

YOUNG LIONS COMPETITIONS



2017

THE YOUNG LIONS COMPETITIONS

THE GLOBAL CREATIVE COMPETITION FOR YOUNG TALENT

The most talented and creative professionals go head-to-head and compete to be crowned the Young Lions champions in 2017. As each team has won a national competition and their ticket to Cannes, it's the best of the best competing against the clock. There can only be 1 winning Team per competition and Gold winners receive 2 free registrations and accommodation for next year's event and collect their medals in front of their peers at the prestigious Cannes Lions Award Show.

ELIGIBILITY

- All Young Lions taking part in the creative competitions (Print, Film, Design, Cyber, Media, PR, Marketers) must be 30 years of age or younger, born on or after 25 June 1986.
- The Young Marketers competitors should be working for client companies that engage the services of advertising and communications companies (i.e. Intel, Coca-Cola).
- Contestants from advertising agencies are not eligible to compete in the Young Marketers Competition.
- Teams competing in the competitions must be selected by the official Cannes Lions Representative.
- Students are not allowed to compete in the Young Lions Competitions.

RULES

- Representatives organise their local competitions based on the allocated places by the Festival.
- Each team consists of two young professionals.
- Each country can send 1 team in each competition allocated to the official Festival representative.
- Each contestant can only take part in 1 competition even if the dates of the competitions do not overlap.
- Contestants do not represent the representative's company but themselves, the company they work for and the country they work in.
- We do not accept students.
- We do not accept advertising agencies to compete in the Young Marketers competition.
- Only contestants working for media agencies or specific in-house media departments in agencies can take part in the Media Competition. In-house Media departments of clients are not allowed to take part in the Media competition
- Only contestants working for PR agencies or in-house PR departments of agencies are allowed to compete in the PR Competition. In-house PR departments of clients are not allowed to take part in the PR competition
- Freelancers are eligible to compete in all Young Lions Competitions apart from Young Marketers as teams will need to use their own company to answer the brief in this competition.
- All the rest of the contestants (Film, Print, Cyber, and Design) need to be professionals working in creative communications/advertising/digital agencies.

THE YOUNG LIONS COMPETITIONS

GUIDELINES

- The Festival provides some technical support to help the teams during the competition, but self-sufficient teams will work more quickly
- No external help or influence is permitted
- Access to the competition area is strictly controlled: only the team members, authorised support personnel, and a few accredited journalists are permitted entry
- A good understanding of spoken and written English is essential
- For intellectual property issues, all contestants must use content from Getty Images the Young Lions Competitions main image provider.
- A technical training session takes place prior to each competition. Contestants will need to be present for both the briefing as well as the technical training session.
- For each competition the juries will award a Gold, Silver and Bronze winning team. The Gold winners will receive their medals on stage as well as full delegate registrations to Cannes Lions 2016 including hotel accommodation, courtesy of the Festival. They will also receive a limited edition photographic print donated by Getty Images.
- The Silver and Bronze winners will receive their medals via post after the Festival.
- To keep the competition on a fair basis, all teams are only allowed to use the equipment provided by the festival organisers in the dedicated competition areas.
- All submitted ideas created in the competitions will be made available to the respective charity to incorporate into their marketing campaign following Cannes.

COMPETITION BRIEFS

- Competition briefs will continue to focus on charitable, not-for-profit and CSR objectives.
- Briefs are revealed to competitors as each competition commences.

PRINT COMPETITION

HOW DOES IT WORK?

The challenge of the Young Lions Print competition is to produce a print ad within 24 hours with each participating country represented by one creative team.

The teams are briefed the evening before the competition by the client, which is a charity or public service organisation. Their identity is kept secret until the briefing begins where their name, objectives, strategies and target audience are revealed by a senior member of the charity.

A presentation is also made by the sponsors on the equipment being made available and the procedures to follow. A training session will be available from Adobe and GettyImages.

After the briefing, the teams start working on their own. They will have access to their workstations between 08:30 - 20:00 on Sunday 18 June to create their print ad which will be judged by the Cannes Lions Print and Publishing Jury.

ELIGIBILITY

To be eligible to compete in the Print competition the team must be made up of two young professional, under 30, born on or after 25 June 1986 working in creative communications /advertising/ digital agencies. Freelancers will be accepted to compete in this competition.

THE WINNERS

Gold, Silver and Bronze medals will be presented to the winners
The Gold medals will be presented onstage during the Cannes Lions Award Show on Monday 19 June.

Software is provided by Adobe

The teams also have access to the Getty Images website.
Each workstation consists of an Apple iMac.

Previous Gold winners

2016 Uruguay

2015 Mexico

2014 Japan

2013 Mexico

2012 Singapore

2011 Australia

MEDIA COMPETITION

HOW DOES IT WORK?

The Young Lions Media Competition challenges the brightest professional minds working in media agencies to demonstrate their strategic thinking and innovative approaches to solving an important marketing challenge to drive critical business success.

A charity or non-profit organisation, whose identity will remain secret until the competition, will present the brief onsite on Sunday 18 June. This briefing will detail the challenge, including suggestions as to the target audience. Each team will then be required to generate the necessary insight to develop an innovative media strategy.

These submissions will seek to evaluate the most innovative media selection as well as their creative uses.

Each team will have access to the competition area between 08:30-20:00 on Monday 19 June to prepare a five-minute presentation using PowerPoint software. Each team will present their work in English to a select media jury on Tuesday 20 June.

ELIGIBILITY

To be eligible to compete in the Media competition the team must be made up of two young professional, under 30, born on or after 25 June 1986 working for media agencies or specific in-house media departments in agencies. In-house Media departments of clients are not allowed to take part in the Media competition.

THE WINNERS

Gold, Silver and Bronze medals will be presented to the winners.

The winning Gold team will be presented with their medals onstage during the Cannes Lions Award Show on Wednesday 21 June.

The teams also have access to an image bank provided by Getty Images.

Previous Gold winners

2016 China

2015 Australia

2014 China

2013 UK

2012 Czech Republic

2011 Czech Republic

CYBER COMPETITION

HOW DOES IT WORK?

The Young Lions Cyber Competition will challenge the teams to create an integrated social media campaign.

Teams will be briefed by the client and expected to use social media as a platform and the technology behind it to solve the problem.

The competitors will be expected to show how the power of social media technology can answer the client's brief and provide a creative solution aligned to the technological evolution of social media.

Teams will have to create an online presentation page using the tools provided by the Festival, which includes an iMac, Adobe Creative Suite and the Getty Images library.

Their campaign should be presented in three parts:

1. Creative insight - How can creativity help solve the problem using social media platforms and technology?
2. What is your solution? – The platforms, technology and tools used and why?
3. How will it work? – How will the social media solution help answer the brief and solve the problem faced by the client?

Each team will be expected to include a 250 word explanation for each part with links to relevant mock-ups, images etc. Teams should include three social media platforms in their supporting material within the online presentation page.

Teams will be judged on how they have used social media in a creative way to answer the client's brief, as well as insight into how the technology will help solve the communication problem.

Teams of two young creatives will have 24 hours to create their work, until 20:00 on Tuesday 20 June. The work will then be judged on Wednesday 21 June.

ELIGIBILITY

To be eligible to compete in the Cyber competition the team must be made up of two young professional, under 30, born on or after 25 June 1986 working in creative communications /advertising/ digital agencies. Freelancers will be accepted to compete in this competition.

THE WINNERS

Gold, Silver and Bronze medals will be presented to the winners.

The Gold medals will be presented during the Cannes Lions Awards Ceremony on Wednesday 21 June.

Software is provided by Adobe

Previous Gold winners

2016 Singapore

2015 Switzerland

2014 Romania

2013 Russia

2012 Poland

2011 Canada

FILM COMPETITION

HOW DOES IT WORK?

Imagine having only 48 hours to film and edit a 60-second commercial, filmed entirely on a camera that the Festival provides. This is the challenge that young creatives face in the Film Competition.

The client will present the brief to the teams late afternoon on Wednesday 21 June. Creatives will then have 48 hours to film original footage. An iMac video suite will be available for teams to edit their final film. Access to the Young Lions Competition Area will be between 08:30 - 20:00 on Thursday 22 June and between 08:30 - 18:00 on Friday 23 June. All films must be completed by 18:00 on Friday 23 June.

ELIGIBILITY

To be eligible to compete in the Film competition the team must be made up of two young professional, under 30, born on or after 25 June 1986 working in creative communications /advertising/ digital agencies. Freelancers will be accepted to compete in this competition.

THE WINNERS

Gold, Silver and Bronze medals will be presented to the winners.

The Gold winning Film team will be presented with their medals onstage during the Cannes Lions Awards Ceremony on Saturday 24 June.

Software includes Apple Final Cut Pro and Apple iMovie.

Each workstation consists of an Apple iMac. The contestants also have access to a music library courtesy of Getty Images.

Previous Gold winners

2016 France

2015 Germany

2014 Bulgaria

2013 Spain

2012 Italy

2011 USA Hispanic

YOUNG MARKETERS COMPETITION

HOW DOES IT WORK?

Teams will be made up of two young marketers from a client organisation aged 30 years or under (born on or after 25 June 1986).

A non-profit organisation will set the challenge. Each team will be expected to:

- Produce a brief (maximum two pages) answering the charity's challenge
- Create a product/service based on the knowledge and understanding of the brands the teams are working for. The ideas will be presented in front of a jury on a 10 slide PowerPoint presentation in 5 minutes.
- A summary slide which visually represents the campaign created

The jury will act as the advertising agency and will be represented by creatives and strategists selected by the Festival.

- A maximum of ten slides are allowed (title slide optional - must form part of the ten slides). The jury will have a maximum of five minutes to ask questions immediately following the presentation.
- Teams will be judged on the clarity of the brief: the knowledge it displays about the product/service, the client organisation and its aims, and the specific aims of the campaign.

ELIGIBILITY

To be eligible to compete in the Young Marketers competition the team must be made up of two young professional, under 30, born on or after 25 June 1986 working for client companies that engage the services of advertising and communications companies (i.e. Intel, Coca-Cola). We do not accept advertising agencies to compete in the Young Marketers competition. Freelancers are not eligible to compete in Young Marketers.

THE WINNERS

Gold, Silver and Bronze medals will be presented to the winners. The Gold winning Team will be presented with their medals on stage during the Cannes Lions Awards Ceremony on Saturday 24 June.

Previous Gold winners

2016 Georgia

2015 UK

2014 Argentina

2013 Sri Lanka

2012 Portugal

2011 The Philippines

DESIGN COMPETITION

HOW DOES IT WORK?

The Young Lions Design Competition, gives graphic and other specialist designers the space to showcase their talent and test their skills against the rest of the industry.

Teams of two are required to deliver a brand identity that includes a logo/brand, a 150-word description of how the brand identity fits the brief and a 150-word description of how the brand would evolve.

The client will present the brief to the teams late afternoon on Sunday 18 June. Creatives will then have 24 hours to create their work with workstation access to the Young Lions Competition Area between 08:30-20:00 on Monday 19 June. The work will then be judged by the Cannes Lions Design Jury on Tuesday 20 June.

ELIGIBILITY

To be eligible to compete in the Design competition the team must be made up of two young professional, under 30, born on or after 25 June 1986 working in creative communications /advertising/ digital agencies. Freelancers will be accepted to compete in this competition

THE WINNERS

Gold, Silver and Bronze medals will be presented to the winners. The Gold winners will be presented with their medals during the Cannes Lions Awards Ceremony on Tuesday 20 June.

Software is provided by Adobe

The teams also have access to an image bank provided by Getty Images.
Each workstation consists of an Apple iMac.

Previous Gold winners

2016 Brazil

2015 Norway

2014 Germany

2013 Romania

2012 Colombia

PR COMPETITION

HOW DOES IT WORK?

The Young Lions PR Competition offers the opportunity to young professionals working in PR agencies to test their skills and showcase their talent. This competition is addressed to teams of two young PR professionals aged 30 years old or younger working as Assistant Account Executives, Account Executives, Senior Account Executives or Account Managers working for PR agencies/consultancies.

The contestants need to have a proven record working with brands and/or organisations, creating and implementing PR campaigns.

Young professionals working in-house at PR teams of clients (brands) are not eligible to compete

The brief will be set by a charity or non-profit organisation that will act as the 'client'.

The competition will show how PR is effectively used to engage audiences with an organisation or a specific topic that the 'client' is dealing with. The competition will allow some elements of creative to be produced by the contestants so that their strategy takes shape in front of the jury.

The PR campaign should:

- connect with the charity's brand value and have an impact (i.e increase in donations or other applicable parameters)
- increase awareness/create engagement with the public
- identify and build relations with relevant stakeholders (journalists, interest groups, opinion leaders, industry representatives, internal audiences etc.)
- create PR supporting material applicable in relevant media channels (press releases, infographics, statistics, online content, etc.)

Each team will need to prepare a 10 slide PowerPoint presentation as well as a written submission. The brief will be presented on Saturday 17 June. They will have access to their workstations between 08:30 - 20:00 on Sunday 18 June to create their PR campaign which will be judged by a selected jury the following day. Each team will be expected to deliver a 5 minute presentation explaining the PR campaign and the written submission on Monday 19 June. Following this, there will be a 5 minute Q&A session.

ELIGIBILITY

To be eligible to compete in the PR competition the team must be made up of two young professionals, under 30, born on or after 25 June 1986 working for PR agencies or specific in-house PR departments in agencies. In-house PR departments of clients are not allowed to take part in the PR competition.

THE WINNERS

Gold, Silver and Bronze medals will be presented to the winners. The Gold winners will be presented with their medals onstage at the Cannes Lions Award ceremony on Tuesday 20 June.

Previous Gold winners

2016 USA

2015 Sweden

2014 Japan

| | | | |
|--|-------------------------------|--|-----------|
| 2016 | United Nations – Global Goals | 2012 | |
| Gender Equality | Cyber | Room to Read | Marketers |
| Health | Design | Opportunity Knocks | Design |
| Migration & Refugees | Film | Gates Foundation | Cyber |
| Climate Change | Marketing | The Big Issue | Media |
| Education | Media | Oxfam | Print |
| Food and Nutrition | PR | Movember | Film |
| Water and Sanitation | Print | | |
| 2015 | | 2011 | |
| WWF | Film | PumpAid | Print |
| Malaria No More | Media | The Planet Earth Institute | Cyber |
| Greenpeace | PR | TIE Iracambi | Media |
| Wateraid | Marketers | Global Angels | Film |
| City of Cannes | Design | | |
| UN Office on Drugs and Crime | Print | 2010 | |
| A World at School | Cyber | Plan | Print |
| 2014 | | Channel 16 | Cyber |
| The Fred Hollows Foundation | Cyber | Peace One Day | Media |
| WWF | Print | WSPA | Film |
| International Child Art Foundation | Design | | |
| Sense International | Media | 2009 | |
| World Food Programme | Marketers | IFAW | Print |
| Barnardo's - | Film | Tck Tck Tck | Cyber |
| United Nations Office on Drugs and Crime | PR | World Food Programme | Media |
| | | Film Aid | Film |
| 2013 | | 2008 | |
| Room to Read | Marketers | Amnesty International | Print |
| Bill & Melinda Gates Foundation | Design | UNICEF Tap Project | Cyber |
| WADA | Cyber | War Child | Media |
| Doctors Without Borders | Media | MTV Switch | Film |
| Macmillan Cancer Support | Print | | |
| HelpAge International | Film | 2007 | |
| Right to Play | Cyber | Right to Play | Print |
| MTV Switch | Film | | |
| | | 2006 | |
| | | International Committee of the Red Cross | |

2005

UNESCO

2004

Global Buisness
Coalition on HIV/AIDS

2003

Olympic Games

2002

The International
Secretariat for Water

2001

Leuka 2000

2000

Médecins Sans
Frontières

1999

American Foundation
for AIDS Research

1998

Variety Clubs
International

1997

Save the Children
Fund

1996

WWF

1995

Plant-It 2000

2017 SCHEDULE

SATURDAY 17 JUNE

| | | | |
|-------|---|---------------------------|----------|
| 13:00 | Team welcome/YL PR Training/Briefing | Young Lions Briefing Room | Basement |
| 16:00 | Team welcome/YL Print Training/Briefing | Young Lions Briefing Room | Basement |

SUNDAY 18 JUNE

| | | | |
|---------------|--|------------------------------|----------|
| 08:30 - 20:00 | YL PR Competition | Young Lions Competition Area | Basement |
| 08:30 - 20:00 | YL Print Competition | Young Lions Competition Area | Basement |
| 11:00 | Team Welcome/YL Media Training/Briefing | Young Lions Briefing Room | Basement |
| 16:00 | Team Welcome/YL Design Training/Briefing | Young Lions Briefing Room | Basement |

MONDAY 19 JUNE

| | | | |
|---------------|---|------------------------------|----------|
| 08:30 - 20:00 | YL Media Competition | Young Lions Competition Area | Basement |
| 08:30 - 20:00 | YL Design Competition | Young Lions Competition Area | Basement |
| 08:45 | Judge YL PR | Young Lions Judging Room | Basement |
| 10:50 (TBC) | YL Print Winners Announcement | The Work & Awards Hub | Basement |
| 13:30 (TBC) | YL PR Winners Announcement | The Work & Awards Hub | Basement |
| 16:00 | Team Welcome/YL Cyber Training/Briefing | Young Lions Briefing Room | Basement |
| 19:00 | Awards: Direct, Radio, Glass Lion, Promo & Activation, Press, YL Print | Lumiere Theatre | Level 1 |

TUESDAY 20 JUNE

| | | | |
|---------------|--|------------------------------|----------|
| 08:30 - 20:00 | YL Cyber Competition | Young Lions Competition Area | Basement |
| 08:45 | Judge YL Media | Young Lions Judging Room | Basement |
| 15:50 (TBC) | YL Design Winners Announcement | The Work & Awards Hub | Basement |
| 18:00 (TBC) | YL Media Winners Announcement | The Work & Awards Hub | Basement |
| 19:00 | Awards: Product Design, PR, Design, Outdoor, Craft, Creative Effectiveness, Digital Craft, YL PR , YL Design | Lumiere Theatre | Level 1 |

WEDNESDAY 21 JUNE

| | | | |
|-------------|---|------------------------------|----------|
| 10:50 (TBC) | YL Cyber Winners Announcement | The Work & Awards Hub | Basement |
| 12:00 | Team Welcome/Young Marketers Training/Briefing | Young Lions Briefing Room | Basement |
| 14:00 | Young Marketers Competition | Young Lions Competition Area | Basement |
| 16:00 | Team welcome/YL Film Training/Briefing | Young Lions Briefing Room | Basement |
| 19:00 | Awards: Media, Cyber, Mobile, Innovation, Media Person of the Year, YL Cyber , YL Media | Lumiere Theatre | Level 1 |

THURSDAY 22 JUNE

| | | | |
|---------------|-----------------------------|------------------------------|----------|
| 08:30 - 20:00 | YL Film Competition (Day 1) | Young Lions Competition Area | Basement |
| 08:30 - 20:00 | Young Marketers Competition | Young Lions Competition Area | Basement |

FRIDAY 23 JUNE

| | | | |
|---------------|--------------------------------------|------------------------------|----------|
| 08:30 - 18:00 | YL Film Competition (Day 2) | Young Lions Competition Area | Basement |
| 08:45 | Judge Young Marketers + Announcement | Young Lions Judging Room | Basement |
| 15:00 (TBC) | Young Marketers Winners Announcement | The Work & Awards Hub | Basement |

SATURDAY 24 JUNE

| | | | |
|-------------|--|-----------------------|----------|
| 14:00 (TBC) | YL Film Winners Announcement | The Work & Awards Hub | Basement |
| 19:00 | Awards: Branded Content, Music, Film, Film Craft, Titanium, Integrated, all remaining Special Awards, YL Film , YL Marketers | Lumiere Theatre | Level 1 |