

Cannes Lions
International
Festival of
Creativity



Entry Kit

Part 2

2020/2021

Getting ready to enter

For 2021 the entry system is our most flexible ever. To enter a piece of work multiple times, simply enter the title of the entry, fill in the entry information, let us know which companies and people were involved and select all the relevant categories you wish to enter. You will be required to submit common information that applies to all the Cannes Lions Awards and some specific information unique to the category you are entering. Don't worry - you can still edit individual entries.

First Time Entering Cannes Lions?

Need help? Drop us an email at awards@canneslions.com and we'll arrange for one of our experts to talk you through the process.

Don't Have All The Details Right Away?

Don't worry, you can complete the form in any order and save your progress at any time.

What You'll Need To Enter | Common Info

ENTRY TITLE: Title, Brand, Product/Service, Sector and Subsector

COMPANIES: Details of companies which were involved in the work: advertising agencies, media agencies, PR agencies, production companies, etc.

CONTACTS: The contact details of someone in your company and on the brand/client side that we can contact about the entry.

What You'll Need To Enter | Entry Specific Info

MEDIA INFO & URLs: Launch date, different media placements and URLs of your entry

THE WRITTEN EXPLANATION: Written information of the work in line with festival/lion/category guidelines

CREATIVE TEAM: Details of the people who were involved in the work (e.g. John Smith, Creative Director, BBDO, New York)

MEDIA UPLOADS: Digital materials in line with festival/lion/category guidelines. For material requirements see [Entry Kit 1: Categories & Materials Guidelines](#). You will also need to familiarise yourself with the different Lions and categories and decide which you would like to enter.

Sample Entry Forms | Common Info

Entry Title

GIVE YOUR ENTRY A TITLE

To begin, you need to give your entry a title. We need this information before you select the Lion and categories you would like to enter this work into. If this work is being entered into multiple categories, the title you give here will be applied across all of those selected entries.

ENTRY TITLE*	BRAND*	PRODUCT / SERVICE*
The name you give the work being entered	The name of the brand, company or organisation who commissioned the work (e.g. Coca-Cola, P&G, Nike)	The product or service featured in the work (e.g. Coke Life, Crest toothpaste, Nike+)

Sector*	Subsector*
AUTOMOTIVE	Other Automotive
AUTOMOTIVE	Vehicles
B2B	B2B Technology
B2B	Consultancies & Professional
B2B	Legal
B2B	Other Business Services
CONSUMER DURABLES	Fashion
CONSUMER DURABLES	Furniture & Lighting
CONSUMER DURABLES	Home Appliances
CONSUMER DURABLES	Homewares
CONSUMER DURABLES	Technology
CONSUMER DURABLES	Toys
CONSUMER SERVICES	Energy
CONSUMER SERVICES	Financial
CONSUMER SERVICES	Insurance
CONSUMER SERVICES	Other Consumer Services
CONSUMER SERVICES	Private Education
CONSUMER SERVICES	Private Healthcare
CONSUMER SERVICES	Telecommunications
FMCG	Beauty
FMCG	Household Goods
FMCG	Drinks
FMCG	Food
FMCG	Other FMCG
HEALTHCARE	OTC Drugs
HEALTHCARE	Pharma

HEALTHCARE	Wellness
LEISURE	Gambling
LEISURE	Gaming
LEISURE	Live Events
LEISURE	Museums & Galleries
LEISURE	Other Recreation
LEISURE	Sports
MEDIA / ENTERTAINMENT	Books
MEDIA / ENTERTAINMENT	Digital Platforms
MEDIA / ENTERTAINMENT	Film
MEDIA / ENTERTAINMENT	Music
MEDIA / ENTERTAINMENT	News
MEDIA / ENTERTAINMENT	Other Media
MEDIA / ENTERTAINMENT	Publications & Media
MEDIA / ENTERTAINMENT	Television
NOT-FOR-PROFIT / CHARITY / GOVERNMENT	Charities
NOT-FOR-PROFIT / CHARITY / GOVERNMENT	Government
NOT-FOR-PROFIT / CHARITY / GOVERNMENT	Military
NOT-FOR-PROFIT / CHARITY / GOVERNMENT	Non-profits
NOT-FOR-PROFIT / CHARITY / GOVERNMENT	Other Not-for-profit
RETAIL	eCommerce
RETAIL	Fast Food
RETAIL	Restaurants
RETAIL	Retail
TRAVEL	Transport
TRAVEL	Travel & Tourism

CHOOSE LION & CATEGORIES

It's time to select the Lions you'd like to enter with this piece of work. Each piece of work can be entered in up to 6 Lions. This limit does not include Titanium Lions. Entry limits within each Lions are different. Read the **Entry Kit Part 1** to find out more.

You may add, remove or edit the Lions selected at a later stage before payment.

You can see all the details about the Lions on our website

Categories & Material Guidelines.

You may add, remove or edit any Award at a later stage.

MULTIPLE EXECUTIONS INFORMATION

In some Lions you must link a series of 2 or more executions of the same creative idea, advertising the same product/service with the same Brand, in the same medium, for more information if the Lion accepts multiple executions, please check **Entry Kit 1**

Does this have multiple executions?

You must link a series of 2 or more executions of the same creative idea, advertising the same product/service with the same Brand, in the same medium

Yes No

GIVE YOUR WORK A TITLE*

GIVE THE INDIVIDUAL EXECUTION A TITLE*

COMPANIES

WHICH COMPANIES WERE INVOLVED?

You are the Entrant Company. Fill in your own company information first and click 'Add your first company'.

Then click 'Add company' to add other contributors. You may add as many additional companies as you wish. Every entry requires at least one 'Entrant Company' and one 'Idea Creation' company. Sometimes it will be the same company for both.

The Entrant Company is responsible for payment of entry fees and will be considered the sole contact for any entry related queries. You should enter the companies the order you would like them to be published as this is how they will appear on the Cannes Lions website and on your certificates. When making your entry please make sure you credit companies in the correct roles as this directly affects the calculations for the Special Awards.

IMPORTANT: You may be asked to return to this page to add more companies depending on the Lion and categories you select later (e.g. If you enter Media, you will be asked to provide a company that played a 'Media Placement' role).

If you click 'save and continue' any information you entered will be saved and you will proceed to the next page, but you may return to add more companies at any time.

If your entry wins a Lion, companies and individuals credited here will automatically be eligible to purchase trophies and certificates.

COMPANY NAME*	COMPANY ACTIVITY* Please select from the drop-down: (Advertiser/Brand/Client, Agency, Government/Not for Profit/Education, Media, N/A, Production)	ADDRESS*
CITY*	POSTCODE*	COUNTRY*

CONTACTS

WHO IS THE LEAD CONTACT?

We may need to contact you about your entry. Please provide details of who we should contact.

CONTACT DURING JUDGING

This is the person the festival will contact if queries regarding the work arise during judging. This contact person must be from the entrant company, must have been directly involved with the campaign and must be contactable both within and outside of office hours, in the week preceding and the week of the festival.

NAME*	TITLE / POSITION*
TEL / MOBILE NUMBER*	EMAIL*

BRAND CONTACT

Contact at the brand that commissioned the work.

NAME*	TITLE / POSITION*	TEL / MOBILE NUMBER*
EMAIL*	CITY*	COUNTRY*

You will need to verify that this email address is your brand work email. We do not accept private or general contact details e.g. **info@gmail.com***

ENTRY SPECIFIC INFO

MEDIA INFO

Here you need to provide Information about where and when your work launched.

Eligibility dates are dependent on the Lion that is being entered.

If you're not sure whether your work is eligible get in touch. We strongly recommend checking eligibility before you start to create your entry submissions

MEDIA PLACEMENT

Please provide information about the executions of your campaign. Tell us what you did and where it happened.

ELEMENT* E.g. Live Event	LOCATION / PLATFORM* Where specifically did the work appear? (E.g. On BBC1, Facebook, Times Square, Inside a Shopping Mall)	NUMBER OF AIRINGS / PLACEMENTS*	DATE RANGE* (E.g. From 20/10/2017 to 25/10/2018)	COUNTRY / REGION*
			to	

Note: You will have the option to provide multiple media placements for your entry.

URLS

URLs are compulsory for:

Brand Experience & Activation (B03), Design (C03 and C04), Digital Craft, Direct (Section D) Entertainment (B03)

Music (C01), Sport (A03 and C03), Film (Section B, C01, D02 and E02), Media (Section B), Mobile, PR (B01) and Social & Influencer.

If your work was presented online, please provide the URL. In order to avoid your work being withdrawn from the festival, your URL must be live until 30 Sept 2021. URLs must start with http:// or https:// and preferably be accessible without a login or password.

URL E.g. http://www.domain.com	TYPE Please select from the drop-down	IS LIVE? Yes No

IF ENTERING 'APP URL'

If your App is not available globally/in the UK please provide the following details. These details will not be shared with anyone and are solely for app testing during judging.

APP NAME	APP STORE/ GOOGLE PLAY USERNAME	APP STORE/ GOOGLE PLAY PASSWORD

PHYSICAL SUPPORT MATERIALS

Each Lion has different compulsory and optional supporting physical material requirements. You can find our Supporting Material Guidelines [here](#).

PHYSICAL MATERIALS (COMPULSORY)

It is a compulsory requirement to send unmounted proofs for entries into:

- Industry Craft (A02,A03, B02, B03, C02, C03, D02, D03, E02, E03)
- Outdoor (Section A and B only)
- Print & Publishing (Section A only)

An unmounted proof is the physical version of the original advertisement or execution, exactly as it ran.

Specifications: 594mm x 420mm.

Please attach the label(s) provided in the post-payment email to the back of your unmounted proof.

PHYSICAL MATERIALS (OPTIONAL)

Do you want to send additional physical materials to support your entry? (E.g. Packaging, stationery, book)

Yes No

Please list the physical support material you will be sending to us for judging (E.g. 1 x Design sample: bottle of shampoo). Make sure you use the labels provided in the post-payment email for us to identify your entry easily.

If you have entered the same piece of work more than once, we recommend sending one piece of physical material for each entry.

Please send us your physical materials within 7 days of completing your submission.

CREATIVE TEAM

WHO WAS INVOLVED?

Enter the details of people who made a significant contribution to this entry. Enter the names of your creative team members in the order you would like them to appear. This information will be visible to delegates at the festival and will appear alongside your entry. *When making your entry please submit the names of your creative team in the order you would like them to be published as this is how they will appear. Creative team credits can be altered up to and including 3rd July 2021.*

NAME*	TITLE*	ROLE ON THIS ENTRY*
COMPANY*	EMAIL*	
	Any emails you provide will not be shared with 3 rd parties.	

MEDIA UPLOAD

UPLOAD MEDIA

Upload your work! Each lion has different digital media requirements. Please upload the 'compulsory media' first.

DIGITAL MEDIA (COMPULSORY)

You can find our Supporting Material Guidelines, which include compulsory/optional requirements, accepted specifications and examples [here](#).

Once you've uploaded some media it will become available in your 'Media Library'. From here, you can assign the media to multiple entries to save time. You media has to be the final version and you must hold all applicable rights We do not accept replacement files.

You can only checkout once you've uploaded the 'compulsory media'.

DIGITAL SUPPORTING MEDIA (OPTIONAL)

You may also upload the following optional supporting digital materials with your entry:

- Case Film
- Awards Show Film
- Digital Supporting Images
- Digital Supporting Content

2020 AWARDS

SAMPLE ENTRY FORMS

Common entry information for all Lions awards:

- Entry title
- Companies
- Contacts

ENTRY SPECIFIC INFO

- Choose Lion & categories
- Media info
- Physical support materials
- Written explanation

BRAND EXPERIENCE & ACTIVATION LIONS

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

WHY IS THIS WORK RELEVANT FOR BRAND EXPERIENCE & ACTIVATION?* (100 WORDS)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA (20% OF VOTE)* (150 WORDS)

DESCRIBE THE STRATEGY (20% OF VOTE)* (150 WORDS)

- Target audience (consumer demographic/individuals/organisations)
- Approach

DESCRIBE THE EXECUTION (30% OF VOTE)* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

LIST THE RESULTS (30% OF VOTE)* (150 WORDS)

- Business impact – sales, donations, site traffic
- Response rate
- Impressions
- Change in behaviour
- Consumer awareness

[ONLY FOR E01.LOCAL BRAND]* (150 WORDS)

Please tell us about the brand in relation to the locality or market where the product / service is distributed

[ONLY FOR E02.CHALLENGER BRAND]* (150 WORDS)

Please tell us about how the work challenged / was different from the brands competitors

[ONLY FOR E03.SINGLE MARKET CAMPAIGN]* (150 WORDS)

Please tell us how the work was designed / adapted for a single country / region / market

[ONLY FOR E04. SOCIAL BEHAVIOUR]* (150 WORDS)

Please tell us about the social behaviour that inspired the work

[ONLY FOR E05.CULTURAL INSIGHT]* (150 WORDS)

Please tell us about the cultural insight that inspired the work

[ONLY FOR E06. BREAKTHROUGH ON A BUDGET]* (150 WORDS)

Please provide budget details (Any confidential information should be entered in the confidential information field)

- Overall budget
- Breakdown of costs

[ONLY FOR E07. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY]* (150 WORDS)

Please tell us how the brand purpose inspired the work

[ONLY FOR E08. MARKET DISRUPTION] (150 WORDS) *

Please tell us how disruption in your market inspired the work

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

CREATIVE BUSINESS TRANSFORMATION LIONS

THE WRITTEN EXPLANATION

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Fields marked with * are compulsory

WHY IS THIS WORK RELEVANT FOR CREATIVE BUSINESS TRANSFORMATION?* (100 WORDS)

BACKGROUND* (200 WORDS)

- Situation / Driving factors
- The challenge the brand / business was facing
- Objectives

STRATEGY & PROCESS (30% OF VOTE)* (200 WORDS)

- Creative interpretation of the business challenge
- The challenge the brand / business was facing
- Evidence of creativity in planning the approach - testing, engagement, experimentation, etc
- Innovation and ingenuity in solution design, evidence of breakthrough thinking

EXPERIENCE & IMPLEMENTATION (35% OF VOTE)* (200 WORDS)

- Creative impact for customers, employees and other stakeholders
- Evidence that the initiative made a material positive difference to people's lives / work
- Quality of execution of creative vision / solution in the real-world

BUSINESS RESULT & IMPACT (35% OF VOTE)* (200 WORDS)

- Business impact – profit, performance and market share growth
- Delivery of the original objective / business KPI
- Brand loyalty / customer lifetime value (CLV)
- Productivity / operational efficiencies

CONFIDENTIAL INFORMATION FOR THE JURY (200 WORDS)

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CREATIVE DATA LIONS

THE WRITTEN EXPLANATION

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Fields marked with * are compulsory

WHY IS THIS WORK RELEVANT FOR CREATIVE DATA?* (100 WORDS)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA / DATA SOLUTION (20% OF VOTE)* (150 WORDS)

- Data Insights
- Innovation
- Originality

DESCRIBE THE DATA DRIVEN STRATEGY (30% OF VOTE)* (150 WORDS)

- Data gathering
- Data interpretation
- Targeting

DESCRIBE THE CREATIVE USE OF DATA, OR HOW THE DATA ENHANCED THE CREATIVE OUTPUT (30% OF VOTE)* (150 WORDS)

- Data journey
- Implementation
- Data integration
- Application

LIST THE DATA DRIVEN RESULTS (20% OF VOTE)* (150 WORDS)

- Data enhanced consumer experience
- Data driven behaviour change
- Business impact

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

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CREATIVE ECOMMERCE LIONS

THE WRITTEN EXPLANATION

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Fields marked with * are compulsory

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA (30% OF VOTE)* (150 WORDS)

DESCRIBE THE STRATEGY (20% OF VOTE)* (150 WORDS)

- Data gathering
- Target audience (consumer demographic / individuals / organisations)
- Relevance to platform
- Approach

DESCRIBE THE EXECUTION (20% OF VOTE)* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

LIST THE RESULTS (30% OF VOTE)* (150 WORDS)

- Sales
- Engagement
- Reach
- Achievement against business targets

[ONLY FOR E01.LOCAL BRAND]* (150 WORDS)

Please tell us about the brand in relation to the locality or market where the product / service is distributed

[ONLY FOR E02. CHALLENGER BRAND]* (150 WORDS)

Please tell us about how the work challenged / was different from the brands competitors

[ONLY FOR E03. SINGLE MARKET CAMPAIGN]* (150 WORDS)

Please tell us how the work was designed / adapted for a single country / region / market

[ONLY FOR E04. SOCIAL BEHAVIOUR]* (150 WORDS)

Please tell us about the social behaviour that inspired the work

[ONLY FOR E05. CULTURAL INSIGHT]* (150 WORDS)

Please tell us about the cultural insight that inspired the work

[ONLY FOR E06. BREAKTHROUGH ON A BUDGET]* (150 WORDS)

Please provide budget details (Any confidential information should be entered it in the confidential information field)

- Overall budget
- Breakdown of costs

[ONLY FOR E07. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY]* (150 WORDS)

Please tell us how the brand purpose inspired the work

[ONLY FOR E08. MARKET DISRUPTION] (150 WORDS)

Please tell us how disruption in your market inspired the work

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

CREATIVE STRATEGY LIONS

THE WRITTEN EXPLANATION

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Fields marked with * are compulsory

WHY IS THIS WORK RELEVANT FOR CREATIVE STRATEGY? * (100 WORDS)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

INTERPRETATION (30% OF VOTE) * (150 WORDS)

Explain clearly how you came to understand the brand's challenge / objective:

- The business challenge the brand was facing
- Interpretation of the client needs and brand values
- Industry / target market
- The desired outcome

INSIGHT / BREAKTHROUGH THINKING (30% OF VOTE) * (150 WORDS)

Explain clearly the creative use of research, data or resources that lead to an original and compelling strategy:

- Outline the strategic process used to tackle the problem
- How did you arrive at the insight? Details here could include:
 - Research
 - Workshops
 - Collaboration
 - Data
 - Audience / consumer / culture
- Internal /external challenges faced and how they were overcome
- The breakthrough moment

CREATIVE IDEA (20% OF VOTE) * (150 WORDS)

- Clearly explain the creative idea
- How the creative strategy directly influenced the creative execution

OUTCOME / RESULTS (20% OF VOTE) * (150 WORDS)

Explain clearly what impact your creative strategy had on the client. This may include:

- Business impact
- Change in behaviour or consumer awareness / value added to the brand
- Achievement against the original challenge / client satisfaction.
- The impact on the industry / culture

[ONLY FOR C01. CHALLENGER BRAND STRATEGY] * (150 WORDS)

Please tell us about how the work challenged / was different from the brands competitors

[ONLY FOR C02. BREAKTHROUGH ON A BUDGET] * (150 WORDS)

Please provide budget details

(Any confidential information should be entered in the confidential information field)

- Overall budget
- Breakdown of costs

[ONLY FOR C03. MULTI-MARKET STRATEGY] * (150 WORDS)

Please tell us how the work was designed / adapted for multiple countries / regions / markets

[ONLY FOR C04. LONG-TERM STRATEGY] * (150 WORDS)

Please tell us about the long-term strategic planning

[ONLY FOR C05. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY] * (150 WORDS)

Please tell us how the brand purpose inspired the work

[ONLY FOR C06. MARKET DISRUPTION] * (150 WORDS)

Please tell us how disruption in your market inspired the work

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

DESIGN LIONS

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives
- Budget
- Project scale and volume

DESCRIBE THE CREATIVE IDEA (40% OF VOTE)* (150 WORDS)

- Brand relevance
- Target audience (consumer demographic / individuals / organisations)

DESCRIBE THE EXECUTION (40% OF VOTE)* (150 WORDS)

- Design elements and their integration
- Design touch points
- Materials, style elements, design choices
- Design development and process
- Choice of campaign elements
- Approach
- Scale

LIST THE RESULTS (20% OF VOTE)* (150 WORDS)

- Value added to brand
- Value for consumer
- Reach / cultural impact
- Sales
- Achievement against brief
- Other KPIs

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

DIGITAL CRAFT LIONS

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

DESCRIBE THE CREATIVE IDEA* (150 WORDS)

DESCRIBE THE EXECUTION* (300 WORDS)

- Implementation
- Placement
- Scale
- Brand relevance
- Touch points
- Materials, style elements, design choices
- Methods and process
- Timeline

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

DIRECT LIONS

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

WHY IS THIS WORK RELEVANT FOR DIRECT? * (100 WORDS)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA (30% OF VOTE) * (150 WORDS)

DESCRIBE THE STRATEGY (20% OF VOTE) * (150 WORDS)

- Data gathering
- Target audience (consumer demographic / individuals / organisations)
- Approach
- Call to action

DESCRIBE THE EXECUTION (20% OF VOTE) * (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

LIST THE RESULTS (30% OF VOTE) * (150 WORDS)

- Business impact – sales, donations, site traffic
- Response rate
- Change in behaviour

[ONLY FOR C01. & C02. DATA-DRIVEN DIRECT STRATEGY / TARGETING]* (150 WORDS)

Describe the use of data, or how the data enhanced the campaign output

- Data gathering and interpretation
- Data insights and targeting
- Data integration and impact

[ONLY FOR F01.LOCAL BRAND]* (150 WORDS)

Please tell us about the brand in relation to the locality or market where the product / service is distributed

[ONLY FOR F02.CHALLENGER BRAND]* (150 WORDS)

Please tell us about how the work challenged / was different from the brands competitors

[ONLY FOR F03.SINGLE MARKET CAMPAIGN]* (150 WORDS)

Please tell us how the work was designed / adapted for a single country / region / market.

[ONLY FOR F04. SOCIAL BEHAVIOUR]* (150 WORDS)

Please tell us about the social behaviour that inspired the work

[ONLY FOR F05.CULTURAL INSIGHT]* (150 WORDS)

Please tell us about the cultural insight that inspired the work

[ONLY FOR F06. BREAKTHROUGH ON A BUDGET]* (150 WORDS)

Please provide budget details (Any confidential information should be entered it in the confidential information field)

- Overall budget
- Breakdown of costs

[ONLY FOR F07. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY]* (150 WORDS)

Please tell us how the brand purpose inspired the work

[ONLY FOR F08. MARKET DISRUPTION]* (150 WORDS)

Please tell us how disruption in your market inspired the work

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

ENTERTAINMENT LIONS

THE WRITTEN EXPLANATION

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Fields marked with * are compulsory

WHY IS THIS WORK RELEVANT FOR ENTERTAINMENT?* (100 WORDS)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA* (150 WORDS)

DESCRIBE THE STRATEGY* (150 WORDS)

DESCRIBE THE EXECUTION* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

DESCRIBE THE OUTCOME* (150 WORDS)

- Reach
- Engagement
- Impact

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

ENTERTAINMENT LIONS FOR MUSIC

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

WHY IS THIS WORK RELEVANT FOR ENTERTAINMENT? * (100 WORDS)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA* (150 WORDS)

DESCRIBE THE STRATEGY* (150 WORDS)

DESCRIBE THE EXECUTION* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

DESCRIBE THE OUTCOME* (150 WORDS)

- Reach
- Engagement
- Impact

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

ENTERTAINMENT LIONS FOR SPORT

THE WRITTEN EXPLANATION

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Fields marked with * are compulsory

WHY IS THIS WORK RELEVANT FOR ENTERTAINMENT?* (100 WORDS)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA* (150 WORDS)

DESCRIBE THE STRATEGY* (150 WORDS)

DESCRIBE THE EXECUTION* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

DESCRIBE THE OUTCOME* (150 WORDS)

- Reach
- Engagement
- Impact

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

FILM LIONS

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

[ONLY FOR SECTION A, B,C,D & E] (150 WORDS)

Please explain any cultural terms, references or viewing context which would be known by the local audience but may not be known by our international jury.

[ONLY FOR SECTION E. INNOVATION IN FILM]* (150 WORDS)

Explain how the work innovatively used the film medium.

[ONLY FOR F01.LOCAL BRAND]* (150 WORDS)

Please tell us about the brand in relation to the locality or market where the product / service is distributed

[ONLY FOR F02.CHALLENGER BRAND]* (150 WORDS)

Please tell us about how the work challenged /was different from the brands competitors

[ONLY FOR F03.SINGLE MARKET CAMPAIGN]* (150 WORDS)

Please tell us how the work was designed / adapted for a single country / region / market

[ONLY FOR F04. SOCIAL BEHAVIOUR]* (150 WORDS)

Please tell us about the social behaviour that inspired the work

[ONLY FOR F05. CULTURAL INSIGHT] * (150 WORDS)

Please tell us about the cultural insight that inspired the work

[ONLY FOR F06. BREAKTHROUGH ON A BUDGET] * (150 WORDS)

Please provide budget details (Any confidential information should be entered in the confidential information field)

- Overall budget
- Breakdown of costs

[ONLY FOR F07. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY] * (150 WORDS)

Please tell us how the brand purpose inspired the work

[ONLY FOR F08. MARKET DISRUPTION] * (150 WORDS)

Please tell us how disruption in your market inspired the work

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

FILM CRAFT LIONS

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

WRITE A SHORT SUMMARY OF WHAT HAPPENS IN THE FILM * (150 WORDS)

- Do not comment on the brief / challenges / success of the film.

CULTURAL / CONTEXT INFORMATION FOR THE JURY (150 WORDS)

Please explain any cultural terms, references or viewing context which would be known by the local audience but may not be known by our international jury.

[ONLY FOR A01. DIRECTION] (150 WORDS)

Tell the jury anything relevant about the direction. Do not name the director.

[ONLY FOR A02. SCRIPT] * (NO LIMIT)

Provide the full film script in English.

[ONLY FOR A03. CASTING] (150 WORDS)

Tell the jury about the casting process.

[ONLY FOR A04. PRODUCTION DESIGN / ART DIRECTION] (150 WORDS)

Tell the jury about the production design / art direction.

[ONLY FOR A05. CINEMATOGRAPHY] (150 WORDS)

Tell the jury anything relevant about the cinematography.

[ONLY FOR A06. USE OF ORIGINAL MUSIC] (150 WORDS)

Tell the jury about the creation of the original music track.

[ONLY FOR A07. USE OF LICENSED OR ADAPTED MUSIC] (150 WORDS)

Tell the jury about the choice of music track.

[ONLY FOR A08. ACHIEVEMENT IN PRODUCTION] * (150 WORDS)

Tell the jury about the ambitions & challenges of the production process.

[ONLY FOR B01. EDITING] (150 WORDS)

Tell the jury anything relevant about the edit. Do not name the editor.

[ONLY FOR B02. COLOUR CORRECTION / GRADING] (150 WORDS)

Tell the jury about the colour grading.

[ONLY FOR B03. SOUND DESIGN] (150 WORDS)

Tell the jury about the sound design.

[ONLY FOR B04. ANIMATION] (150 WORDS)

Tell the jury about the animation used and summarise any relevant challenges or techniques.

[ONLY FOR B05. VISUAL EFFECTS] (150 WORDS)

Tell the jury about the visual effects and summarise any relevant challenges or techniques.

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

GLASS: THE LION FOR CHANGE

THE WRITTEN EXPLANATION

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Fields marked with * are compulsory

BACKGROUND* (150 WORDS)

- Brand values regarding gender representation
- Brief
- Objectives

DESCRIBE THE CULTURAL / SOCIAL / POLITICAL CLIMATE AND THE SIGNIFICANCE OF THE WORK WITHIN THIS CONTEXT* (200 WORDS)

- Media regulations / restrictions
- Civil liberties issues
- Gender representation

DESCRIBE THE CREATIVE IDEA* (150 WORDS)

DESCRIBE THE STRATEGY* (150 WORDS)

- Data gathering
- Target audience (consumer demographic / individuals / organisations)
- Approach

DESCRIBE THE EXECUTION* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

DESCRIBE THE RESULTS / IMPACT* (150 WORDS)

- Business impact – sales, donations, site traffic
- Response rate
- Impressions
- Change in behaviour
- Consumer awareness

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

ENTERING HEALTH & WELLNESS LIONS and PHARMA LIONS

When it comes to entering Health Lions and Pharma Lions you will be required to enter your work in a slightly different way.

STEP 1: Decide if you want to enter your work into either Health & Wellness Lions or Pharma Lions. Browse the categories and choose which ones your work is most suited to.

STEP 2: Complete the Common Entry Information sections: Entry Title, Companies, Contacts, Creative Team, and Media Information

STEP 3: Choose your categories then select your mediums from the dropdowns.

STEP 4: Complete the Health & Wellness or Pharma written explanation section.

STEP 5: Complete the medium specific written explanation based on your chosen medium.

In most cases, the medium-specific written explanation is identical to the associated Lions (with the exception of Ambient Outdoor, Film Craft, Industry Craft, Integrated Campaign, Print Collateral, Use of Technology, and Product Innovation). For example, if entering the Mobile medium in Health & Wellness, the written explanation is the same as that required for Mobile Lions.

NEED SOME HELP?

[Contact us](#) and we'll arrange for one of our experts to talk you through the process

HEALTH & WELLNESS AND PHARMA MEDIUMS

Brand Experience & Activation
Branded Content & Entertainment: Digital & Social
Branded Content & Entertainment: Film, TV and Online Film Content
Branded Content & Entertainment: Live Experience
Creative Data: Creative Data Collection & Research
Creative Data: Creative Data Enhancement
Creative Data: Data Visualisation
Creative Data: Use of Real-Time Data
Digital: Platforms
Digital: Social & Influencer
Digital Craft: Interface & Navigation (UI)
Digital Craft: User Experience (UX)
Direct
Film: Cinema, TV and Digital Film Content
Film Craft: Animation & Visual Effects
Film Craft: Cinematography
Film Craft: Direction
Film Craft: Production Design / Art Direction
Film Craft: Script
Film Craft: Use of Music / Sound Design
Industry Craft: Art Direction
Industry Craft: Copywriting
Industry Craft: Illustration
Industry Craft: Photography
Industry Craft: Typography
Integrated Campaign
Mobile
Outdoor: Ambient
Outdoor: Standard
PR
Print & Publishing: Collateral
Print & Publishing: Standard
Product Innovation
Radio & Audio
Use of Technology

HEALTH: PHARMA LIONS

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

DESCRIBE ANY RESTRICTIONS OR REGULATIONS REGARDING HEALTHCARE / RX / PHARMA COMMUNICATIONS IN YOUR COUNTRY / REGION INCLUDING: * (50 WORDS)

- Healthcare regulatory bodies
- Government
- TV stations / media channels

DESCRIBE THE TARGET AUDIENCE AND WHY YOUR WORK IS RELEVANT TO THEM * (50 WORDS)

Pharma audience types:

- Healthcare Professional
- Patient
- Consumer (Canada, USA & New Zealand only)

You will also need to complete the MEDIUM-specific WRITTEN EXPLANATION based on your chosen Pharma MEDIUM.

HEALTH: HEALTH & WELLNESS AND PHARMA LIONS: FILM CRAFT MEDIUM

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

WRITE A SHORT SUMMARY OF WHAT HAPPENS IN THE FILM * (150 WORDS)

- Do not comment on the brief / challenges / success of the film.

[ONLY FOR ANIMATION / VISUAL EFFECTS] (150 WORDS)

Tell the jury about the animation / visual effects used and summarise any relevant challenges or techniques.

[ONLY FOR CINEMATOGRAPHY] (150 WORDS)

Tell the jury anything relevant about the cinematography.

[ONLY FOR DIRECTION] (150 WORDS)

Tell the jury anything relevant about the direction. Do not name the director.

[ONLY FOR PRODUCTION DESIGN / ART DIRECTION] (150 WORDS)

Tell the jury about the production design / art direction.

[ONLY FOR SCRIPT] * (NO LIMIT)

Provide the full film script in English.

[ONLY FOR USE OF MUSIC /SOUND DESIGN] (150 WORDS)

Tell the jury about the music / sound design.

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

HEALTH: HEALTH & WELLNESS AND PHARMA LIONS: INDUSTRY CRAFT MEDIUM

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

TRANSLATION (NO LIMIT)

Provide a full English translation of any text.

[ONLY FOR ART DIRECTION] (150 WORDS)

Tell the jury about the art direction.

[ONLY FOR COPYWRITING] (150 WORDS)

Tell the jury about the copywriting.

[ONLY FOR ILLUSTRATION] (150 WORDS)

Tell the jury about the illustration.

[ONLY FOR PHOTOGRAPHY] (150 WORDS)

Tell the jury about the photography. Do not name the photographer.

[ONLY FOR TYPOGRAPHY] (150 WORDS)

Tell the jury about the typography.

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

HEALTH: HEALTH & WELLNESS AND PHARMA LIONS: INTEGRATED CAMPAIGN MEDIUM

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

WHY IS THIS WORK RELEVANT FOR INTEGRATED? * (100 WORDS)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA* (150 WORDS)

DESCRIBE THE STRATEGY* (150 WORDS)

- Target audience (consumer demographic / individuals / organisations)
- Integration
- Approach

DESCRIBE THE EXECUTION* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

LIST THE RESULTS* (150 WORDS)

- Reach
- Engagement
- Impact
- Sales
- Achievement against business targets

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

HEALTH: HEALTH & WELLNESS AND PHARMA LIONS: OUTDOOR MEDIUM

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

[OUTDOOR: STANDARD ONLY] (NO LIMIT)

Translation. Provide a full English translation of any text.

[OUTDOOR: AMBIENT ONLY] (150 WORDS)

Write a short summary of the ambient work. Do not comment on the brief / challenges / success of the work

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

HEALTH: HEALTH & WELLNESS AND PHARMA LIONS: PRINT AND PUBLISHING MEDIUM

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

[PRINT & PUBLISHING: STANDARD ONLY] TRANSLATION. (NO LIMIT)

Provide a full English translation of any text.

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

HEALTH: HEALTH & WELLNESS AND PHARMA LIONS: PRODUCT INNOVATION MEDIUM

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives
- Current Stage

DESCRIBE THE CREATIVE IDEA (40% OF VOTE)* (150 WORDS)

- Insights
- Intention / purpose
- Adaptation of an existing product or innovation
- Research
- Considerations

DESCRIBE THE FINAL PRODUCT (40% OF VOTE)* (150 WORDS)

- How it works
- Materials
- Production
- Techniques
- Components
- User interaction

LIST THE RESULTS (20% OF VOTE)* (150 WORDS)

- Long-term outcomes
- Scalability
- Value for consumer / brand
- Reach / product impact
- Business impact / sales

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

HEALTH: HEALTH & WELLNESS AND PHARMA LIONS: USE OF TECHNOLOGY MEDIUM

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA* (150 WORDS)

DESCRIBE THE STRATEGY* (150 WORDS)

DESCRIBE THE EXECUTION* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

LIST THE RESULTS* (150 WORDS)

- Reach
- Engagement
- Impact
- Sales
- Achievement against business targets

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

INDUSTRY CRAFT LIONS

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

CULTURAL / CONTEXT INFORMATION FOR THE JURY (150 WORDS)

Please explain any cultural terms, references or viewing context which would be known by the local audience but may not be known by our international jury.

TRANSLATION (NO LIMIT)

Provide a full English translation of any text.

[ONLY FOR SECTION A. TYPOGRAPHY] (150 WORDS)

Tell the jury about the typography.

[ONLY FOR SECTION B. ART DIRECTION] (150 WORDS)

Tell the jury about the art direction.

[ONLY FOR SECTION C. ILLUSTRATION] (150 WORDS)

Tell the jury about the illustration.

[ONLY FOR SECTION D. PHOTOGRAPHY] (150 WORDS)

Tell the jury about the photography. Do not name the photographer

[ONLY FOR SECTION E. COPYWRITING] (150 WORDS)

Tell the jury about the copywriting.

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

INNOVATION LIONS

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in eurobest awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

WHY IS THIS WORK RELEVANT FOR INNOVATION?* (100 WORDS)

BACKGROUND* (150 WORDS)

- Technological influences
- Context
- Limitations, restrictions, regulations
- Budgets

DESCRIBE THE IDEA* (150 WORDS)

- Insights
- Intention / purpose
- Adaptation of an existing platform or new innovation

WHAT WERE THE KEY DATES IN THE DEVELOPMENT PROCESS?* (NO LIMIT)

Please include a timeline of the details and dates. (e.g. '3 November 2017 - First patent agreed)

DESCRIBE THE INNOVATION / TECHNOLOGY* (200 WORDS)

- How it works
- Components
- Platforms
- Development stage

DESCRIBE THE EXPECTATIONS / OUTCOME* (150 WORDS)

- Long-term outcomes
- Scalability
- Industry relevance
- Results / successes / developments to date
- Investment received

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

MEDIA LIONS

THE WRITTEN EXPLANATION

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Fields marked with * are compulsory

WHY IS THIS WORK RELEVANT FOR MEDIA?* (100 WORDS)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA / INSIGHTS (30% OF VOTE)* (150 WORDS)

- Research and data gathering

DESCRIBE THE STRATEGY (20% OF VOTE)* (150 WORDS)

- Target audience (consumer demographic / individuals / organisations)
- Media Planning
- Approach

DESCRIBE THE EXECUTION (20% OF VOTE)* (150 WORDS)

- Implementation
- Media channels and integration
- Timeline
- Scale

LIST THE RESULTS (30% OF VOTE)* (150 WORDS)

- Action / business results – sales, donations, site traffic, achievement against business target
- Outcomes / awareness - change in behaviour, reach, public opinion, content response

[ONLY FOR SECTION C. DATA]* (150 WORDS)

Describe the use of data, or how the data enhanced the work

- Data gathering and interpretation
- Data insights and targeting
- Data integration and impact

[ONLY FOR F01.LOCAL BRAND]* (150 WORDS)

Please tell us about the brand in relation to the locality or market where the product / service is distributed

[ONLY FOR F02.CHALLENGER BRAND]* (150 WORDS)

Please tell us about how the work challenged / was different from the brands competitors

[ONLY FOR F03.SINGLE MARKET CAMPAIGN]* (150 WORDS)

Please tell us how the work was designed / adapted for a single country / region / market

[ONLY FOR F04. SOCIAL BEHAVIOUR]* (150 WORDS)

Please tell us about the social behaviour that inspired the work

[ONLY FOR F05.CULTURAL INSIGHT]* (150 WORDS)

Please tell us about the cultural insight that inspired the work

[ONLY FOR F06. BREAKTHROUGH ON A BUDGET]* (150 WORDS)

Please provide budget details (Any confidential information should be entered it in the confidential information field)

- Overall budget
- Breakdown of costs

[ONLY FOR F07. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY]* (150 WORDS)

Please tell us how the brand purpose inspired the work

[ONLY FOR F08. MARKET DISRUPTION]* (150 WORDS)

Please tell us how disruption in your market inspired the work

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

MOBILE LIONS

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA* (150 WORDS)

DESCRIBE THE STRATEGY* (150 WORDS)

- Data gathering and insights
- Target audience (consumer demographic / individuals / organisations)
- Relevance to platform
- Approach

DESCRIBE THE EXECUTION* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

LIST THE RESULTS* (150 WORDS)

- Reach
- Engagement
- Sales
- Achievement against business targets

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

OUTDOOR LIONS

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

[FOR SECTIONS A,B,C,D AND E] CULTURAL / CONTEXT INFORMATION FOR THE JURY (150 WORDS)

Please explain any cultural terms, references or viewing context which would be known by the local audience but may not be known by our international jury

[FOR SECTIONS A. BILLBOARDS AND B. POSTERS] (NO LIMIT)

Translation. Provide a full English translation of any text

[FOR SECTIONS A. BILLBOARDS AND B. POSTERS]* (50 WORDS)

Is the poster / billboard larger or smaller than a 6 sheet poster (1200 x 1800mm)

[ONLY FOR C01. ANIMATED DIGITAL SCREENS ONLY]* (150 WORDS)

Tell the jury about the animated component of the work.

[ONLY FOR C02. INTERACTIVE / DYNAMIC DIGITAL SCREENS ONLY]* (150 WORDS)

Tell the jury about the interactive / dynamic component of the work.

[FOR SECTION D. AMBIENT & EXPERIENTIAL]* (150 WORDS)

Write a short summary of the ambient work. Do not comment on the brief / challenges / success of the work.

[FOR SECTION E. INNOVATION IN OUTDOOR]* (150 WORDS)

Please outline the innovative elements of the work.

[ONLY FOR F01. LOCAL BRAND]* (150 WORDS)

Please tell us about the brand in relation to the locality or market where the product / service is distributed.

[ONLY FOR F02. CHALLENGER BRAND]* (150 WORDS)

Please tell us about how the work challenged / was different from the brands competitors

[ONLY FOR F03. SINGLE MARKET CAMPAIGN]* (150 WORDS)

Please tell us how the work was designed / adapted for a single country / region / market

[ONLY FOR F04. SOCIAL BEHAVIOUR]* (150 WORDS)

Please tell us about the social behaviour that inspired the work

[ONLY FOR F05. CULTURAL INSIGHT]* (150 WORDS)

Please tell us about the cultural insight that inspired the work

[ONLY FOR F06. BREAKTHROUGH ON A BUDGET]* (150 WORDS)

Please provide budget details (Any confidential information should be entered in the confidential information field)

- Overall budget
- Breakdown of costs

[ONLY FOR F07. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY]* (150 WORDS)

Please tell us how the brand purpose inspired the work

[ONLY FOR F08. MARKET DISRUPTION]* (150 WORDS)

Please tell us how disruption in your market inspired the work

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

PR LIONS

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

WHY IS THIS WORK RELEVANT FOR PR? * (100 WORDS)

BACKGROUND* (150 WORDS)

- Situation
- Brief (Specify if the brief was to come up with the creative (your own idea) or to amplify an existing creative idea (inherited creative for amplification))
- Objectives

DESCRIBE THE CREATIVE IDEA (20% OF VOTE) * (150 WORDS)

- Demonstrate how the idea was designed to earn attention from the target audience

DESCRIBE THE PR STRATEGY (30% OF VOTE) * (150 WORDS)

- Insight
- Key message
- Target audience (consumer demographic / individuals / organisations)
- Creation and distribution of assets

DESCRIBE THE PR EXECUTION (20% OF VOTE) * (150 WORDS)

- Implementation of the PR
- Timeline
- Scale

LIST THE RESULTS (30% OF VOTE) * (250 WORDS)

- Media Outputs - coverage depth (quality / quantity), tone and message delivery, purchase intent (survey)
- Target Audience Outcomes - measurable changes in awareness, comprehension, perceptions / attitudes / opinions, and target behaviours / actions / responses achieved
- Business Outcomes – campaign's measurable effect on sales / revenues / profits, market share, stock valuation, brand equity, reputation scores and other traditional marketing and business metrics

[ONLY FOR C01. RESEARCH, DATA & ANALYTICS]* (150 WORDS)

Provide evidence of how the research, insight and use of data enhanced the campaign output

- Data and /or insights gathering and interpretation
- Data Targeting
- Data and /or insight integration and impact

[ONLY FOR C02. PR EFFECTIVENESS]* (150 WORDS)

Describe the effectiveness of the PR campaign

- Achievement of results against KPIs
- Effect of PR activities on brand awareness
- Measurable impact of the PR effort on client's objectives

[ONLY FOR F01. LOCAL BRAND]* (150 WORDS)

Please tell us about the brand in relation to the locality or market where the product / service is distributed

[ONLY FOR F02. CHALLENGER BRAND]* (150 WORDS)

Please tell us about how the work challenged / was different from the brands competitors

[ONLY FOR F03. SINGLE MARKET CAMPAIGN]* (150 WORDS)

Please tell us how the work was designed / adapted for a single country / region / market

[ONLY FOR F04. SOCIAL BEHAVIOUR]* (150 WORDS)

Please tell us about the social behaviour that inspired the work

[ONLY FOR F05. CULTURAL INSIGHT]* (150 WORDS)

Please tell us about the cultural insight that inspired the work

[ONLY FOR F06. BREAKTHROUGH ON A BUDGET]* (150 WORDS)

Please provide budget details (Any confidential information should be entered it in the confidential information field)

- Overall budget
- Breakdown of costs

[ONLY FOR F07. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY]* (150 WORDS)

Please tell us how the brand purpose inspired the work

[ONLY FOR F08. MARKET DISRUPTION]* (150 WORDS)

Please tell us how disruption in your market inspired the work

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

PRINT & PUBLISHING LIONS

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

[FOR SECTIONS A, B AND C] CULTURAL / CONTEXT INFORMATION FOR THE JURY (150 WORDS)

Please explain any cultural terms, references or viewing context which would be known by the local audience but may not be known by our international jury.

TRANSLATION (NO LIMIT)

Provide a full English translation of any text

[ONLY FOR C01. ADAPTED PRINT] * (150 WORDS)

Please outline how the work was adapted or modified

[ONLY FOR C02. INNOVATIVE USE OF PRINT] * (150 WORDS)

Please outline the innovative elements of the work

[ONLY FOR D01. LOCAL BRAND] * (150 WORDS)

Please tell us about the brand in relation to the locality or market where the product / service is distributed

[ONLY FOR D02. CHALLENGER BRAND] * (150 WORDS)

Please tell us about how the work challenged / was different from the brand competitors

[ONLY FOR D03. SINGLE MARKET CAMPAIGN]* (150 WORDS)

Please tell us how the work was designed / adapted for a single country / region / market

[ONLY FOR D04. SOCIAL BEHAVIOUR]* (150 WORDS)

Please tell us about the social behaviour that inspired the work

[ONLY FOR D05. CULTURAL INSIGHT]* (150 WORDS)

Please tell us about the cultural insight that inspired the work

[ONLY FOR D06. BREAKTHROUGH ON A BUDGET]* (150 WORDS)

Please provide budget details (Any confidential information should be entered in the confidential information field)

- Overall budget
- Breakdown of costs

[ONLY FOR D07. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY]* (150 WORDS)

Please tell us how the brand purpose inspired the work

[ONLY FOR D08. MARKET DISRUPTION]* (150 WORDS)

Please tell us how disruption in your market inspired the work

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

RADIO & AUDIO LIONS

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

WRITE A SHORT SUMMARY OF WHAT HAPPENS IN THE RADIO OR AUDIO WORK * (150 WORDS)

- Do not reference your company.
- Do not comment on the brief / challenges / success of the work.

TRANSLATION * (NO LIMIT)

Please provide a full English translation of any audio.

[FOR SECTIONS A, B AND C] CULTURAL / CONTEXT INFORMATION FOR THE JURY (150 WORDS)

Please explain any cultural terms, references or viewing context which would be known by the local audience but may not be known by our international jury.

[ONLY FOR B01. USE OF MUSIC] * (150 WORDS)

Tell the jury about the use of music.

[ONLY FOR B02. SOUND DESIGN] * (150 WORDS)

Tell the jury about the sound design.

[ONLY FOR B04. CASTING & PERFORMANCE] * (150 WORDS)

Tell the jury about the casting process.

[ONLY FOR SECTION C. INNOVATION IN RADIO & AUDIO]* (150 WORDS)

Please outline the innovative elements of the work.

[ONLY FOR D01. LOCAL BRAND]* (150 WORDS)

Please tell us about the brand in relation to the locality or market where the product / service is distributed

[ONLY FOR D02. CHALLENGER BRAND]* (150 WORDS)

Please tell us about how the work challenged / was different from the brands competitors

[ONLY FOR D03. SINGLE MARKET CAMPAIGN]* (150 WORDS)

Please tell us how the work was designed / adapted for a single country / region / market

[ONLY FOR D04. SOCIAL BEHAVIOUR]* (150 WORDS)

Please tell us about the social behaviour that inspired the work

[ONLY FOR D05. CULTURAL INSIGHT]* (150 WORDS)

Please tell us about the cultural insight that inspired the work

[ONLY FOR D06. BREAKTHROUGH ON A BUDGET]* (150 WORDS)

Please provide budget details (Any confidential information should be entered it in the confidential information field)

- Overall budget
- Breakdown of costs

[ONLY FOR D07. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY]* (150 WORDS)

Please tell us how the brand purpose inspired the work

[ONLY FOR D08. MARKET DISRUPTION]* (150 WORDS)

Please tell us how the brand purpose inspired the work

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

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SOCIAL & INFLUENCER LIONS

THE WRITTEN EXPLANATION

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Fields marked with * are compulsory

WHY IS THIS WORK RELEVANT FOR SOCIAL & INFLUENCER?* (100 WORDS)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA (30% OF VOTE)* (150 WORDS)

DESCRIBE THE STRATEGY (20% OF VOTE)* (150 WORDS)

- Data gathering
- Target audience (consumer demographic / individuals/ organisations)
- Relevance to social platform
- Approach

DESCRIBE THE EXECUTION (20% OF VOTE)* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

LIST THE RESULTS (30% OF VOTE)* (150 WORDS)

- Reach
- Engagement
- Sales
- Achievement against business targets

[ONLY FOR F01.LOCAL BRAND]* (150 WORDS)

Please tell us about the brand in relation to the locality or market where the product / service is distributed

[ONLY FOR F02.CHALLENGER BRAND]* (150 WORDS)

Please tell us about how the work challenged / was different from the brands competitors

[ONLY FOR F03.SINGLE MARKET CAMPAIGN]* (150 WORDS)

Please tell us how you designed / adapted for a single country / region / market

[ONLY FOR F04. SOCIAL BEHAVIOUR]* (150 WORDS)

Please tell us about the social behaviour that inspired the work

[ONLY FOR F05.CULTURAL INSIGHT]* (150 WORDS)

Please tell us about the cultural insight that inspired the work

[ONLY FOR F06. BREAKTHROUGH ON A BUDGET]* (150 WORDS)

Please provide budget details (Any confidential information should be entered it in the confidential information field)

- Overall budget
- Breakdown of costs

[ONLY FOR F07. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY]* (150 WORDS)

Please tell us how the brand purpose inspired the work

[ONLY FOR F08. MARKET DISRUPTION]* (150 WORDS)

Please tell us how disruption in your market inspired the work

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

SUSTAINABLE DEVELOPMENT GOALS LIONS

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

BACKGROUND* (150 WORDS)

- Brand values specific to the chosen goal
- Brief
- Objectives

DESCRIBE THE CULTURAL / SOCIAL / POLITICAL CLIMATE AND THE SIGNIFICANCE OF THE WORK WITHIN THIS CONTEXT* (150 WORDS)

- Media regulations / restrictions
- Civil liberties issues
- People
- Environment
- Economic
- Peace & Justice
- Inclusivity & Partnership

DESCRIBE THE CREATIVE IDEA (30% OF VOTE)* (150 WORDS)

DESCRIBE THE STRATEGY (20% OF VOTE)* (150 WORDS)

- Data gathering
- Target audience (consumer demographic / individuals / organisations)
- Approach

DESCRIBE THE EXECUTION (20% OF VOTE)* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

DESCRIBE THE RESULTS / IMPACT (30% OF VOTE)* (150 WORDS)

- Contribution to the advancement of the selected Sustainable Development Goal
- Business impact / sales / donations
- Scalability
- Behaviour change / action
- Legislation change / regulations
- Awareness / attitude shift

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process

TITANIUM LIONS

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Cannes Lions. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

Fields marked with * are compulsory

WHY IS THIS WORK RELEVANT FOR TITANIUM?* (100 WORDS)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA* (150 WORDS)

- Scalability
- Industry Impact

DESCRIBE THE STRATEGY* (150 WORDS)

- Target audience (consumer demographic / individuals / organisations)
- Approach

DESCRIBE THE EXECUTION* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

LIST THE RESULTS * (150 WORDS)

- Reach
- Engagement
- Impact
- Sales
- Achievement against business target

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process