



ENTRY KIT  
The Rules



| CANNES LIONS

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## GUIDING PRINCIPLES

1.1 The Guiding Principles indicate the spirit in which the Rules will be interpreted and in which they will be applied. Where we determine, in our absolute discretion, that any Entrant has not behaved in accordance with the Guiding Principles, we may direct the Entrant to modify or remedy its behaviour or we will follow the “Complaints and Investigations” process set out in Clauses 1.50-1.57 (even where such behaviour is not an express breach of any particular rule).

1.2 The Guiding Principles are as follows:

**Fairness and Integrity.** Entrants and LIONS must act fairly and in good faith in the application of the Rules, without seeking to exploit the Rules to the unfair advantage, or disadvantage, of any given Entrant. Entrants must not undertake any activities which would bring the fairness of the Cannes Lions Awards into disrepute (including by collusion with any other Company for the maximisation of points). Entrants must abide by the Entrant Code of Conduct.

**Transparency and Accuracy.** Entrants and LIONS should provide information to each other in a full, frank, and open manner, to maintain the transparency and accuracy of the Cannes Lions Awards.

**Ownership and Responsibility.** Representatives have a special role to play in ensuring the accuracy of information provided by Entrants for the calculation of the Special Awards. Representatives must take full ownership of, and responsibility for, submitting only that information which they believe is accurate, and will be required to sign the Declaration Form(s) accordingly.

**Good Faith and Cooperation.** We will carry out the administration of the Special Awards in accordance with the Rules, using our discretion where necessary and in good faith, and relying on the information we receive from Companies and/or their Representatives. In turn, all Entrants and Representatives should cooperate in good faith with us, including by providing information, and providing the necessary declarations, by the deadlines set in the Rules.

## GENERAL

1.3 By entering the Cannes Lions Awards at the Festival, Entrants agree to be bound, and abide, by the Rules. We may vary the Rules from time to time, in which case the variation will take effect from the date of publication of the new Rules on our website: [www.canneslions.com](http://www.canneslions.com). We have absolute discretion to determine the application of the Rules or to resolve any ambiguity in them as we see fit.

1.4 LIONS is part of the Informa Group. Informa is committed to conducting business in compliance with all Applicable Laws, including trade sanctions imposed by the UN, EU, UK, and US governments, as well as relevant banking restrictions. As a result, we are unable to accept Entries or payments connected to countries, organizations, or individuals subject to these sanctions or restrictions. Please note that banking restrictions refer to situations where banking partners have stopped processing payments involving specific countries, directly and indirectly, such as Russia and Belarus.

1.5 In these Rules, words and expressions shall have their ordinary meaning unless otherwise defined in the Part 5 – Glossary.

1.6 The Rules incorporate the provisions and procedures of [LIONS' Global Integrity Standards](#) which reinforce our commitment to the fundamental goals of ensuring the legitimacy, credibility and integrity of all Entries to the Cannes Lions Awards.

## ELIGIBILITY REQUIREMENTS

1.7 Each Entry must satisfy the following requirements (the “**Eligibility Requirements**”), and we reserve the right to verify compliance.

1.7.1 Subject to the table in Clause 1.7.2, the Entry must have aired, launched or been released to the relevant Audience for the first time during the period 06 February 2025 - 09 April 2026 inclusive (the “**Eligibility Period**”).

1.7.2 Notwithstanding Clause 1.7.1 above, the following special conditions will apply:

Lion/Category	Special Conditions
Audio & Radio; Film; Film Craft; Industry Craft; Outdoor; and Print & Publishing	All Executions in the Entry must have aired, launched or been released to the relevant Audience for the first time within the Eligibility Period.
Brand Experience & Activation, Creative B2B, Category A06 Long-Term Brand Building	The Work must have aired, launched or been released for the first time between 06 February 2023 - 09 April 2026.

Creative B2B; Creative Data; Creative Commerce; Design; Digital Craft; Direct; Entertainment; Entertainment Lions for Gaming; Entertainment Lions for Music; Entertainment Lions for Sport; Glass;; The Lion for Change; Health & Wellness; Innovation; Luxury; Media; Pharma; PR; Social & Creator; Titanium	The Work may have aired, launched or been released to the relevant Audience before the start of the Eligibility Period but a minimum of 50% of the implementation must have run within the Eligibility Period.
Creative Brand Lion	The Entry must demonstrate at least 12 months of implementation to show systematic impact, with evidence of ongoing activity within the current Eligibility Period.
Creative Business Transformation	The customer facing launch and/or the transition of internal systems/operations must have taken place between 06 February 2023 - 09 April 2026.
Creative Business Transformation , Category E01 End-to-end Transformation	The customer facing launch and/or the transition of internal systems/operations must have taken place between 06 February 2021 - 09 April 2026.
Creative Effectiveness	The Entry must have won or been shortlisted at the Cannes Lions Awards in 2023, 2024 or 2025.
Creative Strategy	The strategy being judged must relate to Work first implemented between 06 February 2023 - 09 April 2026.
Creative Strategy, Category C04 Long-Term Strategy	The Work must have aired, launched or been released for the first time between 06 February 2021 - 09 April 2026.
Sustainable Development Goals	The Work must have aired, launched or been released for the first time between 06 February 2023 - 09 April 2026.

- 1.7.3 Each Entry constitutes one Campaign, save where otherwise stated in the relevant Additional Requirements.
- 1.7.4 If you are entering Work that has run over two or more years, the Work must have evolved sufficiently during the Eligibility Period to qualify as an Entry for the purposes of the 2026 Cannes Lions Awards. At our request, you must provide evidence of the Work's evolution from year to year, and we shall have absolute discretion in concluding whether or not an Entry has evolved sufficiently enough to satisfy this requirement.
- 1.7.5 If you are entering a continuation of a Work that was first aired, launched or released before the Eligibility Period and was submitted to a previous edition of the Cannes Lions Awards, then the Work must have progressed significantly during the Eligibility Period to qualify as a new Entry for the purposes of the 2026 Cannes Lions Awards. At our request, you must provide evidence of how the Work has progressed during the Eligibility Period and we shall have absolute discretion in concluding whether or not an Entry has evolved sufficiently enough to satisfy this requirement.
- 1.7.6 The Entry has been created within the context of a normal paying contract and genuine brief from a Commissioning Brand/Brand owner OR, if it's a case of self-promotion or a non-profit organisation, the Commissioning Brand/Brand owner has approved all of the media/production/implementation.
- 1.7.7 You have permission to enter the Entry from the Commissioning Brand/Brand Owner and you have included the Executive Team Member contact details of the Commissioning Brand in the Entry including name, position and full contact details and you acknowledge we will contact them to approve the Entry, including, but not limited, in relation to results and eligibility.
- 1.7.8 The Entry has been submitted exactly as published/aired/released and has not been modified by AI or other manipulation for entry into the 2026 Cannes Lions Awards.

- 1.7.9 The Entry is not speculative or conceptual advertising and has not been banned or withdrawn from the market.
- 1.7.10 The Entry does not relate to a product which:
  - 1.7.10.1 is a prototype; or
  - 1.7.10.2 hasn't been made available to its intended Audience, save where otherwise stated in the relevant Additional Requirements, e.g. for Innovation Lions.
- 1.7.11 A duly authorised senior officer (CEO or business leader) from the Entrant (and of the Network if applicable) has given permission for the work to be entered and you acknowledge we will contact them to approve the Entry, including, but not limited, in relation to results and eligibility.
- 1.7.12 The Entry was not entered into the same Lion in previous Cannes Lions Awards (Work cannot be submitted for the same Lion as in previous Festivals but, providing the Entry meets the relevant Eligibility Requirements, including the Eligibility Period requirements, you may enter the Work into an alternative Lion).
- 1.7.13 There is no reference to your Company or any contributing creative Companies in any digital or physical materials (except in the case of self-promotion or if the reference existed in the original execution).
- 1.7.14 All supporting case films and materials are correct and final versions (these cannot be changed once your Entry has been submitted) and have been submitted exactly as published/aired/released and have not been modified for Entry into the 2026 Cannes Lions Awards.
- 1.7.15 The Work can be understood in English (for further details see Entry Kit 1).
- 1.7.16 Any credited Company, individual or other Company that makes a payment for an Entry pursuant to these Rules is not based in, residing in, affiliated with or owned by (up to and including ultimate beneficial ownership) or otherwise connected with a country, organisation or individual subject to UN, EU, UK and/or US government sanctions.
- 1.7.17 The Entry is not in relation to a project based in, residing in, affiliated with or owned by (up to and including ultimate beneficial ownership) or otherwise connected with a country, individual or organisation subject to UN, EU, UK and/or US government sanctions.
- 1.7.18 The Entry meets any relevant Additional Requirements.
- 1.7.19 If any AI (Artificial Intelligence) tool has been used in the Work or the Entry Materials, this must be stated clearly in the relevant part of the Written Submission and Entrants must state clearly that an AI tool has been used and for what purpose.
- 1.7.20 For Sustainable Development Goals Lions, the Entry is not submitted for a Brand that promotes or produces tobacco or nicotine products or relates to Work that promotes the sale or promotion of tobacco, nicotine or affiliated products.
- 1.7.21 For Pharma Lions all entries must be aimed at specific practitioners and patient groups (a patient is defined as someone who has already been diagnosed with a disease or medical condition) in relation to the management of a disease or medical condition diagnosed and treated by a healthcare professional.
- 1.7.22 All relevant rights and consents required to allow us, and any third parties authorised by us, to use the Entry Materials as set out in these Rules including, but not limited to, submitting the Entry Materials to a jury for judging and screening the Entry Materials in public have been obtained prior to the Entry being submitted.
- 1.7.23 All fields in the Written Submission are correct, complete and final and no amendments will be required following the Entry being submitted.
- 1.7.24 Notwithstanding Clause 1.7.23 above, 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 on or before 09 April 2026.
- 1.7.25 In Lions and/or Categories where results are requested in the Written Submission, Entrants must provide proof of those results in an appendix. The appendix will not be shared with juries unless proof is requested.

#### CAP ON ENTRIES

- 1.8 Each Work can only be entered into a maximum of six Lions excluding Titanium Lions, Media Lions - Section E & PR Lions - Section E. Please note that Entry limits within each Lion are different (for more details see Entry kit 1).
- 1.9 We shall have absolute discretion in concluding what constitutes the same Work and eligibility on the number of Lions entered.

#### CONDUCT

- 1.10 Entrants should not: (a) bring the Festival into disrepute; (b) do anything which could be prejudicial to the image and/or reputation of the Festival or the Cannes Lions Awards; or (c) act in breach of the Rules.

#### CHECKS AND REQUESTS FOR FURTHER INFORMATION

- 1.11 We reserve the right to request additional information about your Entry, including for the purposes of verifying its eligibility or authenticity. For example, we may ask for media scheduling details, Brand confirmation in writing or any other further information we need to verify the authenticity of your Entry.
- 1.12 We also reserve the right to carry out our own checks to make sure that the information you have provided about your Entry is correct, for example the purported Brand is legitimate.

#### EFFECT OF NON-COMPLIANCE WITH THE RULES

- 1.13 Submission of an Entry does not guarantee that it will be considered for a Cannes Lions Award. We may, in our absolute discretion, at any time refuse Entries which, in our reasonable opinion:
- 1.13.1 breach Applicable Laws;
  - 1.13.2 offend national sentiments, religious sentiments or public taste;
  - 1.13.3 do not meet the Eligibility Requirements;
  - 1.13.4 in any other way conflict with the Rules or the spirit of the Guiding Principles; or
  - 1.13.5 if the Entrant has not paid the relevant Entry Fee.
- 1.14 Without prejudice to Clauses 1.50-1.57, we may impose the following sanctions where (a) we find that the Rules have been breached and/or (b) you do not respond to a request from us for additional information about your Entry, or we determine that any additional information which you have provided is inadequate and/or (c) where an Entrant has failed to modify or remedy its behaviour, having been directed to do so by us pursuant to Clause 1.1:
- 1.14.1 withdrawal and/or disqualification of your Entry; or
  - 1.14.2 removal of your Lions Award or Special Award.
- 1.15 Where we deem that an Entrant has deliberately and knowingly contravened the Rules (including by entering an ineligible Entry), we may ban any or all those Individuals or Companies named on the relevant Entry(ies) from entering the 2026 Festival or future versions of the Festival. We will determine the appropriate length and nature of the ban based on the seriousness of the case involved. Not all situations are the same and each case will be dealt with on its own merits.
- 1.16 We will not refund your Entry Fees where your Entry has been withdrawn or disqualified by us, or where we have removed your Lions Award or Special Award, or where we have banned you from entering the 2026 Festival or future versions of the Festival.
- 1.17 If you become aware that your Entry Materials do not comply with the Eligibility Requirements you must notify us in writing (including by e-mail to [awards@canneslions.com](mailto:awards@canneslions.com)). Whether we will accept changes to the Entry Materials will be at our absolute discretion. No changes to Entry Materials will be accepted once such Entry Materials have been submitted to a judging panel. All changes to Entry Materials will incur the following administrative charges per Entry:
- 1.17.1 for changes notified to us prior to 06 March 2026: €270; and
  - 1.17.2 for changes notified to us on or after 06 March 2026: €270, plus an amount equal to the difference between the Entry Fee due on the date of original submission and the fees which would have been due had the Entry been submitted on the date on which you notified us that the Entry Materials did not comply with the Eligibility Requirements.

#### INTELLECTUAL PROPERTY RIGHTS: TREATMENT, USE AND PUBLICATION OF ENTRIES

- 1.18 By submitting your Entry and the Entry Materials you must ensure that you have all the relevant rights, consents and waivers necessary to submit the Entry and Entry Materials and to grant the rights under this section including all relevant licences and clearances, Intellectual Property Rights, Performance Rights and waivers and/or consents of Moral Rights (where applicable). This includes all rights and consents required to allow us, and any third parties authorised by us, to use the Entry Materials as set out in these Rules and/or for the Festival Purposes including, but not limited to, submitting the Entry Materials to a jury for judging, screening the Entry Materials in public and edits, adaptations and translations to the Entry Materials as reasonably required for the Festival Purposes.
- 1.19 By submitting an Entry, you:
- 1.19.1 warrant to us that:

- 1.19.1.1 the use of the Entry Materials in accordance with the Rules and the exercise of the Festival Purposes by us or third parties authorised by us shall not infringe the rights of any third party, including any Intellectual Property Rights, Moral Rights and/or Performance Rights, nor breach any Applicable Laws;
- 1.19.1.2 you own or control all rights in the Entry Materials and have obtained all licences, consents and releases necessary to submit the Entry and the Entry Materials and as reasonably required for the Festival Purposes. You shall indemnify and hold us harmless from all losses, costs and expenses arising from any claim alleging that the Entry and/or the Entry Materials, or our use of the same for the Festival Purposes infringes third-party rights.
- 1.19.2 grant us a perpetual, worldwide, royalty-free, fully paid, non-exclusive licence, with the right to sublicense to use the Entry Materials in accordance with the Rules and for the Festival Purposes (as defined in Clause 1.20 below).
- 1.20 The **"Festival Purposes"** which we may, but are not obliged to, carry out are as follows:
  - 1.20.1 screening, displaying or publishing Entry Materials with or without charge at public or private presentations, in such manner and form as we reasonably think fit;
  - 1.20.2 reproducing Entry Materials on 'The Cannes Lions Winners Site', 'eLearning Platform', 'www.warc.com', 'www.lovethehwork.com', and 'The Work', and on any future iterations, replacements, extensions or similar associated or affiliated products or services provided by us or our affiliates (together the **"Platforms"**), on social media platforms via social media accounts controlled by us, and/or offline;
  - 1.20.3 editing the Entry Materials in such manner and form as we reasonably think fit (**"Permitted Edits"**). Permitted Edits do not include creative changes that materially alter the meaning or message of the work, save to the extent required to comply with law or platform/venue requirements, for safety/sensitivity reasons, or to enable the removal of unlicensed content;
  - 1.20.4 using, or permitting third parties to use, Entry Materials, directly or indirectly, to promote the Festival;
  - 1.20.5 reproducing any Entry and/or the Entry Materials in a collection of advertisements which may be offered for sale anywhere in the world, including on the Platforms. Such a collection may not, nor may any extracts of it, be copied, marketed or sold by a third party other than us or any organisation authorised to do so by us. This may include editing/adaptation/translation by us or a third party; and
  - 1.20.6 analysing or reproducing Entry Materials either directly or together with any organisation authorised by us, to create reports or commentaries on particular types or categories of Entry, for ourselves or third parties.
- 1.21 You must notify us in writing (including by e-mail to [awards@canneslions.com](mailto:awards@canneslions.com)) of any restriction placed on the use of the Entry and/or the Entry Materials by any applicable law or its legal owner, a permitted licensee or a third party with a legitimate interest in the Entry Materials (including any Intellectual Property Rights, Moral Rights and/or Performance Rights) as soon as reasonably possible on becoming aware of it in accordance with Clause 1.17 above.
- 1.22 You must immediately inform us if you become aware that an unauthorised collection or compilation including the Entry Materials is available for sale or distribution.
- 1.23 If any legal action is started against us in relation to your Entry and/or the Entry Materials then, without prejudice to any other rights or remedies available to us, you shall promptly assist us in dealing with the claim (including, without limitation, by providing all documentation establishing ownership of rights in the Entry and/or the Entry Materials at our request).

#### PHYSICAL MATERIALS

- 1.24 Any physical materials as part of the Entry Materials submitted to us, must arrive at the London address below before 14 May 2026.  
 Informa Events (Europe) Limited  
 Cannes Lions Awards  
 Arch 370–372, Geffrye Street  
 Hoxton  
 E2 8HZ
- 1.25 After this date, and provided that you have sought our written approval before sending, any packages of physical Entry Materials must be sent directly to the Palais des Festivals of Cannes at the Entrant's sole responsibility.
- 1.26 Entrants must cover all courier and mailing costs in advance, to secure the delivery of physical Entry Materials. We and our affiliates do not accept any responsibility for packages of physical Entry Materials at any stage of transit. If any Entry Materials are lost in transit, held up at customs or require payment for delivery, resolution is the sole responsibility of the Entrant.



- 1.27 Physical Entry Materials should be insured against damage or loss in transit or on Festival premises. We and our affiliates do not accept any liability for any loss, damage or expense incurred.
- 1.28 Physical Entry Materials will be made available to the jury during the onsite round of judging.
- 1.29 We are under no obligation to store or return any physical Entry Materials to you once it has been received by us except, in exceptional circumstances and at our sole discretion, we may agree to return large or valuable items on the following conditions:
- 1.29.1 it is pre-agreed with us in writing by 14 May 2026; and
- 1.29.2 all delivery and transit costs (including any costs to insure against damage or loss in transit) must be covered by the Entrant and collection of physical Entry Materials must be arranged by the Entrant before 31 July 2026.

#### DATA PROTECTION

- 1.30 We will use any personal data included in your Entry Materials in accordance with our privacy policy on our website (which can be found [here](#)), including to process your Entry, contact you about enquiries, to further the Festival Purposes and to announce and promote winners.

#### ADMINISTRATION OF THE FESTIVAL

- 1.31 We have absolute discretion to change the Category or Lion that an Entry is entered into at any time (including, but without limitation, where we believe that such changes are necessary to ensure that all Entries are showcased in their best light). We will inform Entrants if we make any changes to their Categories or Lion. We will give Entrants prior notice of any changes where this is reasonably practicable.

#### CANCELLATIONS AND REFUNDS

- 1.32 If you wish to withdraw your Entry, you must notify us:
- 1.32.1 by email to [awards@canneslions.com](mailto:awards@canneslions.com); or
- 1.32.2 through your account at [www.canneslions.com](http://www.canneslions.com).
- 1.33 We reserve the right to disregard any other form of notification.
- 1.34 Subject to Clause 1.16 of Part 1 of these Rules, if you withdraw your Entry on or before 05 March 2026 for any reason, you will be eligible for a refund of your Entry Fee less a processing fee of €270 OR a credit to use against Entry Fees or delegate passes for the 2027 Festival.
- 1.35 We will process refunds and credits after the Festival on receipt of a request to [eventsemeaar@informa.com](mailto:eventsemeaar@informa.com). If requesting a credit, please specify if this is for Entry Fees or delegate passes.
- 1.36 If you withdraw your Entry after 05 March 2026, you will not receive a refund or a credit. Any Entry Fees due but unpaid at the time of withdrawal are immediately due and payable.
- 1.37 If you withdraw your Entry after 01 May 2026, you cannot enter the Work in subsequent Festivals in the same Lions. However if the work is Eligible it can be entered into different Lions.

#### CHANGING YOUR CATEGORY/LION

- 1.38 Before 10 April 2026, you may change the Category or Lion that your Entry has been entered into provided that you will:
- 1.38.1 not be eligible for any refund in respect of any price difference between the Entry Fee payable for the original Category or Lion and the new Category or Lion;
- 1.38.2 be required to pay any additional amount in respect of any price difference between the Entry Fee payable for the original Lion or Category and the new Category or Lion; and
- 1.38.3 be required to pay a processing fee of €270 if there is a requirement to update the Entry.
- 1.39 If we receive Entries for the same piece of Work that exceed the maximum number of times a piece of work can be entered into the Cannes Lions Awards, Lion, Section or Category before 10 April 2026, if it is possible for us to do so, we will move the Entry into a new eligible Category or Lion, provided that if the Category or Lion that your Entry has been entered into changes, you will:
- 1.39.1 not be eligible for any refund in respect of any price difference between the Entry Fee payable for the original Category or Lion and the new Category or Lion; and
- 1.39.2 be required to pay any additional amount in respect of any price difference between the Entry Fee payable for the original Lion or Category and the new Category or Lion or, at your option, withdraw your Entry without refund.

- 1.40 If the same piece of work exceeds the maximum number of times a piece of work can be entered into the Cannes Lions Awards, Lion, Section or Category on or after 10 April 2026, any move of the Entry into a new Category or Lion will be at our absolute discretion and provided that if the Category or Lion that your Entry has been entered into changes, you will:
- 1.40.1 not be eligible for any refund in respect of any price difference between the Entry Fee payable for the original Category or Lion and the new Category or Lion;
  - 1.40.2 be required to pay any additional amount in respect of any price difference between the Entry Fee payable for the original Lion or Category and the new Category or Lion or, at your option, withdraw your Entry without refund; and
  - 1.40.3 be required to pay a processing fee of €270 if there is a requirement to update the Entry.

#### DUPLICATE ENTRIES FROM DIFFERENT ENTRANTS

- 1.41 If we receive Entries for the same piece of work that exceed the maximum number of times a piece of work can be entered into the Cannes Lions Awards, Lion, Section or Category from different Entrants (e.g. if a Production Company enters a piece of work that has already been submitted by an Agency), the Entry Fee paid by the subsequent Entrants (i.e. the Entrants which submitted its Entry later in time) may be used by that Entrant:
- 1.41.1 to move the Entry to another Lion, Section or Category; provided that the second Entrant will:
    - 1.41.1.1 not be eligible for any refund in respect of any price difference between the Entry Fee payable for the original Category or Lion and the new Category or Lion; and
    - 1.41.1.2 be required to pay any additional amount in respect of any price difference between the Entry Fee payable for the original Lion or Category and the new Category or Lion or, at your option, withdraw your Entry without refund; or
  - 1.41.2 to enter a new Entry in its place; provided that the second Entrant will:
    - 1.41.2.1 not be eligible for any refund in respect of any price difference between the Entry Fee payable for the original Category or Lion and the new Category or Lion; and
    - 1.41.2.2 be required to pay any additional amount in respect of any price difference between the Entry Fee payable for the original Lion or Category and the new Category or Lion or, at your option, withdraw your Entry without refund; or
  - 1.41.3 as credit to use against Entry Fees or delegate passes for the 2027 Festival.

#### MISCELLANEOUS

- 1.42 With the exception of the Titanium Lions Award, juries will award Lions Awards in the following rankings: *Grand Prix*, *Gold*, *Silver*, *Bronze* or an individual award. It may be necessary to ensure the integrity of the Cannes Lions Awards, Festival or our role in the same to instruct a jury to withdraw or not award all rankings on some occasions including to reflect the number of entries received in a Category or Lion and the size of the shortlist. Any decision to instruct a jury to withdraw or not award one or more rankings shall be in our absolute discretion.
- 1.43 If you are shortlisted, win a Lions Award or Special Award, any duties, fees and charges accrued from the transporting of any trophies or certificates must be covered by the recipient, not by us.
- 1.44 The Cannes Lions Awards and all the Festival branding are the intellectual property, including copyright, design rights and trademark rights, of LIONS and/or our group companies. We have the exclusive right to and not limited to, reproduce, manufacture, copy, and sell any trophy, which is given for any Cannes Lions Award, in any size or medium, and to distribute or exploit the design of the trophy or reproductions of the same by gift, sale, re-sale or licence. No reproduction, replica or other copy of the Festival trophy or the Festival branding may be made or used by any manufacturer, advertiser, organisation or individual except in accordance with these terms unless you have our prior express written consent or a license from us.
- 1.45 Where we Display an Entry, we are doing so for the purpose of criticism and review only. Displaying an Entry does not constitute any recommendation, endorsement or promotion of the products or services featured in the Entry by us or any of our affiliates. Subsequent Displays do not represent the views or opinions of us or our affiliates. We and our affiliates do not accept any liability of any kind in respect of any Display or any product or service referred to in any Display.

#### ENTIRE AGREEMENT

- 1.46 Each Entrant acknowledges and agrees that the Rules constitute the entire and only agreement between the Entrant and LIONS. The Rules can only be varied by LIONS in accordance with Clause 1.3 above. No Entrant has relied upon, nor has been given by us, any warranty, representation, statement, assurance, covenant, agreement, undertaking, indemnity or commitment of any nature

whatsoever other than as expressly set out in the Rules. In the event of any conflict between these Rules and any other material published by us (whether in the past or in the future), these Rules shall take precedence.

#### INVALIDITY

- 1.47 If any provision of the Rules is or becomes invalid, illegal or unenforceable in any respect, the validity, legality and enforceability of any other provision shall not be affected or impaired in any way.

#### LIABILITY

- 1.48 Subject to Clause 1.49 below, we do not accept any responsibility for any damage, loss, injury or disappointment suffered by any Entrant.
- 1.49 Our liability to any Entrant, whether in contract or tort (including negligence), shall be limited to the amount of the Entry Fee. For the avoidance of doubt, we shall not be liable to any Entrant for any indirect, consequential or special loss arising out of, or in connection with, the Cannes Lions Awards, nor for any loss of profits or business (save that nothing shall exclude our liability for death or personal injury as a result of our negligence or any matters for which liability cannot be excluded or limited under applicable law).

#### COMPLAINTS AND INVESTIGATIONS

- 1.50 This process set out in Clauses 1.51-1.57 below will apply where:
- 1.50.1 a complaint is made about any Lions Award-winning or shortlisted Entry or the award of a Special Award (a **"Complaint"**); and/or
- 1.50.2 LIONS (including by its own initiative) elects to investigate a concern in relation to compliance by any Entrant with the Rules (a **"Concern"**).
- 1.51 A Complaint can only be made by an Entrant who has an Entry which has been accepted for consideration in the 2026 Cannes Lions Awards. Any other party may raise a Concern with LIONS, and LIONS will have absolute discretion as to whether or not to investigate a Concern.
- 1.52 All Complaints and Concerns should be raised in writing to [awardsintegrity@canneslions.com](mailto:awardsintegrity@canneslions.com).
- 1.53 Upon receipt of a Complaint, LIONS will proceed to investigate the Complaint, and the Entrant which is the subject of the Complaint or Concern (the **"Subject Entrant"**) must cooperate fully with us in relation to that investigation, including by providing us with any information or testimony we request at any time.
- 1.54 Upon identification of a Concern, LIONS will commence an investigation. This investigation will be undertaken as expeditiously as possible.
- 1.55 Following completion of an investigation, LIONS will determine whether a breach of the Rules has occurred and, if so, what sanction(s), if any, should be imposed on the Subject Entrant. LIONS will provide written notice of the outcome (the **"Outcome"**) to the Subject Entrant and, in the case of Complaints only, to the Complainant.
- 1.56 Where the Outcome relates to an alleged breach of Parts 1 or 2 of the Rules, the Subject Entrant (and, where the decision has arisen from a Complaint, the Complainant) may appeal the Outcome to the Independent Integrity Council pursuant to the Global Integrity Standards. The decision of the Independent Integrity Council shall be final and binding.
- 1.57 Where the Outcome relates to the award of a Special Award or to an alleged breach of Parts 2 or 3 of the Rules, the Subject Entrant or Complainant (as applicable) may not appeal the Outcome to the Independent Integrity Council but may invoke the dispute procedure at Clauses 1.58-1.61 below.

#### DISPUTES

- 1.58 Without prejudice to Clauses 1.50-1.57 above, in the event of any dispute, controversy or claim between an Entrant and LIONS, arising out of or in connection with the Rules, including without limitation regarding their existence, validity or termination (a **"Dispute"**), the parties shall first seek settlement of that Dispute in accordance with the following procedure:
- 1.58.1 any party alleging a Dispute shall send to the other party a written notice setting out the material particulars of the Dispute (the **"Notice of Dispute"**), which must state that it is sent pursuant to this clause and (if applicable) include any decisions issued by us about a complaint; and
- 1.58.2 thereafter, the parties shall use reasonable endeavours to resolve the Dispute through good faith negotiations between them for a period of four weeks from the date that the Notice of Dispute has been sent to the other party. If the Notice of Dispute includes a decision issued by us about a complaint, this requirement is reduced from four weeks to two weeks. The parties may extend the period by written agreement.

- 1.59 In the event that the parties cannot settle the Dispute in accordance with Clause 1.58 above, the parties may agree to refer the Dispute to mediation in accordance with the Centre for Effective Dispute Resolution (CEDR) Model Mediation Procedure. Unless the parties agree on the mediator within 14 days of the agreement to mediate, CEDR will be requested by the parties to nominate a mediator. If there is any point on the logistical arrangements of the mediation, other than the nomination of the mediator, upon which the parties cannot agree within 14 days from the date of the agreement to mediate, where appropriate, in conjunction with the mediator, CEDR will be requested by the parties to decide that point for the parties having consulted with them. Unless the parties agree otherwise in writing, the mediation will start not later than 28 days after the date of the agreement to mediate.
- 1.60 In the event that the parties cannot settle the Dispute in negotiations in accordance with Clause 1.58 above or in mediation in accordance with Clause 1.59 above (including if they do not agree to refer the Dispute to mediation), the Dispute shall be referred to and finally resolved by arbitration under the London Court of International Arbitration (LCIA) Rules (which are deemed to be incorporated by reference into this clause). The number of arbitrators shall be one. The seat, or legal place, of arbitration shall be London, England. The language to be used in the arbitral proceedings shall be English.
- 1.61 All correspondence and discussions (in writing or otherwise) regarding any complaint or Dispute under this clause shall be treated as confidential by the parties.

#### GOVERNING LAW

- 1.62 The Rules shall be governed by and construed according to English law.



INTRODUCTION

- 2.1 The additional terms and conditions set out in this Part 2 apply to the following Special Awards:
  - 2.1.1 Network of the Year Special Award;
  - 2.1.2 Media Network of the Year Special Award;
  - 2.1.3 Independent Network of the Year Special Award;
  - 2.1.4 Healthcare Network of the Year Special Award;
  - 2.1.5 Regional Network of the Year Special Award;
  - 2.1.6 Agency of the Year Special Award;
  - 2.1.7 Healthcare Agency of the Year Special Award;
  - 2.1.8 Agency of the Year per Track Special Award;
  - 2.1.9 Independent Agency of the Year Special Award;
  - 2.1.10 Independent Agency of the Year per Track Special Award;
  - 2.1.11 Palme d’Or Special Award; and
  - 2.1.12 Creative Brand of the Year Special Award.
- 2.2 The additional terms and conditions set out in this Part 2 apply to the following Lions Creativity Rankings:
  - 2.2.1 Agency of the Year by Geography:
    - 2.2.1.1 Agency of the Year by Region;
    - 2.2.1.2 Agency of the Year by Location; and
    - 2.2.1.3 Agency of the Year by City.
  - 2.2.2 People of the Year:
    - 2.2.2.1 Chief Creative Officer of the Year;
    - 2.2.2.2 Chief Marketing Officer of the Year;
    - 2.2.2.3 Creative Director of the Year;
    - 2.2.2.4 Art Director of the Year;
    - 2.2.2.5 Copywriter of the Year; and
    - 2.2.2.6 Film Director of the Year.
  - 2.2.3 Geography Ranking:
    - 2.2.3.1 Location Ranking; and
    - 2.2.3.2 City Ranking.
  - 2.2.4 Brand of the Year by Sector:
    - 2.2.4.1 Automotive;
    - 2.2.4.2 Consumer Durables;
    - 2.2.4.3 Consumer Services / Business to Business;
    - 2.2.4.4 Food & Drink;
    - 2.2.4.5 Healthcare;
    - 2.2.4.6 Leisure;

- 2.2.4.7 Media & Entertainment;
- 2.2.4.8 Other FMCG;
- 2.2.4.9 Retail; and
- 2.2.4.10 Travel.
- 2.2.5 PR Agency of the Year.
- 2.2.6 In-House Agency of the Year.
- 2.2.7 Creative Brand Owner of the Year.
- 2.3 It may be necessary to ensure the integrity of the Cannes Lions Awards, Festival or our role in the same to withdraw or not publish all or any Special Awards or Lions Creativity Rankings on some occasions including to reflect the points awarded. Any decision to withdraw or not publish one or more Special Awards or Lions Creativity Rankings shall be in our absolute discretion.
- 2.4 We may decide to publish Special Awards or Lions Creativity Rankings. Any decision to publish additional rankings will be in our absolute discretion.
- 2.5 The Entry into, and awarding of, the Special Awards is governed by the Rules. In the event of any discrepancy between any of the different Parts of the Rules applying to Special Awards (i.e. Parts 1, 2 and/or 3), the order of precedence for Special Awards shall be as follows (and in each case as supplemented by Part 5 (Glossary)):
  - 2.5.1 Part 2 (Additional Terms and Conditions that apply to Special Awards only); then
  - 2.5.2 Part 3 (Special Awards Rules); then
  - 2.5.3 Part 1 (General Terms and Conditions that apply to all Lions and Special Awards).
- 2.6 Certain Entries will be shortlisted for or win Lions Awards. Those Companies which are shortlisted for or win Lions Awards will be given points which will count for all Special Awards for which those Companies are eligible, as set out in Part 3 of these Rules.
- 2.7 To ensure the integrity of the Special Awards, the Festival and/or our role in the same, it may be necessary for one or more Special Awards to be withdrawn or not awarded. Any such decision shall be in our absolute discretion.

#### COMPANY CREDITING RULES

- 2.8 All Companies that worked Significantly on an Entry must be credited in the appropriate role.
- 2.9 Each Company credit on your Entry must constitute one geographical office and business. For example, you cannot credit 'Company, United Kingdom', you must credit 'Company, London' or 'Company, Manchester'. If two Companies both worked Significantly, they must both be credited.
- 2.10 Each separate Company must be credited if they worked Significantly, even if they are geographically based in the same place. For example, if 'Company Health, Bristol' and 'Company, Bristol' both worked on an Entry they must both be credited, you cannot just credit 'Company Group, Bristol'.
- 2.11 The credited Company name must exactly match the Legal/Trading Name of the Company.
- 2.12 For all roles excluding Entrant the credited Company must be credited as they were branded/Owned/Affiliated (in accordance with the Ownership Test or Affiliation Test, as applicable) at the time of the Execution of the Entry. For example, Company A and Company B have merged during the Eligibility Period to create Company C. If the Execution took place before the date of completion of the merger, the credited Company must be Company A or Company B, not the new Company C.

#### CREATIVE TEAM CREDITING

- 2.13 Each Entry must credit the Creative Team.
- 2.14 Creative Team crediting will be used in the Lions Creativity Report as follows:
  - 2.14.1 rankings will be based on the Position Field and Role on this Entry field; and
  - 2.14.2 the Position Field may be cross checked against LinkedIn or other reputable sources to determine eligibility.
- 2.15 For absolute clarity, an individual can only be ranked if their Position and Role on this Entry field are appropriate to the ranking.
- 2.16 The following positions will be considered for rankings in the Lions Creativity Report:
  - Art Director;

Chief Creative Officer;  
Chief Marketing Officer (Brands only);  
Copywriter;  
Creative Director; and  
Film Director.

2.17 We shall have absolute discretion in determining:

2.17.1 a person's eligibility for rankings in the Lions Creativity Report;

2.17.2 whether an Entrant has submitted false, deliberately misleading or fraudulent information pursuant to this Part 2; and

2.17.3 whether any correction is necessary to ensure the accuracy and integrity of the Lions Creativity Report or our role in the same.

2.18 You may submit Creative Team credits up to and including the 12 July 2026. No further additions will be accepted after this date.

#### LIST OF CURRENT HOLDING COMPANIES AND NETWORKS

2.19 At time of writing, we consider the Holding Companies to be: Deloitte; Dentsu Group; Enero; Hakuhodo DY Holdings; Havas; Interpublic Group; Omnicom; Plus Company, Publicis Groupe; S4 Capital; Stagwell Inc.; and WPP.

2.20 At time of writing, we consider the Networks to be: 72andSunny; Accenture Song; AKQA; Anomaly; Asatsu-DK; Bartle Bogle Hegarty; BBDO Worldwide; BCW; BMF; Burson; Cheil Worldwide; Chime Communication; Citizen Relations; Cossette; CPB+; Daiko; DDB Worldwide; dentsu; Deloitte Digital; Design Bridge & Partners; FCB; Forsman & Bodenfors; Gut; Gyro; Havas Creative Network; Hill + Knowlton; Hogarth; Hotwire; Innocean; Landor; Leo; Leo Burnett; KYU; M&C Saatchi; McCann Worldgroup; Mekanism; Mullenlowe Group; Ogilvy; Omnicom Brand Consulting Group; Orchard; R/GA; Saatchi & Saatchi; Publicis Sapient; TBWA Worldwide; The Brandtech Group; The North Alliance; T&Pm; The&Partnership; VaynerMedia; We are Social; VML; and Yomiko.

2.21 At the time of writing, we consider the Healthcare Networks to be: CDM Group; DDB Health; FCB Health; Havas Health Network; McCann Health; Ogilvy Health; Publicis Health; Real Chemistry; TBWA\Worldhealth and VML Health.

2.22 At the time of writing, we consider the Media Networks to be: Carat; Dentsu X; Digitas; EssenceMediacom; Havas Media Network; Hakuhodo DY Media Partners; Hearts & Science; Initiative; iProspect; Kinetic; Mediahub; MediaPlus; Mindshare; OMD Worldwide; Posterscope; PHD Worldwide; Starcom; The Spark Foundry; UM; Wavemaker; and Zenith.

2.23 At the time of writing, we consider the Independent Networks to be: and\_us; Edelman; Fred & Farid; Joe Public; Jung von Matt; Maruri; Mother; Rethink; Serviceplan; Special Group and Wieden & Kennedy.

2.24 At the time of writing, we consider the Independent Healthcare Networks to be: Klick Health, Syneos Health and The Bloc Partners.

2.25 We may update the lists of Holding Companies and Networks set out in Clauses 2.19 to 2.24 inclusive of Part 2 of these Rules at our absolute discretion. For example, if we become aware that one of the Networks is involved in a sale, merger or acquisition that means that it is no longer a Network, we may remove it from the list. We will notify any Holding Company or Network that is added to or removed from the relevant list.

2.26 If you wish to propose any change to the lists of Holding Companies, Networks, Healthcare Networks, Media Networks, and/or Independent Healthcare Networks set out in Clauses 2.19 to 2.24 inclusive of Part 2 of these Rules, please contact us by no later than 31 March 2026.

2.26.1 Requests must be made in writing by an Executive Team Member of the Company requesting the change.

2.26.2 We reserve the right to request additional information in response to the request, including for the purposes of verifying the eligibility and/or authenticity of the request. Such information must be provided to us as soon as reasonably practicable and within any timeframes specified by us.

2.26.3 We shall have ultimate discretion to decide the status of any particular organisation and our decision shall be final and binding. We shall communicate the outcome of our response to the request to the original requestor in writing.

#### VALIDATION PROCESS AND PROCEDURE FOR SPECIAL AWARDS

2.27 Companies must declare, at the time of Entry into the Cannes Lions Awards, which, if any, Network, Independent Network, Healthcare Network, Media Network and/or Holding Company each credited Company is Owned by or Affiliated with.

2.28 All Companies are required to make due and careful enquiry of their legal counsel, company secretary, or CFO to establish Ownership and/or Affiliation, in accordance with the applicable Ownership and/or Affiliation Tests.



- 2.29 For the avoidance of doubt, if the Ownership or Affiliation of a Company, Network, Healthcare Network, Media Network, Independent Network or Independent Healthcare Network changes during the Eligibility Period, points will only be awarded to reflect the new Ownership or Affiliation where the Ownership or Affiliation Test (as applicable) has been satisfied at the time of Execution of any relevant Entry, failing which the points for that Entry will be allocated according to the previous Ownership or Affiliation.

## VALIDATION PROCESS

### 2.30 **Stage 1:** Up to and including, 26 March 2026

- 2.30.1 During stage 1 of the Validation Process, we will, in our absolute discretion, mandate that certain Holding Companies, Networks, Independent Networks, Media Networks, Independent Healthcare Networks and Healthcare Networks nominate an authorised Representative of sufficient seniority to validate the information provided to LIONS during the Validation Process (the “**Representative**”).
- 2.30.2 The relevant Holding Companies, Networks, Independent Networks, Media Networks Independent Healthcare Networks and Healthcare Networks which must nominate a Representative will be informed by us of this requirement by 20 March 2026 and will have until 27 March 2026 to inform us of the identity of the Representative.
- 2.30.3 The Representative must be an individual of sufficient seniority to enable them to carry out the required function of verifying information. By way of example only, individuals will be deemed to be of sufficient seniority if they occupy the role of CCO, CFO or CEO, their direct reports or someone who is authorised to act by them.
- 2.30.4 We reserve the right to reject the nominated Representative as being of insufficient seniority, and to request an alternative nominee.
- 2.30.5 We will, in our absolute discretion, consider allowing more than one Representative to be nominated for each Holding Company, Network, Independent Network, Media Network, Independent healthcare Networks or Healthcare Network.
- 2.30.6 Once nominated, the Representatives cannot be changed by request of the relevant Holding Company, Network, Independent Network, Media Network and/or Healthcare Network save in exceptional circumstances (for example, death, termination of employment, or incapacity).

### 2.31 **Stage 2:** 27 March 2026 to 5pm GMT, 09 April 2026

- 2.31.1 During stage 2, we will create an initial list comprising all Companies that, in the last three years, were considered for, declared to form part of, or included in the rankings for, the Network, Healthcare Network, Media Network, Independent healthcare Networks and/or Holding Company Special Awards from their Holding Company and/or Network (the “**Initial Validation List**”).
- 2.31.2 We will publish on a secure online portal the list of Companies we consider Owned by and/or Affiliated to their applicable Holding Company, Network, Independent Network, Independent Healthcare Network, Media Network or Healthcare Network. During stage 2 of the Validation Process, Representatives may request the correction of Companies which are incorrect on the Initial Validation List due to mergers, acquisitions or other mitigating factors.
- 2.31.3 These requests must demonstrate that the relevant Company is Owned by and/or Affiliated to a specific Holding Company, Network, Independent Network, Independent Healthcare Network, Media Network or Healthcare Network, by providing evidence that the Company satisfies the Ownership and/or Affiliation Tests.

### 2.32 **Stage 3:** 5pm GMT, 10 April 2026 up to and including 15 April 2026

- 2.32.1 During stage 3, we will use our reasonable endeavours to validate the information contained in the Initial Validation List and/or provided to us during stage 2 of the Validation Process. Such reasonable endeavours will include, but not be limited to, making use of independent sources such as Dun & Bradstreet or Companies House in the UK.
- 2.32.2 We shall have the right to request that Representatives provide further information or assistance during this process (and/or at any other point in time).
- 2.32.3 We shall produce, at the end of this stage 3, a list of all those Companies which it considers to be Owned by or Affiliated with Holding Companies, Networks, Independent Networks, Independent Healthcare Networks, Media Networks, and/or Healthcare Networks (the “**Full Validation List**”).

### 2.33 **Stage 4:** 16 April 2026 up to and including 5pm BST, 30 April 2026

- 2.33.1 The Full Validation List will be published on a secure online portal such that all Representatives will be able to view the Full Validation List.

- 2.33.2 Up until 5pm BST on 30 April 2026, Representatives will be allowed to submit to our comments, corrections, or challenges to information on the Full Validation List. Representatives will be invited to address any valid challenges and permitted to submit to us appropriate evidence (such as through invoices, terms and conditions, contracts, or website branding).
- 2.33.3 During this stage 4, and by no later than 5pm BST on 30 April 2026, Representatives must provide to us a full list of relevant acquisitions, mergers, investments and divestments which have taken place during the Eligibility Period. For the purpose of this provision, any acquisition, divestment, investment or merger relating to its group or any group member shall be treated as having taken place only on the date when legal completion of the transaction occurs. For the avoidance of doubt, where any such transaction is announced but completion remains subject to the satisfaction of any condition(s), the transaction shall only be treated as having occurred when completion occurs after all conditions have been satisfied or waived.
- 2.34 **Stage 5: 14 May 2026 to 5pm BST, 11 June 2026**
- 2.34.1 We will make available online to all Representatives the full available list of Companies credited to the 2026 Festival (i.e. the 2026 Festival Companies List).
- 2.34.2 During this stage 5 only, Representatives may submit to any of our comments, corrections, or challenges to the 2026 Festival Companies List. Such submissions will not be considered by us unless they are accompanied by appropriate evidence (whether through invoices, terms and conditions, contracts, or website branding).
- 2.34.3 By 5pm BST on 11 June 2026 (the “**Final Deadline**”), each Representative must submit the relevant, signed Declaration Form(s) to us. Providing:
- 2.34.3.1 information regarding Ownership and/or Affiliation of Agencies and Companies (in accordance with the relevant Affiliation Test or Ownership Test) for the purposes of calculations for Special Awards, which information must be verified by way of the Declaration Form; and
- 2.34.3.2 requesting any amendments to the credits in the 2026 Festival Companies List The Final Deadline shall be 5pm BST on 12 June 2026, and references to expiry of the Final Deadline shall mean any point in time after 5pm BST on 12 June 2026;
- 2.34.4 The failure by a Representative (or Representatives, as the case may be) to submit a signed Declaration Form by the Final Deadline will result in the automatic exclusion from the calculation of the Special Awards of the relevant Holding Company, Network, Independent Network, Independent Healthcare Network, Media Network or Healthcare Network.
- 2.34.5 We may, in exceptional circumstances (and in our absolute discretion), stipulate an extension to the Final Deadline for a given Representative if strictly necessary to uphold the Guiding Principles. For the avoidance of doubt, we will not consider the disadvantage of the Representative’s represented entity in itself as an exceptional circumstance.
- 2.35 Subject to Clause 2.34 of this Part 2 of these Rules, after the Final Deadline, all information regarding Companies will be considered ‘locked in’ and no further information or requests for amendments to Company data will be considered for the purposes of calculations for Special Awards.
- 2.36 If a Company is not listed in the 2026 Festival Companies List, and we do not receive a request before the Final Deadline to include that Company in the 2026 Festival Companies List, we shall have no obligation to include that Company in calculation of the Special Awards.

#### DISQUALIFICATION AND DISCRETION

- 2.37 Companies must cooperate with us and Representatives must provide us with:
- 2.37.1 accurate information;
- 2.37.2 sufficient evidence to enable us to determine whether a Company is Affiliated with or Owned by a Network, Independent Network, Independent Healthcare Network, Holding Company, Media Network and/or Healthcare Network (examples of appropriate information may include contracts, ownership documents or change of branding on websites); and
- 2.37.3 the relevant, signed Declaration Form(s) in each case, by the Final Deadline.
- 2.38 We shall have absolute discretion in determining:
- 2.38.1 a Company’s eligibility for a Special Award;
- 2.38.2 whether a Company falls within a Network, Holding Company, Independent Healthcare Network, Independent Network, Media Network and/or Healthcare Network;
- 2.38.3 whether a Company has submitted false, deliberately misleading or fraudulent information pursuant to this Part 2; and

2.38.4 whether any correction is necessary to ensure the accuracy and integrity of the Special Awards or our role in the same.

- 2.39 Further to Clause 2.38.4 above, we reserve the right to amend Entrant details, at our absolute discretion, where in our reasonable opinion the Entrant details are incorrect, due to an administrative error on the part of the Entrant.
- 2.40 We will not be responsible for omissions or wrongful inclusions caused by it being provided with inaccurate or insufficient information.
- 2.41 We shall have the right to disqualify at any time any Company which has submitted false, deliberately misleading or fraudulent information.

#### CONFIDENTIALITY

- 2.42 We will not divulge to any person, except to its professional representatives or advisers or as may be required by law or any legal or regulatory authority, any information received during the Validation Process or otherwise which is identified by the Representative (acting reasonably), at the time of provision, as confidential.
- 2.43 For the avoidance of doubt, if information is provided to us without being identified as confidential, we shall not treat that information as confidential.

## 3.1 NETWORK OF THE YEAR SPECIAL AWARD

- 3.1.1 **Overview and Criteria:** The '*Network of the Year*' Special Award is given to the Network Parent Company of the Network, Healthcare Network, Independent Network or Independent Healthcare Network whose Companies are the most successful overall for Entries in the 2026 Cannes Lions Awards (in accordance with the below allocation of points).
- 3.1.1.1 If a Network or Independent Network owns a Healthcare Network or Independent Healthcare Network, or is affiliated with a Healthcare Network or Agency or Independent Healthcare Network or Agency through its Legal/Trading Name, the Network or Independent Network will include the Healthcare Network or Independent Healthcare Network points in their total. For example, any points accumulated by Havas Health & You will be added to the Havas creative points total.
- 3.1.1.2 Members of a Network, Healthcare Network, Independent Network or Independent Healthcare Network for the *Network of the Year* Special Award shall be those Companies which satisfy either:
- A. the Ownership Test; or
  - B. the Affiliation Test.
- 3.1.1.3 For points to be allocated to a Network, the Ownership of, or Affiliation with, the Company by the Network (for the purpose of the Ownership Test or Affiliation Test, as applicable) must have occurred before the Execution of the Entry.
- 3.1.2 **Points:** Members of a Network, Healthcare Network, Independent Network or Independent Healthcare Network will be allocated the following number of points for each of the following Lions Awards:
- 50 points for a Titanium and Creative Effectiveness Grand Prix Lions Award
  - 40 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
  - 40 points for a Titanium Lions Award
  - 20 points for all other Lions Awards
  - 20 points for a Gold Lions Award
  - 10 points for a Silver Lions Award
  - 5 points for a Bronze Lions Award
  - 1 point for a shortlist position.
- 3.1.2.1 All Companies credited with an Idea Creation Role on all shortlisted or winning Lions Awards are eligible to accrue points towards the Network of the Year Special Award. Points accrued by Companies credited are only assigned to a Network, Healthcare Networks, Independent Network or Independent Healthcare Network if the company satisfies the Ownership Test or the Affiliation Test.
- 3.1.3 **Calculation:** The winner of the *Network of the Year* Special Award will be the Network, Healthcare Network, Independent Network or Independent Healthcare Network whose Companies obtain the most points for shortlisted and awarded Entries in aggregate in accordance with the above allocation of points.
- 3.1.3.1 The total is calculated by adding:
- A. the total points from Lions Awards won by Companies of a Network, Healthcare Network, Independent Network or Independent Healthcare Network; and
  - B. the total points from the remaining shortlisted Entries of Companies of a Network, Healthcare Network, Independent Healthcare Network or Independent Network, save that a Network, Healthcare Network, Independent Healthcare Network or Independent Network member's points will only count towards the overall total if the Company in question was a Network, Healthcare Network, Independent Healthcare Network or Independent Network member on the date that its Lions Award-winning or shortlisted Entry or Campaign was initially launched, released, published or aired.
- 3.1.3.2 If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
- 3.1.3.3 The maximum number of points awarded to a Network for shortlisted Entries is 50.
- 3.1.3.4 The maximum number of points awarded to a Network for Campaign Points is 50.
- 3.1.4 **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.

- 3.1.4.1 If a shortlisted or winning Entry has been credited in the Idea Creation Role to more than one Company:
- A. from the same Network, Healthcare Network, Independent Healthcare Network or Independent Network, the full points awarded to the Entry will go to that Network, Healthcare Network, Independent Healthcare Network or Independent Network;
  - B. from different Network, Healthcare Network, Independent Healthcare Network or Independent Network, the points awarded to the Entry will be shared equally between both Network, Healthcare Network, Independent Healthcare Network or Independent Network (for example, if Agency A belonging to Network A wins a Gold Lions Award co-credited with Agency B, which belongs to Network B, then the points will be shared equally between both Networks); and
  - C. if one Company is not affiliated to a Network, Healthcare Network, Independent Healthcare Network or Independent Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Company that is from a Network, Healthcare Network, Independent Healthcare Network or Independent Network) will count for the purposes of the *Network of the Year* Special Award and will be awarded to the relevant Network, Healthcare Network, Independent Healthcare Network or Independent Network (for example, if Agency A belonging to Network A wins a Gold Lions Award and is co-credited with Independent Agency B, then only half of the total points will count for the purposes of the Network of the Year Special Award and will be given to Network A).
- 3.1.4.2 In the event of a Mixed Ownership Company winning or being shortlisted for a Lions Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).

**3.1.5 Campaign Points:**

- 3.1.5.1 If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
- 3.1.5.2 Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).

**3.1.6 Total Tied Points:** In the case of a tie between Network, Healthcare Network, Independent Healthcare Network or Independent Network in the number of points won by their respective Companies, the winner will be determined in accordance with the following formula:

- 3.1.6.1 the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the highest overall number of Lions Awards is the winner. If there is still a tie between Networks/Independent Networks, then;
- 3.1.6.2 the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Networks/Independent Networks, then;
- 3.1.6.3 the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the most Campaign Points is the winner. If there is still a tie between Networks/Independent Networks, then;
- 3.1.6.4 the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the most shortlist points is the winner.

- 3.2.1 **Overview and Criteria:** The '*Media Network of the Year*' Special Award is given to the Network Parent Company of the Media Network whose Companies have the most successful Entries in the 2026 Cannes Lions Awards for Entries in *Media Lions* (in accordance with the below allocation of points).
- 3.2.1.1 Companies of a Media Network for the purposes of the *Media Network of the Year* Special Award shall be those Companies which satisfy either:
- A. the Media Network Ownership Test; or
  - B. the Media Network Affiliation Test.
- 3.2.1.2 All Entries in Media Lions with a credited Company in the Media Placement Role are eligible to accrue points, regardless of the Entrant.
- 3.2.1.3 Any Company submitting an Entry to Media Lions where the services of an external Company were used to provide strategy and/or for the purchase of media placement must credit that external Company in the Entry submission.
- 3.2.1.4 Notwithstanding this, we shall have absolute discretion in determining a Media Network's eligibility for this Special Award.
- 3.2.1.5 For points to be allocated to a Media Network, the Ownership of, or Affiliation with, the Company by the Media Network (for the purpose of the Media Network Ownership Test or Media Network Affiliation Test, as applicable) must have occurred before the Execution of the Entry.
- 3.2.2 **Points:** The allocation of points used to calculate the *Media Network of the Year* Special Award is as follows:
- 40 points for a Grand Prix Lions Award
  - 20 points for a Gold Lions Award
  - 20 points for all other Lions Awards
  - 10 points for a Silver Lions Award
  - 5 points for a Bronze Lions Award
  - 1 point for a shortlist position.
- 3.2.2.1 Media Companies credited with a Media Placement Role on all shortlisted or winning *Media Lions* are eligible to accrue points towards the *Media Network of the Year* Special Award. Points accrued by Companies credited are only assigned to a Media Network if the company satisfies the Media Network Ownership Test or the Media Network Affiliation Test.
- 3.2.3 **Calculation:** The winner of the *Media Network of the Year* Special Award will be the Media Network whose Companies accrue the most points for shortlisted and awarded Entries in Media Lions, in accordance with the above allocation of points.
- 3.2.3.1 The total points accrued by each Media Network is calculated by adding:
- A. the total points from *Media Lions* awarded to Companies of a Media Network; and
  - B. the total points from the remaining shortlisted Entries of Companies of a Media Network, save that a Media Network member's points will only count towards the Media Network's overall total if the Company in question was a Network member on the date that its Lions Award-winning or shortlisted Entry was initially launched, released, published or aired.
- 3.2.3.2 If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
- A. The maximum number of points awarded to a Media Network for shortlisted Entries is 50.
  - B. The maximum number of points awarded to a Media Network for Campaign Points is 50.
- 3.2.4 **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company in the Media Placement Role, the points awarded to the Entry will be divided equally among the Agencies and Companies.
- 3.2.4.1 If a shortlisted or winning Entry has been credited in the Media Placement Role to more than one Company:
- A. from the same Media Network, the full points awarded to the Entry will go to that Media Network;
  - B. from different Media Networks, the points awarded to the Entry will be shared equally between both Media Networks (for example, if Media Agency A belonging to Media Network A wins a Gold Lions Award

credited with Media Agency B, which belongs to Media Network B, then the points will be shared equally between both Networks); and

- C. if one Company is not affiliated to a Media Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Company that is from a Media Network) will count for the purposes of the *Media Network of the Year* Special Award and will be awarded to the relevant Network (for example, if Media Agency A belonging to Media Network A wins a Gold Lions Award and is co-credited with Independent Media Agency B, then only half of the total points will count for the purposes of the *Media Network of the Year* Special Award and will be given to Media Network A).
- D. In the event of a Mixed Ownership Company winning or being shortlisted for a Lions Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).

3.2.5 **Total Tied points:** In the case of a tie between Media Networks in the number of points won by their respective Companies, the winner will be determined in accordance with the following formula:

- 3.2.5.1 the Media Network with the highest overall number of Lions Awards is the winner. If there is still a tie between Networks, then;
- 3.2.5.2 the Media Network with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Networks, then;
- 3.2.5.3 the Media Network with the most shortlist points is the winner.

- 3.3.1 Overview and Criteria:** The '*Independent Network of the Year*' Special Award is given to the Network Parent Company of the Independent Network whose Companies are the most successful overall for Entries in the 2026 Cannes Lions Awards (in accordance with the below allocation of points).
- 3.3.1.1** If an Independent Network owns an Independent Healthcare Network or is affiliated with an Independent Healthcare Network through its Legal/Trading Name, the Independent Network will include the Independent Healthcare Network points in their total.
- 3.3.1.2** Members of an Independent Network for the Independent Network of the Year Special Award shall be those Companies which satisfy either:
- A. the Independent Network Ownership Test; or
  - B. the Independent Network Affiliation Test,
- as at the time of Execution of the relevant Entries.
- 3.3.1.3** For points to be allocated to an Independent Network in relation to the relevant Entries, the Independent Network's Ownership of, or Affiliation with, the Company (for the purpose of the Ownership Test or Affiliation Test, as applicable) must exist at the time of Execution of the relevant Entry Execution of the Entry. For the avoidance of doubt, all limbs of the relevant test must be satisfied at the time of Execution of the relevant Entries.
- 3.3.1.4** A representative from an Independent Network must sign Declaration Form 3 to be considered for the Independent Network of the Year Special Award.
- 3.3.2 Points:** Members of an Independent Network will be allocated the following number of points for each of the following Lions Awards:
- 50 points for a Titanium and Creative Effectiveness Grand Prix Lions Award
  - 40 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
  - 40 points for a Titanium Lions Award
  - 20 points for all other Lions Awards
  - 20 points for a Gold Lions Award
  - 10 points for a Silver Lions Award
  - 5 points for a Bronze Lions Award
  - 1 point for a shortlist position.
- 3.3.2.1** All Companies credited with an Idea Creation Role on all shortlisted or winning Lions Awards are eligible to accrue points towards the Independent *Network of the Year* Special Award. Points accrued by Companies credited are only assigned to an Independent Network if the company satisfies the Independent Network Ownership Test or the Independent Network Affiliation Test.
- 3.3.3 Calculation:** The winner of the *Independent Network of the Year* Special Award will be the Independent Network whose Companies obtain the most points for shortlisted and awarded Entries in aggregate in accordance with the above allocation of points.
- 3.3.3.1** The total is calculated by adding:
- A. the total points from Lions Awards won by Companies of an Independent Network; and
  - B. the total points from the remaining shortlisted Entries of Companies of a Network Independent Network, save that an Independent Network member's points will only count towards the independent Network's overall total if the Company in question was an Independent Network member on the date that its Lions Award-winning or shortlisted Entry or Campaign was initially launched, released, published or aired.
- 3.3.3.2** If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
- 3.3.3.3** The maximum number of points awarded to an Independent Network for shortlisted Entries is 50.
- 3.3.3.4** The maximum number of points awarded to an Independent Network for Campaign Points is 50.
- 3.3.4 Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.



- 3.3.4.1 If a shortlisted or winning Entry has been credited in the Idea Creation Role to more than one Company:
- A. from the same Independent Network, the full points awarded to the Entry will go to that Independent Network;
  - B. from different Independent Networks, the points awarded to the Entry will be shared equally between both Independent Networks (for example, if Agency A belonging to Independent Network A wins a Gold Lions Award co-credited with Agency B, which belongs to Independent Network B, then the points will be shared equally between both Independent Networks); and
  - C. if one Company is not affiliated to an Independent Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Company that is from an Independent Network) will count for the purposes of the *Independent Network of the Year* Special Award and will be awarded to the relevant Independent Network (for example, if Agency A belonging to Network A wins a Gold Lions Award and is co-credited with Independent Network B, then only half of the total points will count for the purposes of the *Independent Network of the Year* Special Award and will be given to Network B).

3.3.4.2 In the event of a Mixed Ownership Company winning or being shortlisted for a Lions Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).

**3.3.5 Campaign Points:**

3.3.5.1 If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.

3.3.5.2 Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).

**3.3.6 Total Tied Points:** In the case of a tie between Independent Networks in the number of points won by their respective Companies, the winner will be determined in accordance with the following formula:

3.3.6.1 the Independent Network with the highest overall number of Lions Awards is the winner. If there is still a tie between Independent Networks, then;

3.3.6.2 the Independent Network with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Independent Networks, then;

3.3.6.3 the Independent Network with the most Campaign Points is the winner. If there is still a tie between Independent Networks, then;

3.3.6.4 the Independent Network with the most shortlist points is the winner.

- 3.4.1 **Overview and Criteria:** The '*Healthcare Network of the Year*' Special Award is given to the Healthcare Network or Independent Healthcare Network that obtains the most points overall for Entries in the 2026 Cannes Lions Awards for Entries in *Health & Wellness Lions*, *Lions Health Grand Prix for Good* and *Pharma Lions*, according to the below allocation of points.
- 3.4.1.1 Members of a Healthcare Network or Independent Healthcare Network for the *Healthcare Network of the Year* Special Award shall be those Companies which satisfy either:
- A. the Healthcare Network Ownership Test; or
  - B. the Healthcare Network Affiliation Test,
- as at the time of Execution of the relevant Entries.
- 3.4.1.2 We shall have absolute discretion in determining a Healthcare Network's eligibility for this Special Award.
- 3.4.1.3 For points to be allocated to a Healthcare Network in relation to the relevant Entries, the Healthcare Network's Ownership of, or Affiliation with, the Company (for the purpose of the Ownership Test or Affiliation Test, as applicable) must exist at the time of Execution of the relevant Entry Execution of the Entry. For the avoidance of doubt, all limbs of the relevant test must be satisfied at the time of Execution of the relevant Entries.
- 3.4.2 **Points:**
- 3.4.2.1 The allocation of points used to calculate the *Healthcare Network of the Year* Special Award is as follows:
- 40 points for a Grand Prix Lions Award
  - 20 points for a Gold Lions Award
  - 20 points for all other Lions Awards
  - 10 points for a Silver Lions Award
  - 5 points for a Bronze Lions Award
  - 1 point for a shortlist position.
- 3.4.2.2 Companies credited with an Idea Creation Role on all shortlisted or winning *Health & Wellness Lions*, *Lions Health Grand Prix for Good* and *Pharma Lions* are eligible to accrue points towards the *Healthcare Network of the Year* Special Award. Points accrued by Companies credited are only assigned to a Healthcare Network or Independent Healthcare Network if the Company is a member of the Healthcare Network or Independent Healthcare Network, as defined at paragraph 1 above.
- 3.4.3 **Calculation:** The winner of the *Healthcare Network of the Year* Special Award will be the Healthcare Network or Independent Healthcare Network whose Companies obtain the most points for shortlisted or awarded Entries in the *Health & Wellness Lions*, *Lions Health Grand Prix for Good* and *Pharma Lions* in accordance with the above allocation of points.
- 3.4.3.1 The total is calculated by adding:
- A. the total points from Lions Awards that have been awarded to Companies of a Healthcare Network or Independent Healthcare Network; and
  - B. the total points from the remaining shortlisted Entries of Companies of a Healthcare Network or Independent Healthcare Network, save that a Healthcare Network or Independent Healthcare Network member's points will only count towards the Healthcare Network's or Independent Healthcare Network overall total if the Company in question was a Healthcare Networks or Independent Healthcare Networks member on the date that its Lions Award-winning or shortlisted Entry or Campaign was initially launched, released, published or aired.
- 3.4.3.2 If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
- 3.4.3.3 The maximum number of points awarded to a Healthcare Network for shortlisted Entries is 50.
- 3.4.3.4 The maximum number of points awarded to a Healthcare Network for Campaign Points is 50.
- 3.4.4 **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies.
- 3.4.4.1 If a shortlisted or winning Entry has been credited to more than one Healthcare Company:

- A. from the same Healthcare Network or Independent Healthcare Network, the full points awarded to the Entry will go to that Healthcare Network or Independent Healthcare Network;
  - B. from different Healthcare Networks or Independent Healthcare Network, the points awarded to the Entry will be shared equally between all the Healthcare Networks or Independent Healthcare Network (for example, if Healthcare Agency A belonging to Healthcare Network A wins a Gold Lion co-credited with Healthcare Agency B, which belongs to Healthcare Network B, then the points will be shared equally between both Healthcare Networks); and
  - C. where one of the Companies is not affiliated to a Healthcare Network or Independent Healthcare Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Healthcare Agency that is from a Healthcare Network or Independent Healthcare Network) will count for the purposes of the *Healthcare Network of the Year* Special Award and will be awarded to the relevant Healthcare Network or Independent Healthcare Network (for example, if Healthcare Agency A belonging to Healthcare Network A wins a Gold Lion and is co-credited with Healthcare Agency B, which is independent, then only half the points will count for the purposes of the *Healthcare Network of the Year* Special Award and will be given to Healthcare Network A).
- 3.4.4.2 If (a) a shortlisted or winning Entry has been credited to more than one Company and only one is a Healthcare Agency; and (b) that Healthcare Agency is affiliated to a Healthcare Network or Independent Healthcare Network; then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Healthcare Agency) will count for the purposes of the *Healthcare Network of the Year* Special Award and will be awarded to the relevant Healthcare Network or Independent Healthcare Network (for example, if Healthcare Agency A wins a Gold Lion and is co-credited with Company B, then only half of the total points will count for the purposes of the *Healthcare Network of the Year* Special Award and will be given to Healthcare Network Agency A).
- 3.4.4.3 In the event of a Mixed Ownership Company winning or being shortlisted for a Lions Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).
- 3.4.5 **Campaign Points:** If a Multiple Executions of Works wins a Lions Award, Entries will also be awarded Campaign Points.
- 3.4.5.1 In the case of a tie between Healthcare Networks or Independent Healthcare Network, the Campaign Points from the winning Campaign are valued higher than regular shortlist points.
- 3.4.5.2 Where different Companies have been credited to separate Executions of an awarded Multiple Executions of Works, the points will be divided pro rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).
- 3.4.6 **Total Tied Points:** In the case of a tie between Healthcare Networks or Independent Healthcare Network in the number of points won by their respective Companies, the winner will be determined in accordance with the following formula:
- 3.4.6.1 the Healthcare Network or Independent Healthcare Network with the highest overall number of Lions Awards is the winner. If there is still a tie between Healthcare Networks, then;
  - 3.4.6.2 the Healthcare Network or Independent Healthcare Network with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Healthcare Networks, then;
  - 3.4.6.3 the Healthcare Network or Independent Healthcare Network with the most Campaign Points is the winner. If there is still a tie between Healthcare Networks, then;
  - 3.4.6.4 the Healthcare Network or Independent Healthcare Network with the most shortlist points is the winner.

- 3.5.1 **Overview and Criteria:** The '*Regional Network of the Year*' Special Award is given to the Network Parent Company of the Network, Healthcare Network, Independent Healthcare Network or Independent Network whose Companies are the most successful overall for Entries in the 2026 Cannes Lions Awards within each region (in accordance with the below allocation of points).
- 3.5.1.1 If a Network or Independent Network owns a Healthcare Network or Independent Healthcare Network, or is affiliated with a Healthcare Network or Agency or Independent Healthcare Network or Agency through its Legal/Trading Name, the Network, Healthcare Network, Independent Healthcare Network or Independent Network will include the Healthcare Network or Independent Healthcare Network points in their total. For example, any points accumulated by Havas Health & You will be added to the Havas creative points total.
- 3.5.1.2 Members of a Network, Healthcare Network, Independent Healthcare Network or Independent Network for the *Regional Network of the Year* Special Award shall be those Companies which satisfy either:
- A. the Ownership Test; or
- B. the Affiliation Test,
- as at the time of Execution of the relevant Entries.
- 3.5.1.3 For points to be allocated to a Network in relation to the relevant Entries, the Network's Ownership of, or Affiliation with, the Company (for the purpose of the Ownership Test or Affiliation Test, as applicable) must exist at the time of Execution of the relevant Entry Execution of the Entry. For the avoidance of doubt, all limbs of the relevant test must be satisfied at the time of Execution of the relevant Entries.
- 3.5.1.4 For the avoidance of doubt the regions which are awarded are:
- Asia;
- Europe;
- Latin America;
- MENA;
- North America;
- Pacific; and
- Sub-Saharan Africa.
- 3.5.2 **Points:**
- 3.5.2.1 Members of a Network, Healthcare Network, Independent Healthcare Network or Independent Network will be allocated the following number of points for each of the following Lions Awards:
- 50 points for a Titanium and Creative Effectiveness Grand Prix Lions Award
- 40 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
- 40 points for a Titanium Lions Award
- 20 points for a Gold Lions Award
- 20 points for all other Lions Awards
- 10 points for a Silver Lions Award
- 5 points for a Bronze Lions Award.
- 1 point for a shortlist position.
- 3.5.2.2 Companies credited with an Idea Creation Role on all shortlisted or winning Lions Awards are eligible to accrue points towards the *Regional Network of the Year* Special Award. Points accrued by Companies credited are only assigned to a Network, Healthcare Network, Independent Healthcare Network or Independent Network if the company satisfies the Network Ownership Test or the Network Affiliation Test.
- 3.5.3 **Calculation:** The winner of the *Regional Network of the Year* Special Award will be the Regional Network, Healthcare Network, Independent Healthcare Network or Independent Network whose Companies obtain the most points for shortlisted and awarded Entries in aggregate in accordance with the above allocation of points.
- 3.5.3.1 The total is calculated by adding:
- A. the total points from Lions Awards won by Companies of a Network, Healthcare Network, Independent Healthcare Network or Independent Network located in the relevant region; and

- B. the total points from the remaining shortlisted Entries of Companies of a Network, Healthcare Network, Independent Healthcare Network or Independent Network located in the relevant region, save that a Network, Healthcare Network, Independent Healthcare Network or Independent Network member's points will only count towards the Network's overall total if the Company in question was a Network, Healthcare Network, Independent Healthcare Network or Independent Network member on the date that its award-winning or shortlisted Entry or Campaign was initially launched, released, published or aired.
- 3.5.3.2 If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
- 3.5.3.3 The maximum number of points awarded to a Regional Network for shortlisted Entries is 50.
- 3.5.3.4 The maximum number of points awarded to a Regional Network for Campaign Points is 50.
- 3.5.4 **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.
  - 3.5.4.1 If a shortlisted or winning Entry has been credited in the Idea Creation Role to more than one Company:
    - A. from the same Network, Healthcare Network, Independent Healthcare Network or Independent Network, the full points awarded to the Entry will go to that Network, Healthcare Network, Independent Healthcare Network or Independent Network;
    - B. from different Networks or Independent Networks, the points awarded to the Entry will be shared equally between both Networks or Independent Networks (for example, if Agency A belonging to Network A wins a Gold Lions Award co-credited with Agency B, which belongs to Network B, then the points will be shared equally between both Networks); and
    - C. if one Company is not affiliated to a Network, Healthcare Network, Independent Healthcare Network or Independent Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Company that is from a Network, Healthcare Network, Independent Healthcare Network or Independent Network) will count for the purposes of the *Regional Network of the Year* Special Award and will be awarded to the relevant Network, Healthcare Network, Independent Healthcare Network or Independent Network (for example, if Agency A belonging to Network A wins a Gold Lions Award and is co-credited with Independent Agency B, then only half of the total points will count for the purposes of the *Regional Network of the Year* Special Award and will be given to Network A).
  - 3.5.4.2 In the event of a Mixed Ownership Company winning or being shortlisted for a Lions Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).
- 3.5.5 **Campaign Points:**
  - 3.5.5.1 If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
  - 3.5.5.2 Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).
- 3.5.6 **Total Tied Points:** In the case of a tie between Networks/Independent Networks in the number of points won by their respective Companies, the winner will be determined in accordance with the following formula:
  - 3.5.6.1 the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the highest overall number of Lions Awards is the winner. If there is still a tie between Networks/Independent Networks, then;
  - 3.5.6.2 the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Networks/Independent Networks, then;
  - 3.5.6.3 the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the most Campaign Points is the winner. If there is still a tie between Networks/Independent Networks, then;
  - 3.5.6.4 the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the most shortlist points is the winner.

## 3.6 AGENCY OF THE YEAR SPECIAL AWARD

- 3.6.1 **Overview and Criteria:** The 'Agency of the Year' Special Award is given to the Agency that obtains the most points overall for Entries in the 2026 Cannes Lions Awards, according to the below allocation of points.
- 3.6.2 **Points:**
- 3.6.2.1 The allocation of points used to calculate the *Agency of the Year* Special Award is as follows:
- 50 points for a Titanium and Creative Effectiveness Grand Prix Lions Award
  - 40 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
  - 40 points for a Titanium Lions Award
  - 20 points for a Gold Lions Award
  - 20 points for all other Lions Awards
  - 10 points for a Silver Lions Award
  - 5 points for a Bronze Lions Award
  - 1 point for a shortlist position.
- 3.6.2.2 Companies credited in an Idea Creation Role on all shortlisted or winning Awards are eligible to accrue points towards the *Agency of the Year* Special Award. The exact method for points calculation is outlined in the calculation section below.
- 3.6.3 **Calculation:** The winner of the *Agency of the Year* Special Award will be the Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
- 3.6.3.1 The total is calculated by adding:
- A. the total points from Lions Awards that have been awarded to Agencies; and
  - B. the total points from the remaining shortlisted Entries of Agencies.
- 3.6.3.2 If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
- 3.6.3.3 The maximum number of points awarded to an Agency for shortlisted Entries is 10.
- 3.6.4 **Multiple Entries:**
- 3.6.4.1 If the same Work or Execution is entered more than once within one Lion and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lion are counted. If the Work or Execution is only shortlisted within an individual Lion, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Lion.
- 3.6.4.2 For example, if a Work wins a Lions Award and the same Work also wins another Lions Award within that Lion, only the highest scoring Lions Award counts. This rule is applied only within each Lion; that is, if work wins a Silver Lions Award and a Gold Lions Award in Direct Lions, only the Gold points are counted. However, if the same Work wins a Silver Lions Award in Direct Lions and a Gold Lions Award in PR Lions, both the Silver and Gold points are counted.
- 3.6.4.3 If the same creative Work or Execution is entered more than once within one Medium Grouping in *Health & Wellness Lions* or *Pharma Lions* and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lions Award are counted. If the Work or Execution is only shortlisted within an Individual Medium Grouping, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Medium Grouping.
- 3.6.4.4 For the avoidance of doubt the Medium Groupings within Health & Wellness Lions and Pharma Lions are classed as:
- Audio & Radio;
  - Brand Experience & Activation and Direct;
  - Creative Data;
  - Digital Craft;
  - Entertainment;
  - Film Craft;
  - Film;
  - Healthcare Product Innovation;
  - Integrated;

Lions Health Grand Prix for Good;  
Mobile;  
Print & Publishing, Outdoor and Industry Craft;  
PR;  
Social & Influencer; and  
Use of Technology.

3.6.5 **Shared Points:** If a shortlisted or winning Entry has been credited to more than Company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.

3.6.6 **Campaign Points:**

3.6.6.1 If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.

3.6.6.2 Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).

3.6.7 **Total Tied Points:** In the case of a tie between the total number of points won by Agencies, the winner will be determined in accordance with the following formula:

3.6.7.1 the Agency with the highest overall number of deduplicated Lions Awards is the winner. If there is still a tie between Agencies, then;

3.6.7.2 the Agency with the highest number of highest-ranking deduplicated Lions Awards is the winner. If there is still a tie between Agencies, then;

3.6.7.3 the Agency with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Agencies, then;

3.6.7.4 the Agency with the highest overall number of Awards, including the duplicated Lions Awards is the winner. If there is still a tie between Agencies, then;

3.6.7.5 the Agency with the most Campaign Points is the winner. If there is still a tie between Agencies, then;

3.6.7.6 the Agency with the most shortlist points, disregarding the cap of 10, is the winner.

### 3.7 HEALTHCARE AGENCY OF THE YEAR SPECIAL AWARD

- 3.7.1 **Overview and Criteria:** The '*Healthcare Agency of the Year*' Special Award is given to the Healthcare Agency that obtains the most points overall for Entries in the 2026 Cannes Lions Awards for Entries in the *Health & Wellness Lions*, *Lions Health Grand Prix for Good* and *Pharma Lions*, according to the below allocation of points.
- 3.7.2 **Points:**
- 3.7.2.1 The allocation of points used to calculate the *Healthcare Agency of the Year* Special Award is as follows:
- 40 points for a Grand Prix Lions Award
  - 20 points for a Gold Lions Award
  - 20 points for all other Lions Awards
  - 10 points for a Silver Lions Award
  - 5 points for a Bronze Lions Award
  - 1 point for a shortlist position.
- 3.7.2.2 Companies credited in an Idea Creation Role on all shortlisted or winning *Health & Wellness Lions*, *Lions Health Grand Prix for Good* and *Pharma Lions* are eligible to accrue points towards the *Healthcare Agency of the Year* Special Award. The exact method for points calculation is outlined in the calculation section below.
- 3.7.3 **Calculation:** The winner of the *Healthcare Agency of the Year* Special Award will be the Healthcare Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
- 3.7.3.1 The total is calculated by adding:
- A. the total points from Awards that have been awarded to a Healthcare Agencies; and
  - B. the total points from the remaining shortlisted Entries of Healthcare Agencies.
- 3.7.3.2 If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
- 3.7.3.3 The maximum number of points awarded to a Healthcare Agency for shortlisted Entries is 10.
- 3.7.4 **Multiple Entries:**
- 3.7.4.1 If the same creative Work or Execution is entered more than once within one Medium Grouping in *Health & Wellness Lions* or *Pharma Lions* and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lions Award are counted. If the Work or Execution is only shortlisted within an Individual Medium Grouping, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Medium Grouping.
- 3.7.4.2 For the avoidance of doubt the Medium Groupings within *Healthcare Agency of the Year* Special Award are classed as:
- Audio & Radio;
  - Brand Experience & Activation and Direct;
  - Creative Data;
  - Digital Craft;
  - Entertainment;
  - Film Craft;
  - Film;
  - Healthcare Product Innovation;
  - Integrated;
  - Lions Health Grand Prix for Good;
  - Mobile;
  - Print & Publishing, Outdoor and Industry Craft;
  - PR;
  - Social & Influencer; and
  - Use of Technology.
- 3.7.5 **Shared Points:** If a shortlisted or winning Entry has been credited to more than Company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.
- 3.7.6 **Campaign Points:**
- 3.7.6.1 If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.



- 3.7.6.2 Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).
- 3.7.7 **Total Tied Points:** In the case of a tie between the total number of points won by Agencies, the winner will be determined in accordance with the following formula:
- 3.7.7.1 the Agency with the highest overall number of deduplicated Lions Awards is the winner. If there is still a tie between Agencies, then;
- 3.7.7.2 the Agency with the highest number of highest-ranking deduplicated Lions Awards is the winner. If there is still a tie between Agencies, then;
- 3.7.7.3 the Agency with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Agencies, then;
- 3.7.7.4 the Agency with the highest overall number of Awards, including the duplicated Lions Awards is the winner. If there is still a tie between Agencies, then;
- 3.7.7.5 the Agency with the most Campaign Points is the winner. If there is still a tie between Agencies, then;
- 3.7.7.6 the Agency with the most shortlist points, disregarding the cap of 10, is the winner.

- 3.8.1 **Overview and Criteria:** The '*Agency of the Year per Track*' Special Award is given to the Agency that obtains the most points overall for Entries in 2026 Cannes Lions Awards within certain Tracks, according to the below allocation of points.
- 3.8.1.1 For the avoidance of doubt the Tracks that will award an *Agency of the Year per Track* Special Award are:
- Classic
  - Craft
  - Engagement
  - Entertainment
  - Experience
  - Good
  - Health; and
  - Strategy.
- 3.8.2 **Points:**
- 3.8.2.1 The allocation of points used to calculate the *Agency of the Year per Track* Special Award is as follows:
- 50 points for a Titanium Grand Prix Lions Award
  - 40 points for all other Grand Prix Lions Awards
  - 40 points for a Titanium Lions Award
  - 20 points for a Gold Lions Award
  - 20 points for all other Lions Awards
  - 10 points for a Silver Lions Award
  - 5 points for a Bronze Lions Award
  - 1 point for a shortlist position.
- 3.8.2.2 Companies credited in an Idea Creation Role on all shortlisted or winning Awards are eligible to accrue points towards the *Agency of the Year per Track* Special Award. The exact method for points calculation is outlined in the calculation section below.
- 3.8.2.3 For the avoidance of doubt, the Grand Prix for Good is excluded from the calculation of this Special Award. No points allocated in connection with the Grand Prix for Good will be considered for this Special Award.
- 3.8.3 **Calculation:** The winner of the *Agency of the Year per Track* Special Award will be the Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
- 3.8.3.1 The total is calculated by adding:
- A. the total points from Lions Awards that have been awarded to Agencies; and
  - B. the total points from the remaining shortlisted Entries of Agencies.
- 3.8.3.2 If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
- 3.8.3.3 The maximum number of points awarded to an Agency for shortlisted Entries is 10.
- 3.8.4 **Multiple Entries:**
- 3.8.4.1 If the same creative Work or Execution is entered more than once within one Lion and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lions Award are counted. If the Work or Execution is only shortlisted within an individual Lion, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Lion.
- 3.8.4.2 For example, if a Work wins a Lions Award and the same Work also wins another Lions Award within that Lion, only the highest scoring Lions Award counts. This rule is applied only within each Lion; that is, if Work wins a Silver Lions Award and a Gold Lions Award in *Direct Lions*, only the Gold points are counted. However, if the same Work wins a Silver Lions Award in *Direct Lions* and a Gold Lions Award in *PR Lions*, both the Silver and Gold points are counted.
- 3.8.5 **Shared Points:** If a shortlisted or winning Entry has been credited to more than Company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.
- 3.8.6 **Campaign Points:**

- 3.8.6.1 If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
- 3.8.6.2 Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).
- 3.8.7 **Total Tied Points:** In the case of a tie between the total number of points won by Agencies, the winner will be determined in accordance with the following formula:
  - 3.8.7.1 the Agency with the highest overall number of deduplicated Lions Awards is the winner. If there is still a tie between Agencies, then;
  - 3.8.7.2 the Agency with the highest number of highest-ranking deduplicated Lions Awards is the winner. If there is still a tie between Agencies, then;
  - 3.8.7.3 the Agency with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Agencies, then;
  - 3.8.7.4 the Agency with the highest overall number of Awards, including the duplicated Lions Awards is the winner. If there is still a tie between Agencies, then;
  - 3.8.7.5 the Agency with the most Campaign Points is the winner. If there is still a tie between Agencies, then;
  - 3.8.7.6 the Agency with the most shortlist points, disregarding the cap of 10, is the winner.

- 3.9.1 **Overview and Criteria:** The '*Independent Agency of the Year*' Special Award is given to the Independent Agency that obtains the most points overall for Entries in the 2026 Cannes Lions Awards, according to the below allocation of points.
- 3.9.2 **Points:**
- 3.9.2.1 The allocation of points used to calculate the *Independent Agency of the Year* Special Award is as follows:
- 50 points for a Titanium and Creative Effectiveness Grand Prix Lions Award
  - 40 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
  - 40 points for a Titanium Lions Award
  - 20 points for a Gold Lions Award
  - 20 points for all other Lions Awards
  - 10 points for a Silver Lions Award
  - 5 points for a Bronze Lions Award
  - 1 point for a shortlist position.
- 3.9.2.2 Companies credited with an Idea Creation Role on all shortlisted or winning Lions Awards are eligible to accrue points towards the *Independent Agency of the Year Special Award*. Only Independent Agencies as outlined in the Rules for Special Awards are eligible to accrue points towards the *Independent Agency of the Year Special Award*.
- 3.9.2.3 For a Company to be considered for the *Independent Agency of the Year* Special Award a Representative from the Company will need to sign Declaration Form 3 (if they are part of an Independent Network) or Declaration Form 4 (If they are not part of an Independent Network)
- 3.9.3 **Calculation:** The winner of the *Independent Agency of the Year* Special Award will be the Independent Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
- 3.9.3.1 The total is calculated by adding:
- A. the total points from Lions Awards that have been won by Independent Agencies; and
  - B. the total points from the remaining shortlisted Entries of Independent Agencies.
- 3.9.3.2 If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
- 3.9.4 **Shared Points:**
- 3.9.4.1 If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role the points awarded to the Entry will be divided equally among the Companies eligible. For the avoidance of doubt Independent PR Agencies and Independent Media Agencies are eligible to receive points for *Independent Agency of the Year* Special Award.
- 3.9.4.2 If a shortlisted or winning Entry has been credited to more than one Company and one is not an Independent Agency, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Independent Agency) will count for the purposes of the *Independent Agency of the Year* Special Award and will be awarded to the relevant Independent Agency (for example, if Independent Agency A wins a Gold Lions Award and is co-credited with non-independent Company B, then only half of the total points will count for the purposes of the *Independent Agency of the Year* Special Award and will be given to Independent Agency A).
- 3.9.5 **Campaign Points:**
- 3.9.5.1 If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
- 3.9.5.2 Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).
- 3.9.6 **Total Tied Points:** In the case of a tie between the total number of points won by Independent Agencies, the winner will be determined in accordance with the following formula:
- 3.9.6.1 the Independent Agency with the highest overall number of Lions Awards, is the winner. If there is still a tie between Independent Agencies, then;

- 3.9.6.2 the Independent Agency with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Independent Agencies, then;
- 3.9.6.3 the Independent Agency with the most Campaign Points is the winner; If there is still a tie between Independent Agencies, then;
- 3.9.6.4 the Independent Agency with the most shortlist points is the winner.

- 3.10.1 **Overview and Criteria:** The '*Independent Agency of the Year per Track*' Special Award is given to the Independent Agency that obtains the most points overall for Entries in the 2026 Cannes Lions Awards within certain tracks, according to the below allocation of points.
- 3.10.1.1 For the avoidance of doubt the Tracks which will award an *Independent Agency of the Year per Track* Special Award are:
- Classic
  - Craft
  - Engagement
  - Entertainment
  - Experience
  - Good
  - Health; and
  - Strategy.
- 3.10.2 **Points:**
- 3.10.2.1 The allocation of points used to calculate the *Independent Agency of the Year* Special Award is as follows:
- 50 points for a Titanium Grand Prix Award
  - 40 points for all other Grand Prix Awards
  - 40 points for a Titanium Lions Award
  - 20 points for a Gold Lions Award
  - 20 points for all other Lions Awards
  - 10 points for a Silver Lions Award
  - 5 points for a Bronze Lions Award
  - 1 point for a shortlist position.
- 3.10.2.2 Companies credited with an Idea Creation Role on all shortlisted or winning Lions Awards are eligible to accrue points towards the *Independent Agency of the Year per Track* Special Award. Only Independent Agencies as outlined in the Rules for Special Awards are eligible to accrue points towards the *Independent Agency of the Year per Track* Special Award.
- 3.10.2.3 For a Company to be considered for the Independent Agency of the Year Special Award a Representative from the Company will need to sign Declaration Form 3 (if they are part of an Independent Network) or Declaration Form 4 (If they are not part of an Independent Network).
- 3.10.2.4 For the avoidance of doubt the Grand Prix for Good is excluded from the calculation of this Special Award. No points allocated in connection with the Grand Prix for Good will be considered for this Special Award.
- 3.10.3 **Calculation:** The winner of the *Independent Agency of the Year per Track* Special Award will be the Independent Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
- 3.10.3.1 The total is calculated by adding:
- A. the total points from Lions Awards that have been won by Independent Agencies; and
  - B. the total points from the remaining shortlisted Entries of Independent Agencies.
- 3.10.3.2 If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
- 3.10.4 **Shared Points:**
- 3.10.4.1 If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role the points awarded to the Entry will be divided equally among the Companies eligible. For the avoidance of doubt Independent PR Agencies and Independent Media Agencies are eligible to receive points for *Independent Agency of the Year per Track* Special Award.
- 3.10.4.2 If a shortlisted or winning Entry has been credited to more than one Company and one is not an Independent Agency, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Independent Agency) will count for the purposes of the *Independent Agency of the Year per Track* Special Award and will be awarded to the relevant Independent Agency (for example, if Independent Agency A wins a Gold Lions Award and is co-credited with non-independent Company B, then only half of the total points will count

for the purposes of the *Independent Agency of the Year per Track* Special Award and will be given to Independent Agency A).

**3.10.5 Campaign Points:**

3.10.5.1 If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.

3.10.5.2 Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).

**3.10.6 Total Tied Points:** In the case of a tie between the total number of points won by Independent Agencies, the winner will be determined in accordance with the following formula:

3.10.6.1 the Independent Agency with the highest overall number of Lions Awards, is the winner. If there is still a tie between Independent Agencies, then;

3.10.6.2 the Independent Agency with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Independent Agencies, then;

3.10.6.3 the Independent Agency with the most Campaign Points is the winner; If there is still a tie between Independent Agencies, then;

3.10.6.4 the Independent Agency with the most shortlist points is the winner.

- 3.11.1 Overview and Criteria:** The '*Palme d'Or*' honours the Production Company that obtains the most points overall for Entries in the *Digital Craft, Entertainment* (Categories A01 – A06), *Entertainment Lions for Gaming* (Category A01), *Entertainment Lions for Music* (Category A01), *Entertainment Lions for Sport* (Category A01), *Film & Film Craft Lions* as well as *Digital Craft, Entertainment, Film, Film Craft & Mobile* Mediums in *Health & Wellness* and *Pharma Lions* in the 2026 Cannes Lions Awards, according to the below allocation of points:
- 3.11.1.1 If an Entry from the Lions, Category of Mediums above is the Grand Prix for Good or Lions Health Grand Prix for Good Winner, they will receive the Grand Prix points towards the *Palme D'Or* Special Award.
- 3.11.1.2 If a Production Company has more than one office in a country, points from those offices will be aggregated. Points will be aggregated where: (a) the offices share a Legal/Trading Name (e.g. 'Production Company A, New York' and 'Production Company A, Chicago'); or (b) the offices share the same Owner and are different branches of the same Company.
- 3.11.2 Points:**
- 3.11.2.1 The allocation of points used to calculate the *Palme d'Or* Special Award is as follows:
- 50 points for a Grand Prix Lions Award, including Grand Prix for Good Lions Award
  - 20 points for a Gold Lions Award
  - 20 points for all other Lions Awards
  - 10 points for a Silver Lions Award
  - 5 points for a Bronze Lions Award
  - 1 point for a shortlist position.
- 3.11.2.2 Production Companies credited in the Production Role in *Digital Craft, Entertainment* (Categories A01 – A06), *Entertainment Lions for Gaming* (Category A01), *Entertainment Lions for Music* (Category A01), *Entertainment Lions for Sport* (Category A01), *Film & Film Craft Lions* will automatically contribute to the *Palme d'Or* Special Award; and
- 3.11.2.3 Production Companies credited in the Production Role in *Digital Craft, Entertainment, Film, Film Craft & Mobile Mediums within Health & Wellness* and *Pharma Lions* will also automatically contribute to the *Palme d'Or* Special Award.
- 3.11.2.4 For the avoidance of doubt Companies credited in the Post-production Role are not eligible to accrue points for the *Palme d'Or* Special Award.
- 3.11.3 Calculation:** The winner of the *Palme d'Or* Special Award will be the Production Company that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
- 3.11.3.1 The total is calculated by adding:
- A. the total points from Lions Awards that have been won by Production Companies; and
  - B. the total points from the remaining shortlisted Entries of Production Companies.
- 3.11.3.2 If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
- 3.11.3.3 The maximum number of points awarded to a Production Company for shortlisted Entries is 10.
- 3.11.4 Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company the points awarded to the Entry will be divided equally among the Companies credited.
- 3.11.5 Campaign Points:**
- 3.11.5.1 If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
- 3.11.5.2 Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Production Company A is credited with only 1 Execution of a 4-part Campaign that wins a Silver Campaign Lions Award, then Production Company A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).
- 3.11.6 Total Tied Points:** In the case of a tie between the total number of points won by Production Companies, the winner will be determined in accordance with the following formula:



- 3.11.6.1 the Production Company with the highest overall number of Lions Awards, is the winner. If there is still a tie between Production Companies, then;
- 3.11.6.2 the Production Company with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Production Companies, then;
- 3.11.6.3 the Production Company with the most Campaign Points is the winner. If there is still a tie between Production Companies, then;
- 3.11.6.4 the Production Company with the most shortlist points is the winner.

3.12.1 **Overview and Criteria:** The '*Creative Brand of the Year*' Special Award is given to the Brand who is the most successful overall for Entries in the 2026 Cannes Lions Awards (in accordance with the below allocation of points).

3.12.1.1 A "**Brand**" is defined as a product or service – or closely linked set of products or services – represented by a single Brand name or logo.

3.12.1.2 If a Brand has a portfolio or services which sit under two or more different Sectors, then they will be treated as individual Brands for the purpose of this Special Award. For Example, Apple (Consumer Durables) will be treated as a separate Brand to Apple (Media & Entertainment).

3.12.1.3 For the avoidance of doubt the Sectors which are considered are:

Automotive;  
Consumer Durables;  
Consumer Services / Business to Business;  
Food & Drink;  
Healthcare;  
Leisure;  
Media & Entertainment;  
Other FMCG;  
Retail; and  
Travel.

3.12.1.4 The following categories of person, company or other legal entity are not eligible for this Special Award:

Agencies;  
Charity, not-for-profit or NGO Brands;  
Healthcare Networks;  
Healthcare Agencies;  
Holding Companies;  
Independent Agencies;  
Independent Healthcare Networks;  
Media Networks;  
Multi-Brand organisations whose portfolio of products and services are marketed under more than one Brand;  
Networks; and  
Production Companies.

3.12.1.5 We shall have absolute discretion in determining a Brand's eligibility for this Special Award and which Sector or Sectors a Brand is part of.

3.12.2 **Points:**

3.12.2.1 The allocation of points used to calculate the *Creative Brand of the Year* Special Award is as follows:

50 points for a Titanium, Creative Effectiveness Grand & Creative Brand Prix Lions Award  
40 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award  
40 points for a Titanium & Creative Brand Lions Award  
20 points for a Gold Lions Award  
20 points for all other Lions Awards  
10 points for a Silver Lions Award  
5 points for a Bronze Lions Award  
1 point for a shortlist position.

3.12.2.2 Commissioning Brands credited in the Brand or product/service field and Brands that receive tangible PR or sales through the Campaign on all shortlisted or winning Lions Awards are eligible to accrue points towards the *Creative Brand of the Year* Special Award.

3.12.3 **Calculation:** The winner of the *Creative Brand of the Year* Special Award will be the Brand who obtains the most points in aggregate for shortlisted or Lions Awarded Entries in accordance with the above allocation of points.

3.12.3.1 The total is calculated by adding:

A. the total points from Lions Awards that have been won by a Brand; and

B. the total points from the remaining shortlisted Entries of a Brand.

3.12.3.2 If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.

3.12.4 **Campaign Points:** If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.

3.12.5 **Total Tied Points:** In the case of a tie between the total number of points won a Brand, the winner will be determined in accordance with the following formula:

3.12.5.1 the Brand with the highest overall number of Lions Awards, is the winner. If there is still a tie between Brands, then;

3.12.5.2 the Brand with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Brands, then;

3.12.5.3 the Brand with the most Campaign Points is the winner. If there is still a tie between Brands, then;

3.12.5.4 the Brand with the most shortlist points is the winner.

- 3.13.1 **Overview and Criteria:** The '*Creative Brand Owner of the Year*' Special Award is given to the Brand Owner who is the most successful overall for Entries in the 2026 Cannes Lions Awards (in accordance with the below allocation of points).
- 3.13.1.1 A "**Brand Owner**" is defined as a company represented by a single Brand name or logo, which owns 2 or more Brands. We shall have absolute discretion in determining a Brand Owners' eligibility for this Special Award.
- 3.13.2 **Points:**
- 3.13.2.1 The allocation of points used to calculate the *Creative Brand Owner of the Year* Special Award is as follows:
- 50 points for a Titanium, Creative Effectiveness Grand & Creative Brand Prix Lions Award
  - 40 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
  - 40 points for a Titanium & Creative Brand Lions Award
  - 20 points for a Gold Lions Award
  - 20 points for all other Lions Awards
  - 10 points for a Silver Lions Award
  - 5 points for a Bronze Lions Award
  - 1 point for a shortlist position.
- 3.13.2.2 Brand Owners of Commissioning Brands credited in the Brand or product/service field and Brands that receive tangible PR or sales through the Campaign on all shortlisted or winning Lions Awards are eligible to accrue points towards the *Creative Brand Owner of the Year* Special Award.
- 3.13.2.3 To be eligible to win the *Creative Brand Owner of the Year* Special Award, then at least 2 Brands within a Brand Owners organisation must have been shortlisted or have been awarded a Lions Award.
- 3.13.3 **Calculation:** The winner of the *Creative Brand Owner of the Year* Special Award will be the Brand Owner who obtains the most points in aggregate for shortlisted or Lions Awarded Entries in accordance with the above allocation of points.
- 3.13.3.1 The total is calculated by adding:
- A. the total points from Lions Awards that have been won by a Brand Owner; and
  - B. the total points from the remaining shortlisted Entries of a Brand Owner.
- 3.13.3.2 If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
- 3.13.4 **Campaign Points:** If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
- 3.13.5 **Total Tied Points:** In the case of a tie between the total number of points won a Brand Owner, the winner will be determined in accordance with the following formula:
- 3.13.5.1 the Brand Owner with the highest overall number of Lions Awards, is the winner. If there is still a tie between Brands, then;
  - 3.13.5.2 the Brand Owner with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Brands, then;
  - 3.13.5.3 the Brand Owner with the most Campaign Points is the winner. If there is still a tie between Brands, then;
  - 3.13.5.4 the Brand Owner with the most shortlist points is the winner.

### 3.14 AGENCY OF THE YEAR BY GEOGRAPHY

3.14.1 **Overview and Criteria:** *'Agency of the Year by Geography'* ranks Agencies based on the points allocated for Entries in the 2026 Cannes Lions Awards within certain regions, locations and cities, according to the below allocation of points.

3.14.1.1 For the avoidance of doubt the regions (as defined in Part 5 of these Rules ("Glossary")) that have Rankings are:

Asia;  
Europe;  
Latin America;  
MENA;  
North America;  
Pacific; and  
Sub-Saharan Africa.

3.14.1.2 For the avoidance of doubt the locations that have Rankings are:

Argentina;  
Australia;  
Brazil;  
Canada;  
France;  
Germany;  
India;  
Japan;  
South Africa;  
Spain;  
United Arab Emirates;  
United Kingdom; and  
USA.

3.14.1.3 For the avoidance of doubt the cities that have Rankings are:

Dubai;  
Johannesburg;  
London;  
New York;  
Paris;  
Sao Paulo;  
Sydney; and  
Tokyo.

3.14.2 **Points:**

3.14.2.1 The allocation of points used to calculate the Rankings are as follows:

50 points for a Titanium and Creative Effectiveness Grand Prix Lions Award  
40 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award  
40 points for a Titanium Lions Award  
20 points for a Gold Lions Award  
20 points for all other Lions Awards  
10 points for a Silver Lions Award  
5 points for a Bronze Lions Award  
1 point for a shortlist position.

3.14.2.2 Companies credited in an Idea Creation Role on all shortlisted or winning Lions Awards are eligible to accrue points towards the Rankings. The exact method for points calculation is outlined in the calculation section below.

3.14.3 **Calculation:** Agencies obtain points for shortlisted or awarded Entries in accordance with the above allocation of points.

3.14.3.1 The total is calculated by adding:

A. the total points from Lions Awards that have been awarded to the Agency; and

B. the total points from the remaining shortlisted Entries of the Agency.

3.14.3.2 If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.

3.14.3.3 The maximum number of points awarded to an Agency for shortlisted Entries is 10.

**3.14.4 Multiple Entries:**

3.14.4.1 If the same Work or Execution is entered more than once within one Lion and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lion are counted. If the Work or Execution is only shortlisted within an individual Lion, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Lion.

3.14.4.2 For example, if a Work wins a Lions Award and the same Work also wins another Lions Award within that Lion, only the highest scoring Lions Award counts. This rule is applied only within each Lion; that is, if work wins a silver Lions Award and a gold Lions Award in *Direct Lions*, only the gold points are counted. However, if the same Work wins a silver Lions Award in *Direct Lions* and a gold Lions Award in *PR Lions*, both the silver and gold points are counted.

3.14.4.3 If the same Work or Execution is entered more than once within one Medium Grouping in the *Health & Wellness Lions* or *Pharma Lions* and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lions Award are counted. If the Work or Execution is only shortlisted within an individual Medium Grouping, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Medium Grouping.

3.14.4.4 For the avoidance of doubt the Medium Groupings within *Health & Wellness Lions* and *Pharma Lions* are classed as:

Audio & Radio;  
Brand Experience & Activation and Direct;  
Creative Data;  
Digital Craft;  
Entertainment;  
Film Craft;  
Film;  
Healthcare Product Innovation;  
Integrated;  
Lions Health Grand Prix for Good;  
Mobile;  
Print & Publishing, Outdoor and Industry Craft;  
PR;  
Social & Influencer; and  
Use of Technology.

3.14.5 **Shared Points:** If a shortlisted or winning Entry has been credited to more than Company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies so credited.

**3.14.6 Campaign Points:**

3.14.6.1 If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.

3.14.6.2 Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Campaign that wins a silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the silver Lions Award + 3 Campaign Points = 10 points divided by 4).

3.14.7 **Total Tied Points:** In the case of a tie between the total number of points won by Agencies, the winner will be determined in accordance with the following formula:

3.14.7.1 the Agency with the highest overall number of deduplicated Lions Awards is the winner. If there is still a tie between Agencies, then;

3.14.7.2 the Agency with the highest number of highest-ranking deduplicated Lions Awards is the winner. If there is still a tie between Agencies, then;

- 3.14.7.3 the Agency with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Agencies, then;
- 3.14.7.4 the Agency with the highest overall number of Awards, including the duplicated Lions Awards is the winner. If there is still a tie between Agencies, then;
- 3.14.7.5 the Agency with the most Campaign Points is the winner. If there is still a tie between Agencies, then;
- 3.14.7.6 the Agency with the most shortlist points, disregarding the cap of 10, is the winner.

- 3.15.1 **Overview and Criteria:** *'People of the Year'* ranks individuals based on the points allocated for Entries in the 2026 Cannes Lions Awards for certain job titles, according to the below allocation of points.
- 3.15.1.1 Rankings will be based on the 'Position Field' and 'Role on this Entry', and the Position Field may be cross checked against LinkedIn or other reputable sources to determine eligibility.
- 3.15.1.2 For absolute clarity, an individual can only be ranked if their Position Field and Role on this Entry are appropriate to the ranking.
- 3.15.1.3 The following positions will be considered for Rankings:
- Art Director;
  - Chief Creative Officer;
  - Chief Marketing Officer (Brands only);
  - Copywriter;
  - Creative Director; and
  - Film Director.
- 3.15.1.4 We shall have absolute discretion in determining:
- A. an individual's eligibility for Rankings;
  - B. whether an Entrant has submitted false, deliberately misleading or fraudulent information;
  - C. whether any correction is necessary to ensure the accuracy and integrity of the Lions Creativity Rankings or our role in the same.
- 3.15.2 **Points:**
- 3.15.2.1 The allocation of points used to calculate the Rankings are as follows:
- 50 points for a Titanium, Creative Effectiveness Grand & Creative Brand Prix Lions Award
  - 40 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
  - 40 points for a Titanium & Creative Brand Lions Award
  - 20 points for a Gold Lions Award
  - 20 points for all other Lions Awards
  - 10 points for a Silver Lions Award
  - 5 points for a Bronze Lions Award
  - 1 point for a shortlist position.
- 3.15.2.2 Individuals credited on all shortlisted or winning Lions Awards are eligible to accrue points towards the rankings. The exact method for points calculation is outlined in the calculation section below.
- 3.15.3 **Calculation:** Individuals obtain points for shortlisted or awarded Entries in accordance with the above allocation of points.
- 3.15.3.1 The total is calculated by adding:
- A. the total points from Lions Awards that have been awarded; and
  - B. the total points from the remaining shortlisted Entries.
- 3.15.3.2 If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
- 3.15.3.3 The maximum number of points awarded to a person for shortlisted Entries is 10.
- 3.15.4 **Multiple Entries:**
- 3.15.4.1 If the same Work or Execution is entered more than once within one Lion and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lion are counted. If the Work or Execution is only shortlisted within an individual Lion, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Lion.
- 3.15.4.2 For example, if a Work wins a Lions Award and the same Work also wins another Lions Award within that Lion, only the highest scoring Lions Award counts. This rule is applied only within each Lion; that is, if work wins a silver Lions Award and a gold Lions Award in *Direct Lions*, only the gold points are counted. However, if the same



Work wins a silver Lions Award in *Direct Lions* and a gold Lions Award in *PR Lions*, both the silver and gold points are counted.

3.15.4.3 If the same Work or Execution is entered more than once within one Medium Grouping in *Health & Wellness Lions* or *Pharma Lions* and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lions Award are counted. If the Work or Execution is only shortlisted within an individual Medium Grouping, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Medium Grouping.

3.15.4.4 For the avoidance of doubt the Medium Groupings within *Health & Wellness Lions* and *Pharma Lions* are classed as:

Audio & Radio;  
Brand Experience & Activation and Direct;  
Creative Data;  
Digital Craft;  
Entertainment;  
Film Craft;  
Film;  
Healthcare Product Innovation;  
Integrated;  
Lions Health Grand Prix for Good;  
Mobile;  
Print & Publishing, Outdoor and Industry Craft;  
PR;  
Social & Influencer; and  
Use of Technology.

**3.15.5 Campaign Points:**

3.15.5.1 If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.

3.15.5.2 Where different people have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Person A is credited with only 1 Execution of a 4-part Campaign that wins a silver Campaign Lions Award, then Person A will receive 2.5 points (7 points for the silver Lions Award + 3 Campaign Points = 10 points divided by 4).

**3.15.6 Total Tied Points:** In the case of a tie between the total number of points won by People, the winner will be determined in accordance with the following formula:

3.15.6.1 the person with the highest overall number of deduplicated Lions Awards is the winner. If there is still a tie between people, then;

3.15.6.2 the person with the highest number of highest-ranking deduplicated Lions Awards is the winner. If there is still a tie between people, then;

3.15.6.3 the person with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between people, then;

3.15.6.4 the person with the highest overall number of Awards, including the duplicated Lions Awards is the winner. If there is still a tie between people, then;

3.15.6.5 the person with the most Campaign Points is the winner. If there is still a tie between people, then;

3.15.6.6 the person with the most shortlist points, disregarding the cap of 10, is the winner.

### 3.16 GEOGRAPHY RANKINGS

- 3.16.1 **Overview and Criteria:** *'Geography Rankings'* rank Locations and cities based on the number of Lions Awards won in the 2026 Cannes Lions Awards:
- 3.16.1.1 Rankings will be based on the Lion Awards won by Companies from a Location and city credited in the Idea Creation Role
- 3.16.1.2 We shall have absolute discretion in determining:
- A. the Location and city a Company is based in;
  - B. whether an Entrant has submitted false, deliberately misleading or fraudulent information; and
  - C. whether any correction is necessary to ensure the accuracy and integrity of the Lions Creativity Rankings or our role in the same.
- 3.16.2 **Points:** Each Lion Award is worth one Point.
- 3.16.3 **Calculation:** Locations and cities obtain points for awarded Entries in accordance with the above allocation of points. The total is calculated by the total points from Lions Awards that have been awarded.
- 3.16.3.1 Multiple Location & Cities:
- A. If more than one Company is credited in the Idea Creation Role for an Entry and they are from the same Location or city then only one point will be awarded per Entry. For example:
  - B. If a Work or Execution wins a Lions Award and Company A, New York, USA and Company B, New York, USA are both credited then USA and New York will each receive one point.
  - C. If a Work or Execution wins a Lions Award and Company A, New York, USA and Company B, Chicago, USA are both credited then USA, New York & Chicago will each receive one point.
  - D. If a Work or Execution wins a Lions Award and Company A, New York, USA and Company B, London, United Kingdom are both credited then USA, United Kingdom, London and New York will each receive one point.
- 3.16.4 **Campaign Points:** If an Entry is awarded a Campaign Lions Award, this counts as one point.
- 3.16.5 **Total Tied Points:** In the case of a tie between the total number of points won by a Location or city, then they will both be awarded that spot in the Lions Creative Rankings.

### 3.17 BRAND OF THE YEAR BY SECTOR

- 3.17.1 **Overview and Criteria:** *'Creative Brand of the Year by Sector'* is given to the Brand within the sectors identified in Clause 3.17.3 below which is the most successful overall for Entries in the 2026 Cannes Lions Awards in accordance with the below allocation of points.
- 3.17.1.1 A **"Brand"** is defined in Part 5 of these Rules ("Glossary") as a product or service – or closely linked set of products or services – represented by a single brand name or logo.
- 3.17.1.2 If a Brand has a portfolio or services which sit under two or more different sectors, then they will be treated as individual Brands for the purpose of this Lions Award. For example, *Apple (Consumer Durables)* will be treated as a separate Brand to *Apple (Media & Entertainment)*.
- 3.17.1.3 For the avoidance of doubt the sectors which are considered are:
- Automotive;
  - Consumer Durables;
  - Consumer Services / Business to Business;
  - Food & Drink;
  - Healthcare;
  - Leisure;
  - Media & Entertainment;
  - Other FMCG;
  - Retail; and
  - Travel.
- The following categories of person, Company or other legal entity are not eligible for this Ranking:
- Agencies;
  - Charity, not-for-profit or NGO Brands;

Healthcare Networks;  
 Healthcare Agencies;  
 Holding Companies;  
 Independent Agencies;  
 Independent Healthcare Networks;  
 Media Networks;  
 Multi-Brand organisations whose portfolio of products and services are marketed under more than one Brand;  
 Networks; and  
 Production Companies.

3.17.1.4 We shall have absolute discretion in determining a Brand's eligibility for this Ranking and which sector(s) a Brand is part of.

**3.17.2 Points:**

3.17.2.1 The allocation of points used to calculate the *Creative Brand of the Year by Sector* Ranking is as follows:

50 points for a Titanium, Creative Effectiveness Grand & Creative Brand Prix Lions Award  
 40 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award  
 40 points for a Titanium & Creative Brand Lions Award  
 20 points for a Gold Lions Award  
 20 points for all other Lions Awards  
 10 points for a Silver Lions Award  
 5 points for a Bronze Lions Award  
 1 point for a shortlist position.

3.17.2.2 Commissioning Brands credited in the Brand or product/service field in the Entry System and Brands that receive tangible public relations or sales through the Campaign on all shortlisted or winning Lions Awards are eligible to accrue points towards the *Creative Brand of the Year by Sector* ranking.

3.17.3 **Calculation:** Brands obtain points for the Rankings for shortlisted or awarded Entries in accordance with the above allocation of points.

3.17.3.1 The total is calculated by adding:

- A. the total points from Lions Awards that have been won by a Brand; and
- B. the total points from the remaining shortlisted Entries of a Brand.

3.17.3.2 If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.

3.17.4 **Campaign Points:** If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.

3.17.5 **Total Tied Points:** In the case of a tie between the total number of points won by a Brand, the winner will be determined in accordance with the following formula:

3.17.5.1 the Brand with the highest overall number of Lions Awards, is the winner. If there is still a tie between Brands, then;

3.17.5.2 the Brand with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Brands, then;

3.17.5.3 the Brand with the most Campaign Points is the winner. If there is still a tie between Brands, then;

3.17.5.4 the Brand with the most shortlist points is the winner.

- 3.18.1 **Overview and Criteria:** The '*PR Agency of the Year*' Special Award is given to the PR Agency that obtains the most points overall for Entries in the 2026 Cannes Lions Awards for Entries in the *PR Lions* and in the PR Medium within the *Health & Wellness Lions* and *Pharma Lions*, according to the below allocation of points.
- 3.18.2 **Points:**
- 3.18.2.1 The allocation of points used to calculate the *PR Agency of the Year* Special Award is as follows:
- 50 points for a Grand Prix Lions Award
  - 20 points for a gold Lions Award
  - 20 points for all other Lions Awards
  - 10 points for a silver Lions Award
  - 5 points for a bronze Lions Award
  - 1 point for a shortlist position.
- 3.18.2.2 Companies credited in a PR Role on all shortlisted or winning *PR Lions* and the PR Medium within the *Health & Wellness Lions* and *Pharma Lions* are eligible to accrue points towards the *PR Agency of the Year* Special Award. The exact method for points calculation is outlined in the calculation section below.
- 3.18.3 **Calculation:** The winner of the *PR Agency of the Year* Special Award will be the PR Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
- 3.18.3.1 The total is calculated by adding:
- A. the total points from Lions Awards that have been awarded to a PR Agency; and
  - B. the total points from the remaining shortlisted Entries of a PR Agency.
- 3.18.3.2 If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
- 3.18.3.3 The maximum number of points awarded to a PR Agency for shortlisted Entries is 10.
- 3.18.4 **Multiple Entries:** If the same Work or Execution is entered more than once within the PR Lions and is shortlisted and/or wins multiple times, only the points for the highest Lions Award are counted. If the Work or Execution is only shortlisted within the PR Lion, then only 1 point will be counted, regardless of the number of times it is shortlisted.
- 3.18.5 **Shared Points:** If a shortlisted or winning Entry has been credited to more than Company with an PR Role, the points awarded to the Entry will be divided equally among the Companies credited.
- 3.18.6 **Total Tied Points:** In the case of a tie between the total number of points won by PR Agencies, the winner will be determined in accordance with the following formula:
- 3.18.6.1 the PR Agency with the highest overall number of deduplicated Lions Awards is the winner. If there is still a tie between PR Agencies, then;
  - 3.18.6.2 the PR Agency with the highest number of highest-ranking deduplicated Lions Awards is the winner. If there is still a tie between PR Agencies, then;
  - 3.18.6.3 the PR Agency with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between PR Agencies, then;
  - 3.18.6.4 the PR Agency with the highest overall number of Awards, including the duplicated Lions Awards is the winner. If there is still a tie between PR Agencies, then;
  - 3.18.6.5 the PR Agency with the most Campaign Points is the winner. If there is still a tie between PR Agencies, then;
  - 3.18.6.6 the PR Agency with the most shortlist points, disregarding the cap of 10, is the winner.

- 3.19.1 **Overview and Criteria:** The '*In-House Agency of the Year*' Special Award is given to the in-house agency that obtains the most points overall for Entries in the 2026 Cannes Lions Awards, according to the below allocation of points.
- 3.19.2 **Points:**
- 3.19.2.1 The allocation of points used to calculate the *In-House Agency of the Year* Special Award is as follows:
- 50 points for a Titanium and Creative Effectiveness Grand Prix Lions Award
  - 40 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
  - 40 points for a Titanium Lions Award
  - 20 points for a gold Lions Award
  - 20 points for all other Lions Awards
  - 10 points for a silver Lions Award
  - 5 points for a bronze Lions Award
  - 1 point for a shortlist position.
- 3.19.2.2 Companies credited in an Idea Creation Role on all shortlisted or winning Lions Awards are eligible to accrue points towards the *In-House Agency of the Year* Special Award. The exact method for points calculation is outlined in the calculation section below.
- 3.19.3 **Calculation:** The winner of the *In-House Agency of the Year* Special Award will be the in-house agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
- 3.19.3.1 The total is calculated by adding:
- A. the total points from Lions Awards that have been awarded to the in-house agency; and
  - B. the total points from the remaining shortlisted Entries of the agency.
- 3.19.3.2 If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
- 3.19.3.3 The maximum number of points awarded to an in-house agency for shortlisted Entries is 10.
- 3.19.4 **Multiple Entries:**
- 3.19.4.1 If the same Work or Execution is entered more than once within one Lion and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lion are counted. If the Work or Execution is only shortlisted within an individual Lion, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Lion.
- 3.19.4.2 For example, if a Work wins a Lions Award and the same Work also wins another Lions Award within that Lion, only the highest scoring Lions Award counts. This rule is applied only within each Lion; that is, if work wins a silver Lions Award and a gold Lions Award in *Direct Lions*, only the gold points are counted. However, if the same Work wins a silver Lions Award in *Direct Lions* and a gold Lions Award in *PR Lions*, both the silver and gold points are counted.
- 3.19.4.3 If the same Work or Execution is entered more than once within one Medium Grouping in *Health & Wellness Lions* or *Pharma Lions* and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lions Award are counted. If the Work or Execution is only shortlisted within an individual Medium Grouping, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Medium Grouping.
- 3.19.4.4 For the avoidance of doubt the Medium Groupings within *Health & Wellness Lions* and *Pharma Lions* are classed as:
- Audio & Radio;
  - Brand Experience & Activation and Direct;
  - Creative Data;
  - Digital Craft;
  - Entertainment;
  - Film Craft;
  - Film;
  - Healthcare Product Innovation;

Integrated;  
Lions Health Grand Prix for Good;  
Mobile;  
Print & Publishing, Outdoor and Industry Craft;  
PR;  
Social & Influencer; and  
Use of Technology.

3.19.5 **Shared Points:** If a shortlisted or winning Entry has been credited to more than Company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies so credited.

3.19.6 **Campaign Points:**

3.19.6.1 If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.

3.19.6.2 Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if in-house agency A is credited with only 1 Execution of a 4-part Campaign that wins a silver Campaign Lions Award, then in-house agency A will receive 2.5 points (7 points for the silver Lions Award + 3 Campaign Points = 10 points divided by 4).

3.19.7 **Total Tied Points:** In the case of a tie between the total number of points won by in-house agencies, the winner will be determined in accordance with the following formula:

3.19.7.1 the in-house agency with the highest overall number of deduplicated Lions Awards is the winner. If there is still a tie between in-house agencies, then;

3.19.7.2 the in-house agency with the highest number of highest-ranking deduplicated Lions Awards is the winner. If there is still a tie between in-house agencies, then;

3.19.7.3 the in-house agency with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between in-house agencies, then;

3.19.7.4 the in-house agency with the highest overall number of Lions Awards, including the duplicated Lions Awards is the winner. If there is still a tie between in-house agencies, then;

3.19.7.5 the in-house agency with the most Campaign Points is the winner. If there is still a tie between in-house agencies, then;

3.19.7.6 the in-house agency with the most shortlist points, disregarding the cap of 10, is the winner.

4.1 GENERAL

- 4.1.1 If an Entry is awarded a Gold Lion or Titanium Lion in any Lions other than Health & Wellness Lions and Pharma Lions, then it is eligible to be awarded either a Grand Prix or a Grand Prix for Good subject to the relevant criteria below.
- 4.1.2 If an Entry is awarded a Gold Lion in the Health & Wellness Lions or Pharma Lions, then it is eligible to be awarded either a Grand Prix or a Lions Health Grand Prix for Good subject to the relevant criteria below.
- 4.1.3 For avoidance of doubt an Entry cannot be eligible for both the Grand Prix and the Grand Prix for Good or the Lions Health Grand Prix for Good.

4.2 GRAND PRIX

- 4.2.1 An Entry is eligible for a Grand Prix if it is awarded a Gold or Titanium Lion and one of the Brands it was created for is:
  - 4.2.1.1 any national or local government;
  - 4.2.1.2 any profit making social enterprise, regardless of what the profit is utilised for
  - 4.2.1.3 a commercial/for profit Brand, regardless of the message in the Entry;
  - 4.2.1.4 a company that sells products or services for commercial gain, regardless of the use of the product;
  - 4.2.1.5 the purposes of paid recruitment, even if it is for a charity, not-for-profit or NGO Brand (e.g. recruitment for charities, medical establishments etc.); or
  - 4.2.1.6 any company that sells items not-for-profit, where this results in a corporate image or PR benefit for a for profit Brand.

4.3 GRAND PRIX FOR GOOD

- 4.3.1 The Grand Prix for Good is a specialist Lions Award. Work cannot be entered directly but becomes eligible if:
  - 4.3.1.1 an Entry is awarded a Gold Lion or Titanium Lion Award in any Lions other than Health & Wellness Lions or Pharma Lions; and
  - 4.3.1.2 the Brand is considered as a charity, not-for-profit organisation or NGO.
- 4.3.2 The Lions Health Grand Prix for Good is a specialist Lions Award. Work cannot be entered directly but becomes eligible if:
  - 4.3.2.1 an Entry is awarded a Gold Lion in the Health & Wellness Lions or Pharma Lions; and
  - 4.3.2.2 the Brand is considered as a charity, not-for-profit organisation or NGO.
- 4.3.3 An Entry is eligible for the Grand Prix for Good or the Lions Health Grand Prix for Good if the Work was produced for:
  - 4.3.3.1 one or more charities, not-for-profits or NGO Brands only; or
  - 4.3.3.2 any event produced or put on by charity, not-for-profit or NGO Brands where the profits are used for charitable aims only.
- 4.3.4 Examples of Entries that may be eligible for a Grand Prix for Good include work created for the following: charities; charitable funds; charitable foundations; appeals; donations; NGOs; not-for-profit unions & associations; and not-for-profit facilities such as libraries and museums (Entrants must provide evidence that the library or museum is not-for-profit).
- 4.3.5 If Work wins a Creative Effectiveness Gold Lions Award in 2024 it will only be eligible for the Grand Prix for Good if it was only awarded a Silver or Bronze Lions Award or was shortlisted only in 2025, 2024 or 2023.
- 4.3.6 An Entry that is eligible for the Grand Prix for Good or the Lions Health Grand Prix for Good is not eligible for any other Grand Prix.
- 4.3.7 For the avoidance of doubt if the Work creates profits for individuals or shareholders or creates tangible PR or corporate image benefit for a Brand that creates profits for individuals or shareholders, the Entry will be ineligible for the Grand Prix for Good or the Lions Health Grand Prix for Good.
- 4.3.8 For the avoidance of doubt where an Entry is associated with the commercial, rather than charitable or not-for-profit, part of an organisation, it will not be considered as being for not-for-profit or charitable purposes.

- 4.3.9 We have absolute discretion to decide if an Entry is eligible for a Grand Prix or a Grand Prix for Good. We retain the right to contact Brands or other interested parties to ask for any information we need to make that decision. Our decision shall be final and binding.

## PART 5 - GLOSSARY

In these Rules and associated Entry Kits, unless otherwise stated, the following words shall have the following meanings:

<b>“2026 Festival Companies List”</b>	means the information in respect of the 2026 Entries which we make available online to Representatives, as set out in Clause 2.31 of Part 2 of these Rules, including all Companies credited in Entries to the 2026 Cannes Lions Awards;
<b>“Additional Company”</b>	means a single office of any Company credited within an Entry as having held a non-Significant Role in relation to that Entry, which does not attract any points towards any Special Awards;
<b>“Additional Company Role”</b>	means any Company who contributed a non-Significant Role in relation to that Entry;
<b>“Additional Requirements”</b>	means any additional Eligibility Requirements set out on our website <a href="https://www.canneslions.com/">https://www.canneslions.com/</a> (e.g. in an Entry kit);
<b>“Affiliated” or “Affiliation”</b>	means a Company that satisfies the applicable Affiliation Test, in relation to the relevant Special Award for which it is eligible;
<b>“Affiliation Test”</b>	means one of: the Healthcare Network Affiliation Test; the Media Network Affiliation Test; the Independent Affiliation Test; the Independent Healthcare Network Affiliation Test; or the Network Affiliation Test (together being the “Affiliation Tests”);
<b>“Agency” (plural “Agencies”)</b>	means a single office of an advertising, communications, PR, design or other agency that is a service-based business dedicated to creating advertising and other forms of promotional marketing and communications in any media for Brands;
<b>“Applicable Laws”</b>	<p>means all laws, regulations, rules, industry recognised codes of practice, and legal requirements that are applicable to:</p> <ul style="list-style-type: none"> <li>(a) the creation, production, distribution, or publication of the Work or Entry;</li> <li>(b) the subject matter, content, or messaging of the Work or Entry;</li> <li>(c) the Entrant, any credited Company, or any other party involved in the Work or Entry;</li> <li>(d) the Brand, product, or service featured in the Work or Entry; and</li> <li>(e) the jurisdiction(s) where the Work or Entry was created, produced, distributed, published, or made available to its intended Audience,</li> </ul> <p>including without limitation:</p> <ul style="list-style-type: none"> <li>(a) national, federal, state, provincial, and local laws and regulations;</li> <li>(b) advertising standards and codes;</li> <li>(c) data protection and privacy laws;</li> <li>(d) intellectual property laws;</li> <li>(e) consumer protection laws;</li> <li>(f) broadcasting and media regulations; and</li> <li>(g) any sanctions or restrictions imposed by the UN, EU, UK, US, or other relevant governmental authorities;</li> </ul>
<b>“Asia”</b>	<p>means the region that includes the following locations:</p> <p>Bangladesh Bhutan Brunei Darussalam</p>



	Cambodia Chinese Taipei Hong Kong SAR India Indonesia Japan Kazakhstan Kyrgyzstan Laos Macau SAR Mainland China Malaysia Micronesia Mongolia Myanmar Nepal Pakistan Singapore South Korea Sri Lanka Tajikistan Thailand The Philippines Timor Leste Turkmenistan Uzbekistan Vietnam.
<b>“Audience”</b>	means the intended consumer, internal or business-to-business recipient or readership of an Execution;
<b>“Brand”</b>	has the meaning given to it in Clause 3.12.1.1 of the “Creative Brand of the Year Special Award” and “Brand of the Year by Sector” sections of Part 3 of these Rules and, for the purposes of the Entry System only, it also means the organisation whose products or services are being communicated in the Entry;
<b>“Campaign”</b>	means a coordinated series of linked, single or multi-channel Executions on a single idea or theme (also defined as “Work”);
<b>“Campaign Lions Award”</b>	means a Lions Award given for a series of two or more Executions of the same creative idea, advertising the same product/service, via the same medium; entered into the same Category within a Lion;
<b>“Campaign Points”</b>	means those points which are awarded when a Campaign Lions Award is awarded;
<b>“Cannes Lions Awards”</b>	means the part of the Festival where Entries are judged by juries with the outcome of awarding Lions Awards & Special Awards;
<b>“Category”</b>	means a constituent parts of a Section (e.g. A05. Automotive);
<b>“Code of Conduct”</b>	means the Code of Conduct which is made available through the Entry System which must be accepted by all Entrants entering into the Cannes Lions Awards;
<b>“Commissioning Brand”</b>	means any Brand or Brand Owner which provided permission for their Brand to be promoted in Work;
<b>“Complaint”</b>	means a written complaint about any Lions Award-winning or shortlisted Entry or the award of a Special Award;
<b>“Complainant”</b>	means an Entrant which sent the Complaint to us. A Complaint can only be made by an Entrant who has an Entry which has been accepted for consideration in the 2026 Cannes Lions Awards;
<b>“Concern”</b>	means a concern in relation to compliance by any Entrant with the Rules, whether notified to LIONS or identified by LIONS;

<b>“Company”</b> (plural <b>“Companies”</b> )	means an Agency, Additional Company, Client/Brand, Post-Production Company or Production Company (whether incorporated or not, and in any corporate form);
<b>“Contributing Company Role”</b>	means a single office of a Company which contributed to the Work entered into Creative Brand Lions;
<b>“Creative Team”</b>	means the individuals who worked on the Work;
<b>“Declaration Form(s)”</b>	means Declaration Form 1 and, if required in accordance with the Network Affiliate Tests, part (c), Declaration Form 2; and, if required with the Independent Network of the Year or Independent Agency of the Year, Declaration Forms 3 or 4 (as applicable);
<b>“Declaration Form 1”</b>	means the form submitted by each Representative confirming that they have been authorised to validate the ownership or affiliation of a Company on behalf of their Network and that the information submitted is correct and true;
<b>“Declaration Form 2”</b>	means the form submitted by the relevant Representatives to verify the affiliation of a Company with their Network in accordance with the Network Affiliate Tests, part (c);
<b>“Declaration Form 3”</b>	means the form submitted by the relevant Representatives to verify their Network is Independent in accordance with the Independent Network Ownership Test;
<b>“Declaration Form 4”</b>	means the form submitted by the relevant Representatives to verify their Agency is Independent in accordance with the definition of Independent Agency;
<b>“Display”</b>	means a feature, display, exhibition or presentation of an Entry or Entries;
<b>“Dispute”</b>	has the meaning given to it in Clause 1.58 of Part 1 of these Rules;
<b>“Eligibility Requirements”</b>	has the meaning given to it in Clause 1.7 of Part 1 of these Rules;
<b>“Eligibility Period”</b>	means 06 February 2025 to 09 April 2026 inclusive;
<b>“Entrants”</b> (also <b>“you”</b> , <b>“your”</b> )	means the person, Company or other legal entity that submits an Entry for consideration in the Cannes Lions Awards. If an Entry is shortlisted for or wins a Lions Award, the Entrant is the entity which receives any trophies or certificates awarded;
<b>“Entrant Code of Conduct”</b>	Means the set of guidelines and rules that all Entrants are required to accept through the Entry System. This code is accessible on the Awards Platform and outlines the standards of behaviour and expectations for participation in the awards process.
<b>“Entry”</b> (plural <b>“Entries”</b> )	means the Execution or Work submitted by an Entrant for consideration in the Cannes Lions Awards (an Entry occurs when you submit an Entries Payment Form to us);
<b>“Entry Fee”</b>	means the amount paid by an Entrant to us, which is due immediately, at the time of Entry into the Cannes Lions Awards and submission of the Entries Payment Form;
<b>“Entry Materials”</b>	means all materials you provide to us, including your Entry;
<b>“Entries Payment Form”</b>	means the online entry form required for the submission process (Entries are only submitted once the online payment form has been completed);
<b>“Entry System”</b>	means the online application website where Entries are submitted by Entrants;
<b>“Europe”</b>	means the region that includes the following locations:  Albania Andorra Armenia Austria Azerbaijan Belgium Bosnia & Herzegovina Bulgaria Croatia Cyprus Czech Republic

	Denmark Estonia Finland France Georgia Germany Gibraltar Greece Hungary Iceland Ireland Israel Italy Kosovo Latvia Liechtenstein Lithuania Luxembourg Malta Moldova Monaco Montenegro North Macedonia Norway Poland Portugal Romania San Marino Serbia Slovak Republic Slovenia Spain Sweden Switzerland The Netherlands Turkey Ukraine United Kingdom Vatican City (Holy See);
<b>“Execution”</b>	means a specific instance of branded communication e.g. a particular TV spot, poster or branded event);
<b>“Executive Team Member”</b>	means a member of the executive leadership team;
<b>“Festival”</b>	means the <i>Cannes Lions International Festival of Creativity</i> , at which the Cannes Lions Awards take place;
<b>“Festival Purposes”</b>	has the meaning given to it in Clause 1.20 of Part 1 of these Rules;
<b>“Final Deadline”</b>	means 5pm BST on 11 June 2026 by which time all Representatives shall have submitted a signed Declaration Form and:  (a) information regarding ownership and/or affiliation of Agencies and Companies (in accordance with the relevant Affiliation Test or Ownership Test) for the purposes of calculations for Special Awards, which information must be verified by way of the Declaration Form; and  (b) any request to amend the credits in the 2026 Festival Companies List;  (References to the expiry of the Final Deadline shall mean any time after 5pm BST on 11 June 2026);

<b>“Guiding Principles”</b>	means the guiding principles set out in clauses 1.1 - 1.2 of Part 1 of these Rules which indicate the spirit in which we will interpret and apply all the Rules;
<b>“Grand Prix for Good Rules”</b>	means the rules for Grand Prix for Good Awards which are set out in Part 4 of these Rules;
<b>“Independent Integrity Council”</b>	means the body established by the Global Integrity Standards to review Outcomes which are the subject of appeal;
<b>“Healthcare Agency”</b>	means an Agency where more than 50% of the Agency turnover is attributable to health and wellness, pharma or RX Client/Brands, products, services or messages and/or those products, services or messages associated with these sectors;
<b>“Healthcare Network”</b>	means one of the Healthcare Networks as set out in Clause 2.19 of Part 2 of these Rules (as amended from time to time);
<b>“Healthcare Network Affiliation Test”</b>	means a test that will be satisfied by a Company if, at the time of Execution of the relevant Entries, it:  (a) includes the Healthcare Network’s name in its Legal/Trading Name; or  (b) is owned by an entity that shares the same Legal/Trading Name as the Healthcare Network; or  (c) (i) it has clear financial, creative and reporting lines to the Healthcare Network; (ii) it is clearly and publicly acknowledged (including on the Company’s public facing website) as affiliated, or aligned with, the Healthcare Network; (iii) the Creative Lead of the Healthcare Network is, directly or indirectly, the Creative Lead of the Company; and (iv) the Healthcare Network has the power to direct the management of such Company, (as verified by Declaration Form 2);
<b>“Healthcare Network Ownership Test”</b>	means a test that will be satisfied by a Company if it is 51% or more owned by: (a) the Healthcare Network Parent Company; or (b) a Subsidiary Company of the Healthcare Network Parent Company which is itself 51% or more owned by the Healthcare Network Parent Company;
<b>“Healthcare Network Parent Company”</b>	means the parent company of the Healthcare Network;
<b>“Holding Company”</b>	means one of the Holding Companies included in the list of Holding Companies set out in Clause 2.17 of Part 2 of these Rules (as amended from time to time);
<b>“Holding Company Ownership Test”</b>	means a test that will be satisfied by a Company if, at the time of Execution, it is 20% or more owned by:  (a) the Holding Company; or  (b) a Subsidiary Company of the Holding Company which is itself 20% or more owned by the Holding Company;
<b>“Idea Creation Role”</b>	means any Company that was Significantly involved in the creation of the idea at the core of an Entry;
<b>“Independent Agency”</b>	means an Agency that is:  (a) majority (51% or more) owned by its management or independent shareholders; and (b) not associated with any Holding Company or Network (excluding Independent Networks). For the avoidance of doubt, Agencies that are not part of a Network, but which are owned more than 20% by a Holding Company are not considered to be an Independent Agency. The number of offices an Agency has and the number of countries in which an Agency is located is irrelevant as to whether an Agency is an Independent Agency;
<b>“Independent Healthcare Network”</b>	means one of the Independent Healthcare Networks as set out in Clause 2.22 of Part 2 of these Rules (as amended from time-to-time);
<b>“Independent Healthcare Network Affiliation Test”</b>	means a test that will be satisfied by a Company if, at the time of Execution of the relevant Entries:  (a) it includes the Independent Healthcare Network’s name in their Legal/Trading Name;

	<p>(b) it is owned by an entity that shares the same Legal/Trading Name as the Independent Healthcare Network; or</p> <p>(c) (i) it has clear financial, creative and reporting lines to the Independent Healthcare Network; (ii) it is clearly and publicly acknowledged (including on the Company's public facing website) as affiliated, or aligned with, the Independent Healthcare Network; (iii) the Creative Lead of the Independent Healthcare Network is, directly or indirectly, the Creative Lead of the Company; and (iv) the Independent Healthcare Network has the power to direct the management of such Company, (as verified by Declaration Form 2); or</p> <p>(d) it is part of a collection of independent Healthcare Agencies that identify themselves as a global Healthcare Network;</p>
<b>"Independent Healthcare Network Ownership Test"</b>	<p>means a test that will be satisfied by a Company if it is 51% or more owned by: (a) the Independent Network Parent Company; or</p> <p>(b) a Subsidiary Company of the Independent Network Parent Company which is itself 51% or more owned by the Independent Network Parent Company;</p>
<b>"Independent Network"</b>	<p>means one of the Independent Networks as set out in Clause 2.21 of Part 2 of these Rules (as amended from time to time);</p>
<b>"Independent Network Affiliation Test"</b>	<p>means a test that will be satisfied by a Company if, at the time of Execution of the relevant Entries:</p> <p>(a) it includes the Independent Network's name in their Legal/Trading Name;</p> <p>(b) it is owned by an entity that shares the same Legal/Trading Name as the Independent Network; or</p> <p>(c) it: (i) has clear financial, creative and reporting lines to the Independent Network; (ii) is clearly and publicly acknowledged (including on the Company's public facing website) as affiliated, or aligned with, the Independent Network; (iii) the Creative Lead of the Independent Network is, directly or indirectly, the Creative Lead of the Company; and (iv) the Independent Network has the power to direct the management of such Company, (as verified by Declaration Form 2);</p>
<b>"Independent Network Ownership Test"</b>	<p>means a test that will be satisfied by a Company if it is 51% or more owned by: (a) the Independent Network Parent Company; or (b) a Subsidiary Company of the Independent Network Parent Company which is itself 51% or more owned by the Independent Network Parent Company;</p>
<b>"Intellectual Property Rights"</b>	<p>means all intellectual property and related rights, including: (a) copyright and related (neighbouring) rights; (b) rights in inventions, patents and utility models; (c) trade marks, service marks, trade names, business names, company names, logos and domain names; (d) design rights (registered or unregistered); (e) database rights (including the sui generis database right); (f) rights in software, code and algorithms; (g) rights in data and compilations; (h) rights in get up, trade dress and packaging; (i) semiconductor topography rights; (j) plant variety rights; (k) rights in confidential information and trade secrets; and (l) rights to prevent passing off or unfair competition; in each case whether registered or unregistered, and including all applications for, and rights to apply for, such rights, and all renewals, extensions, restorations and revivals thereof, and the right to sue for past infringements, anywhere in the world;</p>
<b>"Initial Validation List"</b>	<p>means the list produced by us during the Validation Process, as set out in Clause 2.29.1 of Part 2 of these Rules;</p>
<b>"Latin America"</b>	<p>means the region that includes the following locations:</p> <p>Argentina Belize Bolivia Brazil Chile Colombia Costa Rica Dominica Dominican Republic</p>

	<p>Ecuador El Salvador French West Indies Guatemala Guyana Haiti Honduras Mexico Nicaragua Panama Paraguay Peru Puerto Rico Suriname Trinidad &amp; Tobago Uruguay Venezuela;</p>
<b>“Legal/Trading Name”</b>	<p>means either: (a) the legal name of the Company (e.g. as registered with the relevant authority); or (b) the trading name of the Company, where the Company is able to demonstrate (to our satisfaction) the use of this name in the ordinary course of business (e.g. by reference to invoices, contracts, terms and conditions, or the company’s website);</p>
<b>“LIONS” (also “we”, “us”, “our”)</b>	<p>means Informa Events (Europe) Limited, a company registered under company number 07814172, which has its registered address at 5 Howick Place, London, United Kingdom, SW1P 1WG;</p>
<b>“Lion(s)”</b>	<p>means a grouping of Sections, which are as follows:</p> <p>Audio &amp; Radio Brand Experience &amp; Activation Creative B2B Creative Brand Creative Business Transformation Creative Data Creative Commerce Creative Effectiveness Creative Strategy Design Digital Craft Direct Entertainment Entertainment Lions for Gaming Entertainment Lions for Music Entertainment Lions for Sport Film Film Craft Glass: The Lion for Change Health &amp; Wellness Industry Craft Innovation Luxury Media Outdoor Pharma PR Print &amp; Publishing Social &amp; Creator Sustainable Development Goals Titanium;</p>

<b>"Lions Award"</b>	means an award which is determined by a jury, and awarded during the Festival, given to an Entrant as a result of an Entry winning a Category. References to types of Lions Awards (e.g. gold Lions Award, silver Lions Award) are references to the specific rankings of the Lions Awards;
<b>"Lions Creativity Rankings"</b>	means the <i>Lions Creativity Rankings Report</i> published following the Festival (also defined as <b>"Rankings"</b> );
<b>"Location"</b>	means a place in the world which is shown in the Glossary under Asia, Europe, Latin America, North America, Pacific, and Sub Saharan Africa;
<b>"Media Agency"</b>	means an Agency that advises Brand owners and advertising agencies on a Brand's position, messaging and creative communications;
<b>"Media Network"</b>	means one of the media networks included in the list of media networks set out in Clause 2.20 of Part 2 of these Rules (as amended from time to time);
<b>"Media Network Affiliation Test"</b>	means a test that will be satisfied by a Company if, at the time of Execution of the relevant Entries:  (a) it includes the Media Network's name in their Legal/Trading Name;  (b) it is owned by an entity that shares the same Legal/Trading Name as the Media Network; or  (c) (i) it has clear financial, creative and reporting lines to the Media Network; (ii) it is clearly and publicly acknowledged (including on the Company's public facing website) as affiliated, or aligned with, the Media Network; (iii) the Creative Lead of the Media Network is, directly or indirectly, the Creative Lead of the Company; and (iv) the Media Network has the power to direct the management of such Company, (as verified by Declaration Form 2);
<b>"Media Network Ownership Test"</b>	means a test that will be satisfied by a Company if it is 51% or more owned by: (a) the Network Parent Company; or b) a Subsidiary Company of the Network Parent Company which is 51% or more owned by the Network Parent Company;
<b>"Media Placement Role"</b>	means a Company that worked Significantly or solely on the media strategy of the work being submitted or any other type of Company who worked Significantly on the media strategy;
<b>"Medium" (plural "Media")</b>	means a single channel or branded messaging platform;
<b>"Medium Grouping"</b>	means the categories of Media within which Entries will be deduplicated (as variously indicated in Part 3 ( <i>Special Awards &amp; Lions Creativity Report Rankings Rules</i> ) of these Rules);
<b>"MENA"</b>	means the region that includes the following locations:  Afghanistan Algeria Bahrain Egypt Iraq Jordan Kuwait Lebanon Libya Morocco Oman Qatar Saudi Arabia Tunisia United Arab Emirates Westbank & Gaza Western Sahara Yemen;
<b>"Mixed Ownership Company"</b>	means a Company which is owned by two or more Companies;
<b>"Mixed Ownership Test"</b>	means a test that will be satisfied by each parent Company providing evidence of a minimum of 20% or more ownership in the Mixed Ownership Company that has been entered for a Lions

	Award. Companies with less than 20% will not be treated as an owner unless they can evidence (to our satisfaction) control over management, key decisions or hold voting rights;
<b>"Moral Rights"</b>	means the non-economic rights of authors and performers recognised by applicable laws, including rights of attribution (paternity), integrity, to object to derogatory treatment or false attribution, rights of disclosure/first publication and withdrawal (where recognised), and any analogous or similar rights, whether or not capable of waiver, anywhere in the world;
<b>"Network"</b>	means one of the networks included in the list of networks set out in Clause 2.20 of Part 2 of these Rules (as amended from time to time);
<b>"Network Affiliation Test"</b>	means a test that will be satisfied by a Company if, at the time of Execution of the relevant Entries: <ul style="list-style-type: none"> <li>(a) it includes the Network's name in their Legal/Trading Name;</li> <li>(b) it is owned by an entity that shares the same Legal/Trading Name as the Network; or</li> <li>(c) (i) it has clear financial, creative and reporting lines to the Network; (ii) it is clearly and publicly acknowledged (including on the Company's public facing website) as affiliated, or aligned with, the Network; (iii) the Creative Lead of the Network is, directly or indirectly, the Creative Lead of the Company; and (iv) the Network has the power to direct the management of such Company, (as verified by Declaration Form 2);</li> </ul>
<b>"Network Ownership Test"</b>	means a test that will be satisfied by Companies if they are 51% or more owned by: (a) the Network Parent Company; or (b) a Subsidiary Company of the Network Parent Company which is itself 51% or more owned by the Network Parent Company;
<b>"Network Parent Company"</b>	means the ultimate, and common, parent company of a Network, Healthcare Network, Independent Healthcare Network or Independent Network;
<b>"North America"</b>	means the region that includes the following countries: <ul style="list-style-type: none"> <li>Antigua and Barbuda</li> <li>Bahamas</li> <li>Barbados</li> <li>Bermuda</li> <li>British Virgin Isles</li> <li>Canada</li> <li>Grenada</li> <li>Jamaica</li> <li>St. Kitts And Nevis</li> <li>St. Lucia</li> <li>St. Vincent and the Grenadines</li> <li>USA</li> </ul>
<b>"Notice of Dispute"</b>	has the meaning given to it in Clause 1.58.1 of Part 1 of these Rules;
<b>"Outcome"</b>	means a written notice issued by us which sets out our decision regarding any Compliant or Concern;
<b>"Owned"</b>	means a Company that satisfies the applicable Ownership Test, in relation to the relevant Special Award for which it is eligible;
<b>"Ownership Test"</b>	is the collective term used to describe one of: (a) the Healthcare Network Ownership Test; (b) the Holding Company Ownership test; (c) the Media Network Ownership Test; (d) the Network Ownership Test; or (e) the Mixed Ownership Test (together being the "Ownership Tests");
<b>"Pacific"</b>	means the region that includes the following locations: <ul style="list-style-type: none"> <li>Australia</li> <li>Fiji</li> <li>Kiribati</li> <li>Maldives</li> <li>Marshall Islands</li> <li>New Zealand</li> <li>Palau</li> </ul>



	Samoa Solomon Islands Tonga Tuvalu Vanuatu
<b>“Performance Rights”</b>	means the economic (neighbouring) rights recognised under applicable law in relation to performances and to sound or audio-visual recordings embodying performances, including the right to authorise or prohibit fixation/recording, reproduction, distribution, rental, lending, public performance, broadcasting, rebroadcasting and communication to the public/making available of the performance and of any phonograms/films embodying it, and any related rights of producers of phonograms/films and rights to equitable remuneration arising from such uses; in each case worldwide, whether arising by statute, contract or at common law, and including the right to license, assign and enforce such rights; but excluding any Moral Rights;
<b>“Permitted Edits”</b>	has the meaning set out in Clause 1.20.3 of Part 1 of these Rules;
<b>“Position Field”</b>	means the job title specified in the “Position Field” section of an Entry for creative team credits;
<b>“Post-production Company”</b>	means a single office of a Post-production Company which is responsible for all or any of the stages of production occurring after initial creation, shooting, recording and/or filming of content;
<b>“Post-production Role”</b>	means a Company that had a Significant role in the post-production of the Entry being submitted. This can be any type of Company who worked Significantly on the post-production. This does not refer to Companies who solely produced the ‘case film’ for the Entry;
<b>“Production Company”</b>	means a single office of a Company responsible for the creation, shooting, recording and/or filming of content;
<b>“Production Role”</b>	means a Company that had a Significant role in the main production and visual concept of the Entry being submitted. This can be any type of Company who worked Significantly on the main creation, shooting and/or filming of content and/or visual concept. This does not refer to Companies who solely produced the ‘case film’ for the Entry; This does not refer to Companies that worked in post-production of the Entry;
<b>“PR Role”</b>	means the Company which worked Significantly on the public relations (“PR”) Campaign for the Entry being submitted. This can be any type of Company which worked on the PR Campaign;
<b>“PR Agency”</b>	means an Agency where more than 50% of the Agency turnover is attributable to public relations or corporate relations and/or those products, services or messages associated with these sectors;
<b>“Rankings”</b>	means the Lions Creativity Rankings Report published following the Festival (also defined as <b>“Lions Creativity Rankings”</b> );
<b>“Representative”</b>	has the meaning given in Clause 2.30.1 of Part 2 of these Rules;
<b>“Role on this Entry”</b>	means the role performed and specified in the “Role on this Entry” section of an Entry for creative team credits;
<b>“Role”</b>	means the role a Company is credited for in respect of a particular Entry;
<b>“Rules”</b>	means the applicable parts of these rules (as amended from time-to-time and as supplemented by this Part 5 (“Glossary”)): <ul style="list-style-type: none"> <li>(a) Part 1 (General Terms and Conditions that apply to all Lions and Special Awards);</li> <li>(b) Part 2 (Additional Terms and Conditions that apply to Special Awards only);</li> <li>(c) Part 3 (Special Awards Rules); and</li> <li>(d) Part 4 (Grand Prix for Good Rules);</li> </ul>
<b>“Section”</b>	means a group of Categories within a Lion;
<b>“Significant” or “Significantly”</b>	when used with reference to the Role of a particular Company in relation to an Entry, means the Company or Companies which meet the following contribution criteria:

	<p>(a) the Company contributed 20% or more of the key team members involved in carrying out the Role;</p> <p>(b) the Company contributed 20% or more of the total hours expended for that Role in relation to the particular Entry;</p> <p>(c) the Company received 20% or more of the billings/fees for that Role in relation to the particular Entry;</p> <p>(d) the Company was named on the contract with the advertiser Commissioning Brand and was clearly visible to the Commissioning Brand as having performed the relevant Role in relation to the particular Entry;</p>
<b>“Special Award”</b>	means an award that is won by the calculation of points rather than being awarded by a jury. Points accrue upon Entries winning or being shortlisted for a Lions Award (as further specified in these Rules);
<b>“Special Awards Rules”</b>	means the award-specific rules applying to each Special Award which can be found in Part 3 of these Rules;
<b>“Sub-Saharan Africa”</b>	<p>means the region that includes the following locations:</p> <p>Angola</p> <p>Benin</p> <p>Botswana</p> <p>Burkina Faso</p> <p>Burundi</p> <p>Cameroon</p> <p>Cape Verde</p> <p>Central African Republic</p> <p>Chad</p> <p>Comoros</p> <p>Côte D'Ivoire</p> <p>Djibouti</p> <p>Equatorial Guinea</p> <p>Eritrea</p> <p>Ethiopia</p> <p>Gabon</p> <p>Gambia, The</p> <p>Ghana</p> <p>Guinea</p> <p>Guinea-Bissau</p> <p>Ivory Coast</p> <p>Kenya</p> <p>Lesotho</p> <p>Liberia</p> <p>Madagascar</p> <p>Malawi</p> <p>Mali</p> <p>Mauritania</p> <p>Mauritius</p> <p>Mozambique</p> <p>Namibia</p> <p>Niger</p> <p>Nigeria</p> <p>Republique Democratique Du Congo</p> <p>Rwanda</p> <p>São Tomé And Príncipe</p> <p>Senegal</p> <p>Seychelles</p> <p>Sierra Leone</p> <p>Somalia</p> <p>South Africa</p>

	Swaziland Tanzania Togo Uganda Western Sahara Zaire Zambia Zimbabwe
<b>“Subject Entrant”</b>	means the Entrant which is the subject of any Complaint or Concern;
<b>“Subsidiary Company”</b>	means a company where 51% or more of the shares are owned by another company;
<b>“Track”</b>	means a specified category reflecting a related set of disciplines practised across the global branded communications industry;
<b>“Validation Process”</b>	means stages 1-5 as set out in Clauses 2.30 to 2.36 inclusive of Part 2 of these Rules;
<b>“Work”</b>	means a coordinated series of linked, single or multi-channel Executions on a single idea or theme (also defined as <b>“Campaign”</b> );
<b>“Written Submission”</b>	means the form required to be completed on the Entry System.