsory** • Digital Presentation Image • URL (C03. and C04. only) **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content • AR/VR Files (C03. only)
C02. Digital Installations & Events Installations and events with a focus on the use of digital media and technology to communicate the brand or the brand's message.	
C03. UX, UI & Journey Design The design of the customer journey / experience and the emotional and behavioural response. *Please demonstrate the user journey within your supporting content.*	
C04. Social Media Design The execution of design with the intention of increasing engagement through social media platforms, including but not limited to, Facebook, Instagram, Twitter, Snapchat and other social media platforms.	

D. Brand Environment & Experience Design	**Materials**
The Brand Environment & Experience Design categories are focused on the personal experience of the brand story or message as told in space and in time. Entries should convey why the target audience find their experience remarkable, meaningful and memorable.	
D01. Retail Environment & Experience Design The design and construction of a permanent or temporary retail space / installation. Entries should demonstrate the functionality in relation to the product or service being sold, presentation of the brand values and ease of sale. Entries in this category may include, but are not limited to, pop-up stores, seasonal displays, mobile demo units, department and specialist stores, banks, salons etc.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
D02. Point of Sale Consumer Touchpoints & In-store Collateral In-store communications in order to drive immediate sales including posters, on-shelf communication, digital and physical POS, visual merchandising & retail fixtures, product displays, shopping bags, gift wrapping, catalogues and other post-purchase collateral. *Entries should show the work within the sales environment.*	
D03. Event Storytelling The attendees physical and emotional journey that enhances the key messaging of the event through narrative and storytelling. The elements of focus include the use of technology, interactivity and the multisensory experience.	
D04. Spatial & Sculptural Exhibitions and Experiences Exhibitions / experiences that make use of community & public spaces, including but not limited to, how the space is curated, designed and built to enhance the experience of the attendee.	
D05. Wayfinding & Signage The design of digital / non-digital wayfinding & signage systems for the enhancement of environmental and brand experience, including but not limited to, the ease and clarity of navigation, public signs, residential, smart maps, geolocation, office, exhibition, event and festival signage.	

E. Packaging	**Materials**
Please supply a sample of the actual packaging piece or range. If this is not possible or practical, please supply images in JPG format.	
E01. Food All food packaging.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Physical Supporting Material • Case Study Film
E02. Drinks All drink packaging.	
E03. Other FMCG & Consumer Durables Beauty, cleaning products, other household goods, other FMCG	**Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
E04. Healthcare Pharma, OTC drugs, wellness.	
E05. Sustainable Packaging All types of packaging which optimise resources and energy, responsibly sourced and clean production methods.	
E06. Special Editions & Promotional Packaging Promotional packaging, which has run for a limited period of time or has been restricted to a specific number of products.	

F. Products	**Materials**
Design that increases brand value through functional and aesthetic resolution. The jury will consider if the design expresses appropriate brand qualities / product identity through form, function, usability, aesthetics, problem solving, production, research and manufacturability. *The product must have been available for purchase between: 1 March 2019 - 30 April 2020.*	
F01. Consumer Technology & Homeware Electronics, entertainment & media products, gadgets, furniture, lighting, storage, home appliances and accessories, office interiors, indoor and outdoor furniture.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Physical Supporting Material • Case Study Film
F02. Lifestyle, Fashion, Leisure, Sports & Outdoor Lifestyle, fashion, leisure, fitness, sport and outdoor products, including but not limited to wearable technology, jewellery, timepieces, watches, glasses, smart watches, fitness & sport tech, luxury goods, travel accessories, luggage, footwear, etc. Entries for fashion can be one off/bespoke product and limited ranges.	**Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
F03. Infant Products, Toys & Educational Products Products designed for babies and children, toys and educational products. Entries for infant products should demonstrate aspects that make the product baby and child safe and easy to use.	
F04. Medical Products Including assisted living products, assisted living technology, clinic and laboratory equipment, hospital, medical / healthcare devices and equipment, rehabilitation and care, toothbrushes, hair brushes, skincare, massage devices and more.	

Communication: Film Lions

The Film Lions celebrate the creativity of the moving image. Entries will need to demonstrate brilliant brand storytelling intended for a screen. That is, filmed content created for TV, cinema, online and out-of-home experiences.

- Criteria considered during judging will predominantly be the idea and the execution.
- There is no overall limit to how many times the same piece of work can be entered into Film as long as the categories chosen are relevant. However, the same piece of work may only be entered once into section 'A. TV / Cinema Film: Sectors' and once into section 'B. Online Film: Sectors'.
- In sections A, B, C and D each execution constitutes one entry and all executions must have run within the eligibility period.
- However, in category D01: Microfilms multiple executions can be entered as one entry up to a maximum of 60 seconds. Each microfilm should be a maximum of 10 seconds in length
- In Sections E & F multiple executions can be entered as one entry however all Film executions must have run within the eligibility period.
- Work which is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.

A. TV / Cinema Film: Sectors	Materials
Films aired on TV or in Cinemas. All films must be 180 seconds or less. The same entry can be submitted only once in this section.	
A01. Food & Drink All food and drinks. *All fast food entries should go in A06. Retail*	**Compulsory** • Film (3 min limit)
A02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	
A05. Automotive Vehicles, other automotive.	
A06. Retail Retail, eCommerce, restaurants, fast food.	
A07. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A08. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A09. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A10. Not-for-profit / Charity/ Government Government, public information, other not-for-profit, military, charities, non-profit. *All CSR work should be entered in the relevant sector and/or Corporate Purpose & Social Responsibility category in Culture & Context.*	

B. Online Film: Sectors	Materials
Films that aired online, including pre-roll adverts. The same entry can be submitted only once in this section.	
B01. Food & Drink All food and drinks. All fast food entries should go in B06. Retail	**Compulsory** • Film • URL **Optional** • AR/VR Filess
B02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	
B03. Healthcare Pharma, OTC drugs, wellness.	
B04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	
B05. Automotive Vehicles, other automotive.	
B06. Retail Retail, eCommerce, restaurants, fast food.	
B07. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
B08. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
B09. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
B10. Not-for-profit / Charity / Government Government, public information, other not-for-profit, military, charities, non-profit. *All CSR work should be entered in the relevant sector and/or Corporate Purpose & Social Responsibility category in Culture & Context.*	

C. Viral Film	Materials
C01. Viral Film Films created with the primary intention of being shared and/or user-distributed online.	**Compulsory** • Film • URL **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • AR/VR Files

D. Screens & Events	Materials
Films aired on screens other than TV, cinema or the internet.	
D01. Screens & Events Films shown at public and private events, including but not limited to, sporting venues, festivals, expos, trade shows, award shows, seminars, internal presentations.	**Compulsory** • Film **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Award Show Film • AR/VR Files
D02. Micro-film Short-form films made for social platforms including, but not limited to, Facebook, Twitter, TikTok, Instagram, Snapchat etc. *Multiple executions can be entered as one entry up to a maximum of 60 seconds. Each microfilm should be a maximum of 10 seconds in length.*	**Compulsory** • Film (1 min limit) • URL **Optional** • AR/VR Files
D03. New Realities Video and computer-generated content created for immersion and/or interaction, including but not limited to, 360° live action photography or explorable digital simulations.	**Compulsory** • Film **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Award Show Film • AR/VR Files

E. Innovation in Film	Materials
Innovative use of the film medium to communicate a brand's message. *If you are submitting a series of films, please upload all executions in a single video file with slates denoting the start of the next execution.*	
E01. TV / Cinema Film Innovative use of TV/Cinema to communicate a brand's message.	**Compulsory** • Film **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Digital Supporting Image • Digital Supporting Content
E02. Online & Viral Film Innovative use of Online Film to communicate a brand's message.	**Compulsory** • Film • URL **Highly Recommended (Optional)** • Demo Film • **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • AR/VR Files

E03. Screens & Events Innovative use of Film content shown at public and private events to communicate a brand's message.	**Compulsory** • Film **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content • AR/VR Files

F. Culture & Context Work which is brought to life through cultural insights and regional context. *If you are submitting a series of films, please upload all executions in a single video file with slates denoting the start of the next execution.*	**Materials**
F01. Local Brand Work for brands which are only distributed in a single locality or market that resonated with a specific target audience.	**Compulsory** • Film **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content • AR/VR Files
F02. Challenger Brand Celebrating the success of disruptive, game-changing work that uses progressive thinking and innovative creativity to challenge the status quo.	
F03. Single-market Campaign Work which aired or ran in a single country / region / market. Entries should describe how the campaign was designed for the specific target market.	
F04. Social Behaviour New Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
F05. Cultural Insight New Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
F06. Breakthrough on a Budget Strategic and creative use of modest budgets and/or resources to create maximum impact.	
F07. Corporate Purpose & Social Responsibility New Purpose driven work / brand activism which address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	

Communication: Mobile Lions

The Mobile Lions celebrate device-driven creativity. Entries will need to demonstrate performance in portable platforms. That is, work where a hand-held or wearable device is integral to the idea and enables key aspects of the execution.

- Criteria considered during judging includes: idea, execution, platform relevance, impact and results.
- There is no overall limit to how many times the same piece of work can be entered into Mobile as long as the categories chosen are relevant.

A. Technology	Materials
The creative application of mobile technology to enrich a brand, product or service.	
A01. Activation by Location Use of GPS, geolocation and/or proximity technologies to activate a mobile campaign or experience.	**Compulsory** • Digital Presentation Image • URL
A02. AR Work that uses augmented realities to enhance the user experience through real-time integration and layering of digital information on top of real-world environments.	**Highly Recommended (Optional)** • Case Study Film
A03. VR / 360° Videos The creation of mobile-based VR and 360° video experiences that provides an immersive experience for the viewer.	**Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • AR/VR Files
A04. Voice-activation New The creative application and use of voice and digital assistants in a mobile environment. Entries should demonstrate how voice recognition technology, natural language processing, speech synthesis, AI and machine learning was used to solve a problem, drive engagement and/or enhance the consumer experience.	
A05. Connected Devices / Wearables Work that uses one or more connected or networked mobile device to engage the consumer or enhance the experience. Including, but not limited to, wearables, drivables, sports devices, smart watches, flyables, household objects, screens, smart TV's, digital billboards and all other 'Internet of Things'.	
A06. Data / Insight The creative use of personal data to arrive at creative mobile solutions in order to target, engage or develop a meaningful relationship with a specific audience or community.	
A07. mCommerce New The creative application of mobile commerce solutions which led to the optimisation of the customer journey, increased engagement and commercial success. This can include but not limited to apps, wallets, reward programs and hyper convenience.	
A08. Innovative Use of Technology The creative application of mobile technologies, including innovative use of in-built features. These might include, but are not limited to, touchscreen, accelerometer, camera, speaker, microphone and other haptic technologies.	
A09. Advanced Learning Technologies Creative applications of mobile based intelligent technology, this can include, but is not limited to, AI, chats-bots, facial recognition, cloud technologies etc.	
A10. Mobile-Led Creativity All mobile-led work that enriches a brand, product or service. These can include, but are not limited to, work that utilises mobile technology alongside other mediums, work that utilises connected / networked mobile devices and messaging campaigns.	

B. Mobile Websites	Materials
Mobile or tablet specific websites/layouts.	

B01. Brand-led Mobile Websites All mobile websites including single execution websites and websites created as part of a wider campaign attached to a brand.	**Compulsory** • Digital Presentation Image • URL
B02. Charity & Non-profit led Mobile Websites All mobile websites including single execution websites and websites created as part of a wider campaign attached to charity & non-profit work.	**Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • AR/VR Files

C. Social	Materials
Mobile first executions or campaigns with people and social thinking at the core.	

C01. Content for User Engagement Social activity using video, streaming video, photo sharing, images, GIFs or other content designed to engage, entertain, build, maintain or seed through an online social community for enhanced brand affinity.	**Compulsory** • Digital Presentation Image • URL
C02. Real-time Response Branded social activity that utilises social platforms in order to respond to world events, public affairs and real-world activity in a meaningful, time-sensitive and creative way. A wide range of executions will be considered provided that real-time is at the core of the creative idea.	**Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • AR/VR Files
C03. Co-creation & User Generated Content Social based activity designed to engage with a community / fanbase and encourage them to contribute or collaborate with a brand initiative. Engagement may be intended to drive long term value through collaborative interaction. Further creative use and placement of content generated will also be considered.	
C04. Targeted Communication Social activity customised for predefined communities, groups or individuals based on social era insight material such as behaviour, interests, friendships, geo-location etc. This can include, but is not limited to, native advertising and programmatic campaigns, audience insights, the customisation of the social message, its relevance and its creative execution etc.	
C05. Social Trends Appropriation of popular and current social behaviour or culture, including emojis, memes, hashtags, GIF's etc., in order to leverage brand communication with an audience or community.	
C06. Influencer / Talent Social initiatives or executions that utilise a celebrity, social ambassador or social influencer in order to engage with a target audience.	
C07. Social Business & Commerce Creative social activity that utilises the power of an online community to impact business objectives and/or to enhance relationships with a brand, community or consumers. This may include content, operations, intelligence, resourcing, sales, product development and other aspects of the value chain.	
C08. Social Purpose Charitable, non-profit and social purpose initiatives designed for mobile. Entries should harness the core values and culture of the brand, product or service. The impact on the targeted audience will be taken into consideration.	

D. Apps & Games	Materials
Any mobile device apps which can be accessed via the web or downloaded from app stores and other mobile software distribution platforms.	
D01. Games Games either specifically made for a brand or the strategic and creative integration of a brand into a game designed for and played on a mobile device.	**Compulsory** • Digital Presentation Image • URL
D02. Utility Apps Mobile apps that focus on improving the everyday. Convenience, usability and their problem-solving nature will all be taken into consideration.	**Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film
D03. Brand-led Mobile Apps All product or service apps related to a brand. Both stand-alone apps or apps as part of a wider campaign will be considered.	• Digital Supporting Image • Digital Supporting Content • AR/VR Files
D04. Charity & Non-profit led Mobile Apps All charity or non-profit apps. Both stand-alone apps or apps as part of a wider campaign will be considered.	

Communication: Outdoor Lions

The Outdoor lions celebrate creativity experienced out of home. Entries will need to demonstrate ideas that engage in-the-field; work which leverages public spaces to communicate a message or immerse consumers in a brand experience.

- Criteria considered during judging will predominantly be the idea and the execution.
- There is no overall limit to how many times the same piece of work can be entered into Outdoor as long as the categories chosen are relevant. However, the same piece of work may only be entered once in 'A. Sectors: Billboards' and/or 'B. Sectors: Posters'.
- In sections A and B & category C01: Animated Digital Screens each execution constitutes one entry and all executions must have run within the eligibility period.
- In category C02: Interactive / Dynamic Digital Screens and Sections D, E and F multiple executions must be entered as one entry however all Outdoor executions must have run within the eligibility period.

A. Billboards: Sectors	Materials
Classic 2-dimensional sheet and static digital billboards made for standard billboard spaces including roadsides, highways and transit sides.	
A01. Food & Drink All food and drinks. *All fast food entries should go in A06. Retail*	**Compulsory** • Digital Proof • Unmounted Proof (Physical) **Optional** • Digital Supporting Image
A02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	
A05. Automotive Vehicles, other automotive.	
A06. Retail Retail, eCommerce, restaurants, fast food.	
A07. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A08. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A09. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A10. Not-for-profit /Charity/ Government Government, public information, other not-for-profit, military, charities, non-profit. *All CSR work should be entered in the relevant sector and/or Corporate Purpose & Social Responsibility category in Culture & Context.*	

B. Posters: Sectors	Materials
Classic sheet and static digital posters made for public spaces. e.g. supermarkets, shopping malls, airports, etc.	
B01. Food & Drink All food and drinks. *All fast food entries should go in A06. Retail*	**Compulsory** • Digital Proof • Unmounted Proof (Physical) **Optional** • Digital Supporting Image
B02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	
B03. Healthcare Pharma, OTC drugs, wellness.	
B04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	
B05. Automotive Vehicles, other automotive.	
B06. Retail Retail, eCommerce, restaurants, fast food.	
B07. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
B08. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
B09. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
B10. Not-for-profit / Charity/ Government Government, public information, other not-for-profit, military, charities, non-profit. *All CSR work should be entered in the relevant sector and/or Corporate Purpose & Social Responsibility category in Culture & Context.*	

C. Digital Screens	Materials
All standard digital out of home (DOOH) advertising involving the use of non-static digital display screens to convey a message. For static digital billboards / posters please enter A. Billboards or B. Posters.	
C01. Animated Digital Screens DOOH that uses linear motion picture / content or animation in the outdoor environment including digital billboards, posters, transit displays and LED displays.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film
C02. Interactive / Dynamic Digital Screens DOOH that requires either interaction and active consumer engagement through the use of digital touchscreens, motion technology, social media and mobile integration or dynamic DOOH that uses personalised or real-time data that informs updateable content such as data-driven visualisation, responsive displays, conditional content.	**Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content

D. Ambient & Experiential	Materials
Non-standard and free-format out of home work that leverages the use of public spaces, objects and environments. Work designed for traditional advertising sites e.g. billboards / posters are not accepted in this section.	

D01. Displays Content on display including objects and promotional artwork designed to make a significant brand impact within the out of home environment. Work may be viewable in public spaces including exhibitions, installations and in-store displays.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
D02. Promotional Items & Printed Media Promotional items and brand merchandise distributed in the out of home environment. Including giveaways at events, retail stores, exhibitions etc. **D03. Design for Promotional Items** Focus will be placed on the design of an item to promote a brand, which should demonstrate a clear understanding of the brand's target audience. To include clothing, promotional gifts and samples, guerrilla marketing accessories, promotional items and brand merchandise.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film • Physical Supporting Materials **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
D04. Special Build Physical constructions and adaptations of out of home sites including building exteriors, street furniture, the environment and large scale signage. May include supersize sites, pop-up shops, 3D / non-standard shaped sites, ticket barriers and floor media. **D05. Live Advertising and Events** Out of home activations that involve something live and are witnessed by an audience in real-time. Entries may include live performances, demonstrations, branded concerts and promotional events. **D06. Interactive Experiences** Out of home activations that involve consumers. Entries may include experiential marketing, consumer and audience participation, physical interaction and interactive games. **D07. Transit** Non-standard or free-format advertising using vehicles or transit sites / locations. Entries may include the use of cars, trains, buses, taxis, trucks, airplanes etc. or the use of non-standard transit and commuter advertising sites such as car parks, airports, bus and train stations, ferry ports, roads and driving tracks. **D08. Immersive Experiences** Immersive large or small scale experiences which surround and engage consumers within an out of home environment. This may include but is not limited to immersive storytelling, experiential marketing, use of mobile, VR / AR, installations, multi-screen and multi-dimensional experiences.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content

E. Innovation in Outdoor	**Materials**
The creative and/or innovative use of the out of home medium to communicate the brand's message.	

E01. Standard Sites
Work created for standard out of home sites which pushes boundaries or broadens the scope of traditional out of home mediums including: billboards, posters, transit advertising, commuter rail, wallscapes, displays, street advertising.

If you are submitting more than one execution, please upload all executions in a single digital presentation image.

E02. Ambient Outdoor
Work created for non-standard, ambient out of home sites which leverage public spaces, objects and environments and are forward thinking in their innovation.

E03. Technology
Innovative use of technology to create out of home experiences, including but not limited to, the use of mobile with a strong out of home touch-point, holographic images, drones, augmented reality, computer-generated imagery, algorithms and artificial intelligence.

Compulsory
• Digital Presentation Image

Highly Recommended (Optional)
• Demo Film

Optional
• URL
• Award Show Film
• Digital Supporting Image
• Digital Supporting Content

F. Culture & Context New

Work which is brought to life through cultural insights and regional context.

If you are submitting a series of films, please upload all executions in a single video file with slates denoting the start of the next execution.

Materials

F01. Local Brand New
Work for brands which are only distributed in a single locality or market that resonated with a specific target audience.

F02. Challenger Brand New
Celebrating the success of disruptive, game-changing work that uses progressive thinking and innovative creativity to challenge the status quo.

F03. Single-market Campaign New
Work which aired or ran in a single country / region / market. Entries should describe how the campaign was designed for the specific target market.

F04. Social Behaviour New
Work inspired by a specific audience / community, hinging on identifiable social behaviour.

F05. Cultural Insight New
Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.

F06. Breakthrough on a Budget New
Strategic and creative use of modest budgets and/or resources to create maximum impact.

F07. Corporate Purpose & Social Responsibility New
Purpose driven work / brand activism which address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.

Compulsory
• Digital Presentation Image

Highly Recommended (Optional)
• Case Film

Optional
• URL
• Award Show Film
• Digital Supporting Image
• Digital Supporting Content

Communication: Print & Publishing Lions

The Print & Publishing Lions celebrate creativity in circulation. Entries will need to demonstrate ideas that leap off the page; work that exhibits ingenuity and outstanding craftsmanship in published media.

- Criteria considered during judging will predominantly be the idea and the execution.
- There is no overall limit to how many times the same piece of work can be entered into Print & Publishing as long as the categories chosen are relevant. However, the same piece of work may only be entered once in 'A. Print: Sectors'.
- In section A each execution constitutes one entry and all executions must have run within the eligibility period.
- In Sections B, C and D multiple executions must be entered as one entry however all Print & Publishing executions must have run within the eligibility period.
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A. Print & Publishing: Sectors	Materials
The same entry can be submitted only once in this section.	
A01. Food & Drink All food and drinks. *All fast food entries should go in A06. Retail*	**Compulsory** • Digital Proof • Unmounted Proof (Physical)
A02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	**Optional** • Digital Supporting Image
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	
A05. Automotive Vehicles, other automotive.	
A06. Retail Retail, eCommerce, restaurants, fast food.	
A07. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A08. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A09. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A10. Not-for-profit / Charity/ Government Government, public information, other not-for-profit, military, charities, non-profit. *All CSR work should be entered in the relevant sector and/or Corporate Purpose & Social Responsibility category in Culture & Context.*	

B. Publications	Materials
The creation of original printed or published media, including books, magazines, covers and digital publications. Entries should indicate in the submission whether the cover or the whole publication should be considered / judged. *Please send physical samples for the jury to experience.*	

	Materials
B01. Commercial Publications Books and magazines created for commercial or promotional purposes, to increase brand visibility or profile.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film • Physical Supporting Materials
B02. Publications for Good Books and magazines created on behalf of charities, non-profit organisations, public sectors or NGOs.	**Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content

C. Innovation in Print	Materials
Please send physical samples for the jury to experience. If you are submitting more than one execution, please upload all executions in a single digital presentation image.	

	Materials
C01. Adapted Print Print work which has been modified or adapted to have physically active elements.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film • Physical Supporting Materials
C02. Innovative use of Print For non-traditional and innovative print work. This may include print work with digital and interactive elements including downloadable applications, QR codes, AR and 3D printing.	**Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content

D. Culture & Context New	Materials
Work which is brought to life through cultural insights and regional context. *If you are submitting a series of films, please upload all executions in a single video file with slates denoting the start of the next execution.*	
D01. Local Brand New Work for brands which are only distributed in a single locality or market that resonated with a specific target audience.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film • **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
D02. Challenger Brand New Celebrating the success of disruptive, game-changing work that uses progressive thinking and innovative creativity to challenge the status quo.	
D03. Single-market Campaign New Work which aired or ran in a single country / region / market. Entries should describe how the campaign was designed for the specific target market.	
D04. Social Behaviour New Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
D05. Cultural Insight New Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
D06. Breakthrough on a Budget New Strategic and creative use of modest budgets and/or resources to create maximum impact.	
D07. Corporate Purpose & Social Responsibility New Purpose driven work / brand activism which address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	

Communication: Radio & Audio Lions

The Radio & Audio Lions celebrate creativity that is wired for sound; work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling across the airwaves and digital streams.

- Criteria considered during judging will predominantly be the idea and the execution. There is no overall limit to how many times the same piece of work can be entered into Radio & Audio as long as the categories chosen are
- relevant. However, the same piece of work may only be entered once in 'A. Radio & Audio: Sectors'.
- In sections A and B each execution constitutes one entry and all executions must have run within the eligibility period.
- In Sections C and D multiple executions must be entered as one entry however all Radio & Audio executions must have run within the eligibility period.

A. Radio & Audio: Sectors	Materials
The same entry can be submitted only once in this section.	
A01. Food & Drink All food and drinks. *All fast food entries should go in A06. Retail*	**Compulsory** • MP3 Original Language
A02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	**Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	
A05. Automotive Vehicles, other automotive.	
A06. Retail Retail, eCommerce, restaurants, fast food.	
A07. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A08. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A09. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A10. Not-for-profit / Charity/ Government Government, public information, other not-for-profit, military, charities, non-profit. *All CSR work should be entered in the relevant sector and/or Corporate Purpose & Social Responsibility category in Culture & Context.*	

B. Excellence in Radio & Audio	Materials
B01. Use of Music Including original composition, licensed recordings or adapted/altered versions of an existing recording.	**Compulsory** • MP3 Original Language
B02. Sound Design The process of specifying, acquiring, manipulating or generating audio elements, including sound effects, location recordings, 'atmos', etc.	**Highly Recommended (Optional)** • Demo Film
B03. Script Recognises the ability of script to creatively transform a brand idea or message into an audio context that enhances the experience of the listener and meets the confines of the brief and regional regulations. *Scripts should be specific to the audio medium, scripts for film work will not be accepted here unless it ran as standalone audio content.*	**Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
B04. Casting & Performance Recognises the overall delivery of the script through performance, where voice performance is integral to the success of the spot. This may include tone and pacing, use of accents or impersonation etc.	

C. Innovation in Radio & Audio	Materials
Innovative use of the radio / audio medium to communicate a brand's message. Work that enhances and reinvigorates the consumers' experience by allowing them to engage with and respond to the radio / audio content.	
C01. Use of Radio or Audio as a Medium Recognises the innovative or creative use of radio or audio as a medium. Entries in this category should demonstrate how the radio / audio medium itself was used in a creative and innovative way to communicate the brand's message.	**Compulsory** • MP3 Original Language
C02. Use of Audio Technology Recognises forward thinking ideas, whose creative use has directly enhanced the experience of the listener. This may include use of apps or mobile / web technology, software development and technology that demonstrates a development in the production process and distribution of audio.	**Highly Recommended (Optional)** • Demo Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
C03. Voice-Activation New The creative application and use of voice platforms and voice activated technologies. Entries should demonstrate how interactive, immersive storytelling, and audio was used to drive engagement and enhance the experience of the listener.	
C04. Branded Content / Podcasts Paid-for, sponsored or brand funded content/programming on all audio platforms including radio stations, streaming platforms, podcasts or programme sponsorship. The content should exemplify the brand message/ethos, as well as enhance the experience of the listener. *Please supply a sample audio file of up to 30 minutes*	
C05. Native Advertising The contextually relevant creation and placement of sponsored messaging within appropriate programming.	
C06. Audio Led Creativity Work with multiple elements or channels that are predominantly audio driven. Entries will be judged on the innovative integration of the chosen elements or channels and should demonstrate how well the different types complement and build on each other to communicate the brand's message and/or change consumer awareness and attitudes.	

D. Culture & Context	Materials
Work which is brought to life through cultural insights and regional context. *If you are submitting a series of films, please upload all executions in a single video file with slates denoting the start of the next execution.*	
D01. Local Brand Work for brands which are only distributed in a single locality or market that resonated with a specific target audience.	**Compulsory** • MP3 Original Language
D02. Challenger Brand Celebrating the success of disruptive, game-changing work that uses progressive thinking and innovative creativity to challenge the status quo.	**Highly Recommended (Optional)** • Case Study Film
D03. Single-market Campaign Work which aired or ran in a single country / region / market. Entries should describe how the campaign was designed for the specific target market.	**Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
D04. Social Behaviour New Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
D05. Cultural Insight New Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
D06. Breakthrough on a Budget Strategic and creative use of modest budgets and/or resources to create maximum impact.	
D07. Corporate Purpose & Social Responsibility New Purpose driven work / brand activism which address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	

Communication: Titanium Lions

The Titanium Lions celebrate game-changing creativity. Entries will need to break new ground in branded communications with provocative, boundary-busting, envy-inspiring work that marks a new direction for the industry and moves it forward.

- The same piece of work can only be entered once in Titanium.
- The Titanium Lions are not included within the 6 lion limit.
- The first round of judging will take place before the Festival and shortlisted projects will be invited to present their work live to the jury during
- Cannes Lions 2020 (22-26 June). Shortlisted entrants will be contacted in early June.

A. Titanium	Materials
Breakthrough ideas which are provocative and point to a new direction in the industry.	
A01. Titanium There are no categories in Titanium Lions. The idea is everything, whether it's for a car or toothpaste, telecommunications or charity, big budget or low budget.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content

Craft: Digital Craft Lions

The Digital Craft Lions celebrate technological artistry. Entries will need to demonstrate exceptional form and function in a digital context; that is, work with flawless design, masterful execution and outstanding user experience created for all digital environments.

- Criteria considered during judging will predominantly be the execution and experience.
- There is no overall limit to how many times the same piece of work can be entered into Digital Craft.

A. Form	Materials
The overall creative aesthetic value of the work entered in both sound and visuals.	
A01. Digital Illustration & Image Design Creative application of illustration within a digital context and digital manipulation of still imagery including photography.	**Compulsory** • Digital Presentation Image • URL
A02. Video / Moving Image Creative use of online video and digital footage with technical skill involved, including 360 and interactive video.	**Highly Recommended (Optional)** • Demo Film
A03. Motion Graphics, Design & Animation Creative use of Motion Graphics Design & Animation within a digital context.	**Optional** • AR/VR Files • Award Show Film • Digital Supporting Image • Digital Supporting Content
A04. Music / Sound Design Creative use of music and/or sound design including sonic branding, music/brand partnership, and music initiated campaigns etc.	
A05. Overall Aesthetic Design (incl. UI) The overall achievement in aesthetic composition and fluidity of graphic design.	
A06. UX & Journey Design Design practice focused on the emotional and behavioural response to a digital product or service with relevant, seamless and consistent user experience at every point of interaction, with particular focus on the overall support, structure and usability.	
A07. Experience Design: Multi-platform Immersive large or small scale digital experiences and events which are set up to engage and strengthen relationships with the consumer. This can include, but is not limited to VR, AR, installations, motion chairs, multi-screen and multi-dimensional experiences.	
A08. Experience Design: Voice The creative execution of voice activated technologies. Entries should demonstrate a clear understanding of seamless voice integration, user experience and voice user interface (VUI) including all visual, auditory and tactile interfaces.	

B. Content	**Materials**
The creative use of content, placement and delivery of message in a digital context.	
B01. Cross-channel Storytelling Creation of cross-platform digital content that develops or embodies a brand identity. Successful ideas / stories will utilise various digital platforms and devices to continue and amplify meaningful consumer engagement. This can include, but is not limited to desktop, rich media, mobile, wearable technology, outdoor installations, billboards, retail experiences etc.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Demo Film
B02. Real-time Contextual Content Creation of real or near time content allowing brands to respond to world events, public affairs and other real-world, real-time activity in an immediate and meaningful way.	**Optional** • AR/VR Files • Award Show Film • Digital Supporting Image • Digital Supporting Content
B03. Personalised Storytelling & Experience Dynamic, intuitive, targeted and highly relevant content or digital experiences created for specific audiences.	

C. Data & AI	**Materials**
The presentation of data and artificial intelligence utilised to enhance brand experience.	
C01. Data Storytelling The creative use of data to convey a brand story. Focus will be placed on how the curated data / insight was used in order to engage or develop a meaningful relationship with a specific audience, culture or community.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Demo Film
C02. Real-time Usage & Targeting The creative application of real/near time contextual data; including but not limited to GPS, time, weather, RT social trends and transactional data to deliver an experience in a creatively engaging way.	**Optional** • AR/VR Files • Award Show Film • Digital Supporting Image • Digital Supporting Content
C03. Data Visualisation Creative visual representation and presentation of digital data and insights.	
C04. Curation of Data The creative collection, tracking and use of multiple sources of data to deliver a strategically and creatively insightful user experience / piece of design / content in a unique and significant way. This may include but is not limited to, non-traditional interfaces, transactional / non-transactional, active / passive user data capture, artificial intelligence, machine learning, social listening / analytics, GPS, internet of things, biometrics etc.	
C05. AI Storytelling The creative use of artificial intelligence to engage or develop a meaningful relationship with a specific audience or community. Entries should demonstrate how true intelligence or machine learning was utilised.	
C06. IA Application Strategic application of information architecture to enhance user experience of a brands digital product or service. This can include sophisticated intelligent assistants / chatbots with advanced decision making that does not rely on AI to perform.	

D. Technology	Materials
The value of applied technology as a platform for creative digital content and how it is executed to enhance the user experience.	
D01. Innovative Use of Technology The inventive use of an existing or new digital technology or group of technologies in order to enhance the user experience and/or brand communication. This may include, but is not limited to, smart automation, apps, on-demand services, content crowdsourcing / distribution, cloud services and marketplaces.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Demo Film
D02. Native & Built-in Feature Integration The creative use of built-in and existing integral features of a mobile / desktop or other digital device including cameras, microphones, touchscreens, Bluetooth, mobile sensors, GPS etc.	**Optional** • AR/VR Files • Award Show Film • Digital Supporting Image • Digital Supporting Content
D03. Technological Achievement in Digital Craft Digital creative work that balances unprecedented levels of beautifully executed aesthetic craft with an unparalleled level of technical understanding / advancement in order to contribute to the overall progress of digital communications / experiences.	

E. New Realities	Materials
The use of VR / AR to create meaningful and immersive brand experiences.	
E01. AR / VR Utility Functional application of AR and VR that creates a useful tool, digital product or service, including but not limited to, immersive systems, video mapping, window on world systems (WoW) and telepresence.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Demo Film
E02. AR / VR Immersive Storytelling Creative applications of AR and VR resulting in entertaining experiences for users, including but not limited to, immersive systems, video mapping, window on world systems (WoW) and telepresence.	**Optional** • AR/VR Files • Award Show Film • Digital Supporting Image • Digital Supporting Content

Craft: Film Craft Lions

The Film Craft Lions celebrate onscreen artistry. Entries will need to demonstrate exceptional filmmaking. That is, work in which technical skill and prowess in production elevates an idea or dramatically enhances its execution.

- Criteria considered during judging will predominantly be the execution.
- There is no overall limit to how many times the same piece of work can be entered into Film Craft.
- You may enter a 'Campaign of Executions' in any section.

A. Production	Materials
A01. Direction The vision and achievement of the direction including the translation of the creative brief through a director's vision and how well that vision has been achieved. This may include but is not limited to, the way that casting, set design, sound design and cinematography have been used to bring that vision to life.	**Compulsory** • Film **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Award Show Film • Digital Supporting Content • AR/VR Files
A02. Script The film's script, as written. Analysis of the script will include dialogue, voice-overs, scene-setting, movement, actions and expressions, including how successfully the script delivers on the creative idea and supports the final execution. You are required to provide a written English translation of the script as part of your submission.	
A03. Casting The vision and achievement of the casting. This category includes the pre-production selection of actors, dancers, singers, models, non-professionals, animals and other talent. We highly recommend providing a two minute Demo Film showcasing the casting process in addition to the film as it aired.	
A04. Production Design / Art Direction The aesthetic of the production design / art direction. This includes set design and location builds, as well as the overall look, feel and atmosphere of the piece and how the narrative has been enhanced by the artful management of the visual components.	
A05. Cinematography The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered.	
A06. Use of Original Music The impact and success of original music compositions, created specifically for film advertisements. The artistic achievement of the track itself will be considered, along with its contribution to the piece as a whole.	
A07. Use of Licensed / Adapted Music The selection of licensed or adapted music. The way a track supports the script, creates the necessary atmosphere or otherwise delivers on the creative brief will be considered.	
A08. Achievement in Production The overall success of a film, assessed within the context of its individual ambitions and challenges. Entries should include a detailed description of the production process, including how the production team made best use of resources available to them to achieve the final execution. Entries should include information on the following areas; scale of production, budget constraints, technical issues, challenges faced during the production process and how elements of the filmmaking process were used to fulfil the ambitions of the brief. It is highly recommended to provide a two minute Demo Film showcasing the production process e.g. a 'making-of' or 'behind the scenes' film, in addition to the film as it aired.	

B. Post-Production	Materials
B01. Editing The technical and creative success of the edit. All aspects of the film's edit will be considered including timing, pace, visual dynamics, dialogue dynamics, sound integration and overall storytelling.	**Compulsory** • Film **Highly Recommended (Optional)** • Demo Film
B02. Colour Correction / Grading New The overall achievement in colour correction and grading to create consistent and stylised colour schemes that evoke a specific emotion and transform the final look of the film. Including, but not limited to, how the grading works cohesively with the lighting, production design and direction to affect and enhance the mood, feel and interpretation of the final footage. *It is highly recommended to provide a two minute Demo Film showcasing the before and after effects of correction / grading*	**Optional** • URL • Award Show Film • Digital Supporting Content • AR/VR Files
B03. Sound Design The creative use of sound design within film advertising. Technical excellence in recording, mixing and the synthesis of samples and sound effects will be considered, along with the cohesion of the edit and its impact on the overall piece.	
B04. Animation The use and aesthetic of animation in film. All types of animation, including cel, stop-motion, graphic, silhouette and computer animation in 2D or 3D will be accepted. For films that include both animation and live action, it will be the animation that is judged.	
B05. Visual Effects The creation of film environments and other visual effects, including the aesthetic and technical excellence of the effects themselves along with the success of their integration into real footage. You are required to provide supporting information to give the jury a clear understanding of visual effects created in the production process and are highly recommended to upload a two minute demo film showing offline edit, pre-effects, for comparison in addition to the film as it aired.	

Craft: Industry Craft Lions

The Industry Craft Lions celebrate the creative artistry, talent and skill required to deliver a beautifully executed solution and bring a creative idea to life.
Entries should demonstrate the highest levels of expertise and vision in the application of creative techniques.

- Criteria considered during judging will predominantly be the execution.
- Single executions of Packaging, Print & Publishing and Outdoor should only be entered into the relevant category. However, if they form part of a wider campaign they will be accepted into Brand Communication and Design.
- For Standard Print and Outdoor entries each execution constitutes one entry.
- For Packaging & Brand Communication & Design entries whole campaigns should be entered as one entry.
- There is no overall limit to how many times the same piece of work can be entered into Industry Craft.

Typography	Materials
Entries in these categories will focus on how design aesthetics and storytelling are conveyed through the use of typography.	
A01. Brand & Communications Design Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate comms, promotional items and other comprehensive branding programmes. *Standalone Packaging, Print & Publishing and Outdoor poster design work should be entered into A02, A03 and A04.*	**Compulsory** • Digital Presentation Image • Unmounted Presentation Image (Physical) **Highly Recommended (Optional)** • Demo Film • Physical Supporting Materials **Optional** • URL • Award Show Film • Digital Supporting Images • Digital Supporting Content
A02. Outdoor Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work.	**Compulsory** • Digital Proof • Unmounted Proof (Physical) **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Award Show Film • Digital Supporting Images • Digital Supporting Content
A03. Print & Publishing Any print or published work.	
A04. Packaging Design Any packaging.	**Compulsory** • Digital Presentation Image • Unmounted Presentation Image (Physical) **Highly Recommended (Optional)** • Demo Film • Physical Supporting Materials **Optional** • URL • Award Show Film • Digital Supporting Images • Digital Supporting Content

Art Direction	Materials
Entries in these categories will focus on the overall design, direction and visual execution.	
B01. Brand & Communications Design Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate comms, promotional items and other comprehensive branding programmes. *Standalone Packaging, Print & Publishing and Outdoor poster design work should be entered into B02, B03 and B04.*	**Compulsory** • Digital Presentation Image • Unmounted Presentation Image (Physical) **Highly Recommended (Optional)** • Demo Film • Physical Supporting Materials **Optional** • URL • Award Show Film • Digital Supporting Images • Digital Supporting Content
B02. Outdoor Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work.	**Compulsory** • Digital Proof • Unmounted Proof (Physical) **Highly Recommended (Optional)** • Demo Film
B03. Print & Publishing Any print or published work.	**Optional** • URL • Award Show Film • Digital Supporting Images • Digital Supporting Content
B04. Packaging Design Any packaging.	**Compulsory** • Digital Presentation Image • Unmounted Presentation Image (Physical) **Highly Recommended (Optional)** • Demo Film • Physical Supporting Materials **Optional** • URL • Award Show Film • Digital Supporting Images • Digital Supporting Content

Illustration	Materials
Entries in these categories will focus on the creative impact of the illustration.	
C01. Brand & Communications Design Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate comms, promotional items and other comprehensive branding programmes. *Standalone Packaging, Print & Publishing and Outdoor poster design work should be entered into C02, C03 and C04.*	**Compulsory** • Digital Presentation Image • Unmounted Presentation Image (Physical) **Highly Recommended (Optional)** • Demo Film • Physical Supporting Materials **Optional** • URL • Award Show Film • Digital Supporting Images • Digital Supporting Content

C02. Outdoor Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work.	**Compulsory** • Digital Proof • Unmounted Proof (Physical)
C03. Print & Publishing Any print or published work.	**Highly Recommended (Optional)** • Demo Film **Optional** • URL • Award Show Film • Digital Supporting Images • Digital Supporting Content
C04. Packaging Design Any packaging.	**Compulsory** • Digital Presentation Image • Unmounted Presentation Image (Physical) **Highly Recommended (Optional)** • Demo Film • Physical Supporting Materials **Optional** • URL • Award Show Film • Digital Supporting Images • Digital Supporting Content

Photography	Materials
Entries in these categories will focus on engagement through creative expression.	
D01. Brand & Communications Design Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate comms, promotional items and other comprehensive branding programmes. *Standalone Packaging, Print & Publishing and Outdoor poster design work should be entered into D02, D03 and D04.*	**Compulsory** • Digital Presentation Image • Unmounted Presentation Image (Physical) **Highly Recommended (Optional)** • Demo Film • Physical Supporting Materials **Optional** • URL • Award Show Film • Digital Supporting Images • Digital Supporting Content
D02. Outdoor Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work.	**Compulsory** • Digital Proof • Unmounted Proof (Physical)
D03. Print & Publishing Any print or published work.	**Highly Recommended (Optional)** • Demo Film **Optional** • URL • Award Show Film • Digital Supporting Images • Digital Supporting Content

Copywriting	Materials
Entries in these categories will focus on how the copywriting brings the creative idea to life.	
E01. Brand & Communications Design Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate comms, promotional items and other comprehensive branding programmes. *Standalone Packaging, Print & Publishing and Outdoor poster design work should be entered into E02, E03 and E04.*	**Compulsory** • Digital Presentation Image • Unmounted Presentation Image (Physical) **Highly Recommended (Optional)** • Demo Film • Physical Supporting Materials **Optional** • URL • Award Show Film • Digital Supporting Images • Digital Supporting Content
E02. Outdoor Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work. **E03. Print & Publishing** Any print or published work.	**Compulsory** • Digital Proof • Unmounted Proof (Physical) **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Award Show Film • Digital Supporting Images • Digital Supporting Content
E04. Packaging Design Any packaging.	**Compulsory** • Digital Presentation Image • Unmounted Presentation Image (Physical) **Highly Recommended (Optional)** • Demo Film • Physical Supporting Materials **Optional** • URL • Award Show Film • Digital Supporting Images • Digital Supporting Content

Copywriting	Materials

Entertainment: Entertainment Lions

The Entertainment Lions celebrate creativity that turns content into culture. Entries will need to demonstrate ideas that are unskippable; that is, work which captivated in order to cut-through, communicate a brand message or connected with consumers in a new way.

- Criteria considered during judging will predominantly be the idea, brand integration and the execution.
- There is no overall limit to how many times the same piece of work can be entered into Entertainment as long as the categories chosen are relevant.

A. Audiovisual Branded Content	Materials
A01. Fiction Film: Up to 5 minutes Branded fiction films or series created for cinema, TV, online or video on demand platforms. *If you are submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode.* *Traditional film advertising should be entered into the Film Lion*	**Compulsory** • Film **Optional** • URL • Digital Supporting Image • Digital Supporting Content
A02. Non-fiction Film: Up to 5 minutes Factual film, series, or documentary / reality film created for cinema, TV, online or video on demand platforms. *If you are submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode.* *Traditional film advertising should be entered into the Film Lion*	
A03. Fiction Film: 5-30 minutes Branded fiction films or series created for cinema, TV, online or video on demand platforms *If you are submitting a series please upload all episodes in a single video file with slates denoting the start of the next episode.* *Traditional film advertising should be entered into the Film Lion*	
A04. Non-fiction Film: 5-30 minutes Factual film, series, or documentary/reality film created for cinema, TV, online or video on demand platforms. *If you are submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode.* *Traditional film advertising should be entered into the Film Lion*	
A05. Fiction Film: Over 30 minutes Branded fiction films or series created for cinema, TV, online or video on demand platforms. *If you are submitting a series please upload all episodes in a single video file with slates denoting the start of the next episode.* *Traditional film advertising should be entered into the Film Lion*	
A06. Non-fiction Film: Over 30 minutes Factual film, series, or documentary/reality film created for cinema, TV, online or video on demand platforms. *If you are submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode.* *Traditional film advertising should be entered into the Film Lion*	

A07. New Realities Fiction films, documentaries or series created for emerging platforms including VR and AR.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film **Optional** • URL • AR/VR File • Award Show Film • Digital Supporting Image • Digital Supporting Content
A08. Live Broadcast / Live Streaming Cinema, TV or online live content, including live coverage of events and use of live streaming platforms. *Please supply a sample film file of up to 30 minutes*	**Compulsory** • Film **Optional** • URL • Digital Supporting Image • Digital Supporting Content
A09. Audio Content / Streaming Content created for radio, podcasts or other audio platforms.	**Compulsory** • MP3 Original Language **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
A10. Brand Integration & Sponsorships / Partnerships Integration of brands into existing content such as films, series, TV or radio / audio shows as well as strategic and creative partnership / sponsorships for branded content. **A11. Audience Engagement or Distribution Strategy** Audience engagement and distribution strategies that creatively and effectively further the content's reach. **A12. Promotional Content for Publishers & Networks** Original content / programming created to promote a media company, network, broadcaster or publisher. Entries will be judged not just on the content, but how it communicated or evolved the identity of the publisher.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
B. Talent Entertainment that features or is developed in collaboration with talent. Entries should demonstrate how the talent's influence was leveraged to amplify a brand's message.	**Materials**
B01. Talent: Film, Series & Audio Branded fiction films, documentaries, series or audio content that feature a talent to amplify a brand's message and increase engagement with an audience. *If you are submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode.*	**Compulsory** • Film **Optional** • URL • Digital Supporting Image • Digital Supporting Content

	Materials
B02. Talent: Live Experience Live entertainment, including concerts, stunts and festivals that feature a talent to amplify a brand's message and increase engagement with an audience.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
B03. Talent: Digital & Social Digital and social media initiatives which feature a talent to amplify a brand's message and increase engagement with an audience.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Study Film **Optional** • AR/VR Files • Award Show Film • Digital Supporting Image • Digital Supporting Content
B04. Partnerships with Talent Strategic partnerships between a brand and a talent. Entries will be judged on how effective and mutually beneficial the partnership was.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
C. Branded Games Games and gaming initiatives that communicate a brand, product or artist through the creative production, promotion and distribution of content with gaming at the core.	**Materials**
C01. Digital & Mobile Games Console, online and mobile games specifically created for a brand, including emerging tech for games. **C02. Brand Integration for Games** The strategic and creative integration of a brand into a game or gaming platform including in-game marketing, promotional content or live experience for games.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • AR/VR Files (C01. only) • Award Show Film • Digital Supporting Image • Digital Supporting Content

D. Sports	Materials
Rewarding excellent examples of sports entertainment and initiatives across different platforms, including esports.	
D01. Sports: Content Films, documentaries, series, live streams or audio content with sports at their core that aim to amplify a brand's message and increase engagement with an audience.	**Compulsory** • Film **Optional** • URL • Digital Supporting Image • Digital Supporting Content
D02. Sports: Brand Integration & Sponsorships / Partnerships The strategic and creative partnership with a team, athlete, or organisation or integration of a brand into existing sports entertainment, such as sports events or sports TV shows.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content

E. Innovation in Entertainment	Materials
Innovative branded content that pushes the boundaries of the industry utilising forward thinking ideas to engage with the chosen audience.	
E01. Innovation in Branded Content Ground-breaking and unparalleled branded content.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content

Entertainment: Entertainment Lions for Music

The Entertainment Lions for Music celebrate creative musical collaborations and original music content. Entries will need to demonstrate original production, promotion or distribution of music for brands; work where a recording artist or platform is innovatively leveraged to communicate with consumers.

- There is no overall limit to how many times the same piece of work can be entered into Entertainment Lions for Music as long as the
- categories chosen are relevant.

A. Music Content	Materials
Original music content to promote a track, album or artist.	
A01. Excellence in Music Video Entries should demonstrate exceptional examples of original music videos and interactive music videos. **A02. Brand or Product Integration into Music Content** Relevant and symbiotic brand integration into music videos or other music content.	**Compulsory** • Film **Highly Recommended (Optional)** • Case Film (A02. only) **Optional** • URL • AR/VR File (A01. only) • Award Show Film (A02. only) • Digital Supporting Image • Digital Supporting Content

B. Community	Materials
Initiatives to promote a track, album or artist, created to engage new or existing fans.	
B01. Music Live Experience The design and production of experiences with music at its core. This might include concerts, stunts, installations and activations. **B02. Fan Engagement / Community Building** Strategic initiatives designed to engage, build and/or maintain an artist's fanbase / community that may result in an enhanced brand affinity. Community activity (passive fans vs active fans), engagement levels and the appropriateness of targeted conversation / communication directed at active / non-active users will all be considered.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content

C. Innovation in Music	Materials
Creative use of music platforms and technology for a brand or artist. Focus will be placed on the creative application of technology to enrich a brand's content and its product or service.	
C01. Use of Music Streaming Platform or Video Hosting Service Creative use of music streaming platforms, video hosting service and playlist strategies to promote a brand or an artist.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content

C02. Use of Music Technology or Innovation Creation or use of apps, devices, and new technology in the promotion of a brand or an artist.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film **Optional** • URL • AR/VR Files • Award Show Film • Digital Supporting Image • Digital Supporting Content

D. Excellence in Music Collaboration between a brand and an artist to co-create and develop entertaining and engaging content to further a brand's reach, increase awareness and drive business	**Materials**
D01. Use of Original Composition The impact and success of original music compositions created specifically for a brand's use. The artistic achievement of the track itself will be considered as well as its successful use in branded communications.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film
D02. Use of Licensed / Adapted Music Placement of a track that has been licensed or adapted by, but not specifically created for, a brand for use in it's communications. The sourcing and suitability of the music for the brand will be considered.	**Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
D03. Artist as a Brand or Cause Ambassador Collaborations between a brand or charity / non-profit organisation and music artists to increase a brand's reach or awareness for a cause. Entries in this category should demonstrate how the brand's spokesperson / ambassador played an integral part in the building of the brand persona.	
D04. Production of Exclusive Artist Content in Partnership with a Brand or a Cause Collaborations between a brand or charity / non-profit organisation and a music artist to produce exclusive content to increase the brand's reach and awareness. This can also include work created for all mediums including live events, concerts, tours etc.	
D05. Brand Partnership / Endorsement Exceptional strategic partnerships between brands and music artists that mutually benefit everyone involved.	

Entertainment: Entertainment Lions for Sport

The Entertainment Lions for Sport celebrate creativity that taps into fan culture and leverages the power of sports and eSports in connecting people to brands. Entries will need to demonstrate excellence in breakthrough creativity within the sports and eSports ecosystem through the use of effective strategic planning, sponsorship, brand management, media, entertainment and/or talent.

- Brands refers to sponsors, athletes, teams, organizations, rights holders or any entity that produces and distributes sports related products and content.
- eSports may be entered across all categories within Entertainment Lions for Sports.
- There is no overall limit to how many times the same piece of work can be entered into Sport as long as the categories chosen are relevant.

A. Branded Content for Sport	Materials
A01. Film Series and Audio Branded film, radio and audio content including documentaries and series, with sports at their core which aim to amplify a sports organisation or brand's message. *If you are submitting a series of films, please upload all executions in a single video file with slates denoting the start of the next execution.*	**Compulsory** • Film **Optional** • URL • Digital Supporting Image • Digital Supporting Content
A02. Live Broadcast / Live Streaming Brand or sponsor integration into live coverage of sport events, including the use of live streaming platforms, where a brand contributes a unique narrative or expertise that clearly enhances the overall quality of the content. *Please supply a sample film file of up to 30 minutes*	
A03. Digital Digital and mobile initiatives with sports at their core. Including, but not limited to, native advertising, websites, microsites, mobile applications etc.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • AR/VR Files • Digital Supporting Image • Digital Supporting Content
A04. Gaming eSports, games and gaming initiatives created to communicate a brand, teams or sports organization through the creative production, promotion and distribution of content with sport-related gaming at the core including the use of brand integration within existing gaming platforms.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • AR/VR File (A04. only) • Digital Supporting Image • Digital Supporting Content
A05. Promotional Content for Publishers & Networks Sport related content / programming created to promote a media company, network, broadcaster or publisher. Entries will be judged not just on the content, but how it communicated or evolved the identity of the publisher.	

B. Sport-led Brand Experience	Materials
B01. Sports Live Experience Brand or sponsor integration into live sport or eSport events, shows, stunts and installations that enables a brand to provide message amplification and engage with an audience. **B02. 360° Integrated Brand Experience** Experiences that successfully carry a brand's message across multiple platforms / channels, both online and offline. Entries should demonstrate how content featuring a brand's message, product or service has been seamlessly implemented on various platforms to continue and amplify meaningful consumers' experience and engagement.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content

C. Fans & Community	Materials
C01. Fan Engagement Strategic initiatives designed to engage, build and/or maintain a sports-related fanbase / community that may result in an enhanced fan loyalty. Community activity (passive fans vs active fans), user generated content, engagement levels and the appropriateness of targeted conversation will all be considered. **C02. Influencer & Co-creation** Social content / activities created with or by sports influencers for the primary purpose of increasing a brand or organisation's reach or profile within the sports community. This may include, but is not limited to, collaborations, sponsored content or user-generated content.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
C03. Social Social media campaigns designed to engage, build or maintain an online social community.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content

D. Innovation in Sports Entertainment	Materials
D01. Innovative Use of Tech & Platforms for Sport Sports entertainment that demonstrates the inventive use of new or existing technology, platforms, media or channels. **D02. Innovation in Branded Products for Sport** Promotional sportswear and sports equipment or products created by a brand to enhance the sports experience, comfort, performance, safety of athletes and fans.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • AR/VR File (D01. only) • Award Show Film • Digital Supporting Image • Digital Supporting Content

E. Excellence in Sports Entertainment	Materials
E01. Brand Integration & Sponsorship Integration of a brand into existing sports entertainment, such as sports events or sports TV shows and content.	**Compulsory** • Digital Presentation Image
E02. Brand Storytelling Sport initiatives / campaigns that demonstrate brand narratives to drive meaningful fan / consumer engagement across relevant platforms.	**Highly Recommended (Optional)** • Case Study Film
E03. Audience Targeting or Distribution Strategy Sports campaigns elevated through their use of targeting methods, including insights through data, grassroots initiatives and distribution strategies to engage or develop a meaningful relationship with a specific audience or community.	**Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
E04. Partnerships with Sports Talent This category recognises excellence in strategic partnerships between a brand and a known sports personality, team or sports organization. Entries will be judged on how effective and mutually beneficial the partnership was.	
E05. Sports for Good The use of sports in collaboration with a brand, athlete, team, or sports organisation for a social purpose.	
E06. Diversity & Inclusion in Sport Sports campaigns that tackle and confront disparities based on sex, sexuality, disability, race, ethnicity, origin, religion or other status within a sport or sports-related community.	
E07. Challenger Brand for Sport Disruptive, game-changing work for an aspiring brand that uses progressive thinking and innovative creativity to overcome resource restraints and challenge the status quo. Entries should describe the impact of the campaign, tangible business and/or awareness results achieved.	

Experience: Brand Experience & Activation Lions

The Brand Experience & Activation Lions celebrate creative, comprehensive brand building through the next level use of experience design, activation, immersive, retail and 360° customer engagement. Entries should demonstrate how the customer journey, experience of the brand and optimisation of every touch point led to increased brand affinity and commercial success.

- A number of criteria will be considered during judging and weighted as follows: 20% Idea; 20% strategy; 30% execution; 30% results.
- The same piece of work can be entered up to four times in Brand Experience & Activation. However, the same piece of work may only be entered once into section 'A. Brand Experience & Activation: Sectors'.

A. Brand Experience & Activation: Sectors	Materials
The same entry can be submitted only once in this section.	
A01. Food & Drink All food and drinks. All fast food entries should go in A06. Retail	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
A02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	
A05. Automotive Vehicles, other automotive.	
A06. Retail Retail, eCommerce, restaurants, fast food.	
A07. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A08. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A09. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A10. Not-for-profit / Charity/ Government Government, public information, other not-for-profit, military, charities, non-profit. All CSR work should be entered in the relevant sector and/or Corporate Purpose & Social Responsibility category in Culture & Context.	

B. Touchpoints & Technology	Materials
In these categories work will be judged on the use of technology and multiple touchpoints across a brand experience or activation.	
B01. Social Engagement & Integration for Live Experience Entries in this category should demonstrate how social media was integrated to enhance a live experience or activation.	**Compulsory** • Digital Presentation Image • URL (B03. only) **Highly Recommended (Optional)** • Case Study Film
B02. Use of Mobile Entries in this category should describe how a mobile app, portable device or mobile technology created or enhanced the interaction with customers at a brand experience or activation.	**Optional** • URL • AR/VR Files • Award Show Film • Digital Supporting Image • Digital Supporting Content
B03. Use of Website / Microsites Entries in this category should outline how a branded website or microsite has driven or increased engagement with new or existing customers and increased the overall brand experience.	
B04. New Realities & Voice-activation The creative application of AR / VR, mixed reality or voice activation in a brand experience or activation.	
B05. Branded Games Branded games which appealed to a target audience and drove customer engagement while building a positive brand experience through gaming content. This can include but is not limited to online, mobile games and apps.	
B06. Digital Installations Immersive large or small scale digital experiences and events which are set up to engage with consumers. This can include but is not limited to VR / AR, motion chairs, multi-screen and multi-dimensional experiences.	
B07. Tangible & Spatial Technology Any brand experience or activation leveraging a space or using a more permanent spatial feature to drive customer engagement. This can include but is not limited to exhibitions, fairs, trade shows, signage.	
B08. Interactive Brand Video The creative use of digital footage or online video to create or enhance a brand experience.	
B09. Tech-led Brand Experience Entries in this category should demonstrate how the use of new or existing technology enhanced a brand experience or activation.	
B10. Cross-platform Digital Experience Creation of cross-platform digital content that enhances a brand experience. Entries should describe the various digital platforms and devices used to develop and amplify meaningful consumer engagement. This can include but is not limited to desktop, mobile, wearable technology, outdoor installations, billboards, retail experiences.	

C. Retail Experience & Activation	Materials
Entries in these categories must have taken place within a retail environment.	
C01. Customer Retail / In-store Experience In-store and retail activities including product launches, demonstrations, sampling activities and pop-ups that engage and guide shoppers on all channels of their path to purchase.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film
C02. Retail Promotions & Competitions Online or offline promotional competitions or incentives used to drive customer engagement with a brand. This can include but is not limited to social media competitions, offline live games, in-store promotional activations.	**Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
C03. Customer Acquisition & Retention New Work that pushes boundaries, creating meaningful, engaging experiences and activations in order to attract or maintain customers, encourage customer activity and increase overall transaction value. This can include but is not limited to loyalty programmes, competitions, in store experiences, etc.	

D. Excellence in Brand Experience & Activation

These categories focus on strategic planning and execution of brand experiences.

	Materials
D01. Live Brand Experience or Activation Any live brand experience or activation that was held at a consumer or B2B event. Including installations, product demos, trade shows, expos & pop-ups.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
D02. Guerilla Marketing & Stunts Any brand experience or activation using guerrilla marketing, short / one-off live executions, street teams, publicity stunts and street stunts to drive customer engagement.	
D03. Brand-owned Experiences Any brand specific standalone live experience or activation which is not part of a wider event. Including permanent installations, pop-ups, venue takeovers and brand-owned music festivals / concerts.	
D04. Sponsorship & Brand Partnership Partnerships / sponsorships that create immediate and long-term brand experiences or activations. Entries will be judged on how effective the partnership / sponsorship was.	
D05. Launch / Re-launch Brand experiences or activations created to launch or re-launch a brand, product or service.	
D06. 360 Integrated Brand Experience Online and offline multi-channel experiences made to engage and amplify a brand's message, product or service.	

E. Culture & Context

Work which is brought to life through cultural insights and regional context.

	Materials
E01. Local Brand Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
E02. Challenger Brand Celebrating the success of disruptive, game-changing work that uses progressive thinking and innovative creativity to challenge the status quo.	
E03. Single-market Campaign Work that only aired or ran in a single country / region / market. Entries should describe how the work was designed for the specific target market.	
E04. Social Behaviour New Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
E05. Cultural Insight New Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
E06. Breakthrough on a Budget Strategic and creative use of modest budgets and/or resources to create maximum impact.	
E07. Corporate Purpose & Social Responsibility New Purpose driven work / brand activism which address social, ethical and environmental issues. Entrants should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	

Experience: Creative eCommerce Lions

The Creative eCommerce Lions celebrate creative, commercial ecommerce, payment solutions and innovation. Entries will need to demonstrate how the innovation and optimisation of the customer journey led to increased consumer engagement and commercial success.

- A number of criteria will be considered during judging and weighted as follows: 30% Idea; 20% strategy; 20% execution; 30% results.
- The same piece of work can be entered up to four times in Creative eCommerce. However, the same piece of work may only be entered once in 'A. Creative eCommerce: Sectors'.

A. Creative eCommerce: Sectors	Materials
The same entry can be submitted only once in this section.	
A01. Food & Drink All food and drinks. *All fast food entries should go in A06. Retail*	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • URL
A02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	
A05. Automotive Vehicles, other automotive.	
A06. Retail Retail, eCommerce, restaurants, fast food.	
A07. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A08. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A09. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A10. Not-for-profit / Charity/ Government Government, public information, other not-for-profit, military, charities, non-profit. *All CSR work should be entered in the relevant sector and/or Corporate Purpose & Social Responsibility category in Culture & Context.*	

B. Engagement	Materials
B01. Personalised Campaigns Dynamic content based on consumer data, insight and targeting. Including content from websites, videos, emails, social and blogs. Entries should demonstrate how the content enriched the user's online shopping experience by driving engagement and achieving results. **B02. Conversational Interfaces** Work which uses messaging services, chatbots and customer assistance to improve the online shopping experience through real-time, personalised customer engagement. **B03. Retail & Customer Promotions** Creative use of multi-channel digital technology to enhance the in-store experience including promotions, gaming proximity activation, geofencing, app and social integration and VR experiences **B04. Social Commerce** Campaigns that harness social platforms to engage consumers and drive business results	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • URL

C. User Experience	Materials
C01. UX, UI & Journey Design The interactive journey created through the transference of a brand's visual assets to an online shopping platform based on browsing and purchase behaviour. Including user experience patterns, conventions, preferences and branding to improve the online shopping experience and to increase sales. **C02. eCommerce Websites / Apps** Entries into this category should outline how they created an exceptional eCommerce B2B or B2C website or app. Entries should outline the seamless user experience, functionality & the conversion rate of the website / app in order to drive sales. **C03. Payment Solutions** Creative use of payment solutions, including but not limited to, software & apps, mobile wallets and reward programs automation, delegated authority, hyper convenience and order buttons. Entries should demonstrate how the payment solution increased speed, etc. to effectively incentivise purchasing and/or engage consumers (including social verification & biometric data).	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • URL

D. Excellence in Creative eCommerce	Materials
D01. Customer Acquisition & Retention Work that created meaningful, engaging eCommerce platforms in order to attract or maintain customers, encourage customer activity and increase overall transaction value. **D02. End to End Customer Journey** Celebrating the successful strategic planning of the entire customer journey following the consumer from initial awareness of a product / service through to post-purchase customer service & communications. **D03. Brand Strategy & Experience** Innovative strategic solutions to brand challenges that have a tangible impact on customer experience. Entries should demonstrate how brand positioning was achieved through the launch of a new product/ service, customer experience or relationship model as part of a branded communications campaign.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • URL

E. Culture & Context	Materials
Work which is brought to life through cultural insights and regional context.	
E01. Local Brand Work for brands which are only distributed in a single locality or market that resonated with a specific target audience.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • URL
E02. Challenger Brand Celebrating the success of disruptive, game-changing work that uses progressive thinking and innovative creativity to challenge the status quo.	
E03. Single-market Campaign Work that only aired or ran in a single country / region / market. Entries should describe how the work was designed for the specific target market.	
E04. Social Behaviour New Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
E05. Cultural Insight New Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
E06. Breakthrough on a Budget Strategic and creative use of modest budgets and/or resources to create maximum impact.	
E07. Corporate Purpose & Social Responsibility New Purpose driven work / brand activism which address social, ethical and environmental issues. Entrants should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	

Experience: Creative Business Transformation Lions – NEW

The Creative Business Transformation Lions celebrate the creativity that drives businesses forward – creative thinking that changes how businesses organise themselves, how people work and how customers engage with them. This Lion recognises the ingenuity that leads to the creation of new products and services, and the reinvention of operations and customer experiences in companies of all sizes that drives transformative change.

Entries should demonstrate how creative change has been achieved across core business functions and has delivered a positive impact and growth for business, staff or customers. Including, but not limited to, the creation of new products and services, the use of technology and business design, and the reinvention of operations and customer experiences in order to generate transformative change.

- A number of criteria will be considered during judging and weighted as follows: 30% strategy & process; 35% experience & implementation; 35% business results & impact.
- The same piece of work can be entered up to four times in Creative Business Transformation.
- For Creative Business Transformation Lions the eligibility dates are 1 March 2017 - 30 April 2020.

A. Customer Experience	Materials
Customer-facing creative transformations that have created new ways for brands and businesses to interact, engage and serve their customers.	
A01. Experience transformation New Creative transformation of the customer experience. Initiatives that strengthen customer relationships by creating seamless journeys that span the digital and physical worlds, characterised by timely and personalised touchpoints.	**Compulsory** • Information Deck **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • URL • Appendix
A02. Marketing technology for growth New The strategic application of marketing technology to improve efficiency, reach more customers, strengthen engagement and deliver results, such as retention and conversion of customers. May include, for example, use of third-party platforms (CRM, CMS, payments systems etc.).	
A03. Targeting, personalisation & insight New Transformative approaches to customer insight and targeting to effectively build new products/services or scale existing ones. Work that uncovers behavioural truths that enable businesses to capture new audiences and/or create more relevant experiences.	
A04. Creative application of emerging tech New Application of new or emerging technology that transformed how a brand/business and its customers interact, including but not limited to the application of AI, data intelligence, cognitive tools, voice assistance etc.	

B. Business Design & Operations	Materials
Creative transformation and re-design of internal operations/functions of brands and businesses to drive results, engage employees and build culture.	
B01. Operational transformation New Wholesale, internal transformation that has created value through the scaled adoption of new or modified ways of working, such as operating models, processes or tools. Changes may involve staff, suppliers, distributors, consumers, regulators/governments.	**Compulsory** • Information Deck **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • URL • Appendix
B02. Brand purpose & impact New Transformation of a brand's ethical or socially-driven purpose that authentically connects with customers, culture and society. How purpose has been embedded across core business functions including, but not limited to, product development, customer experience, marketing, people management, supply chain etc.	
B03. Company culture New Creative transformation of the internal culture of a business/brand, based around its human skills and capabilities. Initiatives that demonstrate a clear vision resulting in improved experience for employees that strengthen engagement and/or staff retention and positive outcomes for the business.	
B04. New relationship models New Reinvention of the way customers use existing products/services, through the creation of new routes to market and delivery methods, such as direct-to-customer models, subscriptions and service-based propositions, often that blend digital and physical behaviours to create long-term customer relationships.	

C. Product & Service	Materials
New or reinvented product or service design that drives results and business performance.	
C01. Product New A new or reinvented physical or digital product, launched by an existing brand, which has transformed the offer of that brand, that addresses evolving customer needs and changes to the competitive marketplace.	**Compulsory** • Information Deck **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • URL • Appendix
C02. Service design New New or reinvented cross-channel service design, launched by an existing brand, which embodies a brand's vision and delivers a frictionless customer journey that is integrated across multiple touchpoints.	

D. Venture Creation & Design	Materials
Where brands and / or creative businesses have adopted or designed venture capital models to transform brands/businesses.	
D01. Venture models & corporate innovation New Solving business problems through an outside-in approach. The successful creation and launch of new products / services developed in venture models including, but not limited to, use of incubators, accelerators, R&D, and investments in start-ups etc.	**Compulsory** • Information Deck **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • URL • Appendix

Good: Glass: The Lion for Change

Glass: The Lion for Change celebrates culture-shifting creativity. Entries will need to demonstrate ideas intended to change the world; that is, work which sets out to positively impact ingrained gender inequality, imbalance or injustice. The Glass Lion recognises work that implicitly or explicitly addresses issues of gender inequality or prejudice, through the conscious representation of gender in advertising.

- The same piece of work can only be entered once into Glass.
- Entries into Glass can be for any commercial or non-commercial client, regardless of the product or service or the medium of communication.
- Proceeds from the Glass Lion are donated to related-charities or not for profit organisations which will be announced nearer to the festival dates.
- Shortlisted entrants will be required to present their work live to the jury in Cannes. The first round of judging will take place before the Festival and shortlisted projects will be invited to present their work live to the jury during Cannes Lions 2020 (22-26 June). Shortlisted entrants will be contacted in early June.

A. Glass: The Lion for Change	Materials
We recognise the power of creativity to positively impact not only businesses and brands, but also the world at large. This Award rewards creative work which rejects gender stereotypes and confronts prejudice and inequality by representing the gendering of individuals in a progressive or socially conscious way.	
A01. Glass Entries can be for any product or service and designed for any medium, but will in some way represent a shift towards more positive, progressive and gender-aware communication.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • URL

Good: Sustainable Development Goals Lions

The Sustainable Development Goals Lions celebrate creative problem solving, solutions or other initiatives that harness creativity and seek to positively impact the world. Entries will need to demonstrate how they contributed to or advanced the 2030 Agenda for Sustainable Development across people, planet and prosperity.

- A number of criteria will be considered during judging and weighted as follows: 20% idea; 20% strategy; 20% execution; 40% impact
- and results.
- The same piece of work can be entered up to four times in Sustainable Development Goals.
- Proceeds from the Sustainable Development Goals Lions are donated to related-charities or not for profit organisations which will be announced nearer to the festival dates.

A. People	Materials
A01. Poverty Entries into this category will represent efforts to end poverty in all its forms everywhere. Its manifestations include hunger and malnutrition, disaster-prone geographies, social discrimination, limited access to education and other basic services.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
A02. Hunger Entries here should demonstrate efforts to end hunger, achieve food security, improved nutrition and promote sustainable agriculture and food production systems.	
A03. Good Health and Well-being Entries into this category will work towards ensuring healthy lives and the promotion of well-being for all. Examples here can include campaigns that address maternal mortality, disease epidemics, substance abuse, sexual and reproduction healthcare, services and access.	
A04. Quality Education Work which contributes to the establishment of inclusive and quality education for all and the promotion of lifelong learning opportunities. Includes efforts towards affordable, equal and safe access to education - regardless of race, gender or disability.	
A05. Gender Equality Entries into this category should work towards the eradication of deeply rooted gender-based discrimination and the achievement of gender equality and empowerment for all.	

B. Planet	Materials
B01. Clean Water and Sanitation Work which contributes towards the availability and sustainable management of water and sanitation for all.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
B02. Affordable and Clean Energy Entries into this category will promote the necessity of access to affordable, reliable, sustainable and modern energy for all.	
B03. Sustainable Cities and Communities Entries here should represent efforts to make cities and human settlements completely inclusive, safe, resilient and sustainable. Common urban challenges include congestion, lack of funds to provide basic services, a shortage of adequate housing, declining infrastructure, accessibility and rising air pollution within cities.	

B04. Responsible Consumption and Production Work that contributes towards the implementation of sustainable consumption and production patterns for all. Entries should focus on promoting resource and energy efficiency through reduction of natural resource consumption across the supply chain, involving everyone from producer to final consumer.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
B05. Climate Action Entries here should reflect the necessity of the urgent action required to combat climate change and its impacts.	
B06. Life below Water Work that promotes the need to conserve and manage our oceans, seas and marine resources for sustainable development. Entries may focus on various issues such as temperature, chemistry, currents and life.	
B07. Life on Land Entries into this category will promote the protection, restoration and sustainable use of our land-based ecosystems. e.g. Sustainable management of forests, prevention of desertification, and the termination and reversal of land degradation and biodiversity loss.	

C. Prosperity	**Materials**
C01. Decent Work and Economic Growth Entries here should promote sustained, inclusive and sustainable economic growth. Including, but not limited to, work that demonstrates efforts to reach safe, productive and equal employment for all; increased access to financial services to manage incomes, accumulate assets and make productive investments; and effective eradication of forced labor and modern slavery.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
C02. Industry, Innovation and Infrastructure Entries here will reflect attempts to build resilient infrastructure, promote inclusive and sustainable industrialisation, and nurture investment and innovation in transport, irrigation, energy and information and communication technology.	
C03. Reduced Inequalities Entries into this category will demonstrate efforts to reduce inequality within and among countries. Inequalities can refer to disparity in incomes as well as those based on age, sex, sexuality, disability, race, ethnicity, origin, religion or economic or other status within a country.	

D. Peace	**Materials**
D01. Peace, Justice and Strong Institutions Entries here will work towards the promotion of peaceful and inclusive societies for sustainable development. They will show attempts to provide access to justice for all and build effective, accountable and inclusive institutions at all levels.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content

E. Partnerships	**Materials**
E01. Partnerships for the Goals Work which contributes to the revitalisation and enhancement of global partnerships. Work that endeavors to bring together Governments, civil society and the private sector in aid of the implementation of sustainable development.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content

Health: Health & Wellness Lions

The Health and Wellness Lions celebrate creativity for personal wellbeing. Entries will need to demonstrate an inspired approach to consumer healthcare; exceptionally engaging work which promotes non-prescription products and services, publicly educates to allow self-diagnosis or facilitates pro-active personal care.

- There is no overall limit to how many times the same piece of work can be entered into Health & Wellness as long as the categories and mediums chosen are relevant.

A. Consumer Products Promotion

Work created to drive choice for a specific branded product that does not require prescription but provides either a meaningful health benefit or supports personal wellbeing.

A01. OTC Oral Medicines
Non-prescription drugs, OTC medicines & tablets, digestive health.

Choose your Pharma mediums from the list below.

A02. OTC Applications
Insect repellents, skin remedies (non-cosmetic), corn treatments, wart & verruca treatments, athletes foot treatments, eye drops, ear drops, heat creams, nail treatments, foot treatments, hand sanitizer, toothpaste, mouthwash, medicated shampoo, hair loss products.

Choose your Pharma mediums from the list below.

A03. OTC Products / Devices
Condoms, contact lenses, prescription glasses, dental floss, adhesive plasters, heat pads, first aid kit items, orthotics, back supports, incontinence products, hearing aids, pregnancy tests, fertility testing kits/products, TENS machines, thermometers, drug free pain relief, other health and wellness products.

Choose your Pharma mediums from the list below.

A04. Nutraceuticals
Vitamins, minerals, herbal remedies, supplements, functional food, micronutrients, omega3s, antioxidants, probiotics, effervescent vitamin drinks.

Choose your Pharma mediums from the list below.

A05. Health & Wellness Tech
Digital products, apps, wearables and gadgets that aid a healthy lifestyle, including but not limited to fitness, diet, stress and sleep.

Choose your Pharma mediums from the list below.

B. Health Awareness & Advocacy

Work created for the public to promote general health awareness, encourage proactive personal care or inspire advocacy and donations for legitimate health related causes.

B01. Brand-led Education & Awareness
Brand funded communications to promote health awareness and encourage proactive personal care. Entries such as self-examination, anti-smoking, anti-drugs, health and hygiene information, AIDS awareness, alcohol abuse awareness, sexual health awareness, dietary information, cardio-vascular care, exercise and wellbeing. This category will also include unbranded disease awareness.

Choose your Pharma mediums from the list below.

B02. Non-profit / Foundation-led Education & Awareness
Public health awareness messages and non-profit cause marketing such as self-examination, anti-smoking, anti-drugs, health and hygiene information, AIDS awareness, alcohol abuse awareness, sexual health awareness, dietary information, cardio-vascular care, exercise and wellbeing.

Choose your Pharma mediums from the list below.

B03. Fundraising & Advocacy
Health and Wellness charity and institutions fundraising, patient advocacy (to general public), disease and condition advocacy, treatment literature, blood and organ donations, volunteers. It must be shown clearly that this is for the attention of consumers.

Choose your Pharma mediums from the list below.

C. Health Services & Corporate Communications

Work created to communicate a health brand ethos through public facing corporate image campaigns; or directly promote public health services and facilities, medical insurance and financial plans.

C01. Corporate Image & Communication
Corporate image campaigns for health & wellness products, companies, producers, clinics, hospitals, retail and facilities.

Choose your Pharma mediums from the list below.

C02. Health Services & Facilities
Communications directly promoting consumer facilities, including: hospitals, clinics and surgeries, psychiatrists, psychologists, therapists, physiotherapists, opticians, optometrists, dental clinics, chiropodists, osteopaths, chiropractors, dermatologists, obstetricians & gynaecologists, cardiologists, paediatricians, plastic surgeons, urologists, endocrinologist, oncologist, nutritionists, dieticians, pharmacies, health shops, gyms, fitness & yoga studios.

Choose your Pharma mediums from the list below.

C03. Insurance
Medical insurance and financial plans.

Choose your Pharma mediums from the list below.

D. Animal Health

D01. Animal Health
Pets and other animal health products and services for the attention of consumers that show a meaningful health benefit. Includes veterinary clinics and surgeries, fundraising for animal charities and facilities, animal wellbeing.

Choose your Pharma mediums from the list below.

HEALTH: PHARMA LIONS

The Pharma Lions celebrate creative communications from pharmaceutical clients and services surrounding this highly-regulated industry. Work that brings science and innovation to life, facilitating diagnosis, prescription, disease mitigation or illness management for practitioners, patients and targeted consumers.

Pharma Lions champion the need for medicine and therapeutic care. Communications in this arena bear the responsibility of introducing new innovations, establishing standards of care and advocating for the industry within a context that is often emotionally charged and sometimes full of controversy. These communications must navigate debates about patient rights, policies and politics, society and humanity. Often delivered in healthcare settings, they require a significant level of appropriateness and respect for the people who treat or suffer from medical conditions. Some communications are delivered through a healthcare professional. Many are subject to regulatory review. All are created specifically for medical and therapeutic clients and services.

- All work entered into Pharma Lions has been created specifically to shape understanding of medical conditions, drive their treatment and/or advocate for the development or provision of those treatments.
- Industry institutions include pharmaceuticals, biopharmaceuticals, biotechnology, bio innovations, medical devices, diagnostics, life sciences research, clinics, hospitals, healthcare systems, governments and advocacy organizations for human and veterinary health.
- There is no overall limit to how many times the same piece of work can be entered into Pharma as long as the categories and mediums chosen are relevant.

For the purpose of Lions Health, the following definitions apply:

- **Regulated** - Work that is regulated regardless of mention of a specific branded product, service, therapy or company. For products or services which must adhere to strict regulatory compliance and compulsory fair balance copy. All entrants must provide regulatory requirements for your region in relation to your submission.
- **Non-regulated** - Work that is not regulated regardless of mention of a specific branded product, service, therapy or company. For communications about disease or products and services that may not require regulatory review but are used to treat diagnosed medical conditions and/or support patient's needs. May include supplementary or additional treatment options from industry institutions other than pharmaceuticals; such as devices, implants, instruments, apparatus and diagnostic tools.
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A. Product or Service Promotion

Work created to drive choice for a specific branded product, service or therapy intended for management of a disease or medical condition that is diagnosed and treated by a healthcare professional.

A01. Regulated: Direct to Consumer
Work targeted direct to consumer and created to launch and/or promote a regulated product or service.

Choose your Pharma mediums from the list below. Entries here must have aired in New Zealand or USA due to regulatory restraints.

A02. Regulated: Direct to Patient
Work targeted direct to patient and created to launch and/or promote a regulated product or service through traditional media channels.

Choose your Pharma mediums from the list below.

A03. Regulated: Healthcare Professional
Work targeted direct to healthcare professionals and created to launch and/or promote a regulated product or service through traditional media channels.

Choose your Pharma mediums from the list below.

A04. Non-regulated: Direct to Consumer
Work targeted direct to consumer and created to launch and/or promote a non-regulated product or service.

Choose your Pharma mediums from the list below. Entries here must be in relation to the management of a disease or medical condition diagnosed and treated by a healthcare professional. If you wish to enter an OTC or general wellbeing product and service, please see Health & Wellness Lions.

A05. Non-regulated: Direct to Patient
Work targeted direct to patient and created to launch and/or promote a non-regulated product or service.

Choose your Pharma mediums from the list below. Entries here must be in relation to the management of a disease or medical condition diagnosed and treated by a healthcare professional. If you wish to enter an OTC or general wellbeing product and service, please see Health & Wellness Lions.

A06. Non-regulated: Healthcare Professional
Work targeted direct to healthcare professionals and created to launch and/or promote a non-regulated product or service.

Choose your Pharma mediums from the list below.

B. Disease Awareness & Understanding

Work created to raise awareness and understanding of a disease or medical condition, change perceptions or overcome social stigma. Approaches may include but are not limited to: redefining the way we think about disease and its treatment through the reframing of science; providing education on the signs and symptoms of various diseases, disorders and conditions; and encouraging responsible, proactive action and initiative. To include branded and unbranded communications.

B01. Regulated
Work that is regulated due to mention of a specific branded product, service or therapy.

All entrants must provide regulatory requirements for your region in relation to your submission. Choose your Pharma mediums from the list below.

B02. Non-Regulated
Work that is not regulated regardless of mention of a specific branded product, service, therapy or company. Choose your Pharma mediums from the list below.

C. Healthcare Professional Engagement

Work created with the intent of driving healthcare advancement, supporting management of a disease or medical condition, motivating treatment, supporting adherence, or aiding patient independence.

Communications aimed at healthcare professionals, influencers, researchers and key opinion leaders to establish and continue scientific education, drive industry advancement and adopt technologies and programs associated to the development and distribution of research and treatment options. Approaches may include, but are not limited to, communication tools and devices to assist healthcare professionals with patient adherence, monitoring, data collection, analysis and reporting. It would be expected that entries here would convey a brand ethos as well as result in better patient outcomes.

C01. Regulated
Work that is regulated due to mention of a specific branded product, service or therapy.
All entrants must provide regulatory requirements for your region in relation to your submission. Choose your Pharma mediums from the list below.

C02. Non-Regulated
Work that is not regulated regardless of mention of a specific branded product, service, therapy or company

Choose your Pharma mediums from the list below.

D. Patient Engagement

Work created with the intent of driving healthcare advancement, supporting management of a disease or medical condition, motivating treatment, supporting adherence, or aiding patient independence

Communications aimed at patients intended to support adherence; drive proper, responsible usage of treatment; improve patient experience; and drive better outcomes while building a positive reputation for a client and/or brand. Approaches may include, but are not limited to, the use of data analytics and connective technology to enhance the patient journey, compliance programmes, screening services, psychosocial support services.

D01. Regulated
Work that is regulated due to mention of a specific branded product, service or therapy.

All entrants must provide regulatory requirements for your region in relation to your submission. Choose your Pharma mediums from the list below.

D02. Non-Regulated
Work that is not regulated regardless of mention of a specific branded product, service, therapy or company Choose your Pharma mediums from the list below.

E. Veterinary

Work created for products and solutions for animals requiring veterinary diagnosis, prescription and treatment.

E01. Regulated
Work that is regulated due to mention of a specific branded product, service or therapy.

All entrants must provide regulatory requirements for your region in relation to your submission. Choose your Pharma mediums from the list below.

E02. Non-Regulated
Work that is not regulated regardless of mention of a specific branded product, service, therapy or company.

Choose your Pharma mediums from the list below.

HEALTH & WELLNESS AND PHARMA MEDIUMS

BRAND EXPERIENCE & ACTIVATION	Materials
A number of criteria will be considered during judging and weighted as follows: 20% idea; 20% strategy; 30% execution; 30% impact and results.	
Brand Experience & Activation Physical, interactive and immersive events and experiences intended to prompt participant action, emotional engagement and response toward a brand, product or service. Entries may include, but not limited to, promotional stunts and live advertising, interactive displays and kiosks, exhibitions, conference / symposium and trade shows, corporate entertainment etc.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film Optional • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content • Private Case Study Film (Pharma Only)

BRANDED CONTENT & ENTERTAINMENT	Materials
Branded Content & Entertainment: Digital & Social Digital content that communicates a health brand or product through the creation of engaging digital or social entertainment. To include, but not limited to, digital game / gaming, branded social media, websites, microsites, mobile apps, native advertising etc.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • Private Case Study Film (Pharma Only)
Branded Content & Entertainment: Film, TV and Online Film Content Film content created for entertainment purposes which promotes a health brands values and has aired on TV or cinema or online usually in the form of documentary / non-fiction or fiction films. Entries may include original content or natural integration of a brand into existing formats. *Traditional film advertising should be entered into the film medium.*	**Compulsory** • Film **Optional** • URL • Digital Supporting Image • Digital Supporting Content
Branded Content & Entertainment: Live Experience Original live entertainment content where the health brand is creatively positioned. Entries can include, but not limited to, original events and shows, installations, festivals etc.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content • Private Case Study Film (Pharma Only)

CREATIVE DATA	Materials
A number of criteria will be considered during judging and weighted as follows: 30% strategy; 30% application; 20% innovation; 20% impact and results.	
Creative Data: Creative Data Enhancement Data driven methods, including personalisation, interactivity and relevance. The enhancement should demonstrably improve both customer experience and outcome.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • URL • Private Case Study Film (Pharma Only)
Creative Data: Use of Real-Time Data Data created or used in real-time, which provides dynamic content or enables an on-going consumer relationship. Entries should clearly demonstrate the responsive relationship between real-time data and the creative output, showing how the data improved the consumer experience by making the creative more relevant, timely or personalised.	
Creative Data: Data Visualisation Bespoke visualisations of complex data that communicates information clearly and efficiently to consumers in a way that led to a change in behaviour. Including online dynamic, static, interactive or real-time infographics and offline visualisations such as visual installations and activations.	
Creative Data: Creative Data Collection & Research Data-driven research including market research, data sourcing and/or data merging used to deliver original consumer insight. Entrants should outline how the processes, research methodologies, technologies and resources selected influenced the overall outcome. If research related, entrants must provide a thorough breakdown of the research (primary / secondary).	

DIGITAL CRAFT	Materials
Criteria considered during judging will predominantly be the execution and experience.	
Digital Craft: Interface & Navigation (UI) The interactive journey created through the transference of a brand's visual assets to a digital product or service; with particular focus on the overall consistency in presentation, look, feel and interaction.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Demo Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • AR/VR Files
Digital Craft: User Experience (UX) The emotional and behavioural response to a digital product or service.	

DIGITAL	Materials
Criteria considered during judging will predominantly be the idea, execution and results.	
Digital: Platforms Content to include, but not restricted to, websites, microsites, games, interactive learning platforms, email advertising, digital stunts, e-detailing, interactive sales aids.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • Private Case Study Film (Pharma Only)
Digital: Social & Influencer Work with social thinking at its core, social reach and the creative use of social networks and platforms, including, but not limited to, social networking sites, blogs, wikis, video-sharing sites, hosted services, etc.	

DIRECT	Materials
A number of criteria will be considered during judging and weighted as follows: 30% Idea, 20% Strategy, 20% Execution, 30% Impact & Results	
Direct Targeted direct communication, designed with the intention of entering into a dialogue with the respondent and to generate a response or specific action, whilst building and prolonging relationships.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content • Private Case Study Film (Pharma Only)

FILM	Materials
Criteria considered during judging will predominantly be the idea and the execution. Each execution constitutes one entry and all executions must have run within the eligibility period. Work which is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.	
Film: Cinema, TV and Digital Film Content Work aired on television / cinema, online, point of sale and other screens.	**Compulsory** • Film **Optional** • URL • AR/VR Files

FILM CRAFT	Materials
Criteria considered during judging will predominantly be the idea and the execution. Each execution constitutes one entry and all executions must have run within the eligibility period. Work which is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.	
Film Craft: Animation & Visual Effects The use and aesthetic of animation in film. All types of animation, including cel, stop-motion, graphic, silhouette and computer animation in 2D or 3D will be accepted. For films that include both animation and live action, it will be the animation that is judged. The creation of film environments and other visual effects, including the aesthetic and technical excellence of the effects themselves along with the success of their integration into real footage.	**Compulsory** • Film **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Award Show Film • AR/VR Files
Film Craft: Production Design / Art Direction The aesthetic of the production design / art direction. This includes set design and location builds, as well as the overall look, feel and atmosphere of the piece and how the narrative has been enhanced by the artful management of the visual components. *Criteria considered during judging will predominantly be the idea and the execution.* *Each execution constitutes one entry and all executions must have run within the eligibility period.*	
Film Craft: Cinematography The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered.	
Film Craft: Direction The vision and achievement of the direction including the translation of the creative brief through a director's vision and how well that vision has been achieved. This may include but is not limited to, the way that casting, set design, sound design and cinematography have been used to bring that vision to life.	
Film Craft: Script The film's script, as written. Analysis of the script will include dialogue, voice-overs, scene-setting, movement, actions and expressions, including how successfully the script delivers on the creative idea and supports the final execution.	
Film Craft: Use of Music / Sound Design The impact and success of original / licensed music and/or the creative use of sound design.	

FILM CRAFT	Materials

INTEGRATED	Materials
Criteria considered during judging will predominantly be the idea, strategy, execution and results. Entries relating to more than one campaign (even if promoting the same product/service) must be entered separately.	
Integrated Campaign Creative work spread across three or more different mediums. All entries must relate to one single campaign. *Entries relating to more than one campaign (even if promoting the same product/service) must be entered separately.*	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content • Private Case Study Film (Pharma Only)

MOBILE	Materials
Criteria considered during judging includes: idea, execution, platform relevance, impact and results.	
Mobile Creative work which lives on, or is activated by, mobile digital devices. Content to include, but not restricted to, mobile apps, mobile only social media (including video sharing and apps), games, interactive learning platforms, branded utilities, digital stunts, e-detailing, interactive sales aids. The work entered in this medium would be expected to have been made specifically for a mobile device.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • AR/VR Files • Private Case Study Film (Pharma Only)

OUTDOOR	Materials
Outdoor : Standard Content intended for billboards, posters, bus stops, in store posters, point of sale. Digital outdoor solutions, signage, transit solutions, banners,	**Compulsory** • Digital Proof Optional • URL • Digital Supporting Image
Outdoor : Ambient Non-standard and free-format outdoor advertising that leverages the use of public spaces, objects and environments in an unconventional manner. Including, but not restricted to: small scale solutions, special build, installations, guerrilla etc.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content

PR	Materials
A number of criteria will be considered during judging and weighted as follows: 20% Idea, 30% Strategy, 20% Execution, 30% Impact & Results.	
PR Creative work which successfully builds trust and cultivates relationships with credible third-parties, using mainly earned media tactics or channels to influence public dialogue and ultimately change perceptions and behaviours in ways that protect and enhance the reputation and business of an organisation or brand with its target audiences.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content • Private Case Study Film (Pharma Only)

PRINT & PUBLISHING	Materials
Print & Publishing : Standard Content intended for published printed media including, but not restricted to; newspaper, magazines, medical journals and inserts	**Compulsory** • Digital Proof **Optional** • URL • Digital Supporting Image
Print & Publishing : Collateral Brochures, booklets, leave behinds, custom sales materials, detail aids, promotional items, brand reminders, calendars, newsletters, annual reports and press releases.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content

INDUSTRY CRAFT	Materials
Criteria considered during judging will predominantly be the execution. For standard Print and Outdoor entries each execution constitutes one entry. For all Outdoor & Print entries all executions must have run within the eligibility period.	
Industry Craft: Art Direction **Industry Craft: Copywriting** **Industry Craft: Illustration** **Industry Craft: Photography** **Industry Craft: Typography**	**Compulsory** • Digital Proof **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content

RADIO & AUDIO	Materials
Criteria considered during judging will predominantly be the idea and the execution. Each execution constitutes one entry and all executions must have run within the eligibility period.	
Radio & Audio Content intended for radio, streaming audio content and downloadable audio content. Entries will be judged on the overall creative approach to transforming a brand idea or message into an audio context, which enhances the experience of the listener and meets the confines of the brief and regional regulations. All aspects of script and audio will be considered.	**Compulsory** • MP3 Original Language **Optional** • URL • Digital Supporting Content

USE OF TECHNOLOGY	Materials
Criteria considered will predominately be the idea, execution and results of the technology on the brand, product or service.	
Use of Technology Celebrating the creative use of new or existing technology that has been developed or harnessed to enhance a brand message or service. This may include branded tech, wearable hardware and software, digital demonstrations, digital services or tools that enhance the user's lifestyle or behaviour. *Please note entries will not be judged on the technology itself but on how the technology is used to create a positive impact on the brand, product or service.*	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content • Private Case Study Film (Pharma Only)

PRODUCT INNOVATION	Materials
A number of criteria will be considered during judging and weighted as follows: 40% Idea, 40% Execution, Form & Function, 20% Results.	
Product Innovation Products, devices and services introduced by brands and built with the intention to solve a communication need. Typical entries may be concerned with, but not limited to, innovations that have helped solve a business or patient issue for a health brand, or have been produced/developed in order to propel a brand forward.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content • Private Case Study Film (Pharma Only)

Impact: Creative Effectiveness Lions

The Creative Effectiveness Lions celebrate the measurable impact of creativity. Entries will need to demonstrate how the work drove long-term tangible business results, was instrumental to cultural change or integral in the achievement of brand purpose.

- A number of criteria will be considered during judging and weighted as follows: 25% idea; 25% strategy; 50% impact and results.
- To be eligible your work must have won or been shortlisted at Cannes Lions in 2017, 2018 or 2019.
- The same piece of work can be entered up to four times in Creative Effectiveness.

A. Creative Effectiveness	Materials
A01. Creative Effectiveness Celebrating the measurable impact of creative work. Entries should demonstrate how creative work drove tangible business results and was instrumental to cultural change or integral to the achievement of a brand's purpose.	**Compulsory** • Entry Document - Initial Submission (3,000 words) • Client Approval Letter • Digital Presentation Image **Optional** • URL • Appendix
A02. Creative Effectiveness for Charity/Non-profit Celebrating the measurable impact of creative work with social purpose at the heart. The work should be for a charity, non-profit or government body or for brands who can demonstrate they worked in partnership with a not-for-profit organisation. Entries should illustrate how the campaign drove tangible results, was instrumental to cultural change or integral to achieving a brand's purpose.	
A03. Multi-market Creative Effectiveness Celebrating the measurable impact of creative work created for different markets. Entries should demonstrate how a campaign that was tailored for multiple markets. (minimum of 3) drove tangible business results, was instrumental to cultural change or integral to achieving a brand's purpose.	
A04. Collaborative Creative Effectiveness Celebrating the measurable impact of creative work that is the result of a collaboration between brands and agencies or partner agencies to achieve a business goal. Entries should demonstrate how the collaborative effort drove tangible business results and was instrumental to cultural change or integral to achieving a brand's purpose.	
A05. Long-term Creative Effectiveness Celebrating the long-term impact of creative work. Entries should demonstrate how a long running campaign drove tangible business results, was instrumental to cultural change or integral to achieving a brand's purpose. Entries in this category must show results over several years. *Entries in this category should demonstrate effectiveness over several years.*	

B. Culture & Context	Materials
Work which is brought to life through cultural insights and regional context.	
B01. Local Brand Work for brands which are only distributed in a single locality or market that resonated with a specific target audience.	**Compulsory** • Entry Document - Initial Submission (3,000 words) • Client Approval Letter • Digital Presentation Image
B02. Challenger Brand Celebrating the success of disruptive, game-changing work that uses progressive thinking and innovative creativity to challenge the status quo.	**Optional** • URL • Appendix
B03. Single-market Campaign Work which only aired or ran in a single country / region / market. Entries should describe how the work was designed for the specific target market.	
B04. Social Behaviour New Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
B05. Cultural Insight New Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
B06. Breakthrough on a Budget Strategic and creative use of modest budgets and/or resources to create maximum impact.	
B07. Corporate Purpose & Social Responsibility New Purpose driven work / brand activism which address social, ethical and environmental issues. Entrants should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	

Innovation: Innovation Lions

The Innovation Lions honour ground-breaking innovation, technology and problem solving. Standalone technological solutions including tools, products, models, platforms and other forms of ad tech will also be recognised, as well as creative campaigns utilising new technology.

- Technology entered must be at least prototype/pre-production stage. Pre-development ideas/concepts are not eligible.
- Entrants must be in a position to fully demonstrate the technology.
- The same piece of work can only be entered once into Innovation.
- The first round of judging will take place before the Festival and shortlisted projects will be invited to present their work live to the jury during Cannes Lions 2020 (22-26 June). Shortlisted entrants will be contacted in early June.

	Materials
A01. Early Stage Technology Entries into this category are still in the testing, prototype and beta stages of their creation. They may still be attracting funding or only operating at a fraction of their projected scale. Entries must still be demonstrable at presentation stage. Concepts alone will not be permitted.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
A02. Innovative Technology Standalone, technological solutions not in association with a brand or creative campaign. The definition of 'Innovation' for the purpose of this category is non-brand-aligned, breakthrough technology or solutions that advance, enrich or improve. The Innovative Technology category will also recognise, but is not limited to, data-led technologies, innovative platforms, tools, models, programmes, hardware, software, bespoke products and solutions.	
A03. Applied Innovation Innovative solutions in association with a brand or creative campaign. The definition of 'Innovation' for the purpose of this category is brand-aligned, breakthrough and revolutionary ideas, and forward-thinking methods that are rooted in finding solutions to brand problems. Typical entries may be concerned with, but not limited to, innovations that have helped solve a business issue for a brand or have been produced / developed in order to propel a brand forward.	
A04. Scalable Innovation The scaling out of an innovation or creative work enhanced by new tech or forward-thinking ideas. Entries must outline how the innovation has moved beyond its original objectives and goals to reach new heights. *You may have entered Innovation Lions in previous years but must show a marked improvement in your innovation since your previous submission.*	
A05. Brand Strategy & Experience Innovative strategic solutions to brand challenges that have a tangible impact on customer experience. Entries should demonstrate how brand positioning was achieved through the launch of a new product/ service, customer experience or relationship model as part of a branded communications campaign.	
A06. Product Innovation Products created and developed in response to a business or consumer challenge. Typical entries may be concerned with, but are not limited to, solutions driven products, social impact, consumer experience, integration of technology into daily life and sustainability. Entries should be in the position to demonstrate the product at presentation stage. Concepts are not permitted.	

Reach: Creative Data Lions

The Creative Data Lions celebrate the interplay of ideas and information. Entries in the Creative Data categories must clearly demonstrate how the execution/campaign was enhanced or driven by the creative use, interpretation, analysis or application of data. The creative use of data must sit at the core of the idea and the results/impact must be clear and robust.

- A number of criteria will be considered during judging and weighted as follows: 30% strategy; 30% application; 20% innovation; 20% impact and results.
- There is no overall limit to how many times the same piece of work can be entered into Creative Data.

A. Creative Data	Materials
A01. Data-enhanced Creativity Creative work elevated through the use of data or data-driven methods, including but not limited to, personalisation and interactivity. The enhancement should demonstrably improve both the customer experience and the outcome.	**Compulsory** • Digital Presentation Image • **Highly Recommended (Optional)** • Case Study Film • **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
A02. Data-driven Targeting The creative use or interpretation of data to deliver effective targeting. Entries should demonstrate how data contributed either to programmatic targeting or provided a key quantitative insight that helped define the target, brand message or channel, allowed for better personalisation or increased a brand's position in the market.	
A03. Data-driven Consumer Product Physical or digital products created using data and research. Work which clearly demonstrates how data has contributed to the development of the product and how the product met business objectives. Sales data and ongoing data based product improvements will be considered.	
A04. Data Storytelling The creative use of data to convey a powerful brand narrative. Entries should show how data driven insight increased consumer engagement or how messages derived from data were presented to provide successful brand / consumer stories.	
A05. Data Visualisation Bespoke visualisations of complex data that communicates information clearly and efficiently to consumers in a way that led to a change in behaviour. Including online dynamic, static, interactive or real-time infographics and offline visualisations such as visual installations and activations.	
A06. Data Technology All forms of data driven technology, including but not limited to, models, tools, platforms, apps and algorithms. Entries must demonstrate how the application or invention of data technology enhanced a creative message. Entries should clearly illustrate how the data technology improved a campaign, including a breakdown of audience, message, channels and delivery.	
A07. Use of Real-time Data Data created or used in real-time, which provides dynamic content or enables an on-going consumer relationship. Entries should clearly demonstrate the responsive relationship between real-time data and the creative output, showing how the data improved the consumer experience by making the creative more relevant, timely or personalised.	
A08. Social Data & Insight The creative interpretation of data specifically generated from social media platforms in order to target, engage or develop a relationship with a specific audience or community. Insights gained through the strategic use of social data and associated targeting methods will be considered.	
A09. Creative Data Collection & Research Data-driven research (including market research), data sourcing and/or data aggregation, carried out in order to deliver a stronger campaign or brand strategy. Entries should thoroughly outline how the selected processes, research methodologies, technologies, channels and/or resources influenced the overall outcome.	
A10. Data Integration The integration of multiple data streams to provide new insights from planning through to delivery of a creative campaign or brand strategy. This may include, but is not limited to, data collection, fusion, technology enabled integration of data from various sources and connecting data streams.	

Reach: Creative Strategy Lions

The Creative Strategy Lions celebrate the idea behind the idea, how strategic planning can redefine a brand, reinvent its business, and influence consumers or wider culture. Entries will need to demonstrate exceptional interpretation of the business/brand challenge, breakthrough thinking and transformational problem-solving that led to compelling creative strategy.

- A number of criteria will be considered during judging and weighted as follows: 30% interpretation of business / brand challenge, 30% insight / breakthrough thinking, 20% creative idea, 20% outcome / results.
- The same piece of work can be entered up to four times in Creative Strategy. However, the same piece of work may only be entered once in 'A. Sectors'.
- For Creative Strategy Lions the eligibility dates are 1 March 2017 - 30 April 2020 where the strategy being judged were first implemented within the eligibility period.

A. Creative Strategy: Sectors	Materials
The same entry can be submitted only once in this section.	
A01. Food & Drink New All food and drinks. *All fast food entries should go in A06. Retail*	**Compulsory** • Information Deck **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content • Appendix
A02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	
A05. Automotive Vehicles, other automotive.	
A06. Retail New Retail, eCommerce, restaurants, fast food.	
A07. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A08. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A09. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A10. Not-for-profit / Charity/ Government Government, public information, other not-for-profit, military, charities, non-profit. *All CSR work should be entered in the relevant sector and/or Corporate Purpose & Social Responsibility category in Culture & Context.*	

B. Insights & Research	Materials
B01. Data & Analytics Strategy inspired by insightful analysis and interpretation of data, revealing a clear business problem / opportunity. Including the use of data science, commissioned research, online behavioural data, statistical analysis, sales information, consumer first party data etc.	**Compulsory** • Information Deck **Highly Recommended (Optional)** • Case Study Film
B02. Audience Insight How deep understanding of the audience/consumers has created a transformative effect on the business. Work that demonstrates the application of behavioural science in relation to building and creating the audience profile. These could include, but aren't limited to, behavioural economics, consumer insight, social listening, cultural trends, ethnography, experience mapping, neuroscience etc.	**Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content • Appendix

C. Challenges & Breakthroughs	Materials
C01. Challenger Brand Strategy Celebrating the success of disruptive, game-changing work for an aspiring brand that uses progressive thinking and innovative creativity to challenge the status quo. Describe the core strategic thought and its positive effect on brand value by challenging the dominant narrative conventions in their category.	**Compulsory** • Information Deck **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content • Appendix
C02. Breakthrough on a Budget Creative use of modest budgets and/or resources to create maximum impact. Entries should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
C03. Multi-market Strategy Successful translation and integration of strategy across multiple markets. Entrants should demonstrate how a global strategy was applied to specific markets in order to drive tangible business results or achieve a brand's purpose. *Entrants must identify a minimum of three countries/regions the strategy was applied to.*	
C04. Long-term Strategy Celebrating the creativity of long-term strategy. Entries should demonstrate how a long-running strategy was instrumental to achieving a brand's purpose, driving engagement and shaping brand identity. *Entries in this category must demonstrate strategic planning over three or more years.*	
C05. Corporate Purpose & Social Responsibility New Purpose driven work / brand activism which address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	

D. Partnerships & Perspectives	Materials
D01. Brave Brands Rewarding outstanding brand bravery including progressive thinking relating to a brief. Entries should demonstrate risk-taking that produced tangible results for the brand.	**Compulsory** • Information Deck **Highly Recommended (Optional)** • Case Study Film
D02. Collaboration Celebrating the intersection between creative agency and/or media and/or brand. Entries should demonstrate the focus on the existence of a deep shared understanding of the brand and a unified working relationship to achieve the best possible results.	**Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content • Appendix

E. Excellence in Creative Strategy	Materials
Entries here should show strategic vision, planning and execution as part of a branded communication campaign.	
E01. Products / Services Integration of a new or developed product/services to solve a problem, evolve the business, enhance the user experience, or grow the customer base. Entrants should give a breakdown of how the product/services was conceived, implemented and provide analysis of its ultimate impact.	**Compulsory** • Information Deck **Highly Recommended (Optional)** • Case Study Film
E02. Experience & Relationship Models Creative customer experience initiatives that strengthen relationships with customers by creating seamless journeys across digital and physical touchpoints and/or offer new routes of engagement between brand and consumer.	**Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content • Appendix
E03. Brand Strategy Rewarding the core, strategic positioning of a brand. How the value proposition, mission, narrative and brand positioning was achieved, and ultimately led to renewed interest, higher brand affinity and commercial success.	

Reach: Direct Lions

The Direct Lions celebrate targeted and response-driven creativity. Entries will need to demonstrate how insights and/ or data were used as part of the strategy to engage specific target audience groups and develop customer relationships, inspiring action and producing measurable results.

- A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% impact and results.
- The same piece of work can be entered up to four times in Direct. However, the same piece of work may only be entered once into section 'A. Direct: Sectors'.

A. Direct: Sectors	Materials
The same work can be submitted only once in this section.	
A01. Food & Drink All food and drinks. *All fast food entries should go in A06. Retail*	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
A02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	
A05. Automotive Vehicles, other automotive.	
A06. Retail Retail, eCommerce, restaurants, fast food.	
A07. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A08. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A09. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A10. Not-for-profit / Charity/ Government Government, public information, other not-for-profit, military, charities, non-profit. *All CSR work should be entered in the relevant sector and/or Corporate Purpose & Social Responsibility category in Culture & Context.*	

B. Channels	Materials
Work in these categories will be judged specifically on how the channel was used as a piece of direct communication for a brand.	
B01. Mailing / Programmatic Mail Celebrating targeted mailing and programmatic mailing campaigns. Entries into this category should demonstrate efficiency in the technology and processes used, effective placement and evidence of results. *Please send physical samples for the jury to experience.* **B02. Use of Ambient Media: Small Scale** Non-mail and print collateral, including small physical objects and all other hand-held (or equivalent in size) items. *'Small Scale' refers to the physical size of the ambient item, not the scale of the distribution.*	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film • Physical Support Materials **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
B03. Use of Ambient Media: Large Scale Non-traditional media, including direct response stunts, street teams, direct response events, outdoor/ambient media and other mediums which encourage direct interaction and seek a measurable response. 'Large Scale' refers to the physical size of the ambient item, not the scale of the distribution. **B04. Use of Broadcast** Direct campaigns using Cinema, TV or Radio. Entries should demonstrate how the chosen medium led the other direct elements in the campaign. **B05. Use of Print / Outdoor** Direct work using Print or Outdoor. Including, but not limited to, newspapers, magazines, inserts, trade journals, traditional billboard or poster sites, bus shelters and transit advertising using standard advertising space. *Augmented billboards to be entered into B03. Use of Ambient Media: Large Scale*	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content

C. Data & Technology	Materials
Work in these categories should demonstrate how a direct campaign was enhanced or driven by the creative use of data or technology which enhanced the customer experience and led to measurable business results.	

C01. Data-driven direct Strategy Entries in this category should show how the application of data and insights significantly formed the basis of the direct campaign strategy. Entrants should also provide evidence of how their data-driven strategy helped to profile customers' behaviours and segmentation, which ultimately led to successful direct marketing activities.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
C02. Data-driven Targeting Entries in this category should clearly demonstrate how the interpretation and analysis of data was used to build a targeted communication for a specific audience. This may include, but is not limited, to hyper-targeting, precision targeting, audience mapping and targeting segmentation.	
C03. Use of Real-time Data Entries in this category should illustrate how real-time data enhanced creative with a target audience or was utilised in promoting an ongoing relationship with the consumer. Entries should clearly demonstrate how the use of real-time data led to measurable and meaningful results.	
C04. New Realities & Voice-Activation Creative application of AR, VR and voice technology, including but not limited to, AI, immersive systems, gaming, video mapping and conversational interfaces.	
C05. Digital Installations & Interactive Screens Immersive digital experiences which are set up to engage and strengthen relationships with consumers. This can include, POS, temporary installations, motion chairs, multi-screen and multi- dimensional experiences, using GPS, NFC, radio and facial recognition technology.	
C06. Use of Other Technology Other technology methods, including ad production, dynamic ads, and creative optimisation techniques.	
C07. Gaming New Celebrating the use of gaming and games to effectively target a specific audience. Entries should demonstrate how the chosen game / gaming channel drove engagement and elicited a response from the target market. This may include, but is not limited to, online gaming, mobile games, simulations tokens, puzzles etc.	

D. Digital & Social	**Materials**
Work in these categories will be judged on how well the digital and social mediums and techniques were used as a piece of direct communication for a brand.	

D01. Use of Digital Platforms Online platforms or associated technologies harnessing a digital environment in a promotional campaign. This can include, but is not limited to, websites, microsites, games, search engines, banner ads and instant messaging. *Social media-led campaigns should be entered in D03, D04 and D05.*	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • AR/VR File • Digital Supporting Image • Digital Supporting Content
D02. Use of Mobile Entries in this category must feature targeted communication with a clearly identifiable call to action or response mechanism delivered through mobile/portable devices such as mobile phones and mobile technology.	
D03. Use of Social Platforms Work that uses social media, blogs, wikis, video-sharing sites, hosted services etc. to create and/or enhance relationships with a community / consumers.	
D04. Real-time Response Targeted social activity that utilises social platforms in order to respond to world events, public affairs and other real-world, real-time activity in an immediate and meaningful way, which prompts social sharing and elicits a measurable response.	
D05. Co-creation & User Generated Content Social activity designed to encourage a community/fanbase to contribute or collaborate with a brand initiative through a clear call to action. Engagement may be intended to drive long term value through collaborative interaction.	

E. Excellence in Direct	**Materials**

E01. Copywriting A campaign or individual communication showcasing outstanding copywriting skill that has led to a successful and measured response.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
E02. Art Direction / Design A campaign or individual communication that showcases the outstanding design of a customer experience that has led to a successful and measured response.	
E03. Experience Design A campaign or individual communication showcasing outstanding experience design in the customer experience that has led to a successful and measured response.	
E04. Launch / Re-launch Direct marketing campaigns created to launch or re-launch a product or service on the market. This can also include work aiming to acquire new customers, and reinvigorate lapsed customers.	
E05. Personalised Campaigns Dynamic campaigns based on consumer data and insight. Including content from websites, videos, emails, social and blogs. You must demonstrate how the campaign enriched the user's experience by driving engagement and achieving results.	

F. Culture & Context	Materials
Work which is brought to life through cultural insights and regional context.	
F01. Local Brand Work for brands which are only distributed in a single locality or market that resonated with a specific target audience.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
F02. Challenger Brand Celebrating the success of disruptive, game-changing work that uses progressive thinking and innovative creativity to challenge the status quo.	
F03. Single-market Campaign Work which aired or ran in a single country / region / market. Entries should describe how the campaign was designed for the specific target market.	
F04. Social Behaviour New Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
F05. Cultural Insight New Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
F06. Breakthrough on a Budget Strategic and creative use of modest budgets and/or resources to create maximum impact.	
F07. Corporate Purpose & Social Responsibility New Purpose driven work / brand activism which address social, ethical and environmental issues. Entrants should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	

F. Culture & Context	Materials
Work which is brought to life through cultural insights and regional context.	

Reach: Media Lions

The Media Lions celebrate the context of creativity. Entries will need to demonstrate the creative implementation of ideas through the use of media. That is, work which is enhanced and amplified by a game-changing channel strategy to produce measurable results.

- A number of criteria will be considered during judging and weighted as follows: 30% insight and idea, 20% strategy and targeting; 20% execution; 30% impact and results.
- The same piece of work can be entered up to four times in Media. However, the same piece of work may only be entered once into a section 'A. Media: Sectors'.

A. Media: Sectors	Materials
The same work can be submitted only once in this section.	
A01. Food & Drink All food and drinks. *All fast food entries should go in A06. Retail*	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
A02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	
A05. Automotive Vehicles, other automotive.	
A06. Retail Retail, eCommerce, restaurants, fast food.	
A07. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A08. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A09. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A10. Not-for-profit / Charity/ Government Government, public information, other not-for-profit, military, charities, non-profit. *All CSR work should be entered in the relevant sector and/or Corporate Purpose & Social Responsibility category in Culture & Context.*	

B. Channels	Materials
Work in these categories will be judged on creativity and innovation within a channel as a medium.	
B01. Use of TV & Other Screens Including TV, video-on-demand platforms (VOD) and other online service providers. Screens other than TV might include, but are not limited to, touchscreens, dynamic digital screens, interactive screens and responsive displays.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • URL
B02. Use of Audio Platforms Including radio, podcasts and other audio technology.	
B03. Use of Print / Outdoor Including newspapers, magazines, inserts and trade journals. Outdoor channels include traditional billboard or poster sites, bus shelters and transit advertising using standard advertising space.	

B04. Use of Ambient Media: Small Scale Non-mail and print collateral, including small physical objects and all other hand-held (or equivalent in size) items. *'Small Scale' refers to the physical size of the ambient item, not the scale of the distribution.*	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film • Physical Support Materials **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • URL
B05. Use of Ambient Media: Large Scale Non-traditional outdoor / billboards, including 3D and non-standard shaped sites, ticket barriers, signage, wallscapes, digital billboards, window clings, building wrapping, helicopter banners and other executions that utilise a space or an existing permanent feature. *'Large Scale' refers to the physical size of the ambient item or execution, not the scale of the distribution.*	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • URL
B06. Use of Events Including live shows, festivals, concerts, sporting events, event sponsorship etc. *The same entry cannot be submitted into both B06. Use of Events and B07. Use of Stunts.* **B07. Use of Stunts** Including guerrilla marketing, large and small scale stunts, one off experiential events, etc. *The same entry cannot be submitted into both B06. Use of Events and B07. Use of Stunts.*	
B08. Use of Digital Platforms Online platforms or associated technologies and the harnessing of a digital environment in a media campaign. These might include, but are not limited to, websites, microsites, games, search engines, banner ads and instant messaging. *Social media-led campaigns should be entered in B10. Use of Social Platforms.* **B09. Use of Mobile** Mobile technology including smartphones, tablets, Bluetooth, SMS, MMS, WAP, GPS, mobile games and applications, etc.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • AR/VR Files
B10. Use of Social Platforms Work that uses social media, blogs, wikis, video-sharing sites, hosted services etc. to create and/or enhance relationships with a community / consumers. *Work entered in this category should be planned and executed on social platforms as opposed to campaigns that went social.*	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content
B11. Use of Technology Use of existing or new technology to execute or support a media campaign. Including, but not limited to AI, AR, VR, robotics, gadgets and electronics, wearable and interactive technology etc. Does not include prototypes of early stage technology.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • AR/VR Files • URL

C. Data

Entries in these categories should demonstrate how a media execution was enhanced or driven by data.

Materials

C01. Use of Data-driven Insight
The use of data to uncover or generate insights that contributed to the effectiveness of a media campaign.

C02. Use of Real-time Data
Data created or used in real-time, which provides dynamic content or enables an on-going consumer relationship. Entries should clearly demonstrate the responsive relationship between real-time data and the creative output, showing how the data improved the consumer experience by making the creative more relevant, timely or personalised.

C03. Data-driven Targeting
The creative use or interpretation of data delivered effective targeting. Entries should demonstrate how data contributed either to programmatic targeting or provided a key quantitative insight that helped define the target, brand message or channel.

C04. Social Data New
The creative use of data specifically generated from social media. Insights gained through the strategic use of social data and associated targeting methods will be considered.

C05. Data Integration New
The creative interpretation of data to demonstrate how different streams were integrated to provide new insights from planning through to delivery of a creative campaign or brand strategy.

Compulsory
• Digital Presentation Image

Highly Recommended (Optional)
• Case Study Film

Optional
• URL
• Award Show Film
• Digital Supporting Image
• Digital Supporting Content

D. Branded Content & Entertainment

Work in these categories will be judged on how successfully the placement of the content was used to engage with the consumers and deliver measurable results. Please note that the entries in these categories will not be judged on the content itself, but the role of media in creating, leveraging, and amplifying the content.

Materials

D01. Use of Brand or Product Integration into a Programme or Platform
Including product placement and branding in film, TV, mini-series, web series, music video, streaming services, sponsorship, etc.

D02. Use of Branded Content Created for Digital or Social
Including branded social media, websites, microsites, mobile applications, games, native advertising, etc.

Compulsory
• Digital Presentation Image

Highly Recommended (Optional)
• Case Study Film

Optional
• URL
• Award Show Film
• Digital Supporting Image
• Digital Supporting Content

E. Excellence in Media

Materials

E01. Excellence in Media Insights & Strategy
The use of unlocked insights and understanding of consumer behaviours / needs in order to develop a customised media strategy to meet a brand's specific business objectives, marketing goals and overall positioning.

E02. Excellence in Media Planning
The sourcing and selection of media platforms to deliver a brand's message. Entries should detail reach, penetration and frequency of the message to generate the desired response.

E03. Excellence in Media Execution
Entries should demonstrate how media thinking and skillful negotiations with media owners contributed to the execution of a campaign across selected channels and achieved business goals. Consideration will be given to the selection of media as part of brand storytelling and to the creative delivery.

E04. Use of Integrated Media
Integration of chosen media throughout a campaign. Entries should demonstrate how well the different mediums complement and build on each other to communicate the brand's message.

Entries in this category must show that multiple types of media were used in the campaign (e.g. Screens, Social, Outdoor).

Compulsory
• Digital Presentation Image

Highly Recommended (Optional)
• Case Study Film

Optional
• URL
• Award Show Film
• Digital Supporting Image
• Digital Supporting Content

F. Culture & Context	Materials
Work which is brought to life through cultural insights and regional context.	
F01. Local Brand Work for brands which are only distributed in a single locality or market that resonated with a specific target audience.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
F02. Challenger Brand Celebrating the success of disruptive, game-changing work that uses progressive thinking and innovative creativity to challenge the status quo.	
F03. Single-market Campaign Work which aired or ran in a single country / region / market. Entries should describe how the campaign was designed for the specific target market.	
F04. Social Behaviour New Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
F05. Cultural Insight New Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
F06. Breakthrough on a Budget Strategic and creative use of modest budgets and/or resources to create maximum impact.	
F07. Corporate Purpose & Social Responsibility New Purpose driven work / brand activism which address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	

F. Culture & Context	Materials

Reach: PR Lions

The PR Lions celebrate the craft of strategic and creative communication. Entries will need to demonstrate how original thinking, transformative insight and a strategy rooted in earned has influenced opinion and driven business, societal, and/ or cultural change. That is, work with storytelling at its core, which established, protected and enhanced the reputation and business of an organisation or brand.

- A number of criteria will be considered during judging and weighted as follows: 20% idea; 30% strategy; 20% execution; 30% impact and results.
- The same piece of work can be entered up to four times in PR. However, the same piece of work may only be entered once into section 'A. PR: Sectors'.

A. PR: Sectors	Materials
The same entry can be submitted only once in this section.	
A01. Food & Drink All food and drinks. *All fast food entries should go in A06. Retail*	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
A02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	
A05. Automotive Vehicles, other automotive.	
A06. Retail Retail, eCommerce, restaurants, fast food.	
A07. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A08. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A09. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A10. Not-for-profit / Charity/ Government Government, public information, other not-for-profit, military, charities, non-profit. *All CSR work should be entered in the relevant sector and/or Corporate Purpose & Social Responsibility category in Culture & Context.*	

B. Social Engagement & Influencer Marketing NEW	Materials
In these categories your entry will be judged on how well social / digital platforms were leveraged to support or execute the PR campaign.	
B01. Social Engagement New Celebrating Public Relations and social media storytelling that builds brand awareness and advocacy. Entries should demonstrate how social media was harnessed to increase brand awareness and relevance.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content
B02. Community Management New Recognising the development, maintenance and nurturing of brand relationships. Entries should demonstrate how engaging with a brands online community / targeted audience built its reputation and established trust & authority within the online community.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
B03. Real-time Response Real-time social activity designed to respond and engage in the conversation around world events, public affairs and other real-world, real-time activity in a creative and meaningful way.	
B04. Content Creation & Production New Content created and produced to entertain, inspire or educate. Entries should demonstrate how the content created was audience relevant and engaging as well as in line with brand messaging.	
B05. Content Discovery & Amplification New Recognising a creative approach to content amplification and distribution in order to reach the largest potential audience. Entries should demonstrate how a combination of earned, paid, shared and owned media contributed to increased brand engagement and awareness.	
B06. Innovative Use of Influencers New The creative and innovative use of influencers to drive brand message and awareness to a specific audience.	

C. Insights & Measurement	Materials
These categories showcase effectiveness in using data to drive creative inspiration and communications strategies. Entries will be judged on the deliberate and thoughtful introduction of insights and measurements to develop campaigns that have had a real impact on the performance of an organisation. Entries should demonstrate the success of activities that tackles the wide range of reputational and stakeholder challenges that non-advertising communications have to address.	
C01. Research Data Analytics Research, data-led or actionable insight that provides a meaningful contribution or input to a public relations program. Entries should provide evidence of research or insight, quality of thinking and the development of a strategy.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
C02. PR Effectiveness Recognises creative work that has a proven impact on business and reputation. Entries should provide results data, as well as details of measurement tools and analysis methods used to evaluate results. Consideration will be given to tangible business results and the quality and quantity of media.	

D. Techniques	Materials
In these categories your entry will be judged on the creative implementation of your chosen PR technique in order to increase reach and achieve desired campaign outcomes.	
D01. Media Relations PR that puts journalism at the forefront of the campaign, with evidence of a high-degree of innovation intended to engage, educate or influence editorial. Entries should explain the relevance of media outcomes, including depth, quality and messaging. Consideration will be given to how this strategy achieved or supported the desired campaign outcome.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
D02. Use of Events & Stunts Work which uses stunts, events, competitions, promotional games, pop-up events, street art, guerrilla marketing, corporate events, launch parties, live streamed events, festivals etc. to build the value and reputation of a brand or communication project as part of a wider public relations strategy.	
D03. Launch / Re-launch Work created to launch or re-launch a product or service.	
D04. Brand Voice & Strategic Storytelling Customised strategies designed to communicate a particular point of view / story of a brand / organisation in a consistently relevant way and to build an emotional connection with employees, shareholders and customers alike.	
D05. Use of Technology Existing or new technology that pushes the boundaries of digital innovation to execute or support a PR campaign, including artificial intelligence, virtual reality, robotics, gadgets and electronics, wearable and interactive technology, etc.	

E. Excellence: PR Craft	Materials
Work in these categories will be judged on the demonstration of exceptional and creative best practice within the chosen PR specialism.	
E01. Corporate Image, Communication & Reputation Management Work which builds the image / raise the profile and shape the perceptions of a corporate brand, organisation or corporation.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
E02. Public Affairs & Lobbying Work planned to influence or inform the public policy agenda using either lobbying or wider public affairs strategies, as well as political or ballot initiatives.	
E03. Crisis Communications & Issue Management The planning and/or handling of the consequences of a crisis or an issue that may affect a company's credibility and reputation. Entries should demonstrate evidence of the planning and/or implementation of a crisis communication strategy and how the desired outcome was achieved. *Content of entries in this category can be kept entirely confidential and used for judging purposes only.*	
E04. Internal Communications & Employee Engagement Engaging internal communications and activities, including change management, intended to connect employees with a company identity or message. Entries should demonstrate how activities translated into measurable results, employee satisfaction, and business growth.	
E05. Sponsorship & Brand Partnership Work which utilised sponsorship and/or partnership programs in order to meet specific awareness / business goals as well as to enhance the image of a brand, organisation or corporation.	

F. Culture & Context	**Materials**
Work which is brought to life through cultural insights and regional context.	
F01. Local Brand Work for brands which are only distributed in a single locality or market that resonated with a specific target audience.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
F02. Challenger Brand Celebrating the success of disruptive, game-changing work that uses progressive thinking and innovative creativity to challenge the status quo.	
F03. Single-market Campaign Work which aired or ran in a single country / region / market. Entries should describe how the campaign was designed for the specific target market.	
F04. Social Behaviour New Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
F05. Cultural Insight New Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
F06. Breakthrough on a Budget Strategic and creative use of modest budgets and/or resources to create maximum impact.	
F07. Corporate Purpose & Social Responsibility New Purpose driven work / brand activism which address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	

F. Culture & Context	**Materials**
Work which is brought to life through cultural insights and regional context.	

Reach: Social & Influencer Lions

The Social and Influencer Lions celebrate creative social thinking and strategic influencer marketing solutions. Entries will need to demonstrate how levels of engagement, social reach and the creative use of social networks & platforms, brand ambassadors and influencers led to commercial success.

- A number of criteria will be considered during judging and weighted as follows: 30% Idea; 20% strategy; 20% execution; 30% results.
- There is no overall limit to how many times the same piece of work can be entered into Social & Influencer as long as the categories chosen are relevant. However, the same piece of work may only be entered once into section 'A. Social & Influencer: Sectors'.

A. Social & Influencer: Sectors The same entry can be submitted only once in this section.	Materials
A01. Food & Drink All food and drinks. *All fast food entries should go in A06. Retail*	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content
A02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	
A05. Automotive Vehicles, other automotive.	
A06. Retail Retail, eCommerce, restaurants, fast food.	
A07. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A08. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A09. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A10. Not-for-profit / Charity/ Government Government, public information, other not-for-profit, military, charities, non-profit. *All CSR work should be entered in the relevant sector and/or Corporate Purpose & Social Responsibility category in Culture & Context.*	

B. Social Insights & Engagement

Work in these categories will be judged on how successfully social was used to engage with online communities and deliver measurable and meaningful results for a brand.

Materials

B01. Community Management
Social activity that is designed to engage, build or maintain an online social community. Engagement levels and the relevance of targeted communications directed at active / non-active users will all be considered.

B02. Audience Targeting / Engagement Strategies
Social activity customised for predefined communities, groups or individuals based on social insights such as behaviour, interests, geo-location etc. This can include, but is not limited to, native advertising and programmatic campaigns the customisation of messages, their relevance and creative execution etc.

B03. Real-time Response
Targeted social activity that utilises social platforms to respond to world events, public affairs and other real-time activity in a meaningful, time sensitive and creative way, which prompts social sharing and engagement.

B04. Social Data & Insight
Social campaigns elevated through their use of data and insights to engage or develop a meaningful relationship with a specific audience or community. Insights gained through the strategic application of social data / analytics will be considered.

B05. Brand Storytelling
Social campaigns that use exceptional brand / consumer stories to drive meaningful engagement with a specific audience.

B06. Innovative Use of Community
Creative use of existing social platforms and/or online communities to impact business objectives or enhance a relationship with a brand, community or consumers. This may also include the use of new functions built for existing social platforms, levels of engagement, social reach and the creative strategy etc.

Compulsory
- Digital Presentation Image
- URL

Highly Recommended (Optional)
- Case Study Film

Optional
- Award Show Film
- Digital Supporting Image
- Digital Supporting Content

B07. New Realities & Voice-activation
The creative application of AR, VR, Mixed Reality or Voice Activation.

Compulsory
- Digital Presentation Image
- URL

Highly Recommended (Optional)
- Case Study Film

Optional
- VR/AR Files
- Award Show Film
- Digital Supporting Image
- Digital Supporting Content

C. Influencer Marketing

Entries in this category must demonstrate how a social campaign was enhanced through the use of a social influencer and implementation of content marketing.

Materials

C01. Organic Reach & Influence
Brand-led social work that becomes part of popular culture and as a result are picked-up by a celebrity, social ambassador or influencer, further expanding the campaign's reach and impact. Entries must state which celebrities, social ambassadors or influencers picked up the campaign.

Compulsory
- Digital Presentation Image
- URL

Highly Recommended (Optional)
- Case Study Film

Optional
- Award Show Film
- Digital Supporting Image
- Digital Supporting Content

C02. Partnerships
Social initiatives or executions where brands partner with an influencer or social ambassador in order to engage with a specific audience. How effective and mutually beneficial the partnership was and how target audiences were involved in compelling ways will be considered.

C03. Innovative Use of Influencers
Creative use of influencers, including but not limited to, unique content created by an influencer for the primary purpose of increasing a brand or organisation's reach and awareness and/or to drive business results.

D. Social Content Marketing	Materials
Work in these categories will be judged on how successfully content was used to engage with consumers and target audiences.	
D01. Content Placement Content and editorial strategy and placement using social channels. The strategic arrangement and curation of appropriate content that may either drive or enhance a wider social campaign.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content
D02. Social Film One-off social film specifically created for online social platforms that are intended for widespread sharing. Results and number of views will be taken into consideration.	**Compulsory** • Digital Presentation Image • URL • Film **Highly Recommended (Optional)** • Demo Film **Optional** • Award Show Film • AR/VR Files • Digital Supporting Image • Digital Supporting Content
D03. Social Film Series Social film series specifically created for online social platforms that are intended for widespread sharing. Results and number of views will be taken into consideration during the judging process.	
D04. Co-Creation & User Generated Content Social activity designed to encourage a community / fanbase to contribute or collaborate with a brand initiative to enhance loyalty and engagement.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content
D05. Social Commerce Work which harnesses social media and social platforms for eCommerce and mCommerce to drive business results.	

E. Excellence in Social & Influencer	Materials
E01. Multi-platform Social Campaign Social campaigns that utilise multiple media online and/or offline platforms and live events Entries should illustrate that these elements drive or are inherently necessary to the overall execution of the social campaign.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content
E02. Sponsorship & Brand Partnership Social activity that utilises sponsorship and/or partnership programs to support a product or service in order to meet specific awareness/business goals as well as to enhance the image of a corporate brand, organisation or corporation.	
E03. Social Purpose Social activity specifically designed to engage consumers through authentic, alignments with a social purpose/cause. Entries should demonstrate how the core values of the brand align with the cause or wider social purpose. This can include, but is not limited to, non-profit social responsibility initiatives.	

F. Culture & Context	Materials
Work which is brought to life through cultural insights and regional context.	

F01. Local Brand Work for brands which are only distributed in a single locality or market that resonated with a specific target audience.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Study Film
F02. Challenger Brand Celebrating the success of disruptive, game-changing work that uses progressive thinking and innovative creativity to challenge the status quo.	**Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content
F03. Single-market Campaign Work which aired or ran in a single country / region / market. Entries should describe how the campaign was designed for the specific target market.	
F04. Social Behaviour New Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
F05. Cultural Insight New Work inspired by a specific cultural insight stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
F06. Breakthrough on a Budget Strategic and creative use of modest budgets and/or resources to create maximum impact.	
F07. Corporate Purpose & Social Responsibility New Purpose driven work / brand activism which address social, ethical and environmental issues. Entries should demonstrate how the brand's purpose has created value and impacted communities by connecting customers to culture.	

Supporting Material Guidelines

Supporting materials are the most important elements of your entry. This is what the judges will examine, watch and read during their decision-making. Each Lion has different material requirements. In some cases they are mandatory and in some, they are recommended or optional.
It's important to remember there are strict rules about adding extra information or replacing files once you've submitted your entry. Please make sure you are absolutely ready to submit before you pay. If new results are collected after the entry has been paid for, we will only accept additional written information in the results section of the entry form up to 01 May 2020.

This does not apply to entry media e.g. case films and JPGs, which cannot be updated under any circumstances. In order to avoid your work being withdrawn from the festival, please adhere to the following guidelines:

All case films and presentation images must be in English.

Work which was not originally published in English (TVCs, print ads, billboards etc.) can be translated or subtitled exactly as it was published or aired, so that they can be understood by the English-speaking jury.

If translating original video work, please note that dubbing is not allowed. Voiceovers can be translated but visible speech must be kept in the original language and subtitled.

Supporting materials must not contain any reference to your agency or any contributing creative companies or individuals.

Labelling And Delivery Guidelines

ENTRY LABELS: The individual entry labels are provided with your confirmation email, after payment. Labels have individual entry numbers which are specific to your entries and are vital for us to identify your physical material when they arrive. The entry labels must be attached to the board, proof or supporting material, as appropriate.

Ascential Events (Europe) Limited, 33 Kingsway, London, WC2B 6UF

PACKAGE ADDRESS LABELS: On your confirmation email, there will be a package address label for the outside of your package(s). Instructions on where and how to attach them are in your confirmation email. You can also download them from your online account. We are unable to accept entry materials which are not labelled correctly.

LARGE ITEMS: If your physical support materials are oversized or require assembly instructions please contact awards@canneslions.com
You must cover all courier and mailing costs in advance, to secure the delivery of your materials. The Festival Organisers cannot accept responsibility for packages at any stage of transit. If entries are lost, held up at customs or require payment for delivery, resolution is the sole responsibility of the entrant.
A Customs Invoice should be included in your consignment, saying: 'FESTIVAL MATERIAL - NO COMMERCIAL VALUE'. A nominal amount of money, e.g. €1.50 per material, can be stated if necessary.

Products should be insured against damage or loss in transit or on Festival premises. We do not accept any liability for any loss, damage or expense incurred.

Physical support material becomes the property of the Festival Organisers once it has been received. We cannot return materials to entrants after judging. In exceptional circumstances and at the Festival's discretion, we may agree to return large or valuable items however, this must be pre-agreed with the Festival in writing, all transit costs must be covered by the entrant, and collection must be arranged before the 31st of July. Please email awards@canneslions.com for more info.

Image File Format Guidelines

PRESENTATION IMAGE

The digital presentation image is a visual presentation of your work, including images and text summarizing the brief, execution and results.
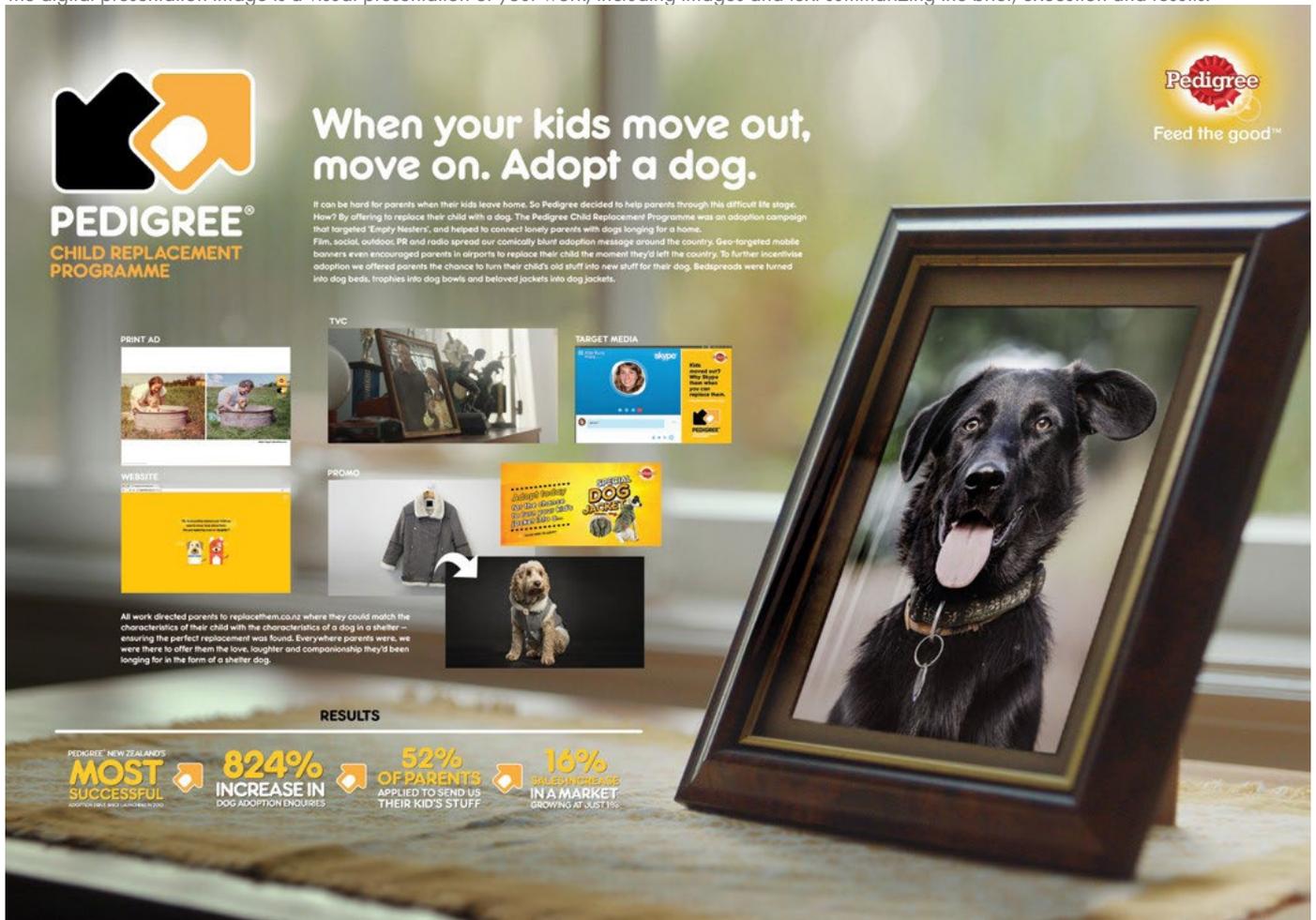
DIGITAL PRESENTATION IMAGE

A visual presentation of your work, including images and English text, concisely summarising the brief, execution and results.
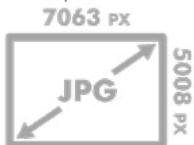
Specifications: JPG, CMYK, 7063 x 5008 pixels, 5 - 15MB

UNMOUNTED PRESENTATION IMAGE

The physical version of your digital presentation image, printed on flexible paper.
Specifications: 594mm x 420mm

PROOF EXAMPLE
The digital version of the original advertisement or execution, exactly as it ran.

DIGITAL PROOF
The digital version of the original advertisement or execution, exactly as it ran.
Specifications: JPG, CMYK, 7063 x 5008 pixels, 5 - 15MB
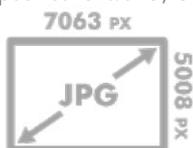
UNMOUNTED PROOF
The physical version of your digital proof, to be used for judging. A high-quality print of the execution, on flexible paper. Do not glue on to card.
Specifications: 594mm x 420mm

SUPPORTING IMAGES [Optional material for all Lions]

Digital images that may help support your entry in the jury room. Maximum 5. Only to be included if necessary and relevant.
Specifications: JPG, CMYK, 7063 x 5008 pixels, 5 - 15M

VIDEO FILE FORMAT GUIDELINES

Please supply a high quality video as .MOV or .MP4. The maximum file size is 350MB

Aspect Ratio	Resolution	Format/Codec	Audio
Preferred	Full HD 1080p	1920 x 1080	.MOV/H.264	AAC, Stereo, 48kHz
	HD 720p	1280 x 720		
Accepted	4:3 or 16:9	1024x576	.MP4/H.264	AAC, Stereo, 48kHz
		720x576		
		854x480		
		640x480		

CASE FILM (120 SECONDS MAXIMUM) [Optional material for all Lions] A short film explaining your work. Content includes the brief, execution and results. This will be used in judging and displayed publicly, including on the Love The Work.
Specifications: .MOV/ MP4, 350MB. Example Case Film

FILM
The original film advertisement or content, exactly as it aired. No extra slates or information. Work which is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. Voiceovers can be translated but visible speech must be kept in the original language and subtitled.
Specifications: .MOV/ MP4, 350MB. Example Film Entry

DEMO FILM (120 SECONDS MAXIMUM) [Optional material for all Lions]
Depending on the Lion being entered, this is either a 'making of', a recording of the activation in action or a walk through showing the specific elements of your work. Demo Films should be in English.
Specifications: .MOV/ MP4, 350MB. Example 'Walk through' Demo Film Example 'Making of' Demo Film

AWARDS SHOW FILM (30-45 SECONDS) [Optional material for all Lions]
A shorter, edited version of your case film. This will be shown at the award show, should your work win gold. It will not be shown to the jury. Award Show Films should be in English.
Specifications: .MOV/ MP4, 350MB, 30-45 seconds Example Awards Show Film

URLS [Optional material for all Lions]
In order to avoid your work being withdrawn from the festival, your URL must be accessible online until 30 September 2019. URLs must start with 'http://' or 'https://' and preferably accessible without a login or password.

CONTENT URL
Direct link to your digital execution e.g. website, microsite, app download page or social media page.
Example of a website entry Example of a microsite entry Example of an app download page Example social media post Example social media post

VIDEO URL
Direct link to where the online video aired.
Example Video URL

PRESENTATION WEBPAGE URL
If your direct link is not in English, you may provide a URL which leads to a page which explains your work in English.
Example Supporting Webpage URL

OTHER FILE FORMATS

RADIO FILE
MP3 audio file of original radio advertisement, as it aired. Specifications: 258 kbps preferred, 128 kbps = minimum accepted.

SUPPORTING CONTENT [Optional material for all Cannes Lions Awards]
Any supporting documents, videos, or radio files which are relevant to your entry. File types accepted: jpg, mp3, mp4, mov, doc, docx, pdf, xls, xlsx, ppt, pptx

CREATIVE EFFECTIVENESS APPENDIX
A collection of supplementary material to support the written submission. Could include graphs, diagrams, press clippings, screen grabs, original source data submitted as a single PDF file.

AR/ VR FILES
A collection of zip. files of supplementary material to support the written submission for: Digital Craft, Direct C04, Entertainment A07, Film D03, Mobile A01 & A02 and Social & Influencer B07.