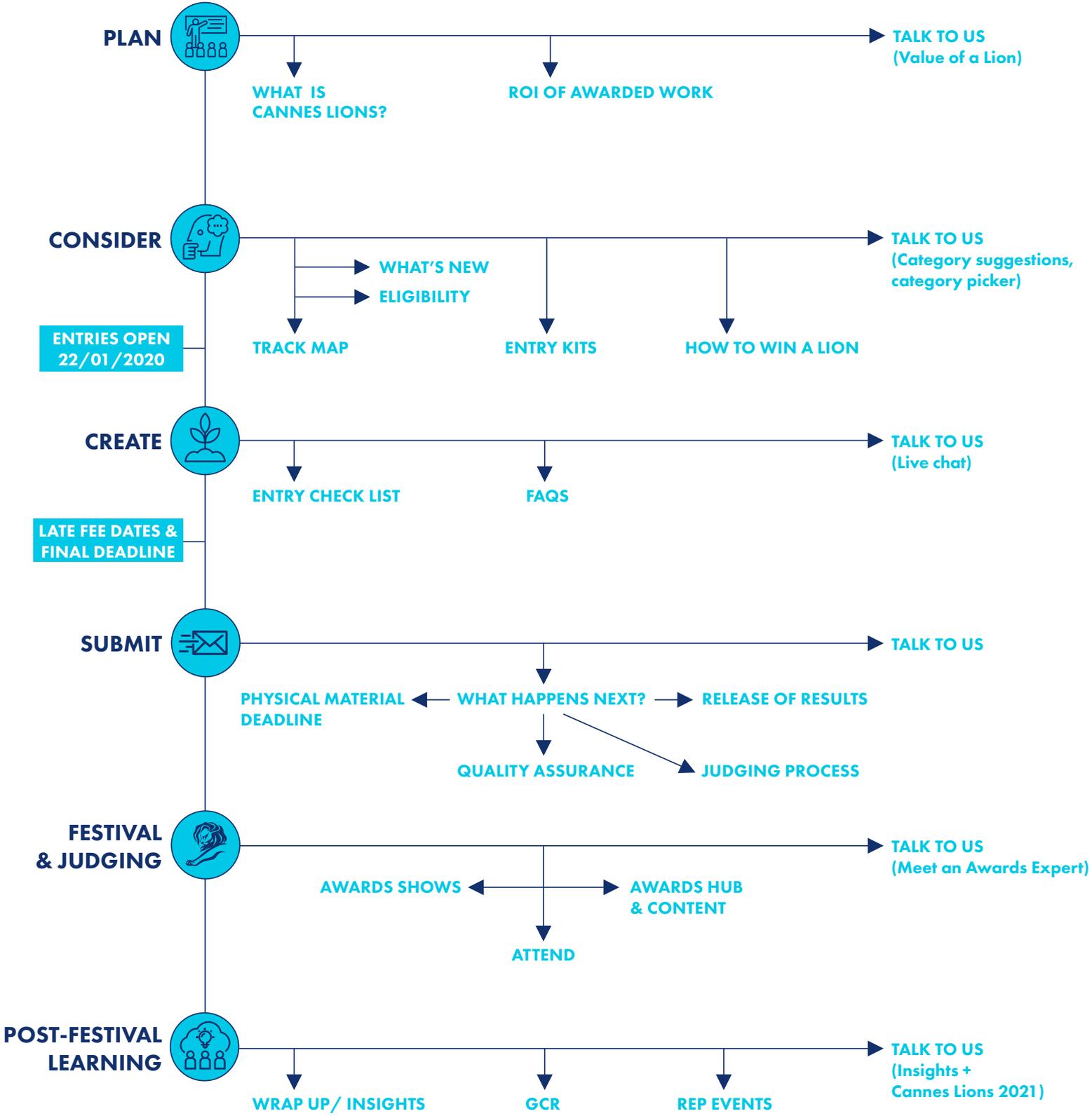


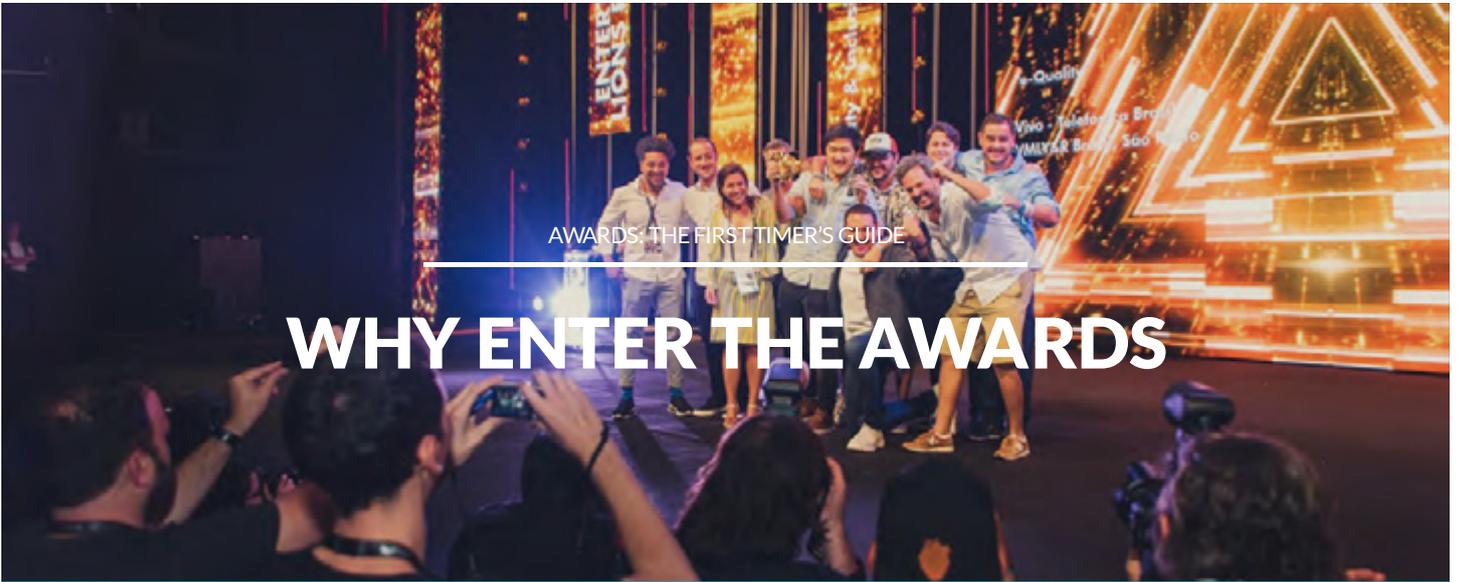


CANNES LIONS 2020 AWARDS

AWARDS THE FIRST TIMER'S GUIDE

**'Helpful tips and advice on how to enter
the Cannes Lions Awards'**





AWARDS: THE FIRST TIMER'S GUIDE

WHY ENTER THE AWARDS

**"Winning at Cannes Lions puts you among the world's elite,
and I believe shows our best work is still ahead of us."**

Patrick Hickey
CEO, Rothco | Accenture Interactive

Winning at Cannes Lions puts you among the creative elite. It means you've created game-changing work, that your work has delivered results and moved the creative needle. Winning means new business and world-wide exposure. Your company will find it easier to recruit and hold on to the best talent. Entering helps raise your company's creative bar to new levels and future-proofs growth.

If this is your first time, let's begin...

What is Cannes Lions?

Inspired by the Cannes Film Festival, a group of worldwide cinema screen advertising contractors felt that the makers of advertising films should receive similar recognition. In order to promote the cinema medium, they established the International Advertising Film Festival in 1954.

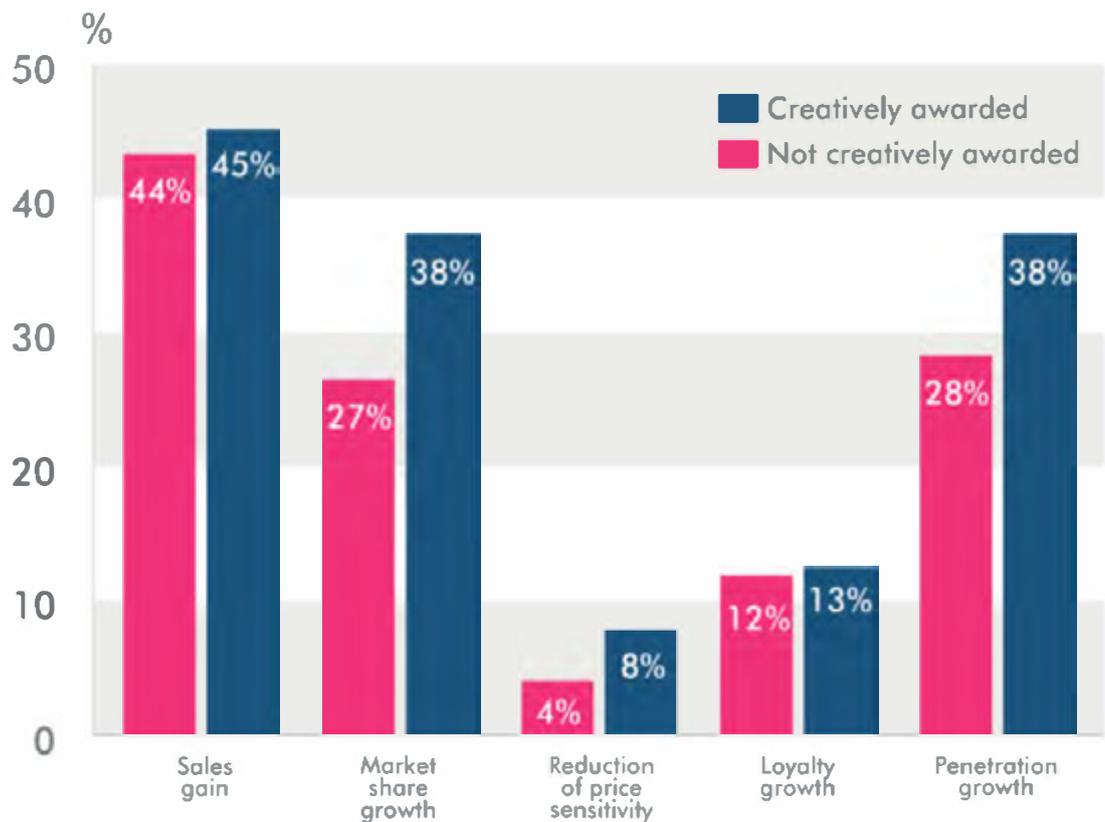
Today we continue to celebrate creativity in cinema advertising but so many other forms too.

The definition of creativity is changing all the time: it is no longer confined to the art of storytelling. To create meaningful connections with consumers in this disrupted and dis-intermediated world, communicators are presented with both immense challenges and mind-blowing opportunities. Our awards celebrate new ideas shaping the next wave of creativity.

The ROI of Awarded work

Every year we hear from our winners on what the effect winning a Lion has on both their companies and their personal careers. Not only does it galvanise and encourage the rest of the business to push for greater creative work, it allows you to globally benchmark your creative output. Winning a Lion attracts talent, partners and proves that your company is pushing creative boundaries and raising the global creative bar. And it's not just felt, there's proof that work which wins awards are more effective.

SOURCE:
The Link Between Creativity And Effectiveness, The Growing Imperative To Embrace Creativity. More Findings From The Gunn Report And The IPA Databank



Fernando Machado • 1st
 Global Chief Marketing Officer at Burger King Corporation
 2w • Edited

I am telling you.... #Creativity kind of helps. #BurgerKing growth on Q2'19: +9.8%. Amazing results from a team that dreams big and works really hard.

Restaurant Brands Tops Q2 Earnings Forecast as Burger King Sales Impress
 thestreet.com

857 • 41 Comments

Like Comment Share



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PLAN

“Get a process going. With the best will in the world you won’t achieve big success.”

Rothco | Accenture Interactive

Achieving success at Cannes isn’t likely without a plan!

- Get familiar with both the eligibility criteria, our Lions & categories and our important entry dates.
- Decide which Lions and categories you want to enter.
- Create the required media and schedule the resources well in advance of entering.

Successful entrants often feedback that creating a year-round awards strategy motivates their team to get on board when it comes to gathering required entry materials and ultimately serves as a reminder to strive for creative excellence.

TALK TO US

Our Awards Experts are here to help you throughout your Cannes Lions entry journey.

They are available to discuss everything from the value of an entry strategy, how to implement one, category selection, tips for your case film, and any specific questions you may have.

You can contact the team via [live chat on our website](#), or on awards@canneslions.com and we will aim to get back to you within two working days.

Alternatively, you can call us on +44 (0) 20 3033 4000, we are open 8am-8pm Monday to Friday GMT.

CONSIDER

We appreciate that entering Cannes can be a lengthy process, so we have several tools in place to make it easier. The first thing you may want to consider is getting in touch with one of our dedicated awards experts to help you with eligibility and category selection.

Eligibility – What can I enter?

Check our key rules to find out if your piece of work is eligible for entry.

The main points to consider are

- When your entry launched or aired.
- Whether you have permission from the client/brand to enter.
- You have applicable legal rights for the media included in your entry.

See full list [here](#)

Track Map – Where can I enter?

This is a map of our Awards, or as we call them: Lions.

- Tracks (e.g. Reach) group together similar Lions.
- The Lions are what you seek to win. They represent a different specialism within the creative and related industries.
- Within each Lion are further categories. There are nearly 600 categories within the 28 Lions – the full list is available in **Entry Kit 1**
- You can enter in up to six lions plus Titanium

CANNES LIONS
INTERNATIONAL FESTIVAL OF CREATIVITY

2020 Award Tracks

Reach	Communication	Craft	Experience	Innovation	Impact	Good	Entertainment	Health
The insight, strategy and planning enabling brands to effectively engage consumers, at scale, and be heard amid the ongoing battle for attention	The big creative idea – where campaigns are brought to life through brilliant partnerships, people and storytelling.	Focusing on the artistry, skill, talent and flair required to deliver beautifully executed ideas with the power to cut through and bring the creative idea to life.	Focusing on the powerful brand currency of intelligent customers journeys and immersive experiences – captivating audiences at every touch point.	Showcasing the conception and application of product development, business transformation and the new data-driven, tech-enabled creativity re-shaping the conversation between brand and consumer.	Celebrating commercial creative effectiveness and the techniques used to measure and impact branded communications.	Going beyond brand purpose to use creative communications to shift culture, create change and positively impact the world.	Celebrating creativity that goes beyond branded communications to create authentic entertainment that engages consumers and impacts culture.	Celebrating creativity in branded communications in this highly innovative but fiercely regulated sector with the unique power to truly change lives.
<ul style="list-style-type: none"> Creative Data Lions Creative Strategy Lions Direct Lions Media Lions PR Lions Social & Influencer Lions 	<ul style="list-style-type: none"> Design Lions Film Lions Mobile Lions Outdoor Lions Print & Publishing Lions Radio & Audio Lions Titanium Lions 	<ul style="list-style-type: none"> Digital Craft Lions Film Craft Lions Industry Craft Lions 	<ul style="list-style-type: none"> Brand Experience & Activation Lions Creative eCommerce Lions New Creative Business Transformation Lions 	<ul style="list-style-type: none"> Innovation Lions 	<ul style="list-style-type: none"> Creative Effectiveness Lions 	<ul style="list-style-type: none"> Glass: The Lion for Change Sustainable Development Goals Lions 	<ul style="list-style-type: none"> Entertainment Lions Entertainment Lions for Sport Entertainment Lions for Music 	<ul style="list-style-type: none"> Health & Wellness Lions Pharma Lions

The Awards Architecture

If we delve into one of the Lions as an example of the awards architecture, you will see that

- Tracks are made of Lions
- Each Lion is comprised of Sections
- Sections are made up of categories
- Categories are what you need to focus on when aligning your entry to the options available.

Full information in [Entry Kit 1](#)



What's New for 2020?

- Brand new Lion: Creative Business Transformation
- Refresh of the PR Lions
- Two new sections of categories within Film Craft Lions: Production and Post Production and the addition of a new category, Colour Correction / Grading
- Culture & Context categories added to Outdoor and Print & Publishing Lions.
- Expanded the Culture & Context section of categories to include two separate categories for Social Behaviour and Cultural Insight.

Find full information about the new Lion and all other changes for 2020 [here](#)

Entry Kits – What are the requirements, questions and rules in detail?

The 3-part Entry Kit is a handy guide for the entire entry process.

Whether you're a first timer or seasoned pro, the Entry Kits have all the details you need to enter Cannes Lions 2020.

To help you select the relevant Lions and categories and find out what specifically, you will need to submit. Entry Kit 1 – All the Lions and categories including their judging criteria and material/ media requirements.

How to go about entering.

Entry Kit 2 - Sample entry forms. Entry Kit 2 is an offline version of the entry form for all Lions and categories. Get a head start on the questions and fields, anticipate the juries' expectations.

Where to find out how you should credit contributing companies and so much more

Entry Kit 3 - The Rules. Entry Kit 3 contains our position and rules regarding refunds, awards calculations and crediting.

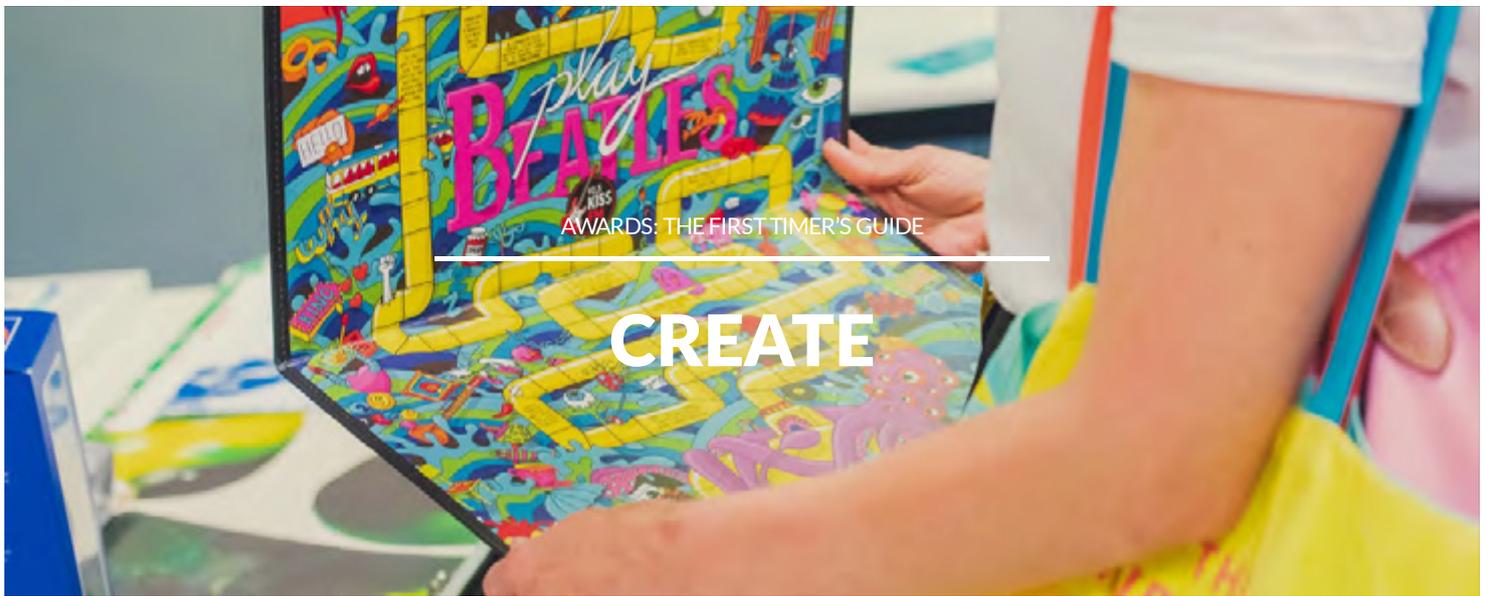
Download them from [our site](#)

TALK TO US

Category help

We know that one of the most important success factors is choosing the right Lions and categories for your work, so we offer expert feedback at any stage of the process.

- If you have rough cuts, a link or description of the work you are thinking of submitting then send them over to awards@canneslions.com. We will create a long list of eligible Lions & categories suited to the campaign that you may wish to consider when entering.



Now that you know what you're entering, where and how, the next step is to create the media and collect the information / data needed for the jury.

Please note that the entry fees increase the later you enter so the sooner you start, the better.

ENTRY CHECKLIST:

- Download entry kit and familiarise yourself with Lions and categories
- Speak with senior creatives in your company to decide what you'll enter and begin production of entry media
- Get in touch with an Awards Expert
- Create a schedule to enter before the fees increase
- Watch the previous year's winners to get a sense of how best to present your work

- Confirm this work is eligible
- Receive client permission to enter this work
- Contact the relevant team(s) for media placement and written submission details
- Collate the full list of companies who worked on this, for crediting in the form
- Check with contributing companies if they are also entering this piece of work? If so which Lions & categories?
- Provide a contact for last minute jury questions during judging.
- Provide a client contact (we will consult with entrant before ever contacting them)

- Collect media placement information
- If submitting a URL, is it live?
- Will you be sending physical supporting material?
- If yes, is the material ready for shipping?
- If required, has it been printed?

- Do you have a complete written submission? (all questions can be found in Entry Kit 2)
- Have you tailored your written submission for each Lion i.e. jury to highlight the relevant aspects of your entry?
- Have you considered the judging criteria for the Lion you're submitting into and ensured these are covered in your entry?
- Do you have a list of the creative team who worked on this piece? (Creative team can be edited until 2 weeks after the festival)
- Do you have the legal rights to all footage, music and people included within your entry media?

- Does your media meet the technical specifications?
- Is your case film 120 seconds or less?
- Is this the final version of your entry media?
- Have you done a spell check?
- Has the media been approved by the client?
- Has all agency branding been removed? (unnecessary if entry is self-promotion)

- Checked Cannes Lions website to see if you've made the shortlist or won a Lion? (22-26 June)
- Checked the website for the Global Creativity Report (our benchmark of top ranked companies and individuals)

FAQ's

When is the entry deadline?

Entries open on the 16 January 2020
The first late fee applies after the 12 March 2020
Second late fee applies after the 26 March 2020
Third late fee applies after the 9 April 2020
Entries close on 16 April 2020

All information for Dates & Fees can be found [here](#)

I'm worried I won't be ready to submit my work before the deadline. Can I ask for more time?

Contact our Awards experts to discuss how we can help you with your entry process.

Can I pay first and upload material later?

All media included in your entry must be the final version at the point that you complete and pay for them. No replacement or additional media can be accepted after an entry has been finalised and received by the Festival without exception.

What payment methods are accepted?

We accept Credit Card and Bank Transfer Payments.
If you wish to change your payment method after you have submitted your entries, please get in touch with our Awards Experts for more information.

Is the price for one entry or all entries?

The entry fee is charged per individual entry.
You can check the fees [here](#)

How can I add or edit my Creative Team Credits?

The Creative Team Credits page in your Awards Dashboard will remain open for you to add or amend names until 3 July 2020. Simply log into your account and click into the Creative Team Credits page for each entry to make changes.

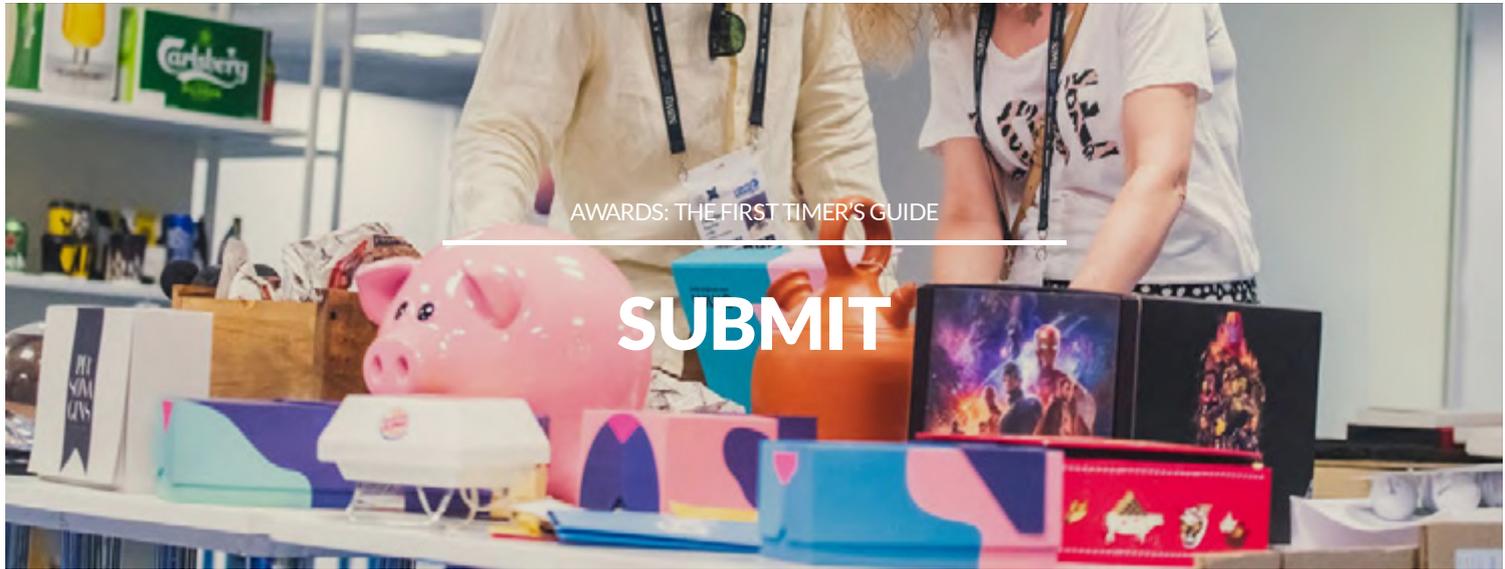
When do I find out if I've won?

Shortlisted work will be announced on Cannes Lions and appear in Lions Daily, a daily printed publication which is available at the Festival. Winners are announced at the relevant Festival award shows and will appear online and in Lions Daily the next day.

TALK TO US

Live chat

Fear not, we are available on live chat on our [website](#) or within the entry form itself to help you along the way.



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SUBMIT

Physical Materials

Please make note of the entry requirements for the categories you are submitting into. If the category requires physical materials for the jury to see, please make sure it is sent to arrive within 7 days of completing your entry. Should you wish to send physical elements that aren't compulsory, but that you would like the juries to see, please follow the above procedure.

Quality Assurance

Once your entry is submitted, it will be processed and reviewed multiple times. This is to make sure all submitted elements work, to ensure the entry meets eligibility and all fields are complete for the jury. Should any issues or questions arise, our dedicated processing team will be in touch.

We make sure your entry is perfect before going through to judging. It's good for us and you, so please be ready in case we have any queries.

Judging Process

Judging happens live on site during the festival. Each Lion is judged by a jury of awarded and world leading experts in the field. There are multiple rounds of judging; firstly establishing a shortlist, followed by a shortlist review and finally the awarding of metal (Grand Prix, Gold, Silver, Bronze). Throughout each of these stages the juries refer back to the category descriptions and judging criteria and take the time to review every element submitted.

Release of results

Shortlists for each Lion are realised throughout the week; release dates can be found here. Winners will then be announced at the Awards Show. Please note that you will only be contacted prior to the Awards Show in the event of a Gold or Grand Prix win.

TALK TO US

If you're trying to find our address to send your physical materials to, or would like to know when exactly the results per Lion are being released, simply ask: live chat on our website or awards@canneslions.com or +44(0)20 3033 4000

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FESTIVAL & JUDGING



Attend

The festival takes place 22-26th June 2020.
To attend please see our passes on www.canneslions.com

The festival is an opportunity to engage with inspiring content from around the world, to immerse yourself with award winning creativity and to network with industry peers. Learn from the work, involve your clients and push for creative excellence next year.



Award shows

Each night during the festival there is an awards show to announce the day's winners. Please check the festival programme for the Lions winners being announced each evening.

The results will be available online and in print the following day.



Awards Hub

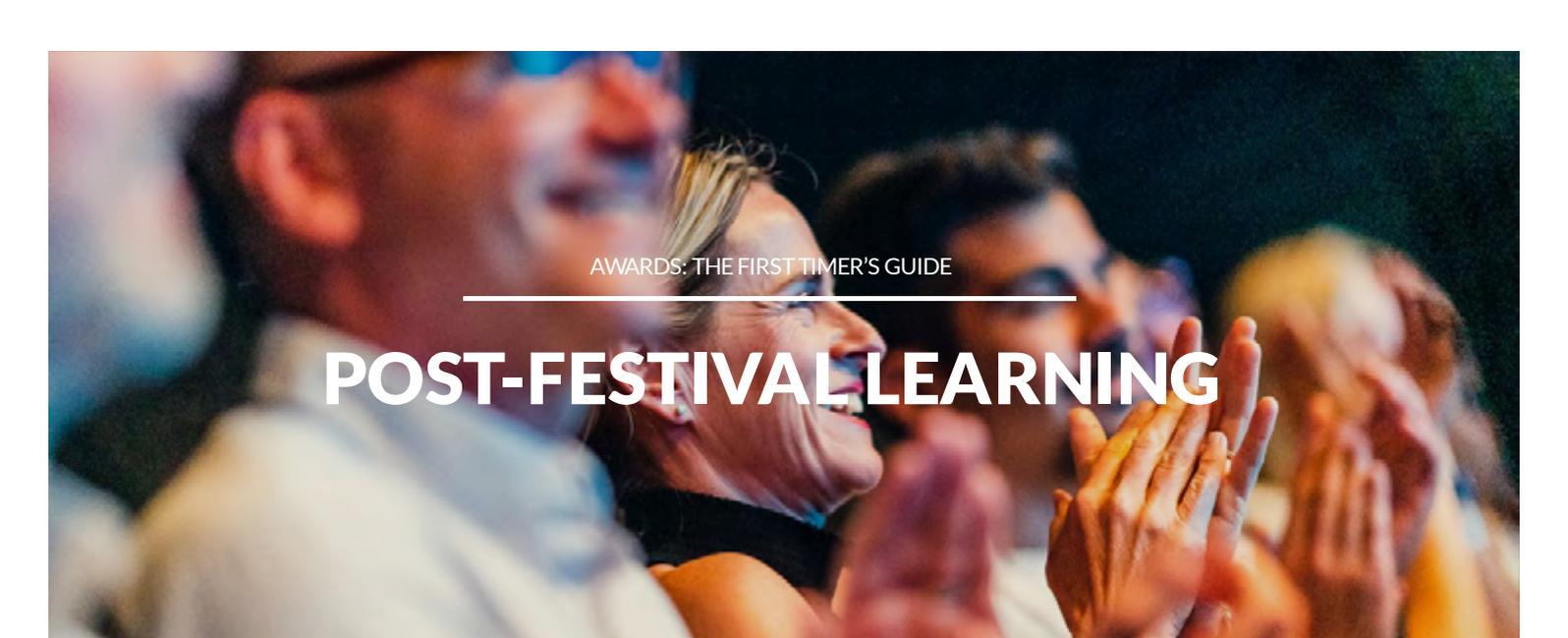
To fully immerse yourself within the work, head to the Awards Hub during the festival. We offer work-related content all week. Sessions include:

- Tours of the Work with industry legends
- Inside the Jury Room: insights from the jurors on what they thought of the work, what they were looking for and why they picked the winners. Hear from the people assessing your work with the option to ask questions too.
- Workshop with our Awards Experts on entry tips, creating an awards strategy etc.

A programme of content will be available prior to the festival. This will include details of talks, networking events and other opportunities you should not miss.

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POST-FESTIVAL LEARNING

Wrap-up and Insights

The trophies have been awarded and the Palais has emptied, but this doesn't mean the end. Successful entrants endorse establishing a post Cannes Lions 'wrap-up' where they showcase winning work, evaluate it, stimulate conversation and allow it to inspire your creative process.

This is a chance for reflection and growth and hopefully another step in the direction of establishing your own award-winning formula.

Throughout the judging process we gather valuable insights on themes and trends from each Lion which we are able to share with you post-festival.

THE GLOBAL CREATIVITY REPORT

All points accumulated from winning work throughout the festival are calculated and released as official rankings within the Global Creativity Report. This is available to download online. This can be used for benchmarking locally, regionally and globally.

The Festival Representative Local Events

Some of our country representatives will host regional events, showcasing winning work from around the globe and awarding local winners. This is another chance to celebrate country-wide successes and engage with other local creatives. To find out more about your rep, [start here](#).

TALK TO US

Look out for our post-festival survey and don't hesitate to get in touch to discuss what went well for you and what to learn from.

You may also be interested in our regional festivals – same principles but a regional focus:

[Spikes Asia](#) for the APAC creative community.

[Dubai Lynx](#) for the MENA creative community.

[eurobest](#) for the European creative community.