CANNES
LIONS
INTERNATIONAL FESTIVAL OF CREATIVITY

2020' 출품 안내 (Entry Kit)

Part 1: 카테고리 & 제출물 안내

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콘텐트

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브랜드 목소리를 성공적으로 전달
한 아이디어, 전략, 계획

Communication: Design Lions

디자인 부문에서는 시각적 커뮤니케이션을 얼마나 훌륭하게 했는가를 심사합니다. 브랜드를 정의하거나 핵심 메시지를 소통함에 있어서 디자인을 얼마나 잘 활용했는지를 보여줘야 합니다. 즉, 고유한 시각적 정체성을 구현함으로 소비자의 인식과 이해를 높이도록 했는가를 심사합니다.

- 심사기준: 아이디어(idea) 40%, 집행(execution)40%, 결과(results) 20%
- 디자인 부문에서는 하나의 작품을 횟수 제한 없이 하위 카테고리에 중복 출품할 수 있습니다.

A. Brand-Building	Materials
복수의 터치 포인트와 미디어 플랫폼을 이용한 브랜드 아이덴티티 솔루션을 심사하는 부문입니다. 패키징, 인쇄, 브랜드 콜래트럴, 디지털 콘텐츠, 환경, 영상 콘텐츠 등의 다양한 미디어를 이용해 브랜드 경험을 만들어 낸 사례를 출품할 수 있습니다. *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 **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
A02. Rebrand / Refresh of an Existing Brand Rebrand / refresh of an existing brand identity for any product, service or organisation.	
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.	

B. Communication Design	Materials
실물 사본을 제출해야 합니다. 실물 사본 제출이 불가능하거나 실물이 없는 경우에는 이미지(JPG 포맷)를 제출합니다.	
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 **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
B02. Promotional Printed Media Including but not limited to calendars, invitations, postcards, tickets and seasonal greeting cards within print media.	
B03. Promotional Item Design Including but not limited to clothing, promotional gifts and samples, guerrilla marketing accessories & promotional items.	
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
브랜드 스토리와 메시지는 특정한 시공간에서 전달되는데 이를 소비자가 어떻게 체험했는가를 중점적으로 심사하는 부문입니다. 타깃 오디언스가 왜 감동적이며. 의미있고. 기억에 남는 경험으로 느끼게 되었는가를 기술해야 합니다.	
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**
실물 사본을 제출해야 합니다. 실물 사본 제출이 불가능하거나 실물이 없는 경우에는 이미지(JPG 포맷)를 제출합니다.	
E01. Food All food packaging.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Physical Supporting Material • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
E02. Drinks All drink packaging.	
E03. Other FMCG & Consumer Durables Beauty, cleaning products, other household goods, other FMCG	
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**
기능적. 미적 소구를 통해 브랜드 가치를 높인 디자인을 심사합니다. 브랜드 속성이 디자인을 통해 적절하게 표현되었는가를 평가합니다. 즉 형태. 기능. 편리함. 아름다움. 문제 해결. 제작. 연구. 제조공정 생산성 등을 통해 제품 아이덴티티를 잘 구현한 사례를 출품할 수 있습니다. *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 **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
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.	
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

필름 부문에서는 움직이는 화면을 통해 구현되는 크리에이티비티를 심사합니다. TV, 영화관, 온라인, 옥외 스크린에서 상영되는 영상을 통해 얼마나 브랜드 스토리텔링을 훌륭하게 했는가를 보여줘야 합니다.

- 심사 기준: 아이디어, 실행
- 하위 카테고리 'A. TV/ Cinema Film'과 'B. Online Film' 에서는 같은 작품을 각각 한 번씩 만 출품할 수 있습니다. 이외 다른 하위 카테고리에서는 횟수 제한 없이 중복 출품 할 수 있습니다.
- A,B,C,D 항목에서는 각각의 집행들을 하나의 출품작으로 제출해야하며 모든 집행은 출품 자격요건(eligibility period)에 부합해야 합니다.
- D02: Microfilms 항목에서는 다수의 집행을 하나의 출품작으로 제출해야 합니다. 최대 60초까지 가능하며 각각의 microfilm은 최대 10초 길이를 넘을 수 없습니다.
- 하위 카테고리 'E' .' F'에서는 다수의 집행 작품들을 하나의 작품으로 출품해야 합니다. 이때 각각의 필름은 출품규정에 명시되어있는 집행기간안에 포함되어야 합니다.
- 내용이 영어가 아닌 경우 방송/상영된 그대로의 내용을 영어로 번역하여 자막을 넣어야 합니다. 더빙은 허용되지 않습니다.

A. TV / Cinema Film: Sectors	Materials
TV 또는 극장에서 상영된 필름. 모든 필름은 180초 이내여야합니다. 본(A.TV/Cinema Film:Sectors)에서는 한번만 출품할 수 있습니다. (중복 출품 불가)	
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
온라인으로 상영된 필름(사전광고:pre-roll adverts 포함). 본(B. Online Film:Sectors) 에서는 한번만 출품할 수 있습니다. (중복 출품 불가)	
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 TV. 영화. 인터넷 이외의 스크린에서 상영된 필름	Materials
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 브랜드의 메세지를 전달하기 위한 혁신적인 필름 매체 사용 *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
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 문화적 통찰과 지역적 맥락을 이용해 생동감을 얻은 사례 *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

모바일 부문은 기기 중심의 크리에이티비티를 심사합니다. 웨어러블 기기와 같은 휴대용 기기의 플랫폼이 아이디어의 핵심이어야 하며, 실행에 있어서 중요한 요소라는 것을 보여주어야 합니다.

- 심사기준: 아이디어, 집행, 플랫폼의 활용도, 영향/결과
- 출품 항목이 적절하기만 하다면 이 부문에서는 횟수에 제한 없이 중복 출품 가능합니다.

A. Technology 모바일 기술을 활용하여 브랜드, 제품, 서비스를 강화한 크리에이티브 커뮤니케이션	Materials
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
모바일 또는 태블릿용 웹사이트/레이아웃	
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
사람들 및 소셜 중심의 모바일 퍼스트 실행이나 캠페인	
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
웹으로 접속가능하거나 앱스토어 및 모바일 소프트웨어 디스트리뷰션 플랫폼에서 다운로드 가능한 모바일 기기용 앱	
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

옥외부문은 말 그대로 집 밖에서 경험할 수 있는 크리에이티비티를 심사합니다. 공공의 공간을 활용해 메시지를 보내거나 브랜드 경험을 하도록 해 소비자들을 몰입하도록 한 점을 보여주어야 합니다.

- 심사기준: 아이디어, 실행
- 출품하려는 항목이 적절하다면, 하나의 작품을 횟수 제한 없이 중복 출품할 수 있습니다. 그러나, 세부 카테고리 'A. Sectors: Billboards' 그리고/또는 'B. Sectors: Posters'에서는 한번만 출품할 수 있습니다..
- 세부 카테고리 ' A ',' B ' 그리고 'C01: Animated Digital Screens' 에서는 각각의 집행작을 하나의 출품작으로 제출해야 합니다. 이때 모든 집행은 출품 규칙에 명시되어있는 기간(eligibility dates)안에 포함되어야 합니다.
- 'C02: Interactive / Dynamic Digital Screens', 세부 카테고리 'D', 'E' 그리고 'F'에서는 복수의 집행들을 하나의 출품작으로 제출해야 합니다. 모든 Outdoor 집행들은 출품규칙의 자격 기간(eligibility dates)안에 포함되어야 합니다.

A. Billboards: Sectors	Materials
길가, 고속도로, 통로 측면 등 표준적 빌보드 공간용의 전통적인 2차원 지면 게시판과 정적인 디지털 빌보드. 실제로 위치해있는 빌보드를 찍은 사진을 제출하도록 권고합니다. 6 sheet poster (1200 x 1800mm) 이하 크기의 작품인 경우 'B. 포스터' 항목에 출품해야 합니다. 3차원, 액티브, 인터랙티브, 다이내믹, 혹은 앰비언트 요소가 있는 작품인 경우 'E01. 스탠더드 사이트' 항목에 출품해야 합니다. 이 부문에는 같은 작품을 중복 출품할 수 없습니다. *For entries the size of a 6 sheet poster (1200 x 1800mm) or smaller, please enter B Poster: Sectors.*	
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
공공장소의 전통적 지면포스터. 그리고 고정된 디지털 포스터 (e.g. supermarkets, shopping malls, airports, etc.) 실제로 위치해있는 포스터를 찍은 사진을 제출하도록 권고합니다. 6 sheet poster (1200 x 1800mm)이상 크기의 작품인 경우 'A. 빌보드' 항목에 출품해야 합니다. 3차원. 액티브. 인터랙티브. 다이내믹. 혹은 앰비언트 요소가 있는 작품인 경우 E01. 스탠더드 사이트 항목에 출품해야 합니다. 이 부문에는 같은 작품을 중복 출품할 수 없습니다. *For entries larger than a 6 sheet poster (1200 x 1800mm), please enter A. Billboards.*	
B01. Food & Drink All food and drinks. *All fast food entries should go in A06. Retail*	**Compulsory** • Digital Proof • Unmounted Proof (Physical)
B02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	**Optional** • Digital Supporting Image
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
동적(non-static)인 디지털 디스플레이 스크린을 사용해 메시지를 전달하는 디지털 옥외 광고(DOOH)를 심사하는 항목입니다. 스태틱 디지털 빌보드 / 포스터의 경우에는 A. 빌보드 또는 B. 포스터에 출품해야 합니다.	
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
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.	**Highly Recommended (Optional)** • Demo Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content

D. Ambient & Experiential	Materials
공공의 장소, 오브젝트, 환경을 활용한, 포맷에 얽매이지 않은 비표준적인 옥외광고를 심사하는 항목입니다. 전통적 광고 사이트를 위해 고안된 작품들(예: 빌보드/포스터)은 이 항목에 출품할 수 없습니다.	
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
옥외 매체를 크리에이티브하게 (또는) 혁신적으로 활용하여 브랜드 메시지를 커뮤니케이션한 작품	

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.*	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Demo Film
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.	**Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
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.	

F. Culture & Context New	Materials
문화적 통찰과 지역적 맥락을 이용해 생동감을 얻은 사례 *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.*	

F01. 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 Film
F02. Challenger Brand New Celebrating the success of disruptive, game-changing work that uses progressive thinking and innovative creativity to challenge the status quo.	**Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
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.	

Communication: Print & Publishing Lions

인쇄 및 출판 부문은 지면상의 크리에이티비티를 심사합니다. 확 눈길을 끌 수 있게 만든, 독창성과 기술적 탁월함을 보여주어야 합니다.

- 심사기준: 아이디어, 실행
- 출품하려는 항목이 적절하다면, 하나의 작품을 횟수 제한 없이 중복 출품할 수 있습니다. 'A. Print: Sectors'에서는 중복출품 불가하며 한번만 출품할 수 있습니다..
- 세부 카테고리 'A'에서 각각의 집행은 하나의 출품작으로 제출해야 하며, 모두 출품규칙에 명시된 자격기간(eligibility dates) 안에 포함되어야 합니다.
- 세부카테고리 'B','C' 그리고 'D'에서 복수의 집행들은 하나의 작품으로 출품해야 하며 모두 출품규칙에 명시된 자격기간 안에 포함되어야 합니다.

A. Print & Publishing: Sectors 이 부문에는 같은 작품을 중복 출품할 수 없습니다.	Materials
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. Publications	Materials
책, 잡지, 표지, 디지털 출판 등 오리지널 인쇄 또는 출판 미디어. 출품 접수시 심사 받아야 하는 것이 표지(cover)인지 출판물 전체(whole publication) 인지를 명시해야 합니다. *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 Charity / Not-for-profit 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 문화적 통찰과 지역적 맥락을 이용해 생동감을 얻은 사례 *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
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

라디오/오디오 부문은 방송과 오디오 콘텐트에서의 크리에이티비티를 심사합니다. 탁월한 음질. 소리를 통한 혁신. 스토리텔링을 통한 브랜드 메시지 커뮤니케이션 등 오디오 방송에서의 아이디어가 중요합니다.

- 심사기준: 아이디어. 실행
- 이 부문에서는 하나의 작품을 횟수 제한 없이 중복출품 할 수 있습니다. 그러나. `A. Radio & Audio: Sectors`에서는 한번만 출품할 수 있습니다.
- 세부 카테고리 'A' 그리고 'B'는 각각의 집행들을 하나의 작품으로 출품해야 하며. 모두 자격요건 기간(eligibility period)안에 포함되어야 한다.
- 세부카테고리 'C' 그리고 'D'에서 복수의 집행들은 하나의 작품으로 출품되어야 하며 모두 자격요건 기간(eligibility period)안에 포함되어야 한다.

A. Radio & Audio: Sectors	Materials
이 부문에는 같은 작품을 중복 출품할 수 없습니다.	
A01. Food & Drink All food and drinks. *All fast food entries should go in A06. Retail*	**Compulsory** • MP3 Original Language **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. 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 라디오나 오디오를 혁신적으로 사용해 브랜드 메시지를 커뮤니케이션한 사례. 소비자들이 라디오나 오디오 콘텐츠에 몰입해 반응하도록 함으로 소비자들의 브랜드 체험을 강화한 작품을 출품합니다.	Materials
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
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.	**Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
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
문화적 통찰과 지역적 맥락을 이용해 생동감을 얻은 사례를 출품합니다. *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 **Highly Recommended (Optional)** • Case Study Film
D02. Challenger Brand Celebrating the success of disruptive, game-changing work that uses progressive thinking and innovative creativity to challenge the status quo.	
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

티타늄 부문은 게임의 규칙을 바꾼 작품을 기리기 위한 부문입니다. 브랜디드 커뮤니케이션의 새 지평을 연 작품, 즉 업계의 앞길을 개척한, 도발적이며, 경계를 허물고, 모방하고 싶게 만드는 작품에 상을 수여합니다.

- 하나의 작품은 한번만 출품 가능합니다.
- 이 부문은 출품 횟수 제한(최대 6개 Lions 부문 제한)에 포함되지 않습니다.
- 본선진출하게 되면, 칸(현지)에서 심사위원들에게 직접 프리젠테이션을 해야합니다.
- 본선에 오른 작품은 페스티벌 기간 전에 별도 안내합니다.

A. Titanium 도발적이며 획기적인 아이디어로 새로운 방향을 제시한 사례	Materials
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

디지털 크래프트 부문은 예술가적 기술 및 기교를 심사합니다. 디지털 매체를 통한 형태와 기능에 있어서 탁월성을 보여줘야 합니다. 디지털 환경을 위해 고안된 완벽한 디자인. 장인적 제작능력과 기술을 통한 집행. 그리고 괄목할만한 이용자 경험을 창출해야 합니다.

- 심사기준: 실행, 경험
- 이 부문 에서는 출품 횟수 제한 없이 하나의 작품을 중복 출품할 수 있습니다.

A. Form 이미지와 소리 기반 크리에이티브 작품의 전반적 미적 가치를 심사합니다.	Materials
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
디지털 맥락의 콘텐츠, 배치, 메시지 전달의 활용에 있어서 크리에이티브를 심사합니다.	

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
데이터와 인공지능을 제시하는 방식을 통해 브랜드 경험을 향상시킨 사례들을 출품합니다.	

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
디지털 콘텐츠 크리에이티브 기반에 있는 기술의 가치 그리고 사용자 경험을 향상시키기 위해 이러한 기술이 어떻게 집행되었나를 심사합니다.	
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
의미있게 느껴지는 몰입적 브랜드 경험을 창출하기 위해 가상/증강 현실을 활용한 방식을 심사합니다.	
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

필름 크래프트 부문은 영상에 있어서 예술가적 기교를 심사합니다. 영상제작에 있어서 탁월성, 다시 말해 아이디어를 영상으로 훌륭하게 구현하거나 실행을 한 단계 발전시킨 제작 기술과 완결성을 보여줘야 합니다.

- 심사기준: 실행
- 이 부문에서는 출품 횟수 제한 없이 하나의 작품을 중복 출품할 수 있습니다.
- 캠페인'Campaign of Executions'을 필름 크래프트의 어떤 항목에라도 출품 할 수 있습니다.

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
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.	**Optional** • URL • Award Show Film • Digital Supporting Content • AR/VR Files
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

산업 크래프트 부문은 크리에이티브한 아이디어 구현 및 솔루션 실행에 있어서 크리에이티브한 예술가적 재능, 기교, 기술을 심사합니다. 크리에이티브한 기법을 시도하는 비전, 그리고 고도의 전문성을 보여줘야 합니다.

- 심사기준: 실행
- 각각의 세부 카테고리에서 Packaging, Print & Publishing 그리고 Outdoor에 해당하는 집행들은 적절한 하위 카테고리에 출품되어야 합니다. 그러나 만약 출품하려는 작품이 더 넓은 범위에서의 캠페인을 구성하고 있다면 Brand Communication and Design 항목으로 출품해야 한다.
- Print , Outdoor 세부 카테고리에서는 각가의 집행을 하나의 작품으로 출품해야 합니다.
- Packaging & Brand Communication & Design 세부 카테고리에서는 캠페인은 하나의 작품으로 출품해야 합니다.
- 이 부문에서는 출품횟수 제한 없이 하나의 작품을 중복 출품할 수 있습니다.

Typography 타이포그래피를 활용하여 어떻게 디자인 미학과 스토리텔링이 전달되었는가를 심사합니다.	Materials
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
전반적 디자인. 방향. 시각적 구현을 심사합니다.	
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
일러스트레이션의 크리에이티브한 영향력을 심사합니다.	
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 크리에이티브한 표현을 통해 몰입도를 높인 측면을 심사합니다	**Materials**
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
카피라이팅을 통해 크리에이티브 아이디어가 생명력을 얻은 사례들을 심사합니다.	
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
카피라이팅을 통해 크리에이티브 아이디어가 생명력을 얻은 사례들을 심사합니다.	

ENTERTAINMENT: ENTERTAINMENT LIONS

엔터테인먼트 부문에서는 콘텐츠를 문화로 바꾼 크리에이티비티를 심사합니다. 새로운 방법으로 소비자들과 연결점을 찾거나 브랜드 메시지를 전달하기 위해 눈길과 마음을 끄는 아이디어를 구현한 작품임을 보여줘야 합니다.

• 같은 작품을 엔터테인먼트 부문 내에 횟수 제한 없이 중복 제출할 수 있습니다.

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** • Physical Supporting Material • URL • AR/VR Files (A07. only) • Award Show Film • 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.	
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 • Award Show Film • Digital Supporting Image • Digital Supporting Content
A09. Audio Content / Streaming Content created for radio, podcasts or other audio platforms.	**Compulsory** • MP3 Original Language **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
A10. Brand Integration & Sponsorships / Partnerships for Branded Content 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.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film
A11. Audience Engagement or Distribution Strategy for Branded Content Audience engagement and distribution strategies that creatively and effectively further the content's reach.	**Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
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.	

B. Talent	**Materials**
특정 인물을 기용하거나 협업해 만든 엔터테인먼트. 브랜드 메시지를 극대화하기 위해 인물의 영향력을 어떻게 활용했는지 기술해야 합니다	
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** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film
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.	**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.	

C. Branded Games	**Materials**
게임 및 게임 이니시에이티브. 즉 게임 중심의 콘텐츠 제작. 프로모션. 배급을 통해 브랜드. 제품. 아티스트에 대한 크리에이티브 커뮤니케이션을 한 사례	

C01. Digital & Mobile Games Console, online and mobile games specifically created for a brand, including emerging tech for games.	**Compulsory** • Digital Presentation Image
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.	**Highly Recommended (Optional)** • Case Film **Optional** • URL • 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.	

D. Sports 탁월한 스포츠 엔터테인먼트 사례 혹은 e스포츠와 같은 다른 플랫폼에서의 스포츠 이니시에이티브	**Materials**
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 • Award Show Film • 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 Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content

E. Innovation in Entertainment 오디언스를 몰입하도록 만든 새로운 아이디어를 통해 업계의 발전에 기여한 혁신적인 브랜디드 콘텐트	**Materials**
E01. Innovation in Branded Content Ground-breaking and unparalleled branded content.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Film

Optional

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

Entertainment: Entertainment Lions for Music

음악 부문은 오리지널 음악과 공동작업(collaboration)에서의 크리에이티비티를 심사합니다. 소비자들과 커뮤니케이션하기 위해 아티스트나 플랫폼을 혁신적으로 활용한 원곡 제작, 프로모션, 브랜드용 음악 배포임을 보여줘야 합니다.

- 같은 작품을 엔터테인먼트 음악 부문 내에 횟수 제한 없이 중복 제출할 수 있습니다.

A. Music Content 트랙, 앨범, 아티스트 프로모션용 오리지널 음악 콘텐트	Materials
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 신규 또는 기존의 팬들의 참여도를 높이기 위해 만들어진, 트랙, 앨범, 아티스트 프로모션용 이니시에이티브(Initiatives)	Materials
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 브랜드 또는 아티스트를 위해 음악 플랫폼과 기술을 크리에이티브하게 이용한 사례. 브랜드 콘텐트와 해당 브랜드의 상품 또는 서비스의 수준을 높이는데 사용된 기술의 크리에이티브한 응용에 대해 심사 합니다.	Materials
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 브랜드와 아티스트가 협업하여 엔터테인먼트 콘텐트를 공동 개발함으로써 브랜드의 도달, 인지도, 매출 향상에 기여한 작품을 출품할 수 있습니다.	**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 **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
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.	
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

엔터테인먼트 스포츠 부문에는 스포츠와 e스포츠의 힘, 그리고 팬문화를 활용해 사람들와 브랜드의 결속에 기여한 사례를 출품합니다. 전략적 기획, 스폰서십, 브랜드 매니지먼트, 미디어, 엔터테인먼트 및 인물 활용을 통해 스포츠와 e스포츠 생태계 속에서 탁월한 크리에이티브를 제시한 경우입니다.

- 제품이나 컨텐츠 관련 스포츠 제작 및 배급 주체(스폰서, 운동선수, 팀, 조직, 권리 보유자 등)를 브랜드에서 활용한 사례
- e스포츠는 '엔터테인먼트: 스포츠' 부문의 모든 하위항목에 출품이 가능합니다
- 해당 부문에서는 출품횟수 제한 없이 하나의 작품을 중복하여 출품할 수 있습니다.

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.	**Compulsory** • Digital Presentation Image
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.	**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.	**Compulsory** • Digital Presentation Image
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.	**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.	**Compulsory** • Digital Presentation Image
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.	**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

브랜드 경험/액티베이션 부문은 액티베이션, 몰입, 매장 경험 등을 통한 전방위적 소비자 관여를 심사합니다. 소비자의 브랜드 경험에 있어서 각 터치포인트를 어떻게 최적화하여 브랜드 친숙도를 향상시키고 상업적 성공으로 이끌었는지를 제시해야 합니다.

- 심사 기준: 아이디어 20%, 전략 20%, 집행 30%, 결과 30%.
- 동일 작품은 브랜드 경험과 액티베이션 부문에 4번까지 중복 출품할 수 있습니다. 단 'A. Brand Experience & Activation: Sectors' 항목의 경우에는 한 번만 출품합니다.

A. Brand Experience & Activation: Sectors 이 부문에는 같은 작품을 중복 출품할 수 없습니다.	Materials
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
이 부문에서는 브랜드 경험 또는 액티베이션을 통틀어 기술 및 여러 복합적인 접점 (touchpoint)의 활용에 대해 심사 합니다.	
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 **Optional** • URL • AR/VR Files • Award Show Film • Digital Supporting Image • Digital Supporting Content
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.	
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
리테일 환경에서 집행된 작품이어야 합니다.	
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 **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
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.	
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

브랜드 경험에 대한 전략적 기획과 집행을 심사합니다.

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.

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.

Compulsory
- Digital Presentation Image

Highly Recommended (Optional)
- Case Study Film

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

E. Culture & Context

문화적 통찰과 지역적 맥락을 이용해 생기를 얻은(살아난) 사례를 출품합니다.

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.

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.

Compulsory
- Digital Presentation Image

Highly Recommended (Optional)
- Case Study Film

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

Experience: Creative eCommerce Lions

전자상거래 부문에서는 전자상거래, 지불수단 등에서 크리에이티비티와 혁신성을 심사합니다. 소비자 관여와 상업적 성공을 어떻게 향상시킬 수 있었는지를 보여줘야 합니다.

- 심사 기준: 아이디어 30%, 전략 20%, 집행 20%, 결과 30%.
- 동일 작품은 전자상거래 부문에 4번까지 중복 출품할 수 있습니다. 단 'A. Creative eCommerce: Sectors' 부문의 경우에는 한 번만 출품합니다.

A. Creative eCommerce: Sectors 이 부문에는 같은 작품을 중복 출품할 수 없습니다.	Materials
A01. Food & Drink All food and drinks. *All fast food entries should go in A06. Retail*	**Compulsory** • Digital Presentation Image
A02. Other FMCG Beauty, cleaning products, other household goods, other FMCG.	**Highly Recommended (Optional)** • Case Study Film
A03. Healthcare Pharma, OTC drugs, wellness.	**Optional** • Award Show Film • Digital Supporting Image
A04. Consumer Durables Technology, homewares, furniture and lighting, toys, fashion, home appliances, other durables.	• Digital Supporting Content • URL
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.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • URL
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 Promtions 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	

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.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • URL
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).	

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.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • URL
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.	

E. Culture & Context	Materials
문화적 통찰과 지역적 맥락을 이용하여 생기를 얻은 사례를 출품합니다.	
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

사업 조직화, 업무, 고객과의 관계 방식에 있어서, 크리에이티브한 사고를 통해 변화를 유도함으로, 사업을 개선한 사례를 출품합니다. 독창적인 신제품 및 서비스 창출, 오퍼레이션과 소비자 경험의 재창조를 통해 트랜스포메이션, 즉 전적인 변화를 이룬 경우들입니다.

핵심 사업 기능들에서 어떻게 크리에이티브한 변화가 이루어졌으며 사업, 스태프, 고객들을 성장시키고 긍정적인 영향을 주었는가를 기술하여야 합니다. 예를 들면, 신제품 및 서비스, 기술, 비즈니스 설계, 오퍼레이션의 재편, 소비자 경험 등과 같은 사례들이며, 이 외의 경우들도 출품할 수 있습니다.

- 심사 기준: 전략/프로세스 30%, 경험/실행 35%, 사업적 결과와 영향력 35%
- 이 부문 에서는 같은 작품을 최대 4번까지 중복 출품할 수 있습니다.

A. Customer Experience	Materials
고객측에서 느끼는 크리에이티브 변혁으로서, 고객을 위해, 그리고 고객과의 상호작용을 위해 브랜드와 사업을 혁신한 사례	
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
브랜드 및 비즈니스 내부 오퍼레이션/기능을 재디자인하여 문화를 바꾸고 직원들과의 관계를 개선하거나 사업적 결과를 향상시킨 변혁 사례	

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
신제품이나 재창조한 제품 및 서비스 디자인을 통해 영업 실적 등 긍정적 결과를 얻은 사례	

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
브랜드/비즈니스를 변화시키기 위해 벤처 캐피탈 모델을 설계하거나 채택한 브랜드 (또는) 크리에이티브 비즈니스	

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

글래스 부문은 '유리천장'과 같이 보이지 않지만 존재하는 부정적 문화(성 차별, 불평등, 불균형)를 긍정적인 방향으로 변화시키는 크리에이티비티를 심사합니다. 이 부문에서는 의식적인 방식으로 양성 불평등 또는 편견의 문제를 암묵적으로 혹은 명시적으로 언급한 광고 작품등을 출품할 수 있습니다.

- 이 부문에는 한 작품을 한번만 출품할 수 있습니다.(중복 출품 불가)
- 광고주의 상업성, 다루는 상품, 서비스, 매체를 구분하지 않고 모두 출품할 수 있습니다. (non-commercial client 가능)
- 글래스 부문에 사용된 출품료는 관련 공익 단체에 기부합니다. 기부 대상 공익단체는 페스티벌 직전 공표됩니다.
- 본선진출 하는 경우 출품자는 칸(현지)에서 심사위원에게 그들의 작품에 대해 발표해야합니다. 1차 심사는 페스티벌 기간 전에 진행되며 본선진출 작품은 2020년 6월 칸 라이언즈 페스티벌에 심사위원 대상의 현장 발표를 위해 초대됩니다. 본선진출 작품의 출품자는 6월 초에 별도 안내 받습니다.

A. Glass: The Lion for Change	Materials
글래스 부문은 크리에이티브의 힘을 통해 브랜드와 사업 뿐 아니라 세상에 긍정적 영향을 미친 사례를 심사합니다. 젠더 스테레오 타입을 거부하고 진보적이고 의식있는 방식의 젠더 표상을 통해 편견과 불평등을 거부한 크리에이티브에게 상을 수여합니다.	
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

지속가능개발목표 부문은 세상에 긍정적인 영향을 주기 위한 크리에이티브한 해법. 진취적이고 주도적인 계획 및 행동을 심사합니다. 전세계의 공동 목표인 '2030 지속가능한 개발을 위한 아젠다'를 진전시키는데 있어서 어떻게 기여했는지를 보여주어야 합니다.

- 심사기준: 아이디어 20%, 전략 20%, 실행 20%, 영향 및 결과 40%
- 이 부문에서 한 작품은 최대 4번까지 중복 출품할 수 있습니다.
- 이 부문에 사용된 출품료는 관련 공익 단체에 기부합니다. 기부 대상 공익단체는 페스티벌 직전 공표됩니다.

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

건강/웰니스 부문에서는 개인의 웰빙을 위한 크리에이티비티를 심사합니다. 소비자들이 자가 진단을 하거나 능동적으로 자신을 돌볼 수 있도록 돕는 공공 교육. 처방전이 필요 없는 제품이나 서비스 홍보 등 소비자 건강관리에 대한 혁신적 접근들을 출품할 수 있습니다.

- 같은 작품을 건강/웰니스 부문 내에 횟수 제한 없이 중복 제출할 수 있습니다.

A. Consumer Products Promotion

처방전 없이 구매가능한. 특정 브랜드의 개인 웰빙 및 건강 제품 판매를 위한 프로모션

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

건강에 대한 인식 개선. 능동적 퍼스널 케어 권장. 적법한 건강 관련 사회적 운동에 대한 지원 및 기부를 하도록 돕는 대중을 위한 프로모션

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

헬스 브랜드 정신(ethos)에 대한 커뮤니케이션으로서, 기업 이미지 캠페인, 공공 보건 서비스, 시설, 건강 보험, 재무 계획 등에 대한 직접적 프로모션 사례들

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

규제가 강한 환경인 의약업계의 제품과 서비스를 커뮤니케이션하는데 있어서 탁월한 크리에이티비티를 기립니다. 실무자, 환자, 타깃 소비자들이 진단, 처방, 질병 완화 및 관리 등을 손쉽게 할 수 있도록 기여한, 과학적이고 혁신적인 사례들을 출품할 수 있습니다.

모든 출품작들은 구체적인 의약 제품과 서비스를 위해 만든 것이어야 합니다. 의약 부문에서는 약과 치료를 통한 건강 관리의 필요성에 기반해 출품작을 심사합니다. 의약 부문 커뮤니케이션에서는 새로운 혁신적 제품을 소개하는 점에서나, 감정이 북받쳐 있는 사람들을 상대로, 혹은 논쟁이 높은 이슈를 다루며 건강관리의 표준을 확립하고 옹호한다는 점에서 책임이 따릅니다. 환자의 권리, 정책과 정치, 사회와 인간성 등 여러 이슈와 관련한 논쟁을 다루거나 고려해 커뮤니케이션이 이루어져야 합니다. 또한 건강관리라는 맥락에서의 커뮤니케이션은 질병으로 인해 고통받는 사람들이 관련되므로 이들을 존중하고 이들에게 다가갈 수 있어야 합니다. 어떤 경우에는 의약 부문 실무자들을 통해 커뮤니케이션이 이루어지기도 합니다. 또한 많은 경우 규제 당국의 리뷰를 받아야 합니다.

- 모든 출품작은 질병상태의 이해를 높이고, 치료를 유발하고(하거나) 치료를 제공하고 개발하는 것을 옹호하기 위한 구체적 목적에 기반해 만들어진 것이어야 합니다.
- 의약 업계를 구성하는 조직들은 제약회사, 바이오 기술에 기반한 회사 및 의학 및 약 관련 회사, 의료장비회사, 진단 관련회사, 생명과학 연구소, 클리닉, 병원, 건강 관리 체계, 정부, 인간 및 동물 건강 옹호단체와 같은 곳들입니다
- 같은 작품을 의약 부문 내에 횟수 제한 없이 중복 제출할 수 있습니다.

건강 부문의 경우에는 규제, 비규제 분류가 있으니 다음 정의를 참조하십시오:

- **규제** – 특정 브랜드 제품, 서비스, 치료, 회사명에 대한 언급 여부와 상관없이 규제 대상인 작품. 과장 광고 금지 및 부작용 및 안전성을 표시해야 하는 광고 규제를 엄격하게 지켜야 하는 제품과 서비스)
  모든 출품작은 작품과 관련된 해당 지역의 규제 내용을 제출해야 합니다.

- **비규제** – 특정 브랜드 제품, 서비스, 치료, 회사명에 대한 언급 여부와 상관없이 규제를 받지 않는 작품. 규제 당국의 리뷰가 필요 없는 질병, 제품, 서비스나 진단받은 질병을 치료하고(거나) 환자의 필요를 채우기 위한 커뮤니케이션. 업계조직에서 생산되는 기기, 임플랜트, 장비, 진단 도구 등 의약 외의 치료를 위한 보조적인 제품들을 포함.

A. Product or Service Promotion

헬스케어 전문가가 진단하고 처치한 질병을 관리하기 위한 특정 브랜드 제품, 서비스 또는 치료를 판매하기 위한 프로모션

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

질병에 대한 인식 개선, 이해 증진 또는 인식 변화 및 사회적 오명을 극복하기 위한 커뮤니케이션 사례들을 심사합니다. 예를 들자면, 과학에 대한 새로운 프레임을 통해 질병 및 치료법에 대해 사람들이 생각하는 방식을 새롭게 정의한 경우, 다양한 장애와 질병의 증후 및 증상에 대한 교육을 제공한 경우, 능동적, 책임감 있는 행동 및 이니시에이티브를 끌어내고자 한 경우 등입니다. 이외의 경우들도 출품할 수 있습니다. 또한 브랜드 혹은 언브랜디드 커뮤니케이션 모두를 출품할 수 있습니다.

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

헬스케어를 발전시키고 질병 관리에 기여하며, 치료에 대한 동기를 부여하며 환자가 처방을 준수하고 독립성을 갖도록 도와주는 목적의 작품을 심사합니다.
헬스케어 전문가, 인플루언서, 연구자, 주요 의견지도자들로 하여금 과학적 교육을 시작하고 지속하도록 하며, 산업의 발전에 기여하며, 연구와 치료의 발전과 유포와 관련된 기술과 프로그램을 이용하도록 돕는 커뮤니케이션 사례를 출품할 수 있습니다. 예를 들자면, 헬스케어 전문가가 환자를 모니터하고 데이터를 수집하고 분석하고 리포팅할 수 있게 해 지속적인 돌봄을 제공할 수 있도록 하는 커뮤니케이션 도구와 기기와 같은 것들입니다. 이 외의 경우들도 출품할 수 있습니다. 출품시 환자들은 어떤 긍정적인 결과물을 얻었고 브랜드 에토스는 무엇인지를 명시해 기재하도록 권고합니다.

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

헬스케어를 발전시키고 질병 관리에 기여하며, 치료에 대한 동기를 부여하며 환자가 처방을 준수하고 독립성을 갖도록 도와주는 목적의 작품을 심사합니다.
클라이언트 (또는) 브랜드에 대한 긍정적인 평판을 구축하는 한편 환자들로 하여금 처방을 준수하고, 적절하고 책임감있는 치료법을 이용하며 환자들의 경험을 개선하는 등 환자에게 긍정적인 결과를 산출한 커뮤니케이션을 출품할 수 있습니다. 예를 들어, 데이터 분석의 이용, 커넥팅 기술을 통해 환자 경험을 향상시키거나, 컴플라이언스 프로그램, 스크린 서비스, 사회심리적 지지 서비스를 제공한 경우 등입니다. 이외의 경우들도 출품할 수 있다.

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

동물의 건강을 위한 진단, 처방, 치료가 필요한 제품과 솔루션을 위한 작품을 심사합니다.

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

건강/웰니스 부문 그리고 의약 부문에 출품시 필요한 자료는 아래 표를 참조하십시오. 기타 자료들을 제출할 수 있는데 이에 대해서는 아래쪽(88 pg) 보조 제출물 안내(Supporting Material Guidelines)을 참조하십시오

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

크리에이티브 효과 부문에서는 크리에이티브를 통해 측정 가능한 성과를 이루어냈는지를 심사합니다. 실질적인 사업적 효과,
혹은 문화적 변화를 이끌어내거나 브랜드 목적 성취 등의 장기적 성과를 어떻게 이루어냈는가를 보여줘야 합니다.

- 심사기준: 아이디어 25%, 전략 25% strategy, 영향력 및 결과 50%.
- 2017, 2018 또는 2019년 칸 라이언즈 페스티벌의 본선작 또는 수상작만 출품 가능합니다. .
- 동일한 작품은 크리에이티브 효과 부문 내에 4번까지 출품 가능합니다.

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
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.	**Optional** • URL • Appendix
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 must demonstrate effectiveness over several years.*	

B. Culture & Context	Materials
문화적 통찰과 지역적 맥락을 이용하여 생기를 얻은 사례를 출품합니다.	
B01. Local Brand Work made to resonate with a specific target audience for brands which are only distributed in a single locality or market.	**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 that 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

이노베이션 부문에서는 획기적인 기술, 문제 해결 방법 등을 심사합니다. 툴, 제품, 모델, 플랫폼, 광고 기술 등 새로운 기술을 활용한 크리에이티브 캠페인 뿐 아니라 이러한 신기술을 단독으로도 출품할 수 있습니다.

- 기술은 프로토타입/제작 전 단계에 있어야 하고 아직 개발이 되지 않은 아이디어/콘셉 단계의 기술은 출품할 수 없습니다.
- 출품회사들은 기술을 완전히 구현해 보여 줄 수 있어야 합니다.
- 동일한 제품은 이노베이션 부문 내에 한 번만 출품 가능합니다.
- 본선작에 오르는 경우 칸 현지에서 페스티벌 기간중에 심사위원들 앞에서 프리젠테이션해야 합니다.
- 본선 진출에 오르는 팀은 6월 초에 안내할 예정입니다.

	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

크리에이티브 데이터 부문은 아이디어와 정보를 어떻게 잘 연계해 활용했는가를 심사합니다. 데이터를 크리에이티브하게 사용, 해석, 분석, 적용하여 집행하거나, 캠페인을 탁월하게 수행했는지를 명확하게 제시해야합니다. 크리에이티브한 데이터 이용방식이 아이디어의 핵심이어야 하며 그 결과와 영향력이 분명하고 확실해야 합니다.

- 심사기준: 전략 30%, 적용 30%, 이노베이션(혁신) 20%, 영향/결과 20%
- 세부 카테고리에 따른 내용만 적절하다면, 이 부문에서는 횟수 제한 없이 중복 출품할 수 있습니다.

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

전략 기획을 통해 브랜드를 재정의하고 사업을 재창출하며 소비자 및 문화에 영향을 준 크리에이티브를 기리는, '아이디어 이면의 아이디어'를 심사하는 부문이라고 할 수 있습니다. 사업/브랜드의 어려움에 대한 해석에서의 탁월성, 돌파구를 만들어내는 생각, 전 적인 변화를 이끄는 문제해결법 등의 크리에이티브 전략을 출품합니다.

- 심사기준: 비즈니스에 대한 해석/브랜드 챌린지 30%, 인사이트/사고 30%, 크리에이티브 아이디어 20%, 결과 20%
- 이 부문에서는 하나의 작품은 최대 4번까지 중복 출품할 수 있습니다. 그러나, 하위 카테고리 'A.' 에서는 한번만 출품할 수 있습니다.

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 **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content • Appendix
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 land 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.	

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. 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. 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. 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 **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content • Appendix
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.	

E. Excellence in Creative Strategy	Materials
브랜디드 커뮤니케이션 캠페인의 일부인 전략적 비전, 계획, 실행에 대해 기술해야 합니다.	
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 **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content • Appendix
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.	
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

타깃의 반응을 유도한 크리에이티브를 기립니다. 특정 타깃 오디언스 집단의 관여도 향상, 고객 관계 형성 및 행동 유발, 측정가능한 결과의 성취를 위한 전략의 일부로서, 통찰력이나 데이터 활용을 어떻게 했는지에 대해 기술해야 합니다.

- 심사기준: 아이디어 30, 전략 20%, 실행 20%, 영향/결과 30%
- 이 부문에서는 하나의 작품은 최대 4번까지 중복출품 할 수 있습니다. 그러나, 하위 카테고리 'A.' 에서는 한번만 출품할 수 있습니다.

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
브랜드를 위한 직접적 커뮤니케이션의 일부로서 채널을 어떻게 활용했는가를 심사합니다.	
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.*	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film • Physical Support Materials **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
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.*	
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.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
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 campaigns using Print or Outdoor. Entries should demonstrate how the chosen medium led the other direct elements in the campaign. 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*	

C. Data & Technology	Materials
다이렉트 캠페인에 데이터나 기술을 크리에이티브하게 활용함으로써 소비자 경험을 향상시키고 측정가능한 사업적 결과를 얻은 사례를 출품합니다.	

C01. Data 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.

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. Entrants should also show how data helped define the target and creative messaging, allowing for specific personalisation within a direct campaign.

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 Augmented Reality, Virtual Reality, Mixed Reality and Voice technology. Including but not limited to AI, immersive systems, gaming, video mapping and voice enabled assistants.

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.

Compulsory
• Digital Presentation Image

Highly Recommended (Optional)
• Case Study Film

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

D. Digital & Social	Materials
브랜드를 위한 다이렉트 커뮤니케이션의 일부로서 디지털 및 소셜 매체와 기법을 활용한 사례들을 심사합니다.	

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 Direct marketing campaigns that use social networking sites, 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 문화적 통찰과 지역적 맥락을 이용하여 생기를 얻은 사례를 출품합니다.	Materials
F01. 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
F02. Challenger Brand Celebrating the success of disruptive, game-changing work that uses progressive thinking and innovative creativity to challenge the status quo.	**Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
F03. 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.	
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.	

Reach: Media Lions

미디어 부문에서는 크리에이티비티의 맥락을 어떻게 탁월하게 활용하였는가를 심사합니다. 고무적이고 혁신적 채널 전략으로 아이디어를 구현한 작품. 다시 말해 기존의 미디어 채널 전략의 흐름을 바꿀만한 성공을 어떻게 이루어 냈는가를 보여줘야 합니다.

- 심사 기준: 인사이트 및 아이디어 30%, 전략 및 타겟팅 20%, 집행 20%, 결과와 영향력 30%.
- 미디어 부문 내에서는 같은 작품을 4번까지 중복 출품할 수 있습니다. 단 'A. Media: Sectors' 항목의 경우에는 하나의 작품을 한 번만 출품합니다.

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
하나의 매체로서의, 특정 채널 안에서의 크리에이티브와 혁신성을 심사합니다.	
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.*	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content • AR/VR Files
B09. Use of Mobile Mobile technology including smartphones, tablets, Bluetooth, SMS, MMS, WAP, GPS, mobile games and applications, etc.	
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	Materials
데이터를 이용해 미디어 집행을 하거나 향상시킨 사례를 출품합니다.	

C01. Use of Data-driven Insight The use of data to uncover or generate insights that contributed to the effectiveness of a media campaign.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
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.	
C04. 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.	

D. Branded Content & Entertainment	Materials
콘텐츠 배치를 성공적인 방식으로 함으로써 소비자들의 관여도를 높이고 측정가능한 결과를 얻은 사례를 출품합니다. 이 항목에서는 콘텐츠 자체를 심사하는 것이 아니라 콘텐츠를 창조하고, 활용하고 극대화하는데 있어서 미디어의 역할을 평가합니다.	

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.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
D02. Use of Branded Content Created for Digital or Social Including branded social media, websites, microsites, mobile applications, games, native advertising, etc.	

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.	**Compulsory** • Digital Presentation Image **Highly Recommended (Optional)** • Case Study Film **Optional** • URL • Award Show Film • Digital Supporting Image • Digital Supporting Content
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).*	

F. Culture & Context	Materials
문화적 통찰과 지역적 맥락을 이용하여 생기를 얻은 사례를 출품합니다.	
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.	

Reach: PR Lions

전략적, 크리에이티브 커뮤니케이션에서의 크래프트를 기립니다. 통찰과 전략을 통해 의견에 영향을 주고 사업적, 사회적, 문화적 변화를 가져온 매체비용 없는(earned media) 크리에이티브 커뮤니케이션을 심사합니다. 구체적으로, 스토리텔링을 핵심으로 활용해, 조직, 브랜드 평판 및 사업을 구축하고, 보호하고, 향상시킨 사례 등을 출품할 수 있습니다.

- 심사기준: 아이디어 20%, 전략 30%, 실행 20%, 영향/결과 30%
- 이 부문에서는 하나의 작품은 최대 4번까지 중복 출품할 수 있습니다. 그러나, 하위 카테고리 'A. Sectors'에서는 한번만 출품할 수 있습니다.

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
PR 캠페인을 실행, 지원하기 위해 소셜 / 디지털 플랫폼을 얼마나 잘 활용하였는가를 심사합니다	
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
크리에이티브한 영감 및 커뮤니케이션 전략 수립에 있어서 효과적인 데이터 사용을 심사합니다. 인사이트와 측정(수치)을 도입, 캠페인을 개발한 결과 조직의 성과에 실질적인 영향력이 발생한 사례를 출품할 수 있습니다. 광고외 커뮤니케이션이 언급할 수 있는 광범위한 영역, 즉 평판 및 이해관계자 문제들을 다룬, 성공적 활동들에 대해 기술해야 합니다.	
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
도달율을 높이고 목표한 캠페인 성과를 달성하기 위해 PR 테크닉을 크리에이티브하게 실행한 사례를 심사합니다.	
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
PR 부문의 전문성을 탁월하게 보여준 모범 사례들을 심사합니다.	
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 문화적 통찰과 지역적 맥락을 이용하여 생기를 얻은 사례를 출품합니다.	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** • 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.	

Reach: Social & Influencer Lions

소셜 및 인플루언서 부문은 소셜 플랫폼과 인플루언서(영향력 높은 개인·유력자)를 전략적으로 활용한 마케팅 기법을 심사합니다. 소셜 네트워크와 플랫폼. 브랜드 앰배서더(ambassadors) 등 인플루언서를 창의적으로 활용해 몰입도. 전파력을 높이고 상업적 성공을 이루었는가를 보여주어야 합니다.

- 심사 기준: 아이디어 30%. 전략 20%. 집행 20%. 결과 30%.
- 적절한 부문에 제출하는 한 소셜 및 인플루언서 부문 내에서는 횟수에 제한 없이 중복 제출할 수 있습니다. 단 'A. Social & Influencer: Sectors' 항목의 경우에는 동일작품을 한 번만 출품합니다.

A. Social & Influencer: 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 • 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	Materials
소셜을 성공적으로 활용한 결과 온라인 커뮤니티의 관여도를 높여 측정가능하고 의미있는 브랜드 성과를 얻은 사례를 출품합니다.	
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.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content
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.	
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	Materials
소셜 인플루언서와 콘텐츠 마케팅을 통해 소셜 캠페인을 성공적으로 수행한 사례를 출품합니다.	
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 콘텐츠를 활용해 소비자와 타깃 오디언스의 관여도를 높인 사례를 심사합니다.	Materials
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. **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.	**Compulsory** • Digital Presentation Image • URL • Film **Highly Recommended (Optional)** • Demo Film **Optional** • Award Show Film • AR/VR Files • Digital Supporting Image • Digital Supporting Content
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. **D05. Social Commerce** Campaigns that harness social media and social platforms for ecommerce to drive business results.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content

E. Excellence in Social & Influencer	Materials
E01. Multi-platform Social Campaign Social activity that utilises multiple media platforms. Including offline elements, and live events Entries must illustrate that these elements drive or are inherently necessary to the overall execution of the social campaign. **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.	**Compulsory** • Digital Presentation Image • URL **Highly Recommended (Optional)** • Case Study Film **Optional** • Award Show Film • Digital Supporting Image • Digital Supporting Content

F. Culture & Context	**Materials**
문화적 통찰과 지역적 맥락을 이용하여 생기를 얻은 사례를 출품합니다.	
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

- 별첨 자료는 출품에서 가장 중요한 부분입니다. 심사위원들이 이러한 자료들을 읽고 시청하고 고민한 결과 수상작이 결정되기 때문입니다. 각 부문마다 요구하는 별첨 자료가 다르며 필수 제출물. 권장 혹은 선택사항인 자료들이 있습니다.

- 일단 출품을 한 후에는 정보를 추가하거나 제출했던 파일을 교체하는데 있어서 엄격한 규정이 적용됩니다. 그러니 출품비를 내기 전에 모든 제출정보나 자료가 틀림없는지 확인을 하시길 바랍니다. 출품비 납부 후에 결과 부분을 보완할 내용을 수집했다면 2020년 5월 1일까지 출품 서식의 결과 부분(results section)에 추가할 내용을 기술하여 조직위원회에 제출하십시오. 케이스 필름. JPG 등 출품작 매체에는 어떤 상황에서도 수정을 할 수 없습니다. 출품한 작품이 철회되지 않도록 하기 위해 다음 안내 사항을 지켜 주십시오.

- 모든 케이스 필름과 프리젠테이션 이미지는 영어로 되어 있어야 합니다.

- 비영어권 언어로 제작된 작품(영상. 인쇄. 옥외 게시판 등)은 방송. 공개되었던 내용 그대로를 번역이나 자막 처리해 제출해야 영어권 심사위원들이 이해할 수 있습니다.

- 영상 작품을 번역하는 경우. 더빙을 해서는 안 됩니다. 보이스오버는 번역할 수 있으나 화면에 보이는 대사는 원래의 언어와 함께 자막도 넣어 주십시오.

- 별첨 자료에 대행사. 크리에이티브 회사. 개인을 알 수 있게 명시해서는 안 됩니다.

Labelling And Delivery Guidelines

출품 레이블: 출품비를 납부하면 확인 이메일을 통해 각 출품작마다 출품 레이블을 받게 됩니다. 레이블에는 출품작을 식별하는 출품 번호가 기재되어 있으므로 조직위원회에서 배송된 별첨자료와 출품작을 정리하는데 있어서 레이블은 중요합니다. 출품 레이블을 보드 등 별첨자료에 붙이십시오.

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

PACKAGE ADDRESS LABELS: 확인 이메일에는 별첨자료를 넣은 봉투나 박스 등에 붙이는 배송 주로 레이블도 들어 있습니다. 확인 이메일에 레이블을 어디에 어떻게 붙여야 하는지에 대한 안내내용도 기재되어 있습니다. 또한 온라인 계정을 통해서 다운로드 받을 수 있습니다. 레이블이 제대로 부착되어 있지 않은 출품 자료는 접수할 수 없습니다.

LARGE ITEMS: 별첨 자료가 규격을 넘는 크기이거나 조립을 해야 하는 경우 awards@canneslions.com로 연락을 하십시오. 우편 및 배송 관련 비용은 출품회사에서 완납해야 합니다. 조직위원회에서는 배송 단계에서의 자료에서 발생하는 문제들에 대해 책임을 지지 않습니다. 출품작 분실. 세관 압류. 배송비 관련 문제들을 해결하는 것은 출품사의 책임입니다.

배송물에 'FESTIVAL MATERIAL – NO COMMERCIAL VALUE'라는 내용이 기재된 세관 송장을 첨부해야 합니다. 필요한 경우 자료를 금전으로 환산한 가치(예: 자료당 €1.50)를 적으십시오.
조직위원회까지 배송되는 도중에 발생하는 손상이나 손실에 대비해 보험을 드십시오. 조직위원회에서는 어떠한 손상. 손실.비용에 대해 책임을 갖지 않습니다.
배송된 별첨자료는 조직위원회가 소유합니다. 심사 후에도 출품회사에 반환하지 않습니다. 조직위원회의 재량으로 판단해.예외적인 경우 대형이나 고가의 자료는 반환할 수 있으나 이 경우 사전에 조직위원회와 협의가 이루어져야 하며 배송료는 출품사가 부담합니다. 요청은 7월 31일 전에 이루어져야 합니다. 기타 자세한 내용은 awards@canneslions.com로 연락하십시오.

Image File Format Guidelines

PRESENTATION IMAGE
디지털 프리젠테이션 이미지에는 이미지와 글(요지, 집행, 결과의 내용 기술)을 통해 출품작을 시각적으로 프리젠테이션하십시오.

DIGITAL PRESENTATION IMAGE
이미지와 글(요지, 집행, 결과의 내용 서술)을 통해 출품작을 시각적으로 프리젠테이션하십시오.

Specifications: JPG, CMYK, 7063 x 5008 pixels, 5 - 15MB

UNMOUNTED PRESENTATION IMAGE
디지털 프리젠테이션 이미지를 유연한(flexible) 종이에 인쇄하십시오.
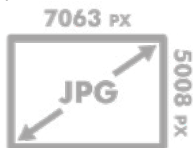Specifications: 594mm x 420mm

PROOF EXAMPLE
광고 및 작품의 집행했을 때 그대로 디지털 버전으로 만들어 제출하십시오.

DIGITAL PROOF
광고 및 작품의 집행했을 때 그대로 디지털 파일로 만들어 제출하십시오.
 Specifications: JPG, CMYK, 7063 x 5008 pixels, 5 - 15MB

UNMOUNTED PROOF
심사에 쓰일 광고 및 작품의 실물 버전을 제출합니다. 유연한(flexible) 종이에 고화질로 출력하되 두꺼운 종이에 풀로 붙여서 내지 마십시오..
Specifications: 594mm x 420mm

심사시 도움이 될 디지털 이미지는 최대 5장까지 제출할 수 있습니다. 단 꼭 필요하고 적절한 경우에만 제출하십시오.
 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		

케이스 필름 (최대 120초) [모든 부문에서 선택적 제출물]

출품작을 설명하는 짧은 영상을 제출할 수 있습니다. 요지, 집행, 결과의 내용으로 구성하십시오. 심사위원 및 일반에게 상영하며, 칸 라이언즈 아카이브에 포함됩니다.
규격: .MOV/ MP4, 350MB.. Example Case Film

FILM
방송된 그대로의 내용으로 제출해야 합니다. 추가 슬레이트나 정보를 넣지 마십시오. 비영어권 언어로 제작된 경우 집행했던 내용 그 대로를 영어로 자막처리해 제출해야 합니다. 더빙을 해서는 안 됩니다. 보이스오버는 번역할 수 있으나 화면에 보이는 대사는 원래의 언어와 함께 자막도 넣어 주십시오.
규격: MOV/ MP4, 350MB. Example Film Entry

데모 필름 (최대 120 초) [모든 부문에서 선택적 제출물]
출품 부문에 따라 데모 필름은 메이킹 필름, 혹은 액티베이션이나 작품의 특정 요소가 진전되가는 과정을 담은 내용일 수도 있습니 다. 영어로 제작해야 합니다.
규격: .MOV/ MP4, 350MB. Example 'Walk through' Demo Film   Example 'Making of' Demo Film

시상식용 필름 (30-45 초) [모든 부문에서 선택적 제출물]
케이스 필름의 짧은 버전입니다. 출품작이 금상을 받을 경우 시상식에서 상영하기 위한 것이며 심사위원들에게는 상영하지 않습니다. 영어로 제작해야 합니다.
규격: MOV/ MP4, 350MB, 30-45 seconds Example Awards Show Film

URLS [모든 부문에서 선택적 제출물]
2020년 9월 30일까지 접속할 수 있어야 합니다. 그렇지 않은 경우 출품 철회될 수 있습니다. URL은 'http://'나 'https://' 로 시작 해야 하며 로그인 절차나 패스워드 없이 접속할 수 있어야 합니다.

콘텐트 URL
웹사이트, 마이크로사이트, 애플리케이션 다운로드 페이지, 소셜 미디어 페이지 등 디지털 집행시 바로 접속할 수 있는 주소의 링크를 제출합니다.
Example of a website entry Example of a microsite entry Example of an app download page Example social media post Example social media post

동영상 URL
온라인 동영상을 게재했던 주소의 링크를 제출합니다.
Example Video URL

프리젠테이션 웹페이지 URL
원래의 링크 페이지가 영어가 아닌 경우, 영어로 작품을 설명한 페이지 URL이 수록된 웹페이지 URL을 제출할 수 있습니다.
Example Supporting Webpage URL

OTHER FILE FORMATS

라디오 파일
라디오에 방송된 그대로의 내용을 담은 MP3 오디오 파일을 제출합니다.
규격: 258 kbps 권장 (최소 128 kbps).

관련 콘텐츠 [모든 부문에서 선택적 제출물]
출품작과 관련이 있는 문서, 동영상, 라디오 파일 등을 제출할 수 있습니다. 제출 가능한 파일 형식: jpg, mp3, mp4, mov, doc, docx, pdf, xls, xlsx, ppt, pptx

부록 (크리에이티브 효과 부문의 경우)
그래프, 그림, 언론 보도 모음, 컴퓨터 화면 캡처, 오리지널 자료 출처 등 서면으로 제출한 내용을 보완해 주는 자료들을 하나의 PDF 파일에 정리해 제출할 수 있습니다.

AR/ VR 파일

Digital Craft, Direct C04, Entertainment A07, Film D03, Mobile A01 & A02 , Social & Influencer B07 부문 출품하는 경우 제출 신청서를 보완하는 용도로 추가 제출물을 zip. 파일로 수집하여 제출할 수 있습니다.