# Young Lions Competitions 2019

**Eligibility**

1. The Young Lions Competitions must be open to everyone in your country if they fit within the below criteria.
2. Teams cannot be rejected entry because they are not part of an association, professional body or collective.
3. Teams are only able to compete in one competition at Cannes Lions even if the dates of the competitions do not overlap
4. Teams can compete at Cannes Lions in consecutive years if they are to win their local competitions more than once.

FILM

To be eligible to compete in the Film competition the team must be made up of two young professional, age 30 or under, born on or after 21 June 1988 working in creative communications

/advertising/ digital agencies.

Freelancers will be accepted to compete in this competition.

In-house creative teams from client companies will be accepted to compete in this competition. DIGITAL

To be eligible to compete in the Digital competition the team must be made up of two young professional, age 30 or under 30, born on or after 21 June 1988 working in creative communications

/advertising / digital agencies.

Freelancers will be accepted to compete in this competition

 In-house creative teams from client companies will be accepted to compete in this competition.

MEDIA

To be eligible to compete in the Media competition the team must be made up of two young professionals, age 30 or under, born on or after 21 June 1988 working for media agencies or specific in-house media departments in agencies.

Freelancers will be accepted to compete in this competition.

In-house media teams from client companies will be accepted to compete in this competition. PR

To be eligible to compete in the PR competition the team must be made up of two young professional, age 30 or under, born on or after 21 June 1988 working for PR agencies or specific in- house PR departments in agencies.

Freelancers will be accepted to compete in this competition.

In-house PR teams from clients will be accepted to compete in this competition

# Competition Process

In order for your competition to be deemed a Young Lions Competition it must follow one of these frameworks:

OFFLINE (LIVE) COMPETITION

If you are running an offline (LIVE) competition you must follow the below framework:

1. Competitors must receive a new and previously undisclosed brief live by the competition client.
* The competition client can be a Charity/NGO or a commercial client.
1. Competitors must work in teams of 2 either onsite in a controlled environment or offsite in a location of their choosing.
2. Teams must have no more than 24 hours – 48 hours for the film competition – from the date and time of their briefing to create their work.
3. Teams must create and submit deliverables as stated in “deliverable” section [below].
4. Teams must submit their work either in person or via an online system by the competition deadline.
5. Teams must submit work anonymously, including competitor name and Competitor Company.

ONLINE COMPETITION

If you are running an offline (LIVE) competition you must follow the below framework:

1. Competitors must receive a new and previously undisclosed brief written by the competition client.
* The competition client can be a Charity/NGO or a commercial client.
1. Competitors must work in teams of 2 in a location of their choosing.
2. Teams must be informed of the deadline date and time, as well as how to submit their work at the point of entry.
3. Teams must create and submit deliverables as stated in “deliverable” section [below].
4. Teams must submit their work via an online system by the competition deadline. Teams who do not submit their work by the competition deadline may be disqualified at the Cannes Lions Representatives discretion.
5. Teams must submit work anonymously, including competitor name and Competitor Company.

# Competition Timeline

There are 2 options for local Young Lions Competitions timings: 24 HOUR / 48 HOUR COMPETITIONS

Teams must have no more than 24 hours – 48 hours for the film competition – from the date and time of their briefing to create their work.

LONGER TIMELINE COMPETITIONS

In longer form competitions teams can have up to 4 weeks to create their work this does not reflect the onsite Young Lions Competition process but can be used in online competition formats if needed.

# Brief Format

See below the suggested questions that should be addressed in the Young Lions Competition brief: Challenge summed up in 1 sentence:

Organisation background: The Challenge:

Timeline:

Target Audience:

Budget:

What to Consider: What is Essential?: Key Insights:

# Deliverables

PR

10 slide PowerPoint

The written submission (max 450 words)

Describe the creative idea (150 words) Potential for industry impact

Describe the strategy (150 words) Target audience, target media, PR planning, approach Describe the execution (150 words) Implementation of PR activities, timeline, and scale MEDIA

10 slide PowerPoint

The written explanation (450 words)

Describe the creative idea/insights (150 words) Research and data gathering

Describe the strategy (150 words) Target audience, media planning and approach

Describe the execution (150 words) Implementation, media channels and integration, timeline and scale

DIGITAL

A Presentation Board including:

Example of use of 3 digital Led components, these components could be use of social media platforms but also any other digital led execution

An image summarising the campaign

A four part written submission (150 words per section) Campaign Summary

Creative insight - How can creativity help solve the problem using social media platforms and technology?

Solution - the platforms, technology and tools used and why?

How does it work? - How will the digital solution help answer the brief and solve the problem faced by the client

FILM

60 Second Film

The written explanation (300 words)

A short summary of what happens in the film (150 words)

Cultural/context information (150 words) Please explain any cultural terms, references or viewing context which you feel need explanation.

# Judging Criteria

The Jury must be made up of 3 or more jury members outside of the representative organisation. Judging Criteria template below:

|  |  |
| --- | --- |
| **Rate the team’s 1-9 on the following criteria (1 – 4 = no shortlist or medal, 5-7 = possible shortlist/Bronze winner, 7-9 = Gold or Silver winner)** |  |
| **The creative idea (50% of vote)** | **Strategy (including insight) (20% of vote)** | **Relevancy to brief (20%****vote)** | **Execution (10% of vote)** | Comments |
| Is the work innovative and surprising? What is thepotential for industry impact? | Brand relevance, choice of campaign elements,target audience, approach | Does the work answer theclients brief? | Is there rigour in the execution? Would thecampaign work? |
| **1-9** | **1-9** | **1-9** | **1-9** |  |
|  |  |  |  |  |

Rate the team’s 1-9 on the following criteria (1 – 4 = no shortlist or medal, 5-7 = possible shortlist/Bronze winner, 7-9 = Gold or Silver winner)

The creative idea (50% of vote)

Is the work innovative and surprising? What is the potential for industry impact? Strategy (including insight) (20% of vote)

Brand relevance, choice of campaign elements, target audience, approach Relevancy to brief (20% vote)

Does the work answer the clients brief? Execution (10% of vote)

Is there rigour in the execution? Would the campaign work?