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Part 1:

Categories & Material Guidelines

Last updated 18 January 2023

CANNES LIONS

CANNES LIONS AWARDS 2023
ENTRY KIT 1

CONTENTS

Classic: Film Lions

The Film Lions celebrate the creativity of the moving image.

Entries will need to demonstrate brilliant brand storytelling intended for a screen; filmed content created for TV, cinema, online and out-of-home experiences.

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

A. TV / Cinema Film: Sectors Films that aired on TV or in Cinemas. All films must be 180 seconds or less. The same entry can be submitted only once in this section.	Materials
A01. Food & Drink All food and drinks. *All fast food entries should enter into A05. Retail.*	**Compulsory** • Film (3 mins)
A02. Consumer Goods Beauty, cleaning products, household goods, technology, furniture and lighting, toys, fashion, home appliances, other FMCG / consumer durables.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Automotive Vehicles, other automotive.	
A05. Retail Retail, eCommerce, restaurants, fast food.	
A06. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A07. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A08. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A09. Not-for-profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. *All CSR work should be entered in the relevant sector and/or F07. Corporate Purpose & Social Responsibility category in section F. Culture & Context.*	

B. Online Film: Sectors Films that aired online, including pre-roll adverts. The same entry can be submitted only once in this section.	Materials
B01. Food & Drink All food and drinks. *All fast food entries should enter into B05. Retail.*	**Compulsory** • Film • URL **Optional** • AR/VR Files
B02. Consumer Goods Beauty, cleaning products, household goods, technology, furniture and lighting, toys, fashion, home appliances, other FMCG / consumer durables.	
B03. Healthcare Pharma, OTC drugs, wellness.	
B04. Automotive Vehicles, other automotive.	
B05. Retail Retail, eCommerce, restaurants, fast food.	
B06. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
B07. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
B08. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
B09. Not-for-profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. *All CSR work should be entered in the relevant sector and/or F07. Corporate Purpose & Social Responsibility category in section F. 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 Film **Optional** • AR/VR Files • Awards Show Film

D. Screens & Events Films that aired on screens other than TV, cinema or online. If you are submitting a series please upload all episodes in a single video file with slates denoting the start of the next episode.	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 • AR/VR Files • Awards Show Film

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 15 seconds in length.*	**Compulsory** • Film (1 min) • URL **Optional** • AR/VR Files • Awards Show Film
D03. Metaverse, New Realities & Emerging Tech Video and computer generated content created for immersive experiences which creatively push the boundaries within film. Including but not limited to photography, AR, VR, AI, gamification, virtual worlds, metaverse and all other emerging platforms. Does not include prototypes of early stage technology.	**Compulsory** • Film **Highly Recommended (Optional)** • Demo Film **Optional** • URL • AR/VR Files • Awards Show Film

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

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F. Culture & Context	Materials
Work which is brought to life through cultural insights and regional context. If you are submitting a series of films please upload all executions in a single video file with slates denoting the start of the next execution.	

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 Film **Optional** • URL • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
F02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
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 Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
F05. Cultural Insight 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 Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. Entries should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
F07. Corporate Purpose & Social Responsibility 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.	
F08. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

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Classic: Outdoor Lions

The Outdoor Lions celebrate creativity experienced out of home.

Entries will need to demonstrate ideas that engage in-the-field; work which leverages public spaces to communicate a message or immerse consumers in a brand experience.

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

A. Billboards: Sectors Classic 2-dimensional sheet and static digital billboards made for standard billboard spaces including roadsides, highways and transit sides.	Materials
A01. Food & Drink All food and drinks. *All fast food entries should enter into A05. Retail.*	**Compulsory** • Digital Proof JPG **Optional** • Digital Supporting Images JPG
A02. Consumer Goods Beauty, cleaning products, household goods, technology, furniture and lighting, toys, fashion, home appliances, other FMCG / consumer durables.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Automotive Vehicles, other automotive.	
A05. Retail Retail, eCommerce, restaurants, fast food.	
A06. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A07. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A08. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A09. Not-for-profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. *All CSR work should be entered in the relevant sector and/or F07. Corporate Purpose & Social Responsibility category in section F. Culture & Context.*	

B. Posters: Sectors	Materials
Classic sheet and static digital posters made for public spaces. e.g. supermarkets, shopping malls, airports, etc.	
B01. Food & Drink All food and drinks. *All fast food entries should enter into B05. Retail.*	**Compulsory** • Digital Proof JPG **Optional** • Digital Supporting Images JPG
B02. Consumer Goods Beauty, cleaning products, household goods, technology, furniture and lighting, toys, fashion, home appliances, other FMCG / consumer durables.	
B03. Healthcare Pharma, OTC drugs, wellness.	
B04. Automotive Vehicles, other automotive.	
B05. Retail Retail, eCommerce, restaurants, fast food.	
B06. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
B07. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
B08. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
B09. Not-for-profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. *All CSR work should be entered in the relevant sector and/or F07. Corporate Purpose & Social Responsibility category in section F. Culture & Context.*	

C. Digital Screens	Materials
All standard digital out of home (DOOH) advertising involving the use of non-static digital display screens to convey a message. For static digital billboards / posters please enter A. Billboards: Sectors or B. Posters: Sectors.	
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 JPG **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
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.	

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

D01. Displays Content on display including objects and promotional artwork designed to make a significant brand impact within the out of home environment. Work may be viewable in public spaces including exhibitions, installations and in-store displays.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

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. *Please send physical samples for the jury to experience.* **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. *Please send physical samples for the jury to experience.*	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Demo Film • Physical Support Material **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

D04. Special Build Physical constructions and adaptations of out of home sites including building exteriors, street furniture, the environment and large scale signage. This may include, but is not limited to, 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, AR, MR, 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, virtual worlds, installations, multi-screen and multi-dimensional experiences. Does not include prototypes of early stage technology.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

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E. Innovation in Outdoor The creative and/or innovative use of the out of home medium to communicate the brand's message.	Materials
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 JPG **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 • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
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 Work which is brought to life through cultural insights and regional context. If you are submitting more than one execution please upload all executions in a single digital presentation image.	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 JPG **Highly Recommended (Optional)** • Case Film
F02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	**Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
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 Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
F05. Cultural Insight 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 Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. Entries should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
F07. Corporate Purpose & Social Responsibility 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.	
F08. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

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Classic: Print & Publishing Lions

The Print & Publishing Lions celebrate creativity in circulation.

Entries will need to demonstrate ideas that leap off the page; work that exhibits ingenuity and outstanding craftsmanship in published media.

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

A. Print & Publishing: Sectors The same entry can be submitted only once in this section.	Materials
A01. Food & Drink All food and drinks. *All fast food entries should enter into A05. Retail.*	**Compulsory** • Digital Proof JPG **Optional** • Awards Show Film • Digital Supporting Images JPG
A02. Consumer Goods Beauty, cleaning products, household goods, technology, furniture and lighting, toys, fashion, home appliances, other FMCG / consumer durables.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Automotive Vehicles, other automotive.	
A05. Retail Retail, eCommerce, restaurants, fast food.	
A06. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A07. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A08. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A09. Not-for-profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. *All CSR work should be entered in the relevant sector and/or D07. Corporate Purpose & Social Responsibility category in section D. Culture & Context.*	

B. Publications The creation of original printed or published media, including books, magazines, covers and digital publications. Entries should indicate in the submission whether the cover or the whole publication should be considered / judged.	Materials
B01. Commercial Publications Books and magazines created for commercial or promotional purposes to increase brand visibility or profile. *Please send physical samples for the jury to experience.*	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Demo Film • Physical Support Material **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
B02. Publications for Good Books and magazines created on behalf of charities, non-profit organisations, public sectors or NGOs. *Please send physical samples for the jury to experience.*	

C. Innovation in Print & Publishing	Materials
If you are submitting more than one execution please upload all executions in a single digital presentation image.	

| **C01. Innovative and Adapted Use of Print & Publishing**
 Non-traditional and innovative print work that has been modified or adapted to have physically active elements. This may include, but is not limited to, print work with digital and interactive elements such as downloadable applications, QR codes, AR and 3D printing.

 Please send physical samples for the jury to experience. | **Compulsory**
 • Digital Presentation Image JPG

 Highly Recommended (Optional)
 • Demo Film
 • Physical Support Material

 Optional
 • URL
 • Awards Show Film
 • Digital Supporting Content
 • Digital Supporting Images JPG |

D. Culture & Context	Materials
Work which is brought to life through cultural insights and regional context. If you are submitting more than one execution please upload all executions in a single digital presentation image.	

D01. 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 JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
D02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
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.	
D04. Social Behaviour Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
D05. Cultural Insight 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 Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. Entries should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
D07. Corporate Purpose & Social Responsibility 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.	
D08. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

Classic: Radio & Audio Lions

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

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

A. Radio & Audio: Sectors	Materials
The same entry can be submitted only once in this section.	
A01. Food & Drink All food and drinks. *All fast food entries should enter into A05. Retail.*	**Compulsory** • MP3 Original Version **Optional** • URL • Digital Supporting Content • Digital Supporting Images JPG
A02. Consumer Goods Beauty, cleaning products, household goods, technology, furniture and lighting, toys, fashion, home appliances, other FMCG / consumer durables.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Automotive Vehicles, other automotive.	
A05. Retail Retail, eCommerce, restaurants, fast food.	
A06. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A07. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A08. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A09. Not-for-profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. *All CSR work should be entered in the relevant sector and / or D07. Corporate Purpose & Social Responsibility category in section D. 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 Version **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
B02. Sound Design The process of specifying, acquiring, manipulating or generating audio elements, including sound effects, location recordings, 'atmos', etc.	
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.*	
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.	

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C. Innovation in Radio & Audio	Materials
Innovative use of the radio / audio medium to communicate a brand's message. Work that enhances and reinvigorates the consumers' experience by allowing them to engage with and respond to the radio / audio content.	

C01. Use of Radio or Audio as a Medium The innovative or creative use of radio or audio as a medium, with evidence of how it was used in a creative and innovative way to communicate the brand's message.	**Compulsory** • MP3 Original Version **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
C02. Use of Audio Technology Forward thinking ideas which directly enhance the experience of the listener. Including, but not limited to, use of apps or mobile / web technology, software development and technology that demonstrates a development in the production process and distribution of audio.	
C03. Voice-Activation The innovative application and use of voice platforms and voice activated technologies to create interactive / immersive storytelling that drives engagement and enhances the experience of the listener.	
C04. Branded Content / Podcasts Paid-for, sponsored or brand funded content / programming on all audio platforms including radio stations, streaming platforms, podcasts, programme sponsorship, etc. Content that exemplifies the brand message / ethos and enhances the experience of the listener. *Please supply a sample audio file of up to 30 minutes.*	
C05. Content Placement The contextually relevant creation and placement of sponsored messaging within appropriate programming.	
C06. Audio Led Creativity The innovative integration of different audio driven elements or channels that complement and build on each other to communicate the brand's message and/or change consumer awareness and attitudes.	

D. Culture & Context	Materials
Work which is brought to life through cultural insights and regional context. If you are submitting more than one execution please upload all executions in a single mp3 with a gap to denote each new 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 Version **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
D02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
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.	
D04. Social Behaviour Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
D05. Cultural Insight 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 Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. Entries should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
D07. Corporate Purpose & Social Responsibility 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.	
D08. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

Craft: Design Lions

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

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

A. Brand-building	Materials
Identity solutions developed across multiple brand touchpoints and media platforms. Please supply at least 3 images in JPG format of the branding in place.	
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 JPG **Highly Recommended (Optional)** • Case Film • Physical Support Material **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
A02. Rebrand / Refresh of an Existing Brand Rebrand / refresh of an existing brand identity for any product, service or organisation. *Please provide examples of the previous branding for comparison.*	
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.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

B. Communication Design	Materials
Please supply a demo film showcasing the design element of the work.	
B01. Posters Poster design for the use of promotion and brand communication. *Poster campaigns of 2+ executions should be entered together as a single entry. Concepts conceived for another medium and applied to a poster format are not eligible in this category.*	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film • Demo Film • Physical Support Material **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
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. *Online publications should be entered into C01. Digital Design.*	
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. *E-books should be entered into C01. Digital Design.*	

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B06. Data Visualisation Bespoke visualisations of complex data that communicate information clearly and efficiently through various mediums, both digital and non-digital.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film • Demo Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
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, games, branded stationery, etc.	**Compulsory** • Digital Presentation Image JPG
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.	**Highly Recommended (Optional)** • Case Film • Demo Film • Physical Support Material **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

C. Digital & Interactive Design	**Materials**
C01. Digital Design The execution of design to aid the function and use of the digital product. This may include, but is not limited to, websites, online publications, digital installations, apps, data visualisation, virtual worlds, etc. Does not include prototypes of early stage technology.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
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.*	**Compulsory** • Digital Presentation Image JPG • URL **Highly Recommended (Optional)** • Case Film **Optional** • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

C04. Social Media Design The execution of design with the intention of increasing engagement through social media platforms. This may include, but is not limited to, Facebook, Instagram, Twitter, Snapchat, TikTok and other social media platforms.	**Compulsory** • Digital Presentation Image JPG • URL **Highly Recommended (Optional)** • Case Film **Optional** • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

D. Brand Environment & Experience Design Work focused on the personal experience of the brand story or message, demonstrating why the target audience found the experience remarkable, meaningful and memorable. Please supply 3-5 images in JPG format showing different views of the interior or exhibition, including a floor plan or layout if possible.	**Materials**
D01. Retail Environment & Experience Design The design and construction of a permanent or temporary retail space / installation, showcasing functionality, presentation of the brand values and ease of sale. Including, but not limited to, pop-up stores, seasonal displays, mobile demo units, department and specialist stores, banks, salons etc.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
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 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
E01. Food All food packaging. *Please send physical samples for the jury to experience. Please also supply a demo film of the physical samples for the jury to experience.*	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film • Demo Film • Physical Support Material **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
E02. Drinks All drinks packaging. *Please send physical samples for the jury to experience. Please also supply a demo film of the physical samples for the jury to experience.*	
E03. Other FMCG & Consumer Durables Beauty, cleaning products, other household goods, other FMCG. *Please send physical samples for the jury to experience. Please also supply a demo film of the physical samples for the jury to experience.*	
E04. Healthcare Pharma, OTC drugs, wellness. *Please send physical samples for the jury to experience. Please also supply a demo film of the physical samples for the jury to experience.*	
E05. Sustainable Packaging All types of packaging which optimise resources and energy, is responsibly sourced and uses clean production methods. Entries into this category can include packacking which incorporates circular design; including but not limited to repaired, reused, recycled or transformed materials. *Please send physical samples for the jury to experience. Please also supply a demo film of the physical samples for the jury to experience.*	
E06. Special Editions & Promotional Packaging Special edition and promotional packaging, which has run for a limited period of time or has been restricted to a specific number of products. *Please send physical samples for the jury to experience. Please also supply a demo film of the physical samples for the jury to experience.*	

CANNES LIONS

F. Products	Materials
Design that increases brand value through functional and aesthetic resolution demonstrating brand qualities / product identity through form, function, usability, aesthetics, problem solving, production, research and manufacturability.	

F01. Consumer Technology & Homeware Electronics, entertainment & media products, gadgets, furniture, lighting, storage, home appliances and accessories, office interiors, indoor and outdoor furniture. *The product must have been available for purchase between: 21 February 2022 - 23 April 2023. Please send physical samples for the jury to experience. Please also supply a demo film of the physical samples for the jury to experience.*	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film • Demo Film • Physical Support Material **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
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. *The product must have been available for purchase between: 21 February 2022 - 23 April 2023. Please send physical samples for the jury to experience. Please also supply a demo film of the physical samples for the jury to experience.*	
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. *The product must have been available for purchase between: 21 February 2022 - 23 April 2023. Please send physical samples for the jury to experience. Please also supply a demo film of the physical samples for the jury to experience.*	
F04. Medical Products Including, but not limited to, assisted living products, assisted living technology, clinic and laboratory equipment, hospital, medical / healthcare devices and equipment, rehabilitation and care, skincare, massage devices, etc. *The product must have been available for purchase between: 21 February 2022 - 23 April 2023. Please send physical samples for the jury to experience. Please also supply a demo film of the physical samples for the jury to experience.*	

CANNES LIONS

Craft: Digital Craft Lions

The Digital Craft Lions celebrate technological artistry.

Entries will need to demonstrate exceptional form and function in a digital context; work with flawless design, masterful execution and outstanding user experience created for all digital environments.

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

A. Form The overall creative aesthetic value of the work entered in both sound and visuals.	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 JPG • URL **Highly Recommended (Optional)** • Demo Film **Optional** • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
A02. Video / Moving Image Creative use of online video and digital footage with technical skill involved, including 360 and interactive video.	
A03. Motion Graphics Design & Animation Creative use of Motion Graphics Design & Animation within a digital context.	
A04. Music / Sound Design Creative use of music and / or sound design including sonic branding, music / brand partnership, and music initiated work etc.	
A05. Overall Aesthetic Design (incl. UI) The overall achievement in aesthetic composition and fluidity of digital / 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 may include, but is not limited to VR, AR, installations, voice activated technologies, multi-screen / multi-dimensional experiences, metaverse and virtual worlds. Does not include prototypes of early stage technology.	

B. Content The creative use of content, placement and delivery of message in a digital context.	Materials
B01. Cross-channel Storytelling Creation of cross-platform digital content that develops or embodies a brand identity. This may include, but is not limited to desktop, rich media, mobile, wearable technology, outdoor installations, billboards, retail experiences etc.	**Compulsory** • Digital Presentation Image JPG • URL **Highly Recommended (Optional)** • Demo Film **Optional** • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
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.	
B03. Personalised Storytelling & Experience Dynamic, intuitive, targeted and highly relevant content or digital experiences created for specific audiences.	

C. Data & AI	Materials
The presentation of data and artificial intelligence utilised to enhance brand experience.	
C01. Data Storytelling The creative use of data to convey a brand story. Entries should demonstrate 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 JPG • URL **Highly Recommended (Optional)** • Demo Film **Optional** • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
C02. Real-time Usage & Targeting The creative application of real / near time contextual data including but not limited to, GPS, time, weather, real-time social trends and transactional data to deliver an experience in a creatively engaging way.	
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, 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.	

D. Technology	Materials
The value of applied technology as a platform for creative digital content and how it is executed to enhance the user experience.	
D01. Innovative Use of Technology Existing or new technology used to enhance the user experience and / or brand communication. Including, but not limited to, smart automation, AI applications, chatbots, avatars, virtual influencers, utility apps, on-demand services, content crowdsourcing / distribution, cloud services and marketplaces. Does not include prototypes of early stage technology.	**Compulsory** • Digital Presentation Image JPG • URL **Highly Recommended (Optional)** • Demo Film **Optional** • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
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.	
D03. Technological Achievement in Digital Craft Digital creative work that balances beautifully executed aesthetic craft with an unparalleled level of technical understanding / advancement in order to contribute to the overall progress of digital communications / experiences.	
D04. Metaverse, New Realities & Emerging Tech The creative application of immersive experiences which creatively push the boundaries of technology within digital craft. Including but not limited to AR, VR, AI, wearable tech and mobile devices, voice technology, video mapping, blockchain technology, gamification, virtual worlds, metaverse and all other emerging platforms. Does not include prototypes of early stage technology.	

Craft: Film Craft Lions

The Film Craft Lions celebrate on-screen artistry.

Entries will need to demonstrate exceptional filmmaking; work in which technical skill and prowess in production / post production elevates an idea or dramatically enhances its execution.

- Criteria considered during judging will predominantly be the execution.
- There is no overall limit to how many times the same piece of work can be entered into Film Craft.
- Each execution constitutes one entry and all executions must have run within the eligibility period.

A. Production	Materials
A01. Direction The vision and achievement of the direction including the translation of the creative brief through a director's vision and how well that vision has been achieved. This may include but is not limited to, the way that casting, set design, sound design and cinematography have been used to bring that vision to life.	**Compulsory** • Film **Highly Recommended (Optional)** • Demo Film **Optional** • URL • AR/VR Files • Digital Supporting Content
A02. Script The film's script, as written. Analysis of the script will include dialogue, voice-overs, scene-setting, movement, actions and expressions, including how successfully the script delivers on the creative idea and supports the final execution. *You are required to provide a written English translation of the script as part of your submission.*	
A03. Casting The vision and achievement of the casting. Including the pre-production selection of actors, dancers, singers, models, non-professionals, animals and other talent. *It is highly recommended to provide 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. Scale of production, budget constraints, technical issues, challenges faced during the production process and how the production team made best use of resources available to them to achieve the final execution will be considered. *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.*	

CANNES LIONS

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. **B02. Colour Correction / Grading** 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.*	**Compulsory** • Film **Highly Recommended (Optional)** • Demo Film **Optional** • URL • AR/VR Files • Digital Supporting Content
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 cell, 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. *It is highly recommended to provide a two minute demo film showcasing how the visual effects were created.*	

CANNES LIONS

Craft: Industry Craft Lions

The Industry Craft Lions celebrate the creative artistry, talent and skill required to deliver a beautifully executed solution and bring a creative idea to life.

Entries should demonstrate the highest levels of expertise and vision in the application of creative techniques.

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

A. Typography Design aesthetics and storytelling conveyed through the use of typography.	Materials
A01. Brand & Communications Design Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes. *Standalone Packaging, Print & Publishing and Outdoor poster design work should not be submitted here. Please send physical samples for the jury to experience.*	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Demo Film • Physical Support Material **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
A02. Outdoor Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work. **A03. Print & Publishing** Any print or published work.	**Compulsory** • Digital Proof JPG **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
A04. Packaging Design Any packaging. *Please send physical samples for the jury to experience.*	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Demo Film • Physical Support Material **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

CANNES LIONS

B. Art Direction The overall design, direction and visual execution.	Materials
B01. Brand & Communications Design Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes. *Standalone Packaging, Print & Publishing and Outdoor poster design work should not be submitted here. Please send physical samples for the jury to experience.*	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Demo Film • Physical Support Material **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
B02. Outdoor Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work.	**Compulsory** • Digital Proof JPG **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
B03. Print & Publishing Any print or published work.	**Compulsory** • Digital Proof JPG **Highly Recommended (Optional)** • Demo Film • Physical Support Material **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
B04. Packaging Design Any packaging. *Please send physical samples for the jury to experience.*	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Demo Film • Physical Support Material **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

CANNES LIONS

C. Illustration The creative impact of the illustration.	Materials
C01. Brand & Communications Design Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes. *Standalone Packaging, Print & Publishing and Outdoor poster design work should not be submitted here. Please send physical samples for the jury to experience.*	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Demo Film • Physical Support Material **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
C02. Outdoor Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work. **C03. Print & Publishing** Any print or published work.	**Compulsory** • Digital Proof JPG **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
C04. Packaging Design Any packaging. *Please send physical samples for the jury to experience.*	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Demo Film • Physical Support Material **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

D. Photography Engagement through creative expression.	Materials
D01. Brand & Communications Design Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes. *Standalone Packaging, Print & Publishing and Outdoor poster design work should not be submitted here. Please send physical samples for the jury to experience.*	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Demo Film • Physical Support Material **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

	Materials
D02. Outdoor Any outdoor work, including but not limited to, traditional billboards, posters, digital outdoor screens or ambient work. **D03. Print & Publishing** Any print or published work.	**Compulsory** • Digital Proof JPG **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

E. Copywriting Creative ideas brought to life by the copywriting.	Materials
E01. Brand & Communications Design Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes. *Standalone Packaging, Print & Publishing and Outdoor poster design work should not be submitted here. Please send physical samples for the jury to experience.*	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Demo Film • Physical Support Material **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
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 JPG **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
E04. Packaging Design Any packaging. *Please send physical samples for the jury to experience.*	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Demo Film • Physical Support Material **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

CANNES LIONS

Engagement: Creative B2B Lions

The Creative B2B Lions celebrate game-changing creativity and effectiveness in work for products and services that are purchased by professionals on behalf of businesses.

Entries will need to demonstrate a blend of short-term tactics and long-term brand building strategies that connect with customers, improve brand health and ultimately drive growth.

- A number of criteria will be considered during judging and weighted as follows: 20% creative idea; 30% strategy; 20% execution; 30% results.
- There is no overall limit to how many times the same piece of work can be entered into Creative B2B Lions as long as the categories chosen are relevant.
- For Creative B2B Lions the eligibility dates are 21 February 2022 - 23 April 2023 where the work being judged was first implemented within the eligibility period, except for category 'A06 Long-term Brand Building', which has an eligibility period of 21 February 2020 - 23 April 2023.

A. Creative B2B	Materials
Any product or service that is purchased by professionals on behalf of businesses.	
A01. Cross-channel Storytelling Online or offline multi-channel experiences made to engage and amplify a brand's message, product or service.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film • Information Deck **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
A02. Brand Experience Physical or digital experiences which are set up to engage and strengthen relationships and make the brand more memorable. This may include but is not limited to immersive brand storytelling, experiential marketing, live events, use of mobile, VR / AR, installations, virtual worlds, multi-screen and multi-dimensional experiences. Does not include prototypes of early stage technology.	
A03. Innovative use of Content Creative use of content to increase business or customer activity. Including, but not limited to, film, radio & audio, branded content, PR, etc.	
A04. Targeting & Engagement Work which effectively attracts new customers, drives engagement or strengthens existing customer relationships through targeting. Entries should show innovative use of data & insights leading to an increase in new business or customer activity.	
A05. Effectiveness & Measurement Work which demonstrates deliberate and thoughtful introduction of measurement techniques that have had real impact on the performance of an organisation. Including, but not limited to, traffic, conversion rates, renewal rate, brand awareness, salience, consideration, innovation in measurement etc.	
A06. Long-Term Brand Building Customised brand positioning strategies that demonstrate long term brand affinity, growth and effectiveness. Methods should demonstrate how a long-running campaign was instrumental in achieving a brand's strategic objectives. *There is an increased eligibility for this category of 3+ years: 21 February 2020 - 23 April 2023*	
A07. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. Entries should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
A08. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
A09. Corporate Purpose & Social Responsibility Purpose-driven work/brand activism which addresses social, ethical, and environmental issues as well as business results. Entries should demonstrate how the brand's purpose has created value and impacted communities.	
A10. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
A11. Craft in B2B Creative B2B ideas brought to life through exceptional craft. Including but not limited to art direction, digital craft, film craft, copywriting, illustration, typography, photography, etc.	
A12. Integrated Campaigns NEW Work that successfully carries a brand's message across multiple platforms / channels, both online and offline. Entries should demonstrate how B2B content featuring a brand's message, product or service has been seamlessly implemented on various channels to amplify meaningful experiences and customer engagement.	

Engagement: Creative Data Lions

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

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

A. Creative Data	Materials
A01. Data-enhanced Creativity Creative work elevated through the use of data or data-driven methods, this may include, but not limited to, personalisation and interactivity. The enhancement should demonstrably improve both the customer experience and the outcome.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
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. This may include, but is not limited to, models, tools, platforms, apps and algorithms. Entries should demonstrate how the application or invention of data technology enhanced a creative message and 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 ongoing 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 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.	

CANNES LIONS

Engagement: Direct Lions

The Direct Lions celebrate targeted and response-driven creativity.

Entries will need to demonstrate how insights and/or data were used as part of the strategy to engage specific target audience groups and develop customer relationships, inspiring action and producing measurable results.

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

A. Direct: 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 be entered into A05. Retail.*	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
A02. Consumer Goods Beauty, cleaning products, household goods, technology, furniture and lighting, toys, fashion, home appliances, other FMCG / consumer durables.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Automotive Vehicles, other automotive.	
A05. Retail Retail, eCommerce, restaurants, fast food.	
A06. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A07. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A08. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A09. Not-for-profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. *All CSR work should be entered in the relevant sector and/or F07. Corporate Purpose & Social Responsibility category in section F. Culture & Context.*	

B. Channels	Materials
Work in these categories will be judged on how the channel was used as a piece of direct communication for a brand.	
B01. Mailing / Programmatic Mail Celebrating targeted 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 JPG **Highly Recommended (Optional)** • Case Film • Demo Film • Physical Support Material **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
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. Please send physical samples for the jury to experience.*	

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 JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
B04. Use of Broadcast Direct work using cinema, TV or radio. Entries should demonstrate how the chosen medium led the other direct elements within the work.	
B05. Use of Print / Outdoor Direct work using Print or Outdoor. This may include, but is 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 Work driven by the creative use of data or technology which enhanced the customer experience and led to measurable business results.	**Materials**
C01. Data-Driven Direct Strategy The application of data and insights which significantly forms the basis of the direct strategy, demonstrating how the data-driven strategy helped to profile customers' behaviours and segmentation, which ultimately led to successful direct marketing activities.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
C02. Data-driven Targeting Entries should demonstrate how the interpretation and analysis of data was used to build a targeted communication for a specific audience. This may include, but is not limited, to hyper-targeting, precision targeting, audience mapping and targeting segmentation.	
C03. Use of Real-time Data Entries should illustrate how real-time data creatively enhanced engagement 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. Metaverse, New Realities & Emerging Tech The creative application of immersive experiences which push the boundaries of technology within direct strategies to engage and strengthen relationships with consumers. Including but not limited to AR, VR, AI, wearable tech and mobile devices, GPS, NFC, facial recognition, voice technology, blockchain technology, gamification, virtual worlds, metaverse and all other emerging platforms. Does not include prototypes of early stage technology.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
C05. Gaming Celebrating the use of gaming and games to effectively target a specific audience. Entries should demonstrate how the chosen game or gaming platform drove engagement and brand affinity within the target audience.	

CANNES LIONS

D. Digital & Social	Materials
Digital and social mediums / techniques used as a piece of direct communication for a brand.	
D01. Use of Digital Platforms Work that uses online platforms or associated technologies to enhance relationships with a specific audience. This may include, but is not limited to, websites, games, search engines, ecommerce platforms, banner ads and instant messaging, mobile apps etc. Does not include prototypes of early stage technology. *Social media-led work should be entered in D03, D04 and D05.*	**Compulsory** • Digital Presentation Image JPG • URL **Highly Recommended (Optional)** • Case Film **Optional** • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
D02. Use of Mobile Targeted communication work delivered through mobile / portable devices such as mobile phones, mobile technology, devices, etc.	
D03. Use of Social Platforms Work that uses social media, streaming platforms, 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 which responds to world events, public affairs and other real-world, real-time activity prompting social sharing and 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.	

E. Excellence in Direct	Materials
E01. Copywriting Work showcasing outstanding copywriting skill that has led to a successful and measured response.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
E02. Art Direction / Design Work that showcases the outstanding design of a customer experience that has led to a successful and measured response.	
E03. Experience Design Work showcasing outstanding 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 work based on consumer data and insight. Including content from websites, videos, emails, social and blogs. Entries should demonstrate how the campaign enriched the user's experience by driving engagement and achieving results.	

CANNES LIONS

F. Culture & Context Work which is brought to life through cultural insights and regional context.	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 JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
F02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
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 Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
F05. Cultural Insight 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 Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. Entries should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
F07. Corporate Purpose & Social Responsibility 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.	
F08. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

Engagement: Media Lions

The Media Lions celebrate the context of creativity.

Entries will need to demonstrate an inspiring and innovative implementation of media ideas; work which is enhanced and amplified by a game-changing channel strategy that takes consumers on new journeys and unlocks new experiences.

- A number of criteria will be considered during judging and weighted as follows: 30% insight and idea; 30% media strategy and targeting; 20% media execution; 20% impact and results.
- The same piece of work can be entered up to four times in Media, not including section 'E: Excellence in Media Craft'. However, the same piece of work may only be entered once in 'A. Media: Sectors'.
- Entries in Section E: Excellence in Media Craft can only be submitted and paid for by Independent Media Agencies or companies owned by a Media Network or Independent Media Network. The same piece of work can be entered only once in each category within this section.

A. Media: Sectors The same entry can be submitted only once in this section.	Materials
A01. Food & Drink All food and drinks. *All fast food entries should go in A05. Retail.*	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
A02. Consumer Goods Beauty, cleaning products, household goods, technology, furniture and lighting, toys, fashion, home appliances, other FMCG / consumer durables.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Automotive Vehicles, other automotive.	
A05. Retail Retail, eCommerce, restaurants, fast food.	
A06. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A07. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A08. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A09. Not-for-profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. *All CSR work should be entered in the relevant sector and/or D06. Corporate Purpose & Social Responsibility category in section D. Culture & Context.*	

B. Channels Work in these categories will be judged on media creativity and channel innovation; work which unleashes the media opportunities beyond existing formats to effectively communicate the brand message.	Materials
B01. Use of Screens & Audio Visual Platforms Including TV, video-on-demand platforms (VOD), streaming platforms 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 JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
B02. Use of Audio Platforms Including radio, podcasts, social audio platforms and other audio technology.	
B03. Use of Print NEW Entries in this category may include, but is not limited to, newspapers, magazines, inserts and trade journals, print work with digital and interactive elements such as downloadable applications, QR codes, AR and 3D printing.	
B04. Use of Outdoor NEW Including traditional billboard or poster sites, bus shelters, wallscapes and transit advertising using standard advertising space.	

B05. 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. Please send physical samples for the jury to experience.

Compulsory
- Digital Presentation Image JPG

Highly Recommended (Optional)
- Case Film
- Demo Film
- Physical Support Material

Optional
- URL
- Awards Show Film
- Digital Supporting Content
- Digital Supporting Images JPG

B06. Use of Ambient Media: Large Scale

Non-traditional outdoor / billboards, including 3D and non-standard shaped sites, ticket barriers, signage, wallscape, 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 JPG

Highly Recommended (Optional)
- Case Film

B07. Use of Events & Stunts

Work which uses stunts, events, event sponsorship, competitions, promotional games, street art, guerrilla marketing, launch parties, live shows, live streamed events, festivals, concerts, sporting events, etc. within traditional, digital and new emerging environments.

Optional
- URL
- Awards Show Film
- Digital Supporting Content
- Digital Supporting Images JPG

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, search engines, ecommerce platforms, banner ads, instant messaging, mobile apps etc.

Social media-led campaigns should be entered in B10. Use of Social Platforms.

Compulsory
- Digital Presentation Image JPG
- URL

Highly Recommended (Optional)
- Case Film

B09. Use of Mobile

Mobile technology including smartphones, tablets, Bluetooth, SMS, MMS, WAP, GPS, mobile games and applications, etc.

Optional
- AR/VR Files
- Awards Show Film
- Digital Supporting Content
- Digital Supporting Images JPG

B10. Use of Social Platforms

Work that uses social media, vlogs, blogs, wikis, content-sharing sites, hosted services etc. to create and/or enhance relationships with a community / consumers. Insights gained through the strategic use of social data and associated targeting methods will also be considered.

Work entered in this category should be planned and executed on social platforms as opposed to campaigns that went social.

Compulsory
- Digital Presentation Image JPG
- URL

Highly Recommended (Optional)
- Case Film

B11. Innovative Use of Influencers NEW

The creative and innovative use of influencers to drive brand message and awareness to a specific audience and/or to drive business results.

Optional
- Awards Show Film
- Digital Supporting Content
- Digital Supporting Images JPG

B12. Metaverse, New Realities & Emerging Tech NEW

Use of existing or new technology to execute or support a media campaign, which creatively push the boundaries of existing platforms or media formats. Including but not limited to AR, VR, AI, wearable tech and mobile devices, voice technology, blockchain technology, gamification, virtual worlds, metaverse and all other emerging platforms. Does not include prototypes of early stage technology.

Compulsory
- Digital Presentation Image JPG

Highly Recommended (Optional)
- Case Film

Optional
- URL
- AR/VR Files
- Awards Show Film
- Digital Supporting Content
- Digital Supporting Images JPG

C. Insights & Media Strategy	Materials
Work in these categories should demonstrate how insights and data contributed to the successful placement and media execution of content used to engage with consumers. Entries will be judged on how successfully they demonstrate target-audience related engagement. Please note that the entries in these categories will not be judged on the content itself, but the role of media in creating, leveraging, and amplifying the content.	
C01. Audience Insights NEW The use of audience insights and understanding of consumer behaviours or needs in order to develop a customised media strategy. Entries in this category should demonstrate how these insights contributed to the effectiveness of the media campaign and generated real impact.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
C02. 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.	
C03. Data-driven Targeting The creative use or interpretation of data driven 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. Use of Branded Content Created for Digital or Social Including branded social media, websites, microsites, mobile applications, games, native advertising, etc.	
C05. Data Integration 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.	
C06. Co-creation of Branded IP The creation of a new and shared piece of IP by a brand or product in collaboration with its media partners to drive engagement and specific business results. Entries should demonstrate how effective and mutually beneficial the unified working relationship was.	

D. Culture & Context	Materials
Work which is brought to life through cultural insights and regional context.	
D01. 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 JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
D02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
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.	
D04. Social Behaviour & Cultural Insight Work inspired by a specific audience or community, hinging on identifiable social behaviour or cultural insights, stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
D05. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. Entries should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
D06. Corporate Purpose & Social Responsibility Purpose driven work or 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.	
D07. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

E. Excellence in Media Craft	Materials
Work that exhibits ingenuity and outstanding craftsmanship in harnessing media to deliver a brand message, change behaviour or engage consumers at scale. Entries in this section can only be submitted and paid for by Independent Media Agencies or companies owned by a Media Network or Independent Media Network. The same piece of work can be entered only once in each category within this section.	

E01. 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 JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
E02. Media Planning Sourcing and selection of media platforms to deliver a brand's message based on deep audience insight and creative use of media channels. Entries should detail the reach, penetration and frequency of the message to generate the desired response.	
E03. Media Execution Entries should demonstrate how media thinking and skilful negotiations with media owners contributed to the execution of a campaign strategy across selected channels and achieved business goals. Consideration will be given to effective use of media channels as part of the brand storytelling and to the creative delivery.	
E04. Use of Channel Integration NEW Work which connects multiple brand touchpoints, successfully blurring the line between chosen media channels and demonstrating how the different mediums complement and build on each other to cut through and deliver results on clear brand objectives. *Entries in this category must show that multiple types of media were used in the campaign (e.g. Screens, Social, Outdoor, Print, New Realities etc).*	
E05. Use of Data & Analytics NEW The application of data and analytics to form the basis of a media strategy or drive insights that helps define the target, brand message or channel. Entries should provide evidence of research or insight, quality of thinking and the development of a strategy.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film • Demo Film **Optional** • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

CANNES LIONS

Engagement: PR Lions

The PR Lions celebrate the craft of strategic and creative communication.

Entries will need to demonstrate how original thinking, transformative insight and a strategy rooted in earned media has influenced opinion and driven business, societal, and/or cultural change. Work with storytelling at its core, which established, protected and enhanced reputation and business of an organisation or brand.

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

A. PR: Sectors The same entry can be submitted only once in this section.	Materials
A01. Food & Drink All food and drinks. *All fast food entries should enter into A05. Retail.*	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
A02. Consumer Goods Beauty, cleaning products, household goods, technology, furniture and lighting, toys, fashion, home appliances, other FMCG / consumer durables.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Automotive Vehicles, other automotive.	
A05. Retail Retail, eCommerce, restaurants, fast food.	
A06. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A07. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A08. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A09. Not-for-profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. *All CSR work should be entered in the relevant sector and/or F07. Corporate Purpose & Social Responsibility category in section F. Culture & Context.*	

B. Social Engagement & Influencer Marketing In these categories your entry will be judged on how well social / digital platforms were leveraged to support or execute the PR campaign.	Materials
B01. Social Engagement 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 JPG • URL **Highly Recommended (Optional)** • Case Film **Optional** • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

CANNES LIONS

	Compulsory
B02. Community Management 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.	• Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
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 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 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 The creative and innovative use of influencers to drive brand message and awareness to a specific audience.	

C. Insights & Measurement	Materials
These categories showcase effectiveness in using data to drive creative inspiration and communications strategies. Entries will be judged on the deliberate and thoughtful introduction of insights and measurements to develop campaigns that have had a real impact on the performance of an organisation. Entries should demonstrate the success of activities that tackles the wide range of reputational and stakeholder challenges that non-advertising communications have to address.	
C01. Research, Data & Analytics Research, data-led or actionable insight that provides a meaningful contribution or input to a public relations program. Entries should provide evidence of research or insight, quality of thinking and the development of a strategy.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
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. PR Techniques	Materials
In these categories your entry will be judged on the creative implementation of your chosen PR technique in order to increase reach and achieve desired campaign outcomes.	
D01. Media Relations PR that puts journalism at the forefront of the campaign, with evidence of a high-degree of innovation intended to engage, educate or influence editorial. Entries should explain the relevance of media outcomes, including depth, quality and messaging. Consideration will be given to how this strategy achieved or supported the desired campaign outcome.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
D02. Use of Events & Stunts Work which uses stunts, events, event sponsorship, competitions, promotional games, street art, guerrilla marketing, launch parties, live shows, live streamed events, festivals, concerts, sporting events, etc. within traditional, digital and new emerging environments 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, virtual worlds, robotics, gadgets and electronics, wearable and interactive technology, etc. Does not include prototypes of early stage technology.	

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E. Excellence: PR Craft	Materials
Work in these categories will be judged on the demonstration of exceptional and creative best practice within the chosen PR specialism.	
E01. Corporate Image, Communication & Reputation Management Work which builds the image / raise the profile and shape the perceptions of a corporate brand, organisation or corporation.	**Compulsory** • Digital Presentation Image JPG
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.	**Highly Recommended (Optional)** • Case Film
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.*	**Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
E04. Internal Communications & Employee Engagement Engaging internal communications and activities, including change management, intended to connect employees with a company identity or message. Entries should demonstrate how activities translated into measurable results, employee satisfaction, and business growth.	
E05. Sponsorship & Brand Partnership Work which utilised sponsorship and/or partnership programs in order to meet specific awareness / business goals as well as to enhance the image of a brand, organisation or corporation.	

F. Culture & Context	Materials
Work which is brought to life through cultural insights and regional context.	
F01. Local Brand Work for brands which are only distributed in a single locality or market that resonated with a specific target audience.	**Compulsory** • Digital Presentation Image JPG
F02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	**Highly Recommended (Optional)** • Case Film
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.	**Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
F04. Social Behaviour Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
F05. Cultural Insight 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 Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. Entries should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
F07. Corporate Purpose & Social Responsibility 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.	
F08. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

CANNES LIONS

Engagement: Social & Influencer Lions

The Social & Influencer Lions celebrate creative social thinking and strategic influencer marketing solutions.

Entries will need to demonstrate how levels of engagement, social reach and the creative use of social media, brand ambassadors and influencers led to commercial success.

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

A. Social & Influencer: Sectors The same entry can be submitted only once in this section.	Materials
A01. Food & Drink All food and drinks. *All fast food entries should enter into A05. Retail.*	**Compulsory** • Digital Presentation Image JPG • URL **Highly Recommended (Optional)** • Case Film **Optional** • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
A02. Consumer Goods Beauty, cleaning products, household goods, technology, furniture and lighting, toys, fashion, home appliances, other FMCG / consumer durables.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Automotive Vehicles, other automotive.	
A05. Retail Retail, eCommerce, restaurants, fast food.	
A06. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A07. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A08. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A09. Not-for-profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. *All CSR work should be entered in the relevant sector and / or F07. Corporate Purpose & Social Responsibility category in section F. Culture & Context.*	

CANNES LIONS

B. Social Insights & Engagement	Materials
Work in these categories will be judged on how successfully social was used to engage with online communities and deliver measurable and meaningful results for a brand.	
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 JPG • URL **Highly Recommended (Optional)** • Case Film **Optional** • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
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 may 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 relationships 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. Metaverse, New Realities & Emerging Tech Immersive experiences which creatively push the boundaries of technology within social media. Including but not limited to AR, VR, XR, AI, wearable tech and mobile devices, voice technology, blockchain technology, gamification, virtual worlds, metaverse and all other emerging platforms. Does not include prototypes of early stage technology.	**Compulsory** • Digital Presentation Image JPG • URL **Highly Recommended (Optional)** • Case Film **Optional** • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

C. Influencer Marketing	Materials
Entries in this category should demonstrate how a social campaign was enhanced through the use of social influencers and content creators.	
C01. Organic Reach & Influence Brand-led social campaigns that become 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 JPG • URL **Highly Recommended (Optional)** • Case Film **Optional** • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
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.	

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D. Social Content Marketing Work in these categories will be judged on how successfully content was used to engage with consumers and target audiences.	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 JPG • URL **Highly Recommended (Optional)** • Case Film **Optional** • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
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. *Please upload all executions in a single video file with slates denoting the start of the next execution.*	**Compulsory** • Film • URL **Highly Recommended (Optional)** • Demo Film **Optional** • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
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** Work which harnesses social media, social platforms and virtual communities for eCommerce and mCommerce to drive business results.	**Compulsory** • Digital Presentation Image JPG • URL **Highly Recommended (Optional)** • Case Film **Optional** • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

E. Excellence in Social & Influencer	Materials
E01. Multi-platform Social Campaign Social campaigns that utilise multiple media online and / or offline platforms and live events. Entries should illustrate that these elements drive or are inherently necessary to the overall execution of the social campaign. **E02. Sponsorship & Brand Partnership** Social campaigns that utilise 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 campaigns 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 may include, but is not limited to, non-profit social responsibility initiatives.	**Compulsory** • Digital Presentation Image JPG • URL **Highly Recommended (Optional)** • Case Film **Optional** • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

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F. Culture & Context Work which is brought to life through cultural insights and regional context.	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 JPG • URL **Highly Recommended (Optional)** • Case Film **Optional** • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
F02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
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 Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
F05. Cultural Insight 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 Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. Entries should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
F07. Corporate Purpose & Social Responsibility 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.	
F08. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

CANNES LIONS

Entertainment: Entertainment Lions

The Entertainment Lions celebrate creativity that turns branded content into culture.

Entries will need to demonstrate ideas that are unskippable; work which captivates in order to cut-through, communicating a brand message or connecting with consumers in a new way.

- A number of criteria will be considered during judging and weighted as follows: 20% strategy & insight; 30% creative idea; 30% craft & execution; 20% results.
- Brands refers to talent, artists, creators, influencers, streamers, athletes, teams, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the entertainment industry.
- There is no overall limit to how many times the same piece of work can be entered into Entertainment as long as the categories chosen are relevant.

A. Branded Content Creative content crafted to build awareness for a brand by associating it with culture and values through entertainment.	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 Lions.*	**Compulsory** • Original Content **Optional** • URL • Digital Supporting Content • Digital Supporting Images JPG
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 Lions.*	
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 Lions.*	
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 Lions.*	
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 Lions.*	
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 Lions.*	
A07. 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** • Original Content **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
A08. Audio Content Content created for radio, podcasts or other audio platforms.	**Compulsory** • MP3 Original Version **Optional** • URL • Digital Supporting Content • Digital Supporting Images JPG

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A09. Brand Integration
Integration of brands into existing content such as films, documentaries, series, live streams, TV or radio / audio shows.

Compulsory
- Digital Presentation Image JPG

Highly Recommended (Optional)
- Case Film

Optional
- URL
- Awards Show Film
- Digital Supporting Content
- Digital Supporting Images JPG

A10. Promotional Content for Publishers & Networks
Original content / programming created to promote a media company, network, broadcaster or publisher. Entries will be judged not just on the content, but how it communicated or evolved the identity of the publisher.

Compulsory
- Digital Presentation Image JPG

Highly Recommended (Optional)
- Case Film

Optional
- URL
- Awards Show Film
- Digital Supporting Content
- Digital Supporting Images JPG

B. Entertainment-led Brand Experience
Meaningful, engaging experiences and activations created to attract or maintain an audience.

Materials

B01. Live Entertainment NEW
Live entertainment, including concerts, live streams, stunts and festivals held physically or within virtual worlds, crafted to amplify a brand's message and increase engagement with an audience.

Compulsory
- Digital Presentation Image JPG

Highly Recommended (Optional)
- Case Film

Optional
- URL
- Awards Show Film
- Digital Supporting Content
- Digital Supporting Images JPG

B02. Metaverse, New Realities & Emerging Tech NEW
Immersive experiences which creatively push the boundaries of technology within entertainment. Including but not limited to AR, VR, AI, voice technology, blockchain technology, gamification, virtual worlds, metaverse and all other emerging platforms. Does not include prototypes of early stage technology.

B03. 360 Integrated Brand Experience NEW
Experiences that successfully carry a brand's message across multiple platforms / channels, both online and offline. Entries should demonstrate how content featuring a brand's message, product or service has been seamlessly implemented on various platforms to continue and amplify meaningful consumers' experience and engagement.

Compulsory
- Digital Presentation Image JPG

Highly Recommended (Optional)
- Case Film

Optional
- URL
- AR/VR Files
- Awards Show Film
- Digital Supporting Content
- Digital Supporting Images JPG

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C. Community	Materials
Work which focuses on the development, maintenance and nurturing of a community or fanbase.	
C01. Audience Engagement / Distribution Strategy Audience engagement and distribution strategies that creatively and effectively further the content's reach. **C02. Influencer & Co-Creation** NEW The creative and innovative use of content creators, streamers and/or influencers to drive a brand's message and engage with a specific audience through entertainment. This may include, but is not limited to, collaborations, sponsored content and user-generated content.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

D. Partnerships	Materials
Exceptional strategic partnerships between brands and entertainment entities.	
D01. Brand Partnerships, Sponsorships & Collaborations NEW Strategic brand partnerships and collaborations that leverage branded content and entertainment to meet specific business goals and mutually benefit everyone involved. **D02. Partnerships with Talent** Strategic partnerships between a brand and a talent. Entries will be judged on how effective and mutually beneficial the partnership was.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

E. Challenges & Breakthroughs	Materials
Creative and innovative work which is brought to life through deep cultural insight, regional context and progressive thinking.	
E01. Diversity & Inclusion in Entertainment NEW Brand-led creative work that tackle and confront disparities based on sex, sexuality, disability, age, race, ethnicity, origin, religion or other status within the entertainment industry.	**Compulsory** • Original Content • Digital Presentation Image JPG • MP3 Original Version **Highly Recommended (Optional)** • Case Film **Optional** • URL • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
E02. Innovation in Branded Content Ground-breaking and unparalleled branded content.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

E03. Challenger Brand NEW Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
E04. Social Behaviour & Cultural Insight NEW Work inspired by a specific audience or community, hinging on identifiable social behaviour or cultural insights, stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	

CANNES LIONS

Entertainment: Entertainment Lions For Gaming

The Entertainment Lions for Gaming celebrate creative work that connects people to brands through gameplay.

Entries will need to demonstrate how brands successfully tapped into complex gaming communities and seamlessly added real value to the overall gaming experience while driving commercial success.

- A number of criteria will be considered during judging and weighted as follows: 20% strategy & insight; 30% creative idea; 30% craft & execution; 20% results.
- Brands refers to talent, artists, creators, influencers, streamers, athletes, teams, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the gaming industry.
- Esports may be entered across all categories within Entertainment Lions for Gaming.
- There is no overall limit to how many times the same piece of work can be entered into Entertainment Lions for Gaming as long as the categories chosen are relevant.
- For Entertainment Lions for Gaming the eligibility dates are 21 February 2021 - 23 April 2023.

A. Branded Content for Gaming Creative content crafted to build awareness for a brand by associating it with culture and values through the use of gaming and storytelling.	Materials
A01. Audio-visual Content NEW Branded film, key art and radio & audio content including but not limited to trailers, documentaries, series, posters and original music content with gaming at their core which aim to amplify a brand's message or promote a new game or gaming product. *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** • Original Content **Optional** • URL • AR/VR Files • Digital Supporting Content • Digital Supporting Images JPG
A02. Live Broadcast / Live Streaming NEW Brand or sponsor integration into live coverage of gaming events and esports, 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.*	**Compulsory** • Original Content **Highly Recommended (Optional)** • Case Film **Optional** • URL • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

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B. Gaming-led Brand Experience Meaningful, engaging experiences and activations created to attract or maintain an audience.	Materials
B01. Live Gaming Experience NEW Any live gaming experience or activation that was held at a consumer or B2B event for product launch or promotion. Including but not limited to installations, festivals, conventions, product demos, pop-ups, esports competitions, virtual concerts and live performances held physically or within virtual worlds.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
B02. Live Service Games, New Realities & Emerging Tech NEW Immersive experiences which creatively push the boundaries of technology within gaming. Including but not limited to AR, VR, AI, wearable tech and mobile devices, virtual worlds, metaverse and all other emerging platforms. Does not include prototypes of early stage technology.	
B03. Mobile Games NEW Mobile 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.	
B04. Brand Integration for Games NEW The seamless integration of a brand into a game or gaming platform, enhancing the overall gaming experience and delivering tangible business results. Including, but not limited to, one-off stunts and events, temporary environments or permanent brand installations within existing or new gaming platforms.	
B05. Use of Gaming / Streaming Platforms NEW Innovative use of gaming / streaming platforms to effectively promote a brand, product or service.	
B06. Launch / Relaunch NEW Immersive gaming experiences created to launch or relaunch a game or gaming product.	

C. Community Work which focuses on the development, maintenance and nurturing of a community or fanbase.	Materials
C01. Community Management / Social Engagement NEW Work which focuses on the development, maintenance and nurturing of a gaming audience. The work should demonstrate how engaging with a gaming community has increased social engagement, enhancing the brand reputation and trust within the community.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
C02. Influencer & Co-Creation NEW The creative and innovative use of content creators, streamers and/or influencers to drive a brand's message and engage with a specific audience within the gaming community. This may include, but is not limited to, collaborations, sponsored content and user-generated content.	

D. Partnerships Exceptional strategic partnerships between brands and gaming-related entities.	Materials
D01. Brand Partnerships, Sponsorships & Collaborations NEW Strategic partnerships and collaborations between gaming brands and non-gaming brands that leverage gaming experiences, branded content and entertainment to meet specific business goals and mutually benefit everyone involved.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
D02. Partnerships with Gaming Talent NEW Strategic partnerships between a brand and a known gaming talent. Entries will be judged on how effective and mutually beneficial the partnership was.	

E. Challenges & Breakthroughs Creative and innovative work which is brought to life through deep cultural insight, regional context and progressive thinking.	Materials
E01. Diversity & Inclusion in Gaming NEW Gaming work that tackles and confronts disparities based on sex, sexuality, disability, age, race, ethnicity, origin, religion or other status within the gaming community.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
E02. Innovation in Gaming NEW The innovative use of new or existing technology, platforms, media or channels to create branded products and content that enhance the gaming experience, comfort, performance, safety and accessibility for gamers.	
E03. Challenger Brand NEW Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
E04. Social Behaviour & Cultural Insight NEW Work inspired by a specific audience or community, hinging on identifiable social behaviour or cultural insights, stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
E05. Breakthrough on a Budget NEW Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. Entries should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	

✏ | CANNES LIONS

Entertainment: Entertainment Lions For Music

The Entertainment Lions for Music celebrate creative musical collaborations and branded music content.

Entries will need to demonstrate original production, promotion or distribution of music for brands; work where a recording artist or platform is creatively leveraged to communicate with consumers.

- A number of criteria will be considered during judging and weighted as follows: 20% strategy & insight; 30% creative idea; 30% craft & execution; 20% results.
- Brands refers to talent, artists, creators, influencers, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the music industry.
- There is no overall limit to how many times the same piece of work can be entered into Entertainment Lions for Music as long as the categories chosen are relevant.

A. Branded Content for Music Creative music content to promote a track, album, artist or brand.	Materials
A01. Excellence in Music Video Exceptional examples of original music videos and interactive music videos.	**Compulsory** • Original Content **Optional** • URL • Digital Supporting Content • Digital Supporting Images JPG
A02. Brand or Product Integration into Music Content Relevant and symbiotic brand integration into music videos or other music content. **A03. 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 content. **A04. 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 its communications. The sourcing and suitability of the music for the brand and content will be considered.	**Compulsory** • Original Content **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

B. Music-led Brand Experience Meaningful, engaging experiences and activations created to attract or maintain an audience.	Materials
B01. Live Music Experience The design and production of experiences with music at its core, this may include but is not limited to, concerts, stunts, installations and activations held physically or within virtual worlds. **B02. Metaverse, New Realities & Emerging Tech NEW** Immersive experiences which creatively push the boundaries of technology within music entertainment. Including but not limited to AR, VR, AI, wearable tech and mobile devices, voice technology, blockchain technology, gamification, virtual worlds, metaverse and all other emerging platforms. Does not include prototypes of early stage technology.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

C. Community Work which focuses on the development, maintenance and nurturing of a community or fanbase.	Materials
C01. Fan Engagement / Community Building Strategic initiatives designed to build and engage an artist's fanbase, enhancing community activity and brand affinity.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
C02. Influencer & Co-Creation NEW The creative and innovative use of content creators, streamers and/or influencers to drive a brand's message and engage with a specific audience through music. This may include, but is not limited to, collaborations, sponsored content and user-generated content.	

D. Partnerships Exceptional strategic partnerships between brands and music entities.	Materials
D01. Brand Partnerships, Sponsorships & Collaborations Strategic brand partnerships and collaborations that leverage music, branded content and entertainment to meet specific business goals and mutually benefit everyone involved.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
D02. Partnerships with Music Talent NEW Strategic partnerships between a brand and a known music artist or personality to co-create and develop branded content or products to further a brand's reach, increase engagement and drive business. Entries will be judged on how effective and mutually beneficial the partnership was.	

E. Challenges & Breakthroughs Creative and innovative work which is brought to life through deep cultural insight, regional context and progressive thinking.	Materials
E01. Diversity & Inclusion in Music NEW Brand-led creative work that leverages music to tackle and confront disparities based on sex, sexuality, disability, age, race, ethnicity, origin, religion or other status within the music industry.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
E02. Innovation in Music NEW The innovative use of music platforms and technology for a brand or artist, including but not limited to streaming platforms, video hosting services, virtual worlds, playlist strategies, apps and wearables. Focus will be placed on the creative application of technology to enrich a brand's content and its product or service. Does not include prototypes of early stage technology.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

E03. Challenger Brand NEW Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
E04. Social Behaviour & Cultural Insight NEW Work inspired by a specific audience or community, hinging on identifiable social behaviour or cultural insights, stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
E05. Breakthrough on a Budget NEW Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. Entries should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	

Entertainment: Entertainment Lions For Sport

The Entertainment Lions for Sport celebrate creativity that taps into fan culture and leverages the power of sports and esports in connecting people to brands.

Entries will need to demonstrate excellence in breakthrough creativity within the sports and esports ecosystem through the use of effective strategic planning, sponsorship, brand management, media, entertainment and/or talent.

- A number of criteria will be considered during judging and weighted as follows: 20% strategy & insight; 30% creative idea; 30% craft & execution; 20% results.
- Brands refers to talent, artists, creators, influencers, streamers, athletes, teams, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the sport industry.
- Esports may be entered across all categories within Entertainment Lions for Sports.
- There is no overall limit to how many times the same piece of work can be entered into Entertainment Lions for Sport as long as the categories chosen are relevant.

A. Branded Content for Sport Creative content crafted to build awareness for a brand by associating it with culture and values through 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** • Original Content **Optional** • URL • Digital Supporting Content • Digital Supporting Images JPG
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.*	**Compulsory** • Original Content **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
A03. 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.	**Compulsory** • Original Content • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
A04. Brand Storytelling Sport initiatives / campaigns that demonstrate brand narratives to drive meaningful fan / consumer engagement across relevant platforms.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

B. Sport-led Brand Experience	Materials
Meaningful, engaging experiences and activations created to attract or maintain an audience.	
B01. Sports Live Experience Brand or sponsor integration into live sport or esport events, shows, stunts and installations held physically or within virtual worlds, enabling a brand to provide message amplification and engage with an audience.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
B02. Metaverse, New Realities & Emerging Tech NEW Immersive experiences which creatively push the boundaries of technology within sport entertainment. Including but not limited to AR, VR, AI, wearable tech and mobile devices, voice technology, blockchain technology, gamification, virtual worlds, metaverse and all other emerging platforms. Does not include prototypes of early stage technology.	
B03. Esports & Gaming Esports, games and gaming initiatives created to communicate a brand, teams or sports organisation 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.	
B04. 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.	

C. Community	Materials
Work which focuses on the development, maintenance and nurturing of a community or fanbase.	
C01. Fan Engagement / Distribution Strategy Audience engagement and distribution strategies designed to build and engage a sports-related fanbase, enhancing community activity and brand affinity.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
C02. Influencer & Co-creation The creative and innovative use of content creators, streamers and/or influencers to drive a brand's message and engage with a specific audience within sport. This may include, but is not limited to, collaborations, sponsored content and user-generated content.	

D. Partnerships	Materials
Exceptional strategic partnerships between brands and sports-related entities.	
D01. Brand Partnerships, Sponsorships & Collaborations NEW Strategic brand partnerships and collaborations that leverage sports, branded content and entertainment to meet specific business goals and mutually benefit everyone involved.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
D02. Partnerships with Sports Talent Strategic partnerships between a brand and a known sports personality, team or sports organisation. Entries will be judged on how effective and mutually beneficial the partnership was.	

E. Challenges & Breakthroughs Creative and innovative work which is brought to life through deep cultural insight, regional context and progressive thinking.	Materials
E01. Diversity & Inclusion in Sport Brand-led creative work that leverages sport to tackle and confront disparities based on sex, sexuality, disability, age, race, ethnicity, origin, religion or other status within a sport or sports-related community.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
E02. Innovation in Sport NEW The innovative use of new or existing technology, platforms, media or channels to create branded products and content that enhance the sports experience, comfort, performance, safety of athletes and fans.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
E03. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity. **E04. Social Behaviour & Cultural Insight NEW** Work inspired by a specific audience or community, hinging on identifiable social behaviour or cultural insights, stemming from the ideas, customs, values and lifestyles found within a specific region or locality. **E05. Breakthrough on a Budget NEW** Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. Entries should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

CANNES LIONS

Experience: Brand Experience & Activation Lions

The Brand Experience & Activation Lions celebrate creative, comprehensive brand building through the next level use of experience design, activation, immersive, retail and 360° customer engagement.

Entries should demonstrate how the customer journey, experience of the brand and optimisation of every touch point led to increased brand affinity and commercial success.

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

A. Brand Experience & Activation: Sectors The same entry can be submitted only once in this section.	Materials
A01. Food & Drink All food and drinks. *All fast food entries should be entered into A05. Retail.*	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
A02. Consumer Goods Beauty, cleaning products, household goods, technology, furniture and lighting, toys, fashion, home appliances, other FMCG / consumer durables.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Automotive Vehicles, other automotive.	
A05. Retail Retail, eCommerce, restaurants, fast food.	
A06. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A07. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A08. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A09. Not-for-profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. *All CSR work should be entered in the relevant sector and/or E07. Corporate Purpose & Social Responsibility category in section E. Culture & Context.*	

B. Touchpoints & Technology The use of technology and multiple touchpoints across a brand experience or activation.	Materials
B01. Social Engagement & Integration for Live Experience Work that harnesses social media to enhance an online or offline live experience or activation.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
B02. Use of Mobile & Devices Work that uses a mobile app, portable device or mobile technology to create or enhance interaction with consumers at a brand experience or activation.	

B03. Use of Website / Microsites
Work that uses branded websites or microsites to drive engagement with customers and increase the overall brand experience.

Compulsory
- Digital Presentation Image JPG
- URL

Highly Recommended (Optional)
- Case Film

Optional
- AR/VR Files
- Awards Show Film
- Digital Supporting Content
- Digital Supporting Images JPG

B04. Metaverse, New Realities & Emerging Tech NEW
Immersive experiences, large and small scale activations, digital and live events which creatively push the boundaries of technology and engage with consumers. Including but not limited to AR, VR, AI, wearable tech and mobile devices, voice technology, blockchain technology, gamification, virtual worlds, metaverse and all other emerging platforms. Does not include prototypes of early stage technology.

B05. Gaming-led Brand Experience
Immersive brand experiences with gaming at the core, including the strategic and creative brand integration within existing gaming platforms. This may include but is not limited to console, 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 may include but is not limited to VR / AR, 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 may 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 or activation. Including, but not limited to, mobile-based VR and 360° video experiences.

B09. Tech-led Brand Experience
Work that uses new or existing technology to enhance a brand experience or activation.

B10. Cross-platform Digital Experience
Creation of digital content across multiple platforms and devices that enhances a brand experience to develop and amplify meaningful consumer engagement. This may include but is not limited to desktop, mobile, wearable technology, virtual worlds, outdoor installations, billboards, retail experiences, etc. Does not include prototypes of early stage technology.

Compulsory
- Digital Presentation Image JPG

Highly Recommended (Optional)
- Case Film

Optional
- URL
- AR/VR Files
- Awards Show Film
- Digital Supporting Content
- Digital Supporting Images JPG

C. Retail Experience & Activation
Entries in these categories must have taken place within a retail environment.

Materials

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.

C02. Retail Promotions & Competitions
Online or offline promotional competitions or incentives used to drive customer engagement with a brand. This may include but is not limited to social media competitions, gamified experiences, in-store promotional activations etc.

C03. Customer Acquisition & Retention
Work that creates meaningful, engaging experiences and activations in order to attract or maintain customers, encourage customer activity and increase overall transaction value.

Compulsory
- Digital Presentation Image JPG

Highly Recommended (Optional)
- Case Film

Optional
- URL
- Awards Show Film
- Digital Supporting Content
- Digital Supporting Images JPG

CANNES LIONS

D. Excellence in Brand Experience	Materials
D01. Live Brand Experience or Activation Any live brand experience or activation that was held at a consumer or B2B event. This may include, but is not limited to installations, product demos, trade shows, expos & pop-ups.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
D02. Guerrilla 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 Brand specific physical and digital standalone live experience or activation which is not part of a wider event. Including permanent installations, pop-ups, venue takeovers, immersive experiences within virtual worlds and brand-owned music festivals / concerts.	
D04. Sponsorship & Brand Partnership Partnerships / sponsorships that create immediate and long term brand experiences or activations. Entries will be judged on how effective the partnership / sponsorship was.	
D05. Launch / Re-launch Brand experiences or activations created to launch or re-launch a brand, product or service.	
D06. 360 Integrated Brand Experience Online and offline multi-channel experiences made to engage and amplify a brand's message, product or service.	

E. Culture & Context Work that is brought to life through cultural insights and regional context.	Materials
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 JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
E02. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
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 Work inspired by a specific audience / community, hinging on identifiable social behaviour.	
E05. Cultural Insight 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 Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. Entries should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
E07. Corporate Purpose & Social Responsibility 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.	
E08. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

Experience: Creative Business Transformation Lions

The Creative Business Transformation Lions celebrate the creativity that drives businesses forward – creative thinking that changes how businesses organise themselves, how people work and how customers engage with them.

This Lion recognises the ingenuity that leads to the creation of new products and services, and the reinvention of operations and customer experiences in companies of all sizes that drives transformative change.

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

- A number of criteria will be considered during judging and weighted as follows: 30% strategy & process; 35% experience & implementation; 35% business results & impact.
- The same piece of work can be entered up to four times in Creative Business Transformation.
- For Creative Business Transformation Lions the eligibility dates are 21 February 2020 - 23 April 2023 where the transformation being judged was first implemented within the eligibility period, except for category 'B05 End-end Transformation', which has an eligibility period of 21 February 2018 - 23 April 2023.

A. Customer Experience Customer-facing creative transformations that have created new ways for brands to interact with their customers.	Materials
A01. Experience Transformation 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. **A02. Marketing Technology for Growth** 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, Insights & Personalisation** 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 Technology** 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.	**Compulsory** • Information Deck **Highly Recommended (Optional)** • Case Film **Optional** • URL • Appendix • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

B. Business Design & Operations Re-design of internal operations to drive results, engage employees and build culture.	Materials
B01. Operational Transformation 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. **B02. Brand Purpose & Impact** 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** 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** 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. **B05. End-to-end Transformation** Celebrating how a business successfully transforms inside and out – from internal operations, teams, training programs, policies, to the choice of suppliers and partners, and how all this impacts the products and services, communications and customer experience. Entries should demonstrate tangible results within every stage or touchpoint of the transformation. *There is an increased eligibility for this category of 5+ years: 21 February 2018 - 23 April 2023*	**Compulsory** • Information Deck **Highly Recommended (Optional)** • Case Film **Optional** • URL • Appendix • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

C. Product & Service New or reinvented product or service design that drives results and business performance.	Materials
C01. Product 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. **C02. Service Design** 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.	**Compulsory** • Information Deck **Highly Recommended (Optional)** • Case Film **Optional** • URL • Appendix • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

D. Venture Creation & Design The creative adoption or design of venture capital models to transform brands and/or businesses.	Materials
D01. Venture Models & Corporate Innovation 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 Film **Optional** • URL • Appendix • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

Experience: Creative Commerce Lions

The Creative Commerce Lions celebrate the innovative and creative approach to online and offline commerce, payment solutions and transactional journeys.

Entries will need to demonstrate how innovation and optimisation at any point of the end to end customer journey led to increased consumer engagement and commercial success.

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

A. Creative Commerce: Sectors The same entry can be submitted only once in this section.	Materials
A01. Food & Drink All food and drinks. *All fast food entries should be entered into A05. Retail.*	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
A02. Consumer Goods Beauty, cleaning products, household goods, technology, furniture and lighting, toys, fashion, home appliances, other FMCG / consumer durables.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Automotive Vehicles, other automotive.	
A05. Retail Retail, eCommerce, restaurants, fast food.	
A06. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A07. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A08. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A09. Not-for-profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. *All CSR work should be entered in the relevant sector and/or E04. Corporate Purpose & Social Responsibility category in section E. Challenges & Breakthroughs.*	

CANNES LIONS

B. Channels Work in these categories will be judged on commerce creativity and channel innovation.	Materials
B01. Social / Influencer Commerce Work which harnesses social platforms to engage consumers and drive business results.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
B02. Mobile-led Commerce The creative application of mobile commerce solutions which led to the optimisation of the customer journey, increased engagement and commercial success. This may include, but is not limited to apps, wallets, reward programs and hyper convenience.	
B03. Entertainment Commerce The seamless integration of transactional commerce and entertainment content through unexpected partnerships and brand experiences. Including, but not limited to, long form content, retail theatre, gaming, sports, music, virtual worlds, etc.	
B04. Omnichannel Commerce Work that effectively integrates multiple digital and physical channels to provide exceptional customer experience and conversion.	
B05. Sustainable Commerce Including, but not limited to, responsible consumption and production, packaging, economic models (ie replenishment), environmentally friendly shipping options, waste management, commerce for good, etc.	
B06. Innovative use of Media Commerce work that demonstrates the inventive use of new or existing technology, platforms, media or channels.	

C. Engagement Creative commerce work in this section should focus on engaging and captivating audiences both online and offline	Materials
C01. Targeting, Insights and Personalisation Dynamic content that enriches the user's shopping experience and drives engagement to achieve business results.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
C02. Conversational Commerce Work which uses messaging services, chatbots, voice assistants, customer assistance, etc. to improve the online shopping experience through real-time, personalised customer engagement.	
C03. In-Store Experiences Including, but not limited to, offline retail promotions, store displays, pop-up stores and events, product sampling / trial, limited edition products, etc.	
C04. Customer Acquisition & Retention Online and offline work designed to attract or maintain customers, encourage customer activity and increase overall transaction value. This may include, but is not limited to, promotions, competitions, geofencing, app and social integration etc.	
C05. Metaverse, New Realities & Emerging Tech NEW Immersive experiences which creatively push the boundaries of technology within commerce. Including but not limited to AR, VR, AI, wearable tech and mobile devices, voice technology, blockchain technology, Web3, gamification, virtual worlds, metaverse and all other emerging platforms. Does not include prototypes of early stage technology.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

C06. Brand Strategy Innovative strategic solutions to brand challenges that have a tangible impact on customer experience and engagement.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

D. User Experience Commerce work in this section should focus on the customer journey, ensuring a seamless experience at every touchpoint.	**Materials**
D01. Holistic Journey Design Celebrating the entire customer journey, from initial awareness through to post-purchase. Including, but not limited to, UX, UI, user experience patterns, conventions, preferences, branding, etc.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
D02. eCommerce Websites / Apps The creation of exceptional eCommerce B2B or B2C websites or apps. This may include, but is not limited to, the seamless user experience, functionality & the conversion rate of the website / app in order to drive sales.	**Compulsory** • Digital Presentation Image JPG • URL **Highly Recommended (Optional)** • Case Film **Optional** • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
D03. Payment Solutions Creative use of payment solutions, including but not limited to, software & apps, blockchain technology, cryptocurrencies, NFTs, mobile wallets and reward programs automation, delegated authority, hyper convenience and order buttons. Does not include prototypes of early stage technology.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

CANNES LIONS

E. Challenges & Breakthroughs Creative and innovative work which is brought to life through deep cultural insight, regional context and progressive thinking.	Materials
E01. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
E02. Social Behaviour & Cultural Insight Work inspired by a specific audience or community, hinging on identifiable social behaviour or cultural insights, stemming from the ideas, customs, values and lifestyles found within a specific region or locality.	
E03. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. Entries should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
E04. Corporate Purpose & Social Responsibility 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.	
E05. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

Experience: Innovation Lions

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

- Technology entered may be at prototype / pre-production stage. Pre-development ideas / concepts are not eligible. Entrants must be in a position to fully demonstrate the technology. Concepts alone will not be permitted.
- The same piece of work can only be entered once into Innovation.
- Shortlisted entrants will be required to present their work to the jury.

A. Innovation	Materials
A01. Early Stage Technology Work that showcases technology 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 JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
A02. Innovative Technology Standalone, technological solutions not in association with a brand or creative campaign. Non-brand-aligned, breakthrough technology or solutions that aim to advance, enrich or improve. Including, but 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 work. Brand-aligned, breakthrough and revolutionary ideas, and forward-thinking methods that are rooted in finding solutions to brand challenges and / or propelling a brand forward.	
A04. Scalable Innovation The scaling out of an innovation or creative work enhanced by new tech or forward-thinking ideas, going beyond its original objectives and goals to reach new heights. *You may have entered Innovation Lions in previous years but must show a marked development 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. This may include, but is not limited to, solutions driven products, social impact, consumer experience, integration of technology into daily life and sustainability. *Entries must still be demonstrable at presentation stage. Concepts alone will not be permitted.*	

CANNES LIONS

Experience: Mobile Lions

The Mobile Lions celebrate device-driven creativity.

Entries will need to demonstrate creativity through the application of technology on portable platforms; work where a hand-held or wearable environment is central to the idea and the experience and enables key aspects of the execution.

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

A. Technology The creative application of mobile technology to enrich a brand, product or service.	Materials
A01. Activation by Location Use of GPS, geolocation and/or proximity technologies to activate a mobile campaign or experience.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film • Demo Film **Optional** • URL • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
A02. Metaverse, New Realities & Emerging Tech NEW Immersive experiences which creatively push the boundaries of technology within mobile. Including but not limited to AR, VR, AI, wearable tech and mobile devices, voice technology, blockchain technology, gamification, virtual worlds, metaverse and all other emerging platforms. Does not include prototypes of early stage technology.	
A03. Connected Devices / Wearables Work that uses one or more connected or networked mobile devices 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'.	
A04. 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.	
A05. Innovative Use of Technology The creative application of mobile technologies, including innovative use of in-built features. These may include, but are not limited to, touchscreen, accelerometer, camera, speaker, microphone and other haptic technologies.	
A06. Advanced Learning Technologies Creative applications of mobile based intelligent technology, this may include, but is not limited to, AI, chats-bots, facial recognition, cloud technologies etc.	
A07. Mobile-led Commerce The creative application of mobile commerce solutions which led to the optimisation of the customer journey, increased engagement and commercial success. This may include, but is not limited to apps, wallets, blockchain technology, cryptocurrencies, NFTs, reward programs and hyper convenience. Does not include prototypes of early stage technology.	
A08. Mobile-led Creativity All mobile-led work that enriches a brand, product or service. These may include, but are not limited to, work that utilises mobile technology alongside other mediums, work that utilises connected / networked mobile devices and messaging campaigns.	

CANNES LIONS

B. Social	Materials
Device-driven mobile work that takes advantage of mobile technology to enhance a social experience.	
B01. Mobile-led content for User Engagement Social activity using video, streaming video, photo sharing, images, GIFs or other content designed for engagement on a mobile device to entertain, build, maintain or seed through an online social community for enhanced brand affinity.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film • Demo Film **Optional** • URL • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
B02. Use of Real-time Response Branded social activity that utilises mobile devices or portable 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 activity on mobile is at the core of the creative idea.	
B03. Mobile-led Influencer & Co-Creation NEW The creative and innovative use of content creators, streamers and/or influencers to drive a brand's message and engage with a specific audience through the application of technology on portable platforms. This may include, but is not limited to, collaborations, sponsored content and user-generated content.	
B04. Targeted Communication Social activity customised for predefined communities, groups or individuals using mobile devices based on social insight material such as behaviour, interests, friendships, geo-location etc. This may 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.	
B05. Social Purpose Social purpose initiatives designed for mobile. Entries should harness the core values and culture of the brand, product or service and demonstrate how the mobile device was central to the experience. The impact on the targeted audience will be taken into consideration.	

C. Websites, Apps & Games	Materials
Any branded websites, apps or games designed for and accessed on a mobile device or downloaded from software distribution platforms.	
C01. Mobile Websites NEW All mobile websites including single execution websites and websites created as part of a wider campaign. **C02. Mobile Apps** NEW Any application (native, hybrid, web-based or pre-installed) for a mobile device. Both stand-alone apps or apps as part of a wider campaign will be considered.	**Compulsory** • Digital Presentation Image JPG • URL **Highly Recommended (Optional)** • Case Film • Demo Film **Optional** • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
C03. Games Games or gaming apps 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 or portable gaming console or headset.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film • Demo Film **Optional** • URL • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

Good: Glass: The Lion For Change

Glass: The Lion for Change celebrates culture-shifting creativity.

The Glass Lion recognises work that implicitly or explicitly addresses issues of gender inequality or prejudice, through the conscious representation of gender in advertising.

Entries will need to demonstrate ideas intended to change the world; work which sets out to positively impact ingrained gender inequality, imbalance or injustice, and should illustrate how the work tackles, highlights or redresses issues of gender representation.

- The same piece of work can only be entered once into Glass.
- Entries into Glass can be for any commercial or non-commercial client, regardless of the product or service or the medium of communication.
- All entry fees for Glass are donated to related-charities which will be announced nearer to the festival dates.
- Shortlisted entrants will be required to present their work to the jury.

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

CANNES LIONS

Good: Sustainable Development Goals Lions

The Sustainable Development Goals Lions celebrate creative problem solving, solutions or other initiatives that harness creativity and seek to positively impact the world.

Entries will need to demonstrate how they contributed to or advanced the 2030 Agenda for Sustainable Development across people, planet, prosperity, peace and partnerships.

- A number of criteria will be considered during judging and weighted as follows: 20% idea; 20% strategy; 20% execution; 40% impact and results.
- The same piece of work can be entered up to four times in Sustainable Development Goals.
- All entry fees for Sustainable Development Goals are donated to related-charities which will be announced nearer to the festival dates.

A. People	Materials
A01. Poverty Entries into this category will represent efforts to end poverty in all its forms everywhere. Its manifestations include hunger and malnutrition, disaster-prone geographies, social discrimination, limited access to education and other basic services. **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 should work towards the eradication of deeply rooted gender-based discrimination and the achievement of gender equality and empowerment for all.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

B. Planet	Materials
B01. Clean Water and Sanitation Work which contributes towards the availability and sustainable management of water and sanitation for all. **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. **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.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

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 labour and modern slavery.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
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 JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

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

CANNES LIONS

Health: Health & Wellness Lions

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

- The same piece of work may only be entered in either Health & Wellness Lions or Pharma Lions.
- There is no overall limit to how many times the same piece of work can be entered into Health & Wellness as long as the categories and mediums chosen are relevant.

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

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

Choose your Health & Wellness mediums from the list below.

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

Choose your Health & Wellness 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 Health & Wellness mediums from the list below.

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

Choose your Health & Wellness 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 Health & Wellness mediums from the list below.

B. Health Awareness & Advocacy
Work that promotes general health awareness, encourage proactive personal care or inspire advocacy and donations for legitimate health related causes.

B01. Brand-led Education & Awareness
Brand funded communications to promote health awareness and encourage proactive personal care. Including, but not limited to, self-examination, anti-smoking, anti-drugs, health and hygiene information, AIDS awareness, alcohol abuse awareness, sexual health awareness, dietary information, cardiovascular care, exercise and wellbeing. This category will also include unbranded disease awareness.

Choose your Health & Wellness 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, cardiovascular care, exercise and wellbeing.

Choose your Health & Wellness mediums from the list below.

B03. Fundraising & Advocacy
Customer-oriented health and wellness charity and institutions fundraising, patient advocacy (to general public), disease and condition advocacy, treatment literature, blood and organ donations, volunteers, etc.

Choose your Health & Wellness mediums from the list below.

CANNES LIONS

C. Health Services & Corporate Communications

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

C01. Corporate Image & Communication

Corporate image work for health & wellness products, companies, producers, clinics, hospitals, retail and facilities.

Choose your Health & Wellness 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 Health & Wellness mediums from the list below.

C03. Insurance

Medical insurance and financial plans.

Choose your Health & Wellness 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 Health & Wellness mediums from the list below.

Health & Wellness Mediums

Brand Experience & Activation	Materials
Brand Experience & Activation Creative, comprehensive brand building through the next level use of experience design, activation, immersive, retail and 360° customer engagement. Entries should demonstrate how the customer journey, experience of the brand and optimisation of every touch point led to increased brand affinity and commercial success. • A number of criteria will be considered during judging and weighted as follows: 20% Idea; 20% strategy; 30% execution; 30% results.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

Creative Data	Materials
Creative Data Work enhanced or driven by the creative use, interpretation, analysis or application of data. The creative use of data must sit at the core of the idea and the results / impact must be clear and robust. • A number of criteria will be considered during judging and weighted as follows: 30% strategy; 30% application; 20% innovation; 20% impact and results.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

Digital Craft	Materials
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. • Criteria considered during judging will predominantly be the execution and experience. **Digital Craft: User Experience (UX)** 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. • Criteria considered during judging will predominantly be the execution and experience.	**Compulsory** • Digital Presentation Image JPG • URL **Highly Recommended (Optional)** • Demo Film **Optional** • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

Direct	Materials
Direct Targeted and response-driven creativity. Entries should demonstrate how insights and/or data were used as part of the strategy to engage specific target audience groups and develop customer relationships, inspiring action and producing measurable results. • A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% impact and results.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

Entertainment	Materials
Entertainment Ideas that are unskippable, engaging users through entertainment platforms such as music, sport and gaming; communicating a brand message or connecting with consumers in a new way. • A number of criteria will be considered during judging and weighted as follows: 20% strategy & insight; 30% creative idea; 30% craft & execution; 20% impact and results. • Brands refers to talent, artists, creators, influencers, streamers, athletes, teams, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the entertainment industry. • 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 medium.	**Compulsory** • Original Content • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

Film	Materials
Film: Cinema, TV and Digital Film Content Creativity of the moving image. Entries should demonstrate brilliant brand storytelling intended for a screen; filmed content created for TV, cinema, online and out-of-home experiences. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • 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. • Each film execution constitutes one entry.	**Compulsory** • Film **Optional** • URL • AR/VR Files • Awards Show Film

Film Craft	Materials
Film Craft: Animation / Visual Effects All forms and styles of animation and visual effects created for film. • Criteria considered during judging will predominantly be the idea and the execution. • 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. • Each film execution constitutes one entry.	**Compulsory** • Film **Highly Recommended (Optional)** • Demo Film **Optional** • URL • AR/VR Files • Awards Show Film • Digital Supporting Content
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. • Criteria considered during judging will predominantly be the idea and the execution. • 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. • Each film execution constitutes one entry.	
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. • Criteria considered during judging will predominantly be the idea and the execution. • 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. • Each film execution constitutes one entry.	
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. The jury will consider 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. • 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. • Each film execution constitutes one entry.	
Film Craft: Script The film's script, as written. Analysis of the script will include dialogue, voice-overs, scene-setting, movement, actions and expressions. The jury will consider how successfully the script delivers on the creative idea, while also considering the effectiveness in conveying important health related information. • Criteria considered during judging will predominantly be the idea and the execution. • 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. • Each film execution constitutes one entry.	
Film Craft: Use of Music / Sound Design The impact and success of original/licensed music and/or the creative use of sound design within film advertising. • Criteria considered during judging will predominantly be the idea and the execution. • 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. • Each film execution constitutes one entry.	

Healthcare Product Innovation	Materials
Healthcare Product Innovation Products, devices and service innovations that have helped solve a business or patient issue for a health brand, or have been produced/developed in order to solve a brands communication need. • A number of criteria will be considered during judging and weighted as follows: 40% idea; 40% execution, form and function; 20% results.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

Industry Craft	Materials
Industry Craft: Art Direction Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • Criteria considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries each execution constitutes one entry. • For Packaging & Brand Communication & Design entries whole campaigns should be entered as one entry. • There is no overall limit to how many times the same piece of work can be entered into Industry Craft. **Industry Craft: Copywriting** Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • Criteria considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries each execution constitutes one entry. • For Packaging & Brand Communication & Design entries whole campaigns should be entered as one entry. • There is no overall limit to how many times the same piece of work can be entered into Industry Craft. **Industry Craft: Illustration** Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • Criteria considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries each execution constitutes one entry. • For Packaging & Brand Communication & Design entries whole campaigns should be entered as one entry. • There is no overall limit to how many times the same piece of work can be entered into Industry Craft. **Industry Craft: Photography** Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • Criteria considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries each execution constitutes one entry. • For Packaging & Brand Communication & Design entries whole campaigns should be entered as one entry. • There is no overall limit to how many times the same piece of work can be entered into Industry Craft. **Industry Craft: Typography** Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • Criteria considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries each execution constitutes one entry. • For Packaging & Brand Communication & Design entries whole campaigns should be entered as one entry. • There is no overall limit to how many times the same piece of work can be entered into Industry Craft.	**Compulsory** • Digital Proof JPG **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

Integrated	Materials
Integrated Work that uses multiple media platforms. Entries should demonstrate the integration of chosen elements or channels throughout the campaign, and how the different media complemented and built on each other to drive tangible business results, were instrumental to cultural change or integral in the achievement of brand purpose. • Criteria considered during judging will predominantly be the idea, strategy, execution and results.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

Mobile	Materials
Mobile Device-driven creativity. Entries should demonstrate performance in portable platforms; work where a hand-held or wearable environment is central to the idea and experience and enables key aspects of the execution. 　• Criteria considered during judging includes: idea, execution, platform relevance, impact and results.	**Compulsory** 　• Digital Presentation Image JPG **Highly Recommended (Optional)** 　• Case Film 　• Demo Film **Optional** 　• URL 　• AR/VR Files 　• Awards Show Film 　• Digital Supporting Content 　• Digital Supporting Images JPG

Outdoor	Materials
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 limited to, small scale solutions, special build, installations, live advertising and events. 　• Criteria considered during judging will predominantly be the idea, the execution and the impact.	**Compulsory** 　• Digital Presentation Image JPG **Highly Recommended (Optional)** 　• Demo Film **Optional** 　• URL 　• Awards Show Film 　• Digital Supporting Content 　• Digital Supporting Images JPG
Outdoor: Standard Content intended for static and digital billboards, posters, bus stops, in store posters, point of sale, signage, transit solutions, banners etc. 　• Criteria considered during judging will predominantly be the idea, the execution and the impact. 　• For Standard Outdoor entries each execution constitutes one entry.	**Compulsory** 　• Digital Proof JPG **Optional** 　• URL 　• Digital Supporting Images JPG

PR	Materials
PR Strategic and creative communication that demonstrates how original thinking, transformative insight and a strategy rooted in earned media has influenced opinion and driven business, societal, and/or cultural change. Work with storytelling at its core, which established, protected and enhanced reputation and business of an organisation or brand. 　• A number of criteria will be considered during judging and weighted as follows: 20% idea; 30% strategy; 20% execution; 30% impact and results.	**Compulsory** 　• Digital Presentation Image JPG **Highly Recommended (Optional)** 　• Case Film **Optional** 　• URL 　• Awards Show Film 　• Digital Supporting Content 　• Digital Supporting Images JPG

Print & Publishing	Materials

Print & Publishing: Collateral
Brochures, booklets, leave behinds, custom sales materials, detail aids, promotional items, brand reminders, calendars, newsletters, annual reports and press releases.
  • Criteria considered during judging will predominantly be the idea, the execution and the impact.
	Compulsory
	  • Digital Presentation Image JPG
	
	Highly Recommended (Optional)
	  • Demo Film
	
	Optional
	  • URL
	  • Awards Show Film
	  • Digital Supporting Content
	  • Digital Supporting Images JPG

Print & Publishing: Standard
Content intended for published printed media including, but not limited to; newspaper, magazines, medical journals and inserts.
  • Criteria considered during judging will predominantly be the idea, the execution and the impact.
  • For Standard Print entries each execution constitutes one entry.
	Compulsory
	  • Digital Proof JPG
	
	Optional
	  • URL
	  • Digital Supporting Images JPG

Radio & Audio	Materials

Radio & Audio
Work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling across the airwaves and digital streams.
  • Criteria considered during judging will predominantly be the idea, the execution and the impact.
  • Each execution constitutes one entry.
	Compulsory
	  • MP3 Original Version
	
	Optional
	  • URL
	  • Digital Supporting Content
	  • Digital Supporting Images JPG

Social & Influencer	Materials

Social & Influencer
Creative social thinking and strategic influencer marketing specifically created for healthcare solutions to engage with online communities, enhance meaningful relations and deliver measurable results for a brand.
  • A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% results.
	Compulsory
	  • Digital Presentation Image JPG
	  • URL
	
	Highly Recommended (Optional)
	  • Case Film
	
	Optional
	  • Awards Show Film
	  • Digital Supporting Content
	  • Digital Supporting Images JPG

Use of Technology	Materials

Use of Technology
Use of existing or new technology to execute or support a brand campaign. Including, but not limited to, AI, AR and VR, robotics, gadgets and electronics, wearable and interactive technology etc. Does not include prototypes of early stage tech.
  • Criteria considered will predominately be the idea, execution and results of the technology on the brand, product or service.
	Compulsory
	  • Digital Presentation Image JPG
	
	Highly Recommended (Optional)
	  • Case Film
	
	Optional
	  • URL
	  • Awards Show Film
	  • Digital Supporting Content
	  • Digital Supporting Images JPG

Health: Pharma Lions

The Pharma Lions celebrate creative communications for pharmaceutical clients and services with work that brings science and innovation to life.

All work entered into Pharma Lions must be aimed at specific practitioners and patient groups in relation to the management of a disease or medical condition diagnosed and treated by a healthcare professional. The work must be created specifically to shape understanding of medical conditions, drive their treatment and/or advocate for the development or provision of those treatments. Industry institutions include pharmaceuticals, biopharmaceuticals, biotechnology, bioinnovations, medical devices, diagnostics, life sciences research, clinics, hospitals, healthcare systems, governments and advocacy organisations for human and veterinary health.

- There is no overall limit to how many times the same piece of work can be entered into Pharma as long as the mediums chosen are relevant.
- The same piece of work may only be entered in either Pharma Lions or Health & Wellness Lions.
- Only products and services prescribed by healthcare professionals should be entered in Pharma Lions. However, the same piece of work can only be entered in either section 'A. Direct to Consumer', section 'B. Regulated' or section 'C. Non-regulated'.
- If you wish to enter an OTC or general wellbeing product or service, please see Health & Wellness Lions.
- Work may be accepted for products and services that may not require regulatory review, but are used to treat diagnosed medical conditions and /or support patient's needs. Examples include supplementary or additional treatment options from industry institutions other than pharmaceuticals; such as devices, implants, instruments, apparatus and diagnostic tools.

A. Direct to Consumer
A01. Branded Product or Service Promotion Direct to consumer branded work created to launch and/or promote a specific regulated prescription product, service or therapy. *Entries here must have aired in New Zealand, USA, or in some circumstances Canada, due to regulatory restraints. Choose your Pharma mediums from the list below.*
A02. Unbranded Product or Service Promotion Direct to consumer unbranded work created to launch and/or promote a specific regulated prescription product, service or therapy. *Choose your Pharma mediums from the list below.*

B. Regulated

Work created for a specific regulated branded product, service, therapy or company to drive choice, progress healthcare advancement and raise awareness and understanding of a disease or medical condition.
Only work for products or services which must adhere to strict regulatory compliance and compulsory fair balance copy can be entered in section A. Regulated.

All entrants within this section must provide regulatory requirements for your region in relation to your submission.

B01. Product or Service Promotion: Direct to Patient

Direct to patient work created to launch and/or promote a specific branded regulated prescription product, service or therapy.

Choose your Pharma mediums from the list below.

B02. Product or Service Promotion: Healthcare Professional

Work targeted directly to healthcare professionals created to launch and/or promote a specific branded regulated prescription product, service or therapy.

Choose your Pharma mediums from the list below.

B03. Disease Awareness & Understanding: Direct to Patient or Healthcare Professional

Work created to raise awareness and understanding of a disease or medical condition for patients or healthcare professionals.

Choose your Pharma mediums from the list below.

B04. Healthcare Professional Engagement

Work aimed at healthcare professionals, influencers, researchers and key opinion leaders to establish and continue scientific education, drive industry advancement and adopt technologies and programs associated with the development and distribution of research and treatment options.

Work that is created to raise understanding and awareness of diseases and medical conditions should be entered into B03 Disease Awareness & Understanding: Direct to Patient or Healthcare Professional Choose your Pharma mediums from the list below.

B05. Patient Engagement

Work aimed at patients intended to support adherence; drive proper, responsible usage of treatment; improve patient experience; and drive better outcomes while building a positive reputation for a client and/or brand.

Approaches may include, but are not limited to, the use of data analytics and connective technology to enhance the patient journey, compliance programmes, screening services, psychosocial support services.

Work that is created to raise understanding and awareness of diseases and medical conditions should be entered into B03 Disease Awareness & Understanding: Direct to Patient or Healthcare Professional. Choose your Pharma mediums from the list below.

B06. Innovative Use of Technology: Patient or Healthcare Professional NEW

Innovative uses of technology solutions for patients or healthcare professionals. Approaches may include, but not limited to the treatment, diagnosing and data collection of patients; technology; software and hardware; clinical trial tools, treatment products, etc.

Pre-development ideas / concepts are not eligible. Entrants must be in a position to fully demonstrate the technology. Choose your Pharma mediums from the list below.

CANNES LIONS

C. Non-Regulated
Work created for a non-regulated branded product, service, therapy or company.
Only work for products or services which are utilised by specific practitioners and patient groups in relation to the management of a disease or medical condition diagnosed and treated by a healthcare professional can be entered into C. Non-Regulated.

If you wish to enter an OTC or general wellbeing product or service, please see Health & Wellness Lions.

C01. Product or Service Promotion: Direct to Patient
Direct to patient work created to launch and/or promote a specific branded non-regulated prescription product, service or therapy.

Entries here must be in relation to the management of a disease or medical condition diagnosed and treated by a healthcare professional. Choose your Pharma mediums from the list below.

C02. Product or Service Promotion: Healthcare Professional
Work targeted directly to healthcare professionals created to launch and/or promote a specific branded non-regulated prescription product, service or therapy.

Entries here must be in relation to the management of a disease or medical condition diagnosed and treated by a healthcare professional. Choose your Pharma mediums from the list below.

C03. Disease Awareness & Understanding: Direct to Patient or Healthcare Professional
Work created to raise awareness and understanding of a disease or medical condition, change perceptions or overcome social stigma.

Choose your Pharma mediums from the list below.

C04. Healthcare Professional Engagement
Work aimed at healthcare professionals, influencers, researchers and key opinion leaders to establish and continue scientific education, drive industry advancement and adopt technologies and programs associated with the development and distribution of research and treatment options.

Work that is created to raise understanding and awareness of diseases and medical conditions should be entered into C03 Disease Awareness & Understanding: Direct to Patient or Healthcare Professional Choose your Pharma mediums from the list below.

C05. Patient Engagement
Work aimed at patients intended to support adherence; drive proper, responsible usage of treatment; improve patient experience; and drive better outcomes while building a positive reputation for a client and/or brand. Approaches may include, but are not limited to, the use of data analytics and connective technology to enhance the patient journey, compliance programmes, screening services, psychosocial support services.

Work that is created to raise understanding and awareness of diseases and medical conditions should be entered into C03 Disease Awareness & Understanding: Direct to Patient or Healthcare Professional Choose your Pharma mediums from the list below.

C06. Innovative Use of Technology: Patient or Healthcare Professional NEW
Innovative uses of technology solutions for patients or healthcare professionals. Approaches may include, but not limited to the treatment, diagnosing and data collection of patients; technology; software and hardware; clinical trial tools, treatment products, etc.

Pre-development ideas / concepts are not eligible. Entrants must be in a position to fully demonstrate the technology. Choose your Pharma mediums from the list below.

D. Veterinary

D01. Veterinary
Products and solutions created for animals requiring veterinary diagnosis, prescription and treatment.

Choose your Pharma mediums from the list below.

CANNES LIONS

Pharma Mediums

Brand Experience & Activation	Materials
Brand Experience & Activation Creative, comprehensive brand building through the next level use of experience design, activation, immersive, retail and 360° customer engagement. Entries should demonstrate how the customer journey, experience of the brand and optimisation of every touch point led to increased brand affinity and commercial success. • A number of criteria will be considered during judging and weighted as follows: 20% Idea; 20% strategy; 30% execution; 30% results.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

Creative Data	Materials
Creative Data Work enhanced or driven by the creative use, interpretation, analysis or application of data. The creative use of data must sit at the core of the idea and the results / impact must be clear and robust. • A number of criteria will be considered during judging and weighted as follows: 30% strategy; 30% application; 20% innovation; 20% impact and results.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

Digital Craft	Materials
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. • Criteria considered during judging will predominantly be the execution and experience. **Digital Craft: User Experience (UX)** 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. • Criteria considered during judging will predominantly be the execution and experience.	**Compulsory** • Digital Presentation Image JPG • URL **Highly Recommended (Optional)** • Demo Film **Optional** • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

Direct	Materials
Direct Targeted and response-driven creativity. Entries should demonstrate how insights and/or data were used as part of the strategy to engage specific target audience groups and develop customer relationships, inspiring action and producing measurable results. • A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% impact and results.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

CANNES LIONS

Entertainment	Materials
Entertainment Ideas that are unskippable, engaging users through entertainment platforms such as music, sport and gaming; communicating a brand message or connecting with consumers in a new way. • A number of criteria will be considered during judging and weighted as follows: 20% strategy & insight; 30% creative idea; 30% craft & execution; 20% impact and results. • Brands refers to talent, artists, creators, influencers, streamers, athletes, teams, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the entertainment industry. • 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 medium.	**Compulsory** • Original Content • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

Film	Materials
Film: Cinema, TV and Digital Film Content Creativity of the moving image. Entries should demonstrate brilliant brand storytelling intended for a screen; filmed content created for TV, cinema, online and out-of-home experiences. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • 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. • Each film execution constitutes one entry.	**Compulsory** • Film **Optional** • URL • AR/VR Files • Awards Show Film

Film Craft	Materials
Film Craft: Animation / Visual Effects All forms and styles of animation and visual effects created for film. • Criteria considered during judging will predominantly be the idea and the execution. • 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. • Each film execution constitutes one entry.	**Compulsory** • Film **Highly Recommended (Optional)** • Demo Film **Optional** • URL • AR/VR Files • Awards Show Film • Digital Supporting Content
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. • Criteria considered during judging will predominantly be the idea and the execution. • 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. • Each film execution constitutes one entry.	
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. • Criteria considered during judging will predominantly be the idea and the execution. • 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. • Each film execution constitutes one entry.	
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. The jury will consider 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. • 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. • Each film execution constitutes one entry.	
Film Craft: Script The film's script, as written. Analysis of the script will include dialogue, voice-overs, scene-setting, movement, actions and expressions. The jury will consider how successfully the script delivers on the creative idea, while also considering the effectiveness in conveying important health related information. • Criteria considered during judging will predominantly be the idea and the execution. • 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. • Each film execution constitutes one entry.	
Film Craft: Use of Music / Sound Design The impact and success of original/licensed music and/or the creative use of sound design within film advertising. • Criteria considered during judging will predominantly be the idea and the execution. • 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. • Each film execution constitutes one entry.	

Healthcare Product Innovation	Materials
Healthcare Product Innovation Products, devices and service innovations that have helped solve a business or patient issue for a health brand, or have been produced/developed in order to solve a brands communication need. • A number of criteria will be considered during judging and weighted as follows: 40% idea; 40% execution, form and function; 20% results.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

Industry Craft	Materials
Industry Craft: Art Direction Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • Criteria considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries each execution constitutes one entry. • For Packaging & Brand Communication & Design entries whole campaigns should be entered as one entry. • There is no overall limit to how many times the same piece of work can be entered into Industry Craft. **Industry Craft: Copywriting** Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • Criteria considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries each execution constitutes one entry. • For Packaging & Brand Communication & Design entries whole campaigns should be entered as one entry. • There is no overall limit to how many times the same piece of work can be entered into Industry Craft. **Industry Craft: Illustration** Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • Criteria considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries each execution constitutes one entry. • For Packaging & Brand Communication & Design entries whole campaigns should be entered as one entry. • There is no overall limit to how many times the same piece of work can be entered into Industry Craft. **Industry Craft: Photography** Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • Criteria considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries each execution constitutes one entry. • For Packaging & Brand Communication & Design entries whole campaigns should be entered as one entry. • There is no overall limit to how many times the same piece of work can be entered into Industry Craft. **Industry Craft: Typography** Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • Criteria considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries each execution constitutes one entry. • For Packaging & Brand Communication & Design entries whole campaigns should be entered as one entry. • There is no overall limit to how many times the same piece of work can be entered into Industry Craft.	**Compulsory** • Digital Proof JPG **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

Integrated	Materials
Integrated Work that uses multiple media platforms. Entries should demonstrate the integration of chosen elements or channels throughout the campaign, and how the different media complemented and built on each other to drive tangible business results, were instrumental to cultural change or integral in the achievement of brand purpose. • Criteria considered during judging will predominantly be the idea, strategy, execution and results.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

Mobile	Materials
Mobile Device-driven creativity. Entries should demonstrate performance in portable platforms; work where a hand-held or wearable environment is central to the idea and experience and enables key aspects of the execution. • Criteria considered during judging includes: idea, execution, platform relevance, impact and results.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film • Demo Film **Optional** • URL • AR/VR Files • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

Outdoor	Materials
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 limited to, small scale solutions, special build, installations, live advertising and events. • Criteria considered during judging will predominantly be the idea, the execution and the impact.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
Outdoor: Standard Content intended for static and digital billboards, posters, bus stops, in store posters, point of sale, signage, transit solutions, banners etc. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • For Standard Outdoor entries each execution constitutes one entry.	**Compulsory** • Digital Proof JPG **Optional** • URL • Digital Supporting Images JPG

PR	Materials
PR Strategic and creative communication that demonstrates how original thinking, transformative insight and a strategy rooted in earned media has influenced opinion and driven business, societal, and/or cultural change. Work with storytelling at its core, which established, protected and enhanced reputation and business of an organisation or brand. • A number of criteria will be considered during judging and weighted as follows: 20% idea; 30% strategy; 20% execution; 30% impact and results.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

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Print & Publishing	Materials
Print & Publishing: Collateral Brochures, booklets, leave behinds, custom sales materials, detail aids, promotional items, brand reminders, calendars, newsletters, annual reports and press releases. • Criteria considered during judging will predominantly be the idea, the execution and the impact.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Demo Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
Print & Publishing: Standard Content intended for published printed media including, but not limited to; newspaper, magazines, medical journals and inserts. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • For Standard Print entries each execution constitutes one entry.	**Compulsory** • Digital Proof JPG **Optional** • URL • Digital Supporting Images JPG

Radio & Audio	Materials
Radio & Audio Work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling across the airwaves and digital streams. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • Each execution constitutes one entry.	**Compulsory** • MP3 Original Version **Optional** • URL • Digital Supporting Content • Digital Supporting Images JPG

Social & Influencer	Materials
Social & Influencer Creative social thinking and strategic influencer marketing specifically created for healthcare solutions to engage with online communities, enhance meaningful relations and deliver measurable results for a brand. • A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% results.	**Compulsory** • Digital Presentation Image JPG • URL **Highly Recommended (Optional)** • Case Film **Optional** • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

Use of Technology	Materials
Use of Technology Use of existing or new technology to execute or support a brand campaign. Including, but not limited to, AI, AR and VR, robotics, gadgets and electronics, wearable and interactive technology etc. Does not include prototypes of early stage tech. • Criteria considered will predominately be the idea, execution and results of the technology on the brand, product or service.	**Compulsory** • Digital Presentation Image JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

Strategy: Creative Effectiveness Lions

The Creative Effectiveness Lions celebrate the measurable impact of creative work.

Entries into this Lion will need to demonstrate how an effective strategy rooted in creativity has met its chosen business objectives, how it generated positive customer outcomes and drove sustainable business impact over time.

- A number of criteria will be considered during judging and weighted as follows: 25% idea; 25% strategy; 50% impact and results.
- To be eligible your work must have won or been shortlisted at Cannes Lions in 2019, 2020/2021 or 2022.
- The same piece of work can be entered up to four times in Creative Effectiveness. However, the same piece of work may only be entered once in 'A. Creative Effectiveness: Sectors'.

A. Creative Effectiveness: Sectors	Materials
Work in this section should focus on effectiveness achieved in a particular sector, and whether the work achieved or exceeded its objectives and goals. The same entry can be submitted only once in this section.	
A01. Food & Drink All food & drinks. *All fast food entries should be entered into A05. Retail.*	**Compulsory** • Online Form • Client Approval Letter **Optional** • URL • Appendix • Digital Supporting Images JPG
A02. Consumer Goods Beauty, cleaning products, household goods, technology, furniture and lighting, toys, fashion, home appliances, other FMCG / consumer durables.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Automotive Vehicles, other automotive.	
A05. Retail Retail, eCommerce, restaurants, fast food.	
A06. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A07. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A08. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A09. Not-for-profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. *All CSR work should be entered in the relevant sector and/or B04. Creative Effectiveness for Good category in section B. Market.*	

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B. Market	Materials
Work in this section should demonstrate how the work enabled the brand to effectively achieve their objectives in a chosen market.	
B01. Single Market Work which has been implemented in a single market with a single target market at its core. Entries should describe how the work was creatively designed for the target market and the tangible business and/or awareness results achieved.	**Compulsory** • Online Form • Client Approval Letter **Optional** • URL • Appendix • Digital Supporting Images JPG
B02. Multi Market Work which has been implemented across multiple markets. Entries should describe how the work was creatively designed for multiple markets and the tangible business and/or awareness results achieved.	
B03. Global Market Work which has been implemented globally. Entries should describe how the work was creatively designed to run globally and the tangible business and/or awareness results achieved.	
B04. Creative Effectiveness for Good 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.	

C. Brand Challenges & Opportunities	Materials
Work in these categories should focus on the brand challenge or opportunity identified. Entries should explain their strategic response, as well as specific channels and touchpoints chosen and why.	
C01. Launch Work created to launch a product or service.	**Compulsory** • Online Form • Client Approval Letter **Optional** • URL • Appendix • Digital Supporting Images JPG
C02. Re-Brand Rebrand / refresh of an existing brand identity for any product, service or organisation.	
C03. Acquisition Work which effectively attracts new customers or drives new engagement. Entries should show an increase in new business or customer activity.	
C04. Retention Work which enhances or strengthens existing customer relationships. Entries should show an increase in new business or customer activity.	
C05. Real-time Response Effective targeted work which responds to world events, public affairs and other real-world, real-time activity prompting social sharing and a measurable response.	
C06. Sustained Success 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.	
C07. Collaboration 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.	
C08. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. Entries should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
C09. Challenger Brand Brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
C10. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

Strategy: Creative Strategy Lions

The Creative Strategy Lions celebrate the idea behind the idea, how strategic planning can redefine a brand, reinvent its business, and influence consumers or wider culture.

Entries will need to demonstrate exceptional interpretation of the business/brand challenge, breakthrough thinking and transformational problem-solving that led to compelling creative strategy.

- A number of criteria will be considered during judging and weighted as follows: 30% interpretation of business / brand challenge; 30% insight / breakthrough thinking; 20% creative idea; 20% outcome / results.
- The same piece of work can be entered up to four times in Creative Strategy. However, the same piece of work may only be entered once in 'A. Sectors'.
- For Creative Strategy Lions the eligibility dates are 21 February 2020 - 23 April 2023 where the strategy being judged was first implemented within the eligibility period, except for category 'C04 Long-term Strategy', which has an eligibility period of 21 February 2018 - 23 April 2023.

A. Creative Strategy: Sectors The same entry can be submitted only once in this section.	Materials
A01. Food & Drink All food and drinks. *All fast food entries should be entered into A05. Retail.*	**Compulsory** • Information Deck **Highly Recommended (Optional)** • Case Film **Optional** • URL • Appendix • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
A02. Consumer Goods Beauty, cleaning products, household goods, technology, furniture and lighting, toys, fashion, home appliances, other FMCG / consumer durables.	
A03. Healthcare Pharma, OTC drugs, wellness.	
A04. Automotive Vehicles, other automotive.	
A05. Retail Retail, eCommerce, restaurants, fast food.	
A06. Travel / Leisure Travel, tourism, transport, live events, museums & galleries, gambling, sports, gaming, other recreation.	
A07. Media / Entertainment Music, film, television, publications & media, books, news, digital platforms, other media.	
A08. Consumer Services / Business to Business All commercial public services, Legal, financial, B2B technology, consultancies & professional services, other business services, internal & corporate communications.	
A09. Not-for-profit / Charity / Government Government, public information, NGOs, military, charities, non-profit organisations. *All CSR work should be entered in the relevant sector and/or C05. Corporate Purpose & Social Responsibility category in section C. Challenges & Breakthroughs.*	

B. Insights & Research	Materials
B01. Data & Analytics Strategy inspired by insightful analysis and interpretation of data, revealing a clear business problem / opportunity. This may include, but is not limited to 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 Film **Optional** • URL • Appendix • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
B02. Audience Insight How deep understanding of the audience / consumers has created a transformative effect on the business. Work that demonstrates the application of behavioural science in relation to building and creating the audience profile. These may include, but aren't limited to, behavioural economics, consumer insight, social listening, cultural trends, ethnography, experience mapping, neuroscience etc.	

C. Challenges & Breakthroughs	Materials
Creative and innovative work which is brought to life through deep cultural insight, regional context and progressive thinking.	

C01. Challenger Brand Strategy Celebrating brands which have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity. Entries should demonstrate 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 Film **Optional** • URL • Appendix • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
C02. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. Entries should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
C03. Multi-market Strategy Successful translation and integration of strategy across multiple markets. Entrants should demonstrate how a global strategy was applied to specific markets in order to drive tangible business results, or achieve a brand's purpose. *Entries should identify a minimum of three countries / regions the strategy was applied to.*	
C04. Long-term Strategy Celebrating the creativity of long-term strategy. Entries should demonstrate how a long-running strategy was instrumental to achieving a brand's purpose, driving engagement and shaping brand identity. *There is an increased eligibility for this category of 5+ years: 21 February 2018 - 23 April 2023*	
C05. Corporate Purpose & Social Responsibility 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.	
C06. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

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 Film **Optional** • URL • Appendix • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
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
Entries here should show strategic vision, planning and execution as part of a branded communication campaign.	

E01. Products / Services Integration of a new or developed product / services to solve a problem, evolve the business, enhance the user experience, or grow the customer base. Entrants should give a breakdown of how the product / services was conceived, implemented and provide analysis of its ultimate impact.	**Compulsory** • Information Deck **Highly Recommended (Optional)** • Case Film **Optional** • URL • Appendix • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG
E02. Experience and 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. Entries should demonstrate how the value proposition, mission, narrative and brand positioning was achieved, and ultimately led to renewed interest, higher brand affinity and commercial success.	

Titanium: Titanium Lions

The Titanium Lions celebrate game-changing creativity.

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

- The same piece of work can only be entered once in Titanium.
- Shortlisted entrants will be required to present their work to the jury.

A. Titanium Breakthrough ideas which are provocative and point to a new direction in the industry.	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 JPG **Highly Recommended (Optional)** • Case Film **Optional** • URL • Awards Show Film • Digital Supporting Content • Digital Supporting Images JPG

SUPPORTING MATERIAL GUIDELINES

Supporting materials are the most important elements of your entry. This is what the judges will examine, watch and read during their decision-making. Each Lion has different material requirements. In some cases, they are mandatory and in some, they are recommended or optional.

It's important to remember there are strict rules about adding extra information or replacing files once you've submitted your entry. Please make sure you are absolutely ready to submit before you pay. If new results are collected after the entry has been paid for, we will only accept additional written information in the results section of the entry form before 24 April 2023.

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

- All case films and presentation images must be in English.

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

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

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

LABELLING AND DELIVERY GUIDELINES

- **ENTRY LABELS:**
  The individual entry labels are provided with your confirmation email, after payment. Labels have individual entry numbers which are specific to your entries and are vital for us to identify your physical material when they arrive, as they will be made available to the jury in the latter stages of judging. The entry labels must be attached to the supporting material, as appropriate.

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

- **Please send us your physical materials within seven days of completing your submission.**

- Any physical materials must arrive at the London address above before 20 May. After this date, any packages must be sent directly to the Palais des Festivals of Cannes at the entrant's sole responsibility. Any packages sent directly to the Palais des Festivals of Cannes must be pre agreed with the Festival in writing.

- **LARGE ITEMS:**
  If your physical support materials are oversized or require assembly instructions please contact awards@canneslions.com

- **We kindly ask you to refrain from sending us any boards as we are no longer accepting these as supporting materials.**

- You must cover all courier and mailing costs in advance, to secure the delivery of your materials. The Festival Organisers cannot accept responsibility for packages at any stage of transit. If entries are lost, held up at customs or require payment for delivery, resolution is the sole responsibility of the entrant.

- A Customs Invoice should be included in your consignment, saying: 'FESTIVAL MATERIAL - NO COMMERCIAL VALUE'. A nominal amount of money, e.g. €1.50 per material, can be stated if necessary.

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

- Physical support material becomes the property of the Festival Organisers once it has been received. We cannot return materials to entrants after judging. In exceptional circumstances and at the Festival's discretion, we may agree to return large or valuable items. However, this must be pre agreed with the Festival in writing by 20 May and all transit costs must be covered by the entrant, and collection must be arranged before the 31 July.
  Please email awards@canneslions.com for more info.

IMAGE FILE FORMAT GUIDELINES

DIGITAL PRESENTATION IMAGE

A visual presentation of your work, including images and English text, concisely summarising the brief, execution and results.

Specifications:

- JPG
- CMYK
- 7063 x 5008 pixels
- 5 - 15MB

7063 px

JPG

5008 px

MORNING AFTER ISLAND | GRUPO ESTRATÉGICO PAE

OGILVY HONDURAS TEGUCIGALPA   GOLD GLASS: THE LION FOR CHANGE

DIGITAL PROOF

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

Specifications:

- JPG
- CMYK
- 7063 x 5008 pixels
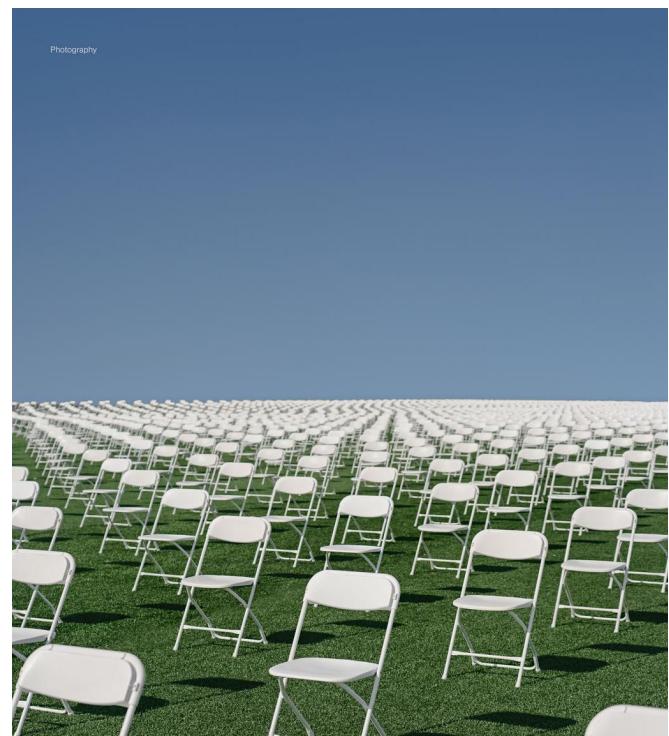- 5 - 15MB

7063 px

JPG

5008 px

THE LOST CLASS | CHANGE THE REF INC.

LEO BURNETT CHICAGO   GOLD PR LIONS

IMAGE FILE FORMAT GUIDELINES

SUPPORTING IMAGES

Digital images that may help support your entry in the jury room. Maximum 5. Only to be included if necessary and relevant.

Specifications:

- JPG
- CMYK
- 7063 x 5008 pixels
- 5 - 15MB

7063 px

JPG

5008 px

JERSEY PAY | CORONA

VMLY&R COMMERCE MEXICO, MEXICO CITY

SILVER MOBILE LION

VIDEO FILE FORMAT GUIDELINES

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

	Aspect Ratio	Resolution	Format / Code	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	1024 x 576	.MP4 / H.264	AAC, Stereo,
		720 x 576		
		854 x 480		
		640 x 480		

CASE FILM (120 SECONDS MAXIMUM)

A short film explaining your work. Content includes the brief, execution and results. This will be used in judging and displayed publicly.

Specifications:

- .MOV
- .MP4
- 350MB

Example Case Film

FILM

The original film advertisement or content, exactly as it aired. No extra slates, frames or additional information. Work which is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. Voiceovers can be translated but visible speech must be kept in the original language and subtitled.

Specifications:

- .MOV
- .MP4
- 350MB

Example Film Entry

VIDEO FILE FORMAT GUIDELINES

DEMO FILM (120 SECONDS MAXIMUM)

Depending on the Lions being entered, this can be either a 'making of' video, a recording of the activation in action or a walk through showing the specific elements of your work. Demo Films should be in English.

Specifications:

- .MOV
- .MP4
- 350MB

Example 'Walk through' Demo Film

Example 'Making of' Demo Film

AWARDS SHOW FILM (30-45 SECONDS)

A shorter, edited version of your case film. This will be shown at the award show, should your work win gold. It will not be shown to the jury. Award Show Films should be in English.

Specifications:

- .MOV
- .MP4
- 350MB
- 30-45 seconds

Example Awards Show Film

URL

In order to avoid your work being withdrawn from the festival, your URL must be accessible online until 30 September 2023.

URLs must start with 'http:// ' or 'https:// ' and preferably be accessible without a login or password.

CONTENT URL

Direct link to your digital execution e.g. website, microsite, app download page or social media page.

Example of a website / microsite entry

Example of an app download page

Example social media post

VIDEO URL

Direct link to where the online video aired.

Example Video URL

PRESENTATION WEB PAGE URL

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

Example Presentation Web Page URL

OTHER FILE FORMATS

RADIO FILE

MP3 audio file of original radio advertisement, as it aired.

Specifications:

- 258 kbps preferred
- 128 kbps = minimum accepted.

ORIGINAL CONTENT

The original branded content, exactly as it aired. Depending on the type of work and the specific category being entered, this can be either a film, an audio file or an image.

File types accepted:

mov, mp4, mp3, jpg, jpeg.

DIGITAL SUPPORTING CONTENT

Any supporting documents, videos, or radio files which are relevant to your entry.

File types accepted:

jpg, mp3, mp4, mov, doc, docx, pdf, xls, xlsx, ppt, pptx.

APPENDIX

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

AR/VR FILES

A collection of .zip files containing the AR/VR element of the work entered into certain specific categories for the jury to experience.

INFORMATION DECK

An information deck (PDF) containing all aspects of the work. This could include original objectives; the strategy and planning; how the work was designed and implemented; data sources and technology used; and a breakdown of the results and impact for business, brand and customer.