



# ENTRY KIT

출품안내서

2017

칸 라이언즈 한국사무국

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사자 트로피가 손에 넣기 어려운 만큼, 수상하는 작품의 우수성 뒤에는 완벽한 브리프, 용감한 광고주, 뛰어난 컨셉트, 그리고 두둑한 예산이 적재적시에 주어지는 운도 따랐을 것이라 생각할 수 있습니다.

하지만 절대 그렇지 않습니다.

최고의 작품들이라고 해서 아이디어부터 집행까지 이상적으로 술술 풀려나가는 경우는 거의 없습니다. 오히려 빠듯한 예산으로 싸워가며 고생 끝에 마침내 아이디어가 개학일 마지 못해 약하고 겁먹은 모습으로 교문을 향해 가듯 어쩔 수 없이 나온 작품인 경우가 많습니다. 미래가 확실하지 않기 때문입니다. 좋은 아이디어를 위대한 아이디어로 만드는 것은 늦은 밤의 고된 작업입니다. 기회를 포착하고, 밀어 붙이고, 지원을 부탁하고, 입장을 고수하고, 최상을 바라본 결과입니다.

칸 라이언즈에 출품하는 사람들은 모두가 열정적으로 크리에이티비티를 추종합니다. 이 크리에이티비티의 투쟁을 인정하고 결과를 칭송하는 것이 칸 라이언즈의 존재 이유입니다.

63년 전 단 하나의 부문으로 시작된 칸 라이언즈는 이제 24개 부문에서 경쟁하는 거대한 축제로 발전, 변화하는 브랜드 커뮤니케이션 지평의 거울로 성장했습니다. 시간이 지남에 따라 업계의 트렌드에 맞추고 장차 나아갈 방향을 가늠하는데 도움이 될 만큼 진화했습니다. 칸 라이언즈는 탁월한 크리에이티비티의 굳건한 상징이며, 수상자들에게는 영원히 기억될 성과의 상징입니다.

우리는 출품작에 얼마나 많은 노력과 정성이 들어갔는지, 그리고 그 작품에 여러분들이 품은 희망이 얼마나 큰지 알고 있습니다. 또한 출품하는 것 자체가 어려운 일인지도 압니다. 이제 2017년도 칸 라이언즈 경쟁이 개시되면서 저희가 가능한 한 많은 도움이 되어드릴 것을 약속드립니다.

각 부문마다 어워드 매니저가 한 명씩 할당되어 감독하고 있음을 기억하십시오. 이들은 각 부문에 대해 백과사전적 지식을 갖추고 있어서 문의사항에 대해 언제나 응답해드립니다. 언제든지 주저하지 마시고 질문해주시기를 부탁드립니다.

또한 각 절차단계를 총괄하면서 출품작들을 살펴보고 출품작에 맞는 경쟁부문을 추천해 드립니다. 여러분의 출품작이 칸 라이언즈 심사위원실에 도착할 때까지 대여섯 번 이상 검토해서 모든 것이 정확하게 돌아가고 있는지 확인합니다. 따라서 심사위원들은 수상작을 결정하는 데만 집중할 수 있습니다.

칸 라이언즈에 대한 여러분의 성원에 감사 드립니다. 출품작의 높은 수준과 출품에 이르기까지 들어간 여러분의 막대한 노력이 오늘날 칸 라이언즈를 세계최고의 권위를 자랑하는 상으로 만들었습니다.

여러분의 행운을 빕니다.

사이먼 쿡 **Simon Cook**  
Director of Awards  
Lions Festivals

출품과정에서 문의사항이 있을 때는 아래 연락처로 문의해주십시오.  
+44 20 3033 4000 또는 [awards@canneslions.com](mailto:awards@canneslions.com)

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CANNES LIONS

LIONS HEALTH

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LIONS ENTERTAINMENT

# 주요 날짜

BEFORE THE FESTIVAL	Creative Effectiveness	Open for entries: 18th November 2016
	All other Lions	Open for entries: 19th January 2017
	Late fee deadline	23rd March 2017
	Increased Late fee deadline	13th April 2017
	Final Entry Deadline	20th April 2017

최종 출품마감일은 2017년 4월 20일입니다. 최종 마감일을 지키지 못할 경우 출품담당자에게 연락해주시요.

		SHORTLISTS ONLINE	AWARDS CEREMONY	WINNERS ONLINE
DURING THE FESTIVAL	Creative Data	19th June	20th June	21st June
	Creative Effectiveness	22nd June	23rd June	24th June
	Cyber	18th June	20th June	21st June
	Design	20th June	21st June	22nd June
	Digital Craft	22nd June	23rd June	24th June
	Direct	19th June	20th June	21st June
	Entertainment	20th June	21st June	22nd June
	Entertainment for Music	20th June	21st June	22nd June
	Film	22rd June	24th June	25th June
	Film Craft	22nd June	23rd June	24th June
	Glass	18th June	19th June	20th June
	Health & Wellness	17th June	17th June	18th June
	Innovation	19th June	20th June	21st June
	Integrated	23rd June	24th June	25th June
	Media	20th June	21st June	22nd June
	Mobile	19th June	20th June	21st June
	Outdoor	18th June	19th June	20th June
	Pharma	17th June	17th June	18th June
	PR	18th June	19th June	20th June
	Print & Publishing	18th June	19th June	20th June
	Product Design	20th June	21st June	22nd June
	Promo & Activation	18th June	19th June	20th June
	Radio	22nd June	23rd June	24th June
	Titanium	23rd June	24th June	25th June

## 수상자 공지

- 칸에서는 칸 라이언즈 이전과 칸 라이언즈 기간을 합해 2주 동안 심사가 진행됩니다.
- 예선통과작은 [www.canneslions.com](http://www.canneslions.com) 과 칸 라이언즈 기간 매일 발행되는 라이언즈 데일리(Lions Daily)를 통해 발표됩니다.
- 수상작은 해당 부문 시상식과 다음날 온라인과 라이언즈 데일리 지를 통해 발표됩니다.
- 출품사는 시상식 때 수상작과 함께 발표되며 트로피나 증빙서를 받습니다.
- 합작한 회사나 개인들을 위해 추가로 트로피가 필요한 경우 칸 라이언즈가 종료된 후 구입할 수 있습니다.

## 출품비

부문	3월 23일 이전	3월 23일 이후	4월 13일 이후
Creative Data Lions	€ 515	€ 604	€ 695
Creative Effectiveness Lions	€ 1,350	€ 1,420	€ 1,530
Cyber Lions	€ 515	€ 604	€ 695
Design Lions	€ 475	€ 564	€ 655
Digital Craft	€ 515	€ 604	€ 695
Direct Lions	€ 515	€ 604	€ 695
Entertainment Lions	€ 840	€ 920	€ 1,020
Entertainment Lions for Music	€ 515	€ 604	€ 695
Film Craft Lions	€ 670	€ 754	€ 850
Film Lions	€ 720	€ 804	€ 900
Glass Lions	€ 515	€ 604	€ 695
Health & Wellness Lions	€ 515	€ 604	€ 695
Innovation Lions	€ 515	€ 604	€ 695
Integrated Lions	€ 1,365	€ 1,434	€ 1,545
Media Lions	€ 515	€ 604	€ 695
Mobile Lions	€ 515	€ 604	€ 695
Outdoor Lions	€ 515	€ 604	€ 695
Pharma Lions	€ 515	€ 604	€ 695
PR Lions	€ 515	€ 604	€ 695
Press Lions	€ 515	€ 604	€ 695
Product Design Lions	€ 475	€ 564	€ 655
Promo & Activation Lions	€ 515	€ 604	€ 695
Radio Lions	€ 515	€ 604	€ 695
Titanium Lions	€ 1,435	€ 1,504	€ 1,615

2017년 3월 23일이 지나 출품하시는 경우 모든 출품작에 연체료 €140가 추가됩니다. 2017년 4월 13일이 지난 경우에는 이 연체료가 €180로 인상됩니다.

# 출품작 집행일

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## 출품작 집행일

**출품작이 2017 칸 라이언즈 요건에 맞는지 확인하십시오.** 2016년 3월 1일부터 2017년 4월 30일 사이 처음으로 대중에게 방송되거나 런칭되거나 출시된 경우에만 2017년 칸 라이언즈에 출품할 수 있습니다.

칸 라이언즈 출품작이 업계의 발전을 추진하는 훌륭한 아이디어를 반영한 것인지 확인하기 위해 출품작 집행일을 엄수하고 있습니다. 일부 캠페인들은 몇 년에 걸쳐 진행되기도 합니다. 이런 경우 심사자격을 갖추려면 해당 캠페인에 눈에 띄는 변화가 있었음을 밝혀야 합니다.

- 출품작은 2016년 3월 1일부터 2017년 4월 30일 사이에 처음으로 대중에게 방송되거나 런칭되거나 출시된 것이어야 합니다. 캠페인 구현 기간 중 최소 2/3이 이 기간에 해당해야 합니다.
- 같은 작품을 같은 부문에 지난해에 이어 연속해 출품할 수 없습니다. 그러나 출품작 집행일 요건이 맞는 경우에 한해 다른 부문에 출품하는 것은 가능합니다.
- 2년 이상 집행한 캠페인을 출품하는 경우, 지난 해에 비해 현격한 변화가 있음을 증명해야 합니다. 칸 라이언즈 측은 출품작에 현격한 변화가 있는지, 그리고 출품자격이 있는지 판단할 권리를 갖고 있습니다.
- 'Campaign of Executions'에 출품하는 경우 (Print & Publishing, Outdoor, Film에 해당) 전체 캠페인이 모두 출품작 집행일 요건을 충족해야 합니다.
- 출품작 집행일 요건 이전에 발표된 캠페인을 연속해 소개하는 경우 캠페인이 어떻게 발전했는지 증명해야 합니다.

# 환불/취소 정책

## 1. 개요

1.1 페스티벌을 주관하는 규칙의 일환인 이 환불/취소 정책은 출품하는 회사가 페스티벌 출품을 철회하는 경우를 위해 마련되었습니다.

1.2 이 환불/취소 정책은 기타 다른 규칙(본 문서에 적힌 모든 규칙)과 같은 맥락에서 이해해야 합니다.

본 환불/취소 정책 8절에서 일부 정의가 다시 기재되지만, 공식 정책(Official Policy)에 적힌 요건은 본 문서에 기재된 다른 칸 라이언즈 페스티벌 요건의 취지와 같습니다.

## 2. 출품작 철회 방법

2.1 출품 회사는 Ascential Events(유럽) Limited(이하 “어센셜 이벤츠”) 측에 철회희망의사를 밝혀야 합니다. 이 경우 [www.canneslions.com](http://www.canneslions.com)에 등록한 것과 같은 이메일 주소를 써서 [awards@canneslions.com](mailto:awards@canneslions.com)으로 메일을 보내는 경우에만 접수됩니다.

2.2 어센셜 이벤츠는 출품 회사가 기타 다른 형식으로 출품철회의사를 밝힐 경우 이를 거부할 권리가 있습니다.

## 3. 출품 회사가 2017년 3월 23일 전에 출품을 철회하는 경우 - 출품비 환급

3.1 출품 회사가 2017년 3월 23일 이전에 어떤 이유로 인해 출품을 철회하는 경우, 어센셜 이벤츠는 칸 라이언즈 페스티벌이 종료된 후 [finance@canneslions.com](mailto:finance@canneslions.com)을 통해 접수한 환급요청서에 따라 처리비 €160를 제한 후 출품 회사에게 출품비를 환급합니다.

3.2. 확인을 위해, 본 환불/취소 정책 6절에 명시된 이유로 인해 어센셜 이벤츠 측에서 2017년 3월 23일 전에 출품을 취소하는 경우 출품 회사 측에서는 환불을 받을 수 없습니다.

## 4. 출품 회사가 2017년 3월 23일이 지나 출품을 철회하는 경우 - 출품비 미환급

4.1 출품 회사가 2017년 3월 23일이 지나 출품을 철회하는 경우에는 이유를 불문하고 출품비를 환불받을 수 없습니다.

## 5. 카테고리/섹션 변경 시

5.1 출품 회사는 2017년 5월 1일 이전에 출품작의 카테고리나 섹션을 변경할 수 있습니다.

5.2. 출품 회사가 카테고리나 섹션의 변경을 신청하고자 할 경우 주의 사항은 아래와 같습니다.

- 본래 출품했던 카테고리나 섹션과 새로이 이동하고자 하는 카테고리나 섹션 간 가격 차이는 환불 받을 수 없습니다. 단 가격 차이가 발생하는 경우 동일 연도 칸 라이언즈에 다른 작품을 출품하는 경우 그 출품비에서 제하는 것은 가능합니다.
- 출품 회사는 본래 카테고리나 섹션에서 새로운 카테고리나 섹션으로 옮겨 출품비가 올라가는 경우 추가비용을 지불해야 합니다.

## 환불/취소 정책

5.3 출품 회사가 칸 라이언즈에서 같은 카테고리에 한 작품을 허용된 횟수 이상으로 출품하는 경우(각 카테고리나

섹션 별 설명 확인 요망), 출품 회사는 이에 대한 환불을 받을 수 없습니다. 그러나 아래 세 가지 경우에 대해서는 출품비를 이용할 수 있습니다.

(i) 출품작을 다른 카테고리나 섹션으로 이동하는 경우 (ii) 다른 작품으로 교체하는 경우 (iii) 동일 연도 칸 라이언즈의 다른 작품 출품비로 대체하는 경우

## 6. 어센셜 이벤트 측에서 출품을 철회하는 경우 - 환불 불가

6.1. 출품 회사는 모든 규칙을 지켜야 합니다. 어센셜 이벤트에서는 출품작이 규칙을 지키지 않는 경우에는 환불을 하지 않습니다. (미심쩍은 경우를 피하기 위해 출품작 적합성에 대한 조건이 규칙에 명시돼 있습니다.)

6.2 어센셜 이벤트는 출품작이 자격미달인 경우 환불을 하지 않으며 출품작은 아래와 같은 이유로 출품에서 제외됩니다.

- a. 해당 집행 기간 이외 기간에 방송된 경우
- b. 공적으로 방송된 적이 없는 경우
- c. 전년도 칸 라이언즈에 출품된 작품인 경우
- d. 주제가 되는 상품이나 작품이 프로토타입이거나 아직 상품화되지 않은 경우
- e. 출품 회사가 출품 전 해당 광고주에게 출품 허가를 받지 않은 경우 혹은
- f. 출품 승인을 받지 못한 경우

6.3 아래와 같은 경우 어센셜 이벤트는 출품 회사 측에 환불하지 않고 출품을 취소할 수 있습니다.

- a. 어센셜 이벤트 측에서 출품작이 불쾌하거나 문화적으로 몰이해하다고 판단할 때
- b. 출품작을 구성한 작품이 방송금지처분이나 방송철회가 됐을 때
- c. 출품작에 필수적인 매체/결과/정보가 누락되고 출품 회사 측에서 적정기간 내에 이 정보를 제공하지 않았을 때 (적정기간은 어센셜 이벤트 측에서 임의로 설정할 수 있습니다.)

## 7. 출품 철회 시 2018 칸 라이언즈 때 사용할 크레딧을 받는 경우

7.1 어센셜 이벤트 측에서 같은 카테고리나 섹션 안에 서로 다른 회사들이 각각 출품한 작품을 접수하는 경우 (가령 프로덕션 회사에서 대행사가 이미 출품한 작품을 또 다시 출품하는 경우), 두 번째로 출품한 회사의 출품비는 해당 회사에서 아래 세 가지 방법 중 하나로 전환해 사용할 수 있습니다.

- (i) 다른 섹션이나 카테고리로 작품을 이동하거나
- (ii) 새로운 작품을 출품해 대체하거나
- (iii) 2018년 칸 라이언즈 때 이용할 크레딧으로 사용



# 환불/취소 정책

## 8. 정의

8.1 여기에서 정의하지 않은 경우, 이 공식 정책 내에 사용된 용어들은 칸 라이언즈 페스티벌 조건(Festival's Terms and Conditions)에 있는 것과 같은 의미를 갖습니다. 단 일부 용어의 정의는 아래와 같이 다시 정의합니다.

- a. 칸 라이언즈 어워드는 심사위원이 정하고 칸 라이언즈 페스티벌 기간 시상되는 시상식들을 말합니다.
- b. 칸 라이언즈 특별 시상식은 심사위원들이 시상하는 개개 작품이 아닌, 수상을 통해 얻은 점수를 합산해 결정합니다. 점수 계산 방식은 특별상 규칙(Rules for Special Awards)에 명시되어 있습니다.
- c. 출품 회사는 페스티벌에서 고려하는 출품작을 제출한 회사를 말합니다. 출품작이 쇼트리스트에 오르거나 수상하는 경우, 출품 회사가 트로피 및 수상증명서를 받는 당사자가 됩니다. 단 출품 회사가 출품 양식에서 점수 획득란의 크레딧으로 명시되지 않으면 칸 라이언즈 특별상에 점수 가산이 되지 않을 수 있습니다. 점수 획득란에는 Idea Creation, Media Placement, Film Production, PR이 있습니다.
- d. 출품작은 출품회사가 페스티벌에 제출하는 작품을 의미합니다.
- e. 출품비는 여기서 상세히 기술한 대로 출품을 위해 지불하는 금액을 말합니다.
- f. 페스티벌은 어센셜 이벤츠에서 조직하고, 관리하며 집행하는 Cannes Lions International Festival of Creativity를 의미하며 (i) 칸 라이언즈 어워즈와 (ii) 칸 라이언즈 특별상 어워즈로 나뉩니다.
- g. 상(Lion)은 출품 회사 측에 출품작이 한 카테고리나 섹션에서 우수한 결과로 수상하는 각 부문 어워즈를 의미합니다. 금상, 은상과 같은 상의 유형은 칸 라이언즈 어워즈의 특정 서열을 말합니다.
- h. 규칙(Rules)은 페스티벌 측에서 관리하고 출품 회사 측에서 준수하기로 합의해야 합니다. 규칙에는 아래와 같은 것들이 있습니다.
  - (a)본 문서에 명시된 특별상 어워즈를 위한 규칙
  - (b)본 문서에 명시된 각 상에 대한 규칙
  - (c)본 문서에 명시된 일반 규칙
  - (d)본 문서에 대한 출품 규칙
  - (e)본 문서에 명시된 페스티벌 용어 및 조건
  - (f)본 문서에 명시된 환불/철회 정책
  - (g)부적격 및 “스캠” 출품작에 대한 공식 정책

# 출품 규칙

1	2016년 3월 1일부터 2017년 4월 30일 사이에 처음으로 대중에게 방송되거나 발표되거나 개시된 작품이어야 합니다. (이 기간을 초과하는 캠페인인 경우, 집행기간 중 최고 2/3이 이 기간에 해당해야 합니다.)
2	광고주가 비용을 지불하는 정식 계약에 따라 집행된 작품이어야 합니다. 단 자사홍보나 비영리단체를 위한 것인 경우, 광고주 측에서 모든 매체집행/ 제작/ 구현에 대해 승인한 것이어야 합니다.
3	광고주/ 브랜드 소유 회사의 위임을 통해 해당 작품의 출품 허가를 받아야 하며 여기에는 광고주와 연락한 세부사항이 포함되어야 합니다. (페스티벌 측에서는 언제든지 이 허가에 대한 증빙자료를 요청할 수 있습니다. 또한 필요한 경우 페스티벌 측에서는 광고주와 연락할 권리가 있으며 출품 자는 이 사항을 광고주에 통지해야 합니다.)
4	출품작은 출판/ 방송/ 발표된 그대로 제출해야 하며 출품을 위해 개정해서는 안 됩니다.
5	가상의 상품이나 컨셉 상품에 대한 광고, 방송금지나 철회를 요구받은 광고는 출품할 수 없습니다.
6	회사의 상급자(CD, CEO, 회장 등)가 해당 작품의 출품을 허가해야 합니다.
7	전년도 칸 라이언즈에 출품했던 부문에 동일한 작품을 출품할 수 없습니다. (출품요건이나 날짜가 맞는 경우 다른 부문에 출품하는 것은 가능합니다.)
8	디지털 제출물이나 실제 제출물에 대행사나 기타 협력한 크리에이티브 회사에 대한 언급이 있어서는 안 되며, 모든 보조 케이스필름이나 제출물은 정확한 최종 버전이어야 합니다. (추후 새로운 버전으로 대체할 수 없습니다.)
9	작품 및 케이스필름은 영어로 작성해야 합니다. (번역에 대한 규칙을 참조하십시오.)
10	출품 시 제출하는 모든 매체는 출품 완료 및 출품비 지급 당시의 최종 버전이어야 합니다. 출품이 완료되고 페스티벌 측에서 접수한 이후에는 어떤 경우에도 새로운 버전으로 대체하거나 새로운 매체를 추가할 수 없습니다.
11	출품비를 완납한 이후 새로운 결과가 수집되는 경우, 2017년 5월 1일까지 출품양식의 결과 란을 통해 추가정보를 작성해 제출하는 것이 가능합니다.
12	2017년 5월 15일이 경과한 후에 출품 회사 측에서 출품을 철회할 수 없습니다. 상세한 사항은 “취소, 환불 및 철회” 부분을 참조하십시오.

위의 사항을 모두 만족시키지 못하는 경우에는 출품작이 2017년 칸 라이언즈에 출품하지 못할 수 있습니다. 이 요건을 모두 만족시키지 못하는 경우에는 출품자격이 박탈되거나 환불 없이 출품이 철회될 수 있습니다.

# 페스티벌 출품 요건

## 1. 일반 규칙

1. 페스티벌은 어센셜 이벤트스(Ascential Events (Europe) Limited)가 조직하고 관리하고 운용하며 (i) 칸 라이언즈 어워즈와 (ii) 칸 라이언즈 특별상 어워즈로 나뉩니다.
2. 규칙은 제 5절에서 정의하고 본 페스티벌 출품에 대한 용어 및 조건에 포함된 대로 페스티벌에 적용됩니다. 페스티벌에 출품(출품비 납부 양식에 적힌 어센셜 이벤트스에 제출함으로써 발생)함으로써 출품 회사 측은 본 규칙을 준수하겠다고 합의하게 됩니다. 어센셜 이벤트스는 본 규칙을 개정할 재량을 가지며, 이 경우 [www.canneslions.com](http://www.canneslions.com)에 본 규칙에 개정판을 발표합니다.
3. 어센셜 이벤트스는 아래와 같은 출품작의 출품을 언제든 거부하거나 철회할 수 있습니다.
  - a. 법률이나 조례 혹은 업계에서 인지하는 직업규약을 위반하는 경우
  - b. 국민적 정서나 종교적 정서, 대중 취향을 거스르는 경우
  - c. 페스티벌의 캠페인 출품 자격요건을 만족시키지 못하는 경우 (캠페인은 2016년 3월 1일부터 2017년 4월 30일사이 에 처음으로 대중에게 방송되거나 런칭되거나 출시된 것이어야 합니다) 혹은
  - d. 기타 다른 방식으로 규칙과 어센셜 이벤트스가 옹호하는 지침 원칙의 정신을 위반하는 경우
4. 어센셜 이벤트스는 어센셜 그룹의 자회사로, 공정하게 거래하고 EU와 미국정부가 부과하는 무역제재를 포함한 모든 법률을 존 중할 것을 서약합니다. 이는 어센셜 이벤트스는 페스티벌을 조직하고 관리하며 집행하기 위해서 EU와 미국정부의 무역제재 대상 에 해당하는 출품작을 접수할 수 없음을 의미합니다.
5. 용어와 표현에 대한 정의는 아래와 같습니다.
  - a. 어센셜 이벤트스(Ascential Events)는 Ascential Events (Europe) Limited (기업번호 7814172, 등록주소 The Prow, 1 Wilder Walk, London W1B 5AP)를 의미하며, 어센셜 이벤트스에서는 페스티벌을 운용할 재량을 단독으로보 유합니다.
  - b. 카테고리는 페스티벌의 각 섹션 안에 포함된 카테고리를 말합니다.
  - c. 출품 회사는 페스티벌에 작품을 출품하는 회사를 말합니다. 출품작이 쇼트리스트에 오르거나 수상하는 경우, 출품 회사는 트로피나 칸 라이언즈 어워즈 수상 증명서를 접수하는 당사자가 됩니다. 그러나 출품 양식에 있는득점(point winning) 란 중 하나에 출품 회사를 기입하지 않으면 출품 회사는 특별 상을 위한 점수를 획득하지못합니다. 득점 란 은 Idea Creation, Media Placement, Film Production, PR 입니다.
  - d. 출품작은 출품 회사가 페스티벌에 제출하는 작품을 의미합니다.
  - e. 출품비 납부 양식은 출품 절차에 반드시 필요하며, 일단 이 온라인 납부 양식이 완료되면 출품이 접수된 것으로간 주합니다.
  - f. 출품비는 출품 회사가 페스티벌에 출품하고 출품비 납부 양식을 제출할 때 어센셜 이벤트스에 납부하는 금액을말합 니다.
  - g. 페스티벌은 칸 라이언즈 인터내셔널 페스티벌 오브 크리에이티비티를 의미하며, 이는 칸 라이언즈 특별 어워즈와 칸 라이언즈 어워즈로 구성됩니다.
  - h. 페스티벌 목적의 의미는 본 페스티벌 용어 및 조건의 18절대로 입니다.
6. 규칙은 아래와 같은 사항들을 의미합니다.
  - a. 본 페스티벌 조건
  - b. 본 문서에 포함된 일반 규칙
  - c. 각 부문(Lion)에 해당하는 특정 규칙
  - d. 특별 어워즈 규칙
  - e. 출품 규칙
  - f. 부적격 및 “스캠” 출품작에 대한 공식 정책
  - g. 수시로 개정 및 발표되는 규칙
  - h. 제한사항이란 어센셜 이벤트스가 특정 출품작과 관련해 페스티벌 목적 집행에 가하는 제한사항을 의미하며, 이는해 당 출품 회사가 어센셜 이벤트스 측에 통지합니다.

# 페스티벌 출품 요건

## 2. 지적재산권: 출품작의 처리, 이용 및 발표

- 출품 회사가 페스티벌에 출품할 때, 출품 회사는 아래와 같이 출품작의 지적재산권을 모두 충족하고 있음을 어센셜 이벤츠 측에 보증합니다.
  - 출품 회사는 페스티벌에 출품할 법적 권리를 갖습니다.
  - 어센셜 이벤츠나 페스티벌 목적에서 인정한 대리인은 임의의 제3자의 권리를 침해하지 않으며 관련 법규를 위반하지 않습니다.
- 출품작 제출 시, 혹은 어센셜 이벤츠 측에서 출품 회사가 라이언 수상이나 특별상 수상에 동의하는 경우, 출품 회사는 이센셜 이벤츠 측에 페스티벌 목적과 이에 따른 규칙에 따라 제출한 자료들을 사용할 권리를 부여합니다.
- 출품 회사가 출품작을 구성하는 제출물의 소유자가 아닌 경우, 출품 회사는 어센셜 이벤츠 측에서 제한 없이 페스티벌 목적을 행사할 수 있도록 보장하기 위해 상업적으로 적절한 노력을 행사합니다. 여기서 상업적으로 적절한 노력은 아래와 같습니다.
  - 출품 회사는 해당 제3자가 어센셜 이벤츠 측이 페스티벌 목적을 행사하는데 동의하게끔 노력하는데 있어서 필요한 상업적으로 적절한 노력. 그러나 출품자가 이미 체결한 업무조건을 수정하거나 새로운 업무조건에 합의할 것을 요구하지는 않습니다.
  - 출품 회사가 어센셜 이벤츠 측이 페스티벌 목적을 행사할 허가를 받기 위해 금전적 지출을 하는 것은 아닙니다.
- 출품작을 처리하는 과정에서 질의를 위해 연락을 하거나 수상을 통지하거나 수상을 알리기 위해 개인정보를 이용할 수 있습니다. 더욱 자세한 사항은 칸 라이언즈 웹사이트에 있는 프라이버시 정책에 기재되어 있습니다.
- 어센셜 이벤츠가 수행하는 “페스티벌 목적”은 아래와 같습니다. 단 모두 다 반드시 이행하는 것은 아닙니다.
  - 무료로나 유료로 공적으로나 사적으로 소개하는 과정에서 출품작을 포함해 출품 회사가 페스티벌에 제출하거나 어센셜 이벤츠 측에 제공하는 모든 제출물을 어센셜 이벤츠 측에서 합당하다고 생각하는 방식으로 상영하거나 발표합니다.
  - 어센셜 이벤츠 측에 출품작을 포함한 모든 제출물을 복제해 ‘칸 라이언즈 아카이브(Cannes Lions Archive)’ 및 오프라인 상으로 발표합니다.
  - 페스티벌을 홍보하기 위한 목적으로 제 3자가 페스티벌에 제출된 자료를 직간접적으로 이요하도록 허가합니다.
  - 전세계 어느 곳에서든 판매를 제의 받은 광고들의 모음으로 재제작합니다. 이런 모음은 어센셜 이벤츠 및 어센셜 이벤츠로부터 허가받은 기타 조직에 의해 부분발행, 복제, 시장화, 혹은 판매되지 않습니다.
- 상기 명시한 페스티벌 목적에는 아래 사항을 위반하는 행위가 포함되지 않습니다.
  - 관련 법규
  - 법적 소유자, 관련 제한사항이 공지되거나 어센셜 이벤츠 측에 출품 회사가 밝힌 경우 해당 자료 내에 지적소유권을 가진 라이선스 소유주 및 제3자가 제시한 출품작 사용에 관한 제한사항 (위의 a와 b 사항을 “제한”이라고 합니다.)
- 제한이 적용될 수 있도록 출품 회사는 되도록 빨리 이메일을 포함, 서면으로 제한사항을 어센셜 이벤츠 측에 통지합니다.
- 어센셜 이벤츠 측이 페스티벌 목적을 행사한 결과로 혹은 출품작과 관련해 소송이 발생해 어센셜 이벤츠 측에 다른 권리가 없거나 해결책이 없는 경우
  - 출품 회사는 즉시 해당 소송에 대해 어센셜 이벤츠 측을 지원합니다. 여기에는 출품작의 권리를 입증하는 모든 서류를 제공하는 행위가 포함됩니다.

# 페스티벌 출품 요건

## 3. 페스티벌 운영

1. 어센셜 이벤트는 언제든지 적시에 페스티벌 카테고리(모든 작품들이 가장 잘 부각될 수 있도록 하기 위해 필요한 변경사항이 있다고 간주될 때가 포함됩니다)를 변경할 재량을 갖습니다.
2. 어센셜 이벤트는 언제든지 매체집행일정 세부사항, 광고주 서면 확인서, 혹은 기타 작품의 진위를 입증하는데 필요한 추가 정보를 요청할 수 있습니다.
3. 출품 회사는 출품작을 포함해 허가받지 않은 작품 모음이나 편집본이 판매되거나 유통되는 경우 이를 즉시 어센셜 이벤트 측에 알려야 합니다.
4. 출품 회사가 출품해 쇼트리스트에 오른 작품이나 수상작과 관련해 추가 자료를 요청할 경우 출품 회사는 이를 어센셜 이벤트 측에 제공하는데 합의합니다. 어센셜 이벤트는 페스티벌 종료 후를 포함해 언제든지 홍보 출판이나 전시를 위해 이런 자료를 언제든지 요청할 수 있습니다.

## 4. 규칙을 준수하지 않은 경우

1. 어센셜 이벤트는 규칙 준수 여부를 판단할 전적인 재량을 갖습니다. 규칙을 준수하지 않은 사례가 발견될 경우, 어센셜 이벤트는 해당 출품작의 자격을 박탈하거나 규칙에 명시된 기타 불이익을 부과합니다.
2. 어센셜 이벤트에서 출품 회사가 의도적으로나 고의로 규칙을 어겼다고 간주하는 경우, 어센셜 이벤트는 해당 출품 회사의 출품을 일정 기간 금지할 수 있습니다.
3. (출품 회사의 규칙 준수 여부 결정을 포함) 페스티벌 관련 모든 사안에 대한 어센셜 이벤트의 결정은 최종적이며 법적 구속력을 가집니다.

## 5. 이의제기 절차

1. 수상작이나 쇼트리스트 작품, 혹은 특별 어워즈에 관련해 이의가 제기되는 경우, 어센셜 이벤트는 이의사항에 대해 조사할 것인지 결정할 수 있습니다. 어센셜 이벤트 측에서 어떤 이의제기에 대해 조사하기로 결정하는 경우, 출품 회사는 해당 조사와 관련해 전면적으로 협조해야 하며, 여기에는 어센셜 이벤트 측에서 요구하는 정보를 제공하는 행위가 포함됩니다.
2. 출품작의 수상이나 예선통과가 부당하거나 부정확하다는 이의제기가 입증된 경우, 어센셜 이벤트는 가능한 경우 해당 출품작이나 수상을 철회합니다.

## 6. 기타

1. 수상하는 경우, 트로피를 전달하는 과정에서 발행할 수 있는 관세나 요금 혹은 비용은 어센셜 이벤트가 아닌 수상자 측에서 부담합니다.
2. 칸 라이언즈 트로피는 저작권과 디자인 저작권, 그리고 상표 저작권을 포함한 어센셜 이벤트의 지적재산입니다. 어센셜 이벤트는 어떤 크기나 재질로 칸 라이언즈 트로피를 재생하거나 제조, 복제 및 판매하고 라이언즈의 디자인을 배포하거나 이용하거나 혹은 선물, 판매, 재판매, 라이선스 부여 등으로 재생산할 독점적 권리를 간섭합니다. 어센셜 이벤트 측에 서면 허가서나 라이선스를 갖지 않은 경우 이 조항에 따라 그 어떤 제조업체나 광고주, 조직 혹은 개인도 칸 라이언즈 트로피를 재생산, 복제, 혹은 복사할 수 없습니다.
3. 모든 출품작과 어센셜 이벤트가 진행하는 추후 소개, 상영, 전시 및 프리젠테이션은 비평이나 검토를 위한 것으로 간주되며, 어센셜 이벤트나 그 자회사 등이 작품 속 상품이나 서비스를 추천하거나 지지하거나 홍보하기 위한 것이 아니라고 간주합니다. 추후 소개나 상영, 전시 및 프리젠테이션은 어센셜 이벤트나 자회사의 관점이나 견해를 대표하지 않습니다.
4. 어센셜 이벤트와 자회사들은 추후 소개, 상영, 전시 및 프리젠테이션과 관련해 후추 소개나 상영, 전시 및 프리젠테이션에서 언급한 상품이나 서비스에 대한 어떤 법적책임도 갖지 않습니다.

# 페스티벌 출품 요건

## 7. 완전합의조항

1. 각 출품 회사는 본 규칙이 출품 회사와 어센셜 이벤츠 간 완전하고 유일한 합의를 구성한다는 것을 인지하고 합의합니다. 출품회사는 규칙에서 명시한 것 이외에는 그 어느 경우에도 어떠한 형태의 보증이나 대표, 명시, 확인, 계약, 합의, 착수, 보장, 헌신 등을 요구하지 않으며 어센셜 이벤츠 역시 이런 책무가 없습니다.

## 8. 변경

1. 어센셜 이벤츠에게는 규칙을 일방적으로 변경할 권리가 있으며, 변경사항의 효력은 [www.canneslions.com](http://www.canneslions.com)에 발표한 다음 날부터 발생합니다.

## 9. 효력취소

1. 어떤 상황에서든 규칙의 한 조항이 무효나 불법, 비강제적이 될 경우, 해당 조항 이외 조항의 유효성이나 적법성 혹은 강제성에는 영향을 주지 않습니다.

## 10. 법적책임

1. 어센셜 이벤츠에는 출품 회사의 손상이나 피해 혹은 실망에 대한 책임을 지지 않습니다.
2. 어센셜 이벤츠가 출품 회사에 계약상으로서나 (과실로 인한 경우 포함)한 불법행위에 대한 법적 책임은 출품비까지입니다. 의혹의 여지가 없기 위해, 어센셜 이벤츠 측은 규칙과 관련해 그 어떤 간접적, 결과적, 혹은 특별 손실이나 이윤 혹은 사업 상 손실에 대한 법적 책무가 없습니다. (과실로 인한 사망 및 기타 인명손실에 대한 어센셜 이벤츠 측의 법적 책임을 배제하는 경우가 없음은 예외로 합니다.)

## 11. 법률 및 사법적 관리

1. 규칙은 영국 법률에 따라 관리하고 이해하며 영국법정의 전담관할법원에 제출합니다.
2. 출품 회사와 어센셜 이벤츠 간 분쟁이나 논란, 혹은 클레임이 발생하는 경우나 규칙과 관련한 분쟁이 발생하는 경우, (분쟁의) 그 존재나 유효성 및 시한과 관련해, 양 측은 우선 아래 절차에 따라 해당 분쟁의 조정 방법을 모색합니다.
  - a. 분쟁을 주장하는 측이 상대 측에게 서면통지서를 보내 본 절에 따라 분쟁의 주요 상세사항을 기술한 후 서면으로 제출합니다.
  - b. 또한 양측은 해당 분쟁을 해결하기 위해 양측은 해당 분쟁 의 통지가 법적 효력을 갖기 전까지 4주 간 선의를 갖고 협상합니다.
3. 위의 조항 33절에 따라(또한 33절에 명시된 기간 이내에) 양자가 협의에 도달하지 못하는 경우, 이 분쟁은 CEDR의 최종 중재에 회부되거나 양측이 LCIA 규칙에 따라 중재할 것을 상호협의합니다. LCIA 규칙은 이 절에 따라 조직됩니다. 중재자는 하나로 통일합니다. 중재자의 위치, 즉 법적 장소는 런던이며 중재시 언어로는 영어가 사용됩니다.

# CAMPAIGNS

## 캠페인(CAMPAIGNS)

부문에 따라 심사위원은 크리에이티브 작품의 단일 집행만을 살펴보며, 따라서 작품의 각 편은 하나의 출품작으로 계산합니다.

혹은 작품을 하나의 '캠페인(campaign)'이나 '집행 캠페인(campaign of Executions)' 중 하나를 선택할 수 있습니다. 이로써 동일한 상품/서비스를 동일한 매체로 광고하는 하나의 크리에이티브 아이디어를 2개 이상의 집행으로 심사위원에게 보일 것인지 선택할 수 있습니다.

'집행 캠페인'으로 출품할 경우 심사위원들은 작품을 전체적으로 보게 되며 '캠페인 라이언'으로 수상하게 됩니다.

'집행 캠페인'으로 출품하는 경우에는 출품하는 캠페인이 몇 개 부분으로 나뉘어 집행됐는지 물어, 하나의 '집행 제목(execution title)'을 가진 캠페인 내에 몇 개의 작품이 있으며 전체 캠페인의 제목은 무엇인지 정보를 기재해야 합니다.

### 캠페인(CAMPAIGN)

하나의 아이디어나 주제를 통해 서로 연결된, 여러 개 채널로 집행된 조직적 시리즈를 말합니다.

이런 캠페인은 아래와 같은 부문에 하나의 출품작으로 출품할 수 있습니다.

- Entertainment
- Design
- Direct
- Integrated
- Cyber (Sections: A. Web Campaign, H. Integrated)
- Media
- Mobile
- Outdoor (Sections: C. Digital Outdoor, E. Ambient, F. Integrated Campaign)
- PR
- Promo & Activation

### CAMPAIGN OF EXECUTIONS

동일한 상품이나 서비스를 같은 매체를 통해 하나의 동일한 크리에이티브 아이디어로 두 편 이상 집행한 경우를 말합니다.

집행 캠페인 내 각 집행 광고는 서로 다른 출품작으로 간주되며 각기 따로 제출하고 출품비를 지불해야 합니다. '집행 캠페인'의 일부로 제출한 출품작을 또 다른 단일 출품작으로 제출할 수 없습니다.

아래와 같은 부문에서는 이런 성격의 캠페인을 여러 편의 개별적인 출품작으로 출품해야 합니다.

- Film (Sections: A. TV & Cinema Film, B. Online Film, C. Other Film Content)
- Film Craft
- Cyber (Section: D. Online Video)
- Outdoor (Sections: A. Billboards & Street Posters, B. Indoor Posters)
- Print & Publishing (Sections: A. Print, E. Print & Publishing Craft)
- Radio

# 보조제출물 Supporting Materials 가이드라인

## 1. 주지 사항

보조제출물은 출품작에서 가장 중요한 요소입니다. 보조제출물은 심사위원들이 의사결정 시 조사하고 감상하며 읽는 자료입니다. 각 부문마다 필요한 제출물이 다릅니다. 경우에 따라 필수적으로 제출해야 하는 경우도, 제출을 권고하는 경우나 제출이 선택사항인 경우도 있습니다.

추가 정보를 제공하거나 일단 제출한 출품작의 파일을 교체하는 경우에는 엄격한 규칙이 있습니다. 출품비를 납부하기 전에 출품이 완전히 준비됐는지 반드시 확인하십시오.

출품비를 납부한 후 새로운 결과가 수집됐을 경우, 2017년 5월 1일 전에 출품 양식의 결과란에 서면으로 단 1회 정보를 추가할 수 있습니다. 이것은 케이스필름이나 JPG와 같은 매체 제출물에는 어떤 경우에도 적용되지 않습니다.

작품 출품이 철회되는 경우를 예방하기 위해 아래 가이드라인을 준수하십시오.

- 모든 케이스 필름과 프리젠테이션 이미지는 영어로 되어 있어야 합니다.
- 본래 영어로 발표되지 않은 작품 (텔레비전 광고, 인쇄광고, 옥외광고 등)은 출판 및 방송된 그대로 번역을 하거나 자막을 달아서 심사위원들이 이해할 수 있도록 합니다.
- 오리지널 동영상 작품을 번역하는 경우 더빙은 허용하지 않습니다. 보이스오버는 번역할 수 있으나 화면에 보이는 대사인 경우에는 원어를 유지하고 자막을 다십시오.
- 보조 자료에 대행사 이름이나 협력 크리에이티브 업체, 개인이 명시되면 안 됩니다.

## 2. 라벨링 및 배송 가이드라인

- 출품 레이블: 출품비 납부 후 출품확인 이메일을 통해 개별 출품 레이블이 첨부됩니다. 레이블에는 출품작의 고유 출품번호가 적혀 있으며 실제 제출물이 배송된 후 출품작을 구분하는데 필수적입니다. 출품 레이블은 보드, 증명자료 및 보조제출물에 적절히 첨부합니다.



- 배송물 주소 레이블: 출품확인 이메일에 배송시 포장 겉면에 붙일 주소 레이블이 첨부됩니다.
- 출품확인 이메일 내에 레이블을 어디에 어떻게 부착할지 설명이 있습니다. 또한 온라인 어카운트로 로그인해서 다운로드 받을 수도 있습니다. 레이블이 정확히 붙어 있지 않은 제출물은 접수할 수 없습니다.
- 대형 제출물: 실제 보조제출물의 크기가 크거나 추가로 조립설명이 필요한 경우에는 [awards@canneslions.com](mailto:awards@canneslions.com)을 통해 연락해 주십시오.
- 모든 배송비나 우편료는 발신자가 발송 시 완납해야 합니다. 페스티벌 조직위원회에서는 배송 단계의 우편물에 대한 책임을 지지 않습니다. 제출물 분실, 세관 체류, 혹은 배송비 납부에 대한 책임은 전적으로 출품자에게 있습니다.
- 탁송물에는 세관송장이 첨부되어야 하며, 여기에는 'FESTIVAL MATERIAL - NO COMMERCIAL VALUE'라고 기재해야 합니다. 필요 시 탁송물마다 €1.50의 통관비가 부과될 수 있습니다.
- 운송 시 손상이나 분실에 대비해 물품에 대해 보험을 들어야 합니다. 분실이나 손상, 비용 발생 시 페스티벌 조직위에서는 법적 책임을 지지 않습니다.
- 실제 보조제출물은 일단 배송되면 페스티벌 조직위원회의 자산이 됩니다. 심사 후에도 출품자에게 제출물을 반환하지 않습니다. 예외적인 경우, 페스티벌 주최측의 재량에 따라 대형 물품이나 고가의 물품은 반환할 수 있습니다. 단 이 경우에는 페스티벌 측과 사전에 서면으로 합의를 해야 하며 모든 운송비는 출품자 측에서 부담합니다. 보다 상세한 사항은 [awards@canneslions.com](mailto:awards@canneslions.com)으로 이메일을 보내십시오.



# 보조제출물 가이드라인

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모든 실제 제출물은 아래 주소로 보내십시오.

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# 보조제출물 가이드라인

## 이미지 파일 형식 가이드라인

### 프리젠테이션 이미지 예

디지털 프리젠테이션 이미지는 작품을 시각적으로 프리젠테이션하는 것으로, 이미지와 텍스트가 들어갑니다. 텍스트의 경우 100단어 이내로 브리브, 집행 및 결과를 소개합니다.



### 디지털 프리젠테이션 이미지

작품을 시각적으로 프리젠테이션 한 것으로, 이미지와 텍스트 포함

텍스트: 최대 10단어로 브리브, 집행, 결과를 소개함

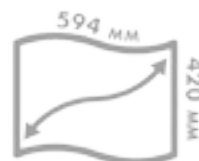
세부명세: JPG, CMYK, 7063 x 5008 pixels, 5 - 15MB



### 대지 붙이지 않은(un-mounted) 프리젠테이션 이미지

잘 휘는 용지에 출력한 디지털 프리젠테이션 이미지의 실제 출력물

세부명세: 594mm x 420mm.



# 보조제출물 가이드라인

**증빙자료 예**  
오리지널 광고나 집행의 디지털 버전을 실제 집행한 그대로 제출합니다.



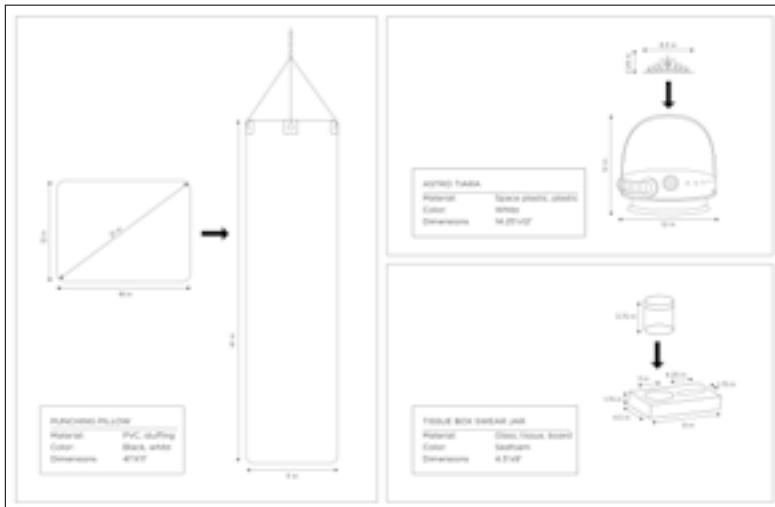
**디지털 증빙자료**  
오리지널 광고나 집행의 디지털 자료의 디지털 버전  
세부명세: **JPG, CMYK, 7063 x 5008 pixels, 5 - 15MB.**



**대지 붙이지 않은 증빙자료**  
심사 시 사용할 디지털 증빙자료의 실제 출력물. 휘는 종이에 고품질로 출력한 것으로, 카드보드 지에 접착하지 말 것.  
세부명세: **594mm x 420mm.**



## 보조제출물 가이드라인



도면 SCALE DRAWING

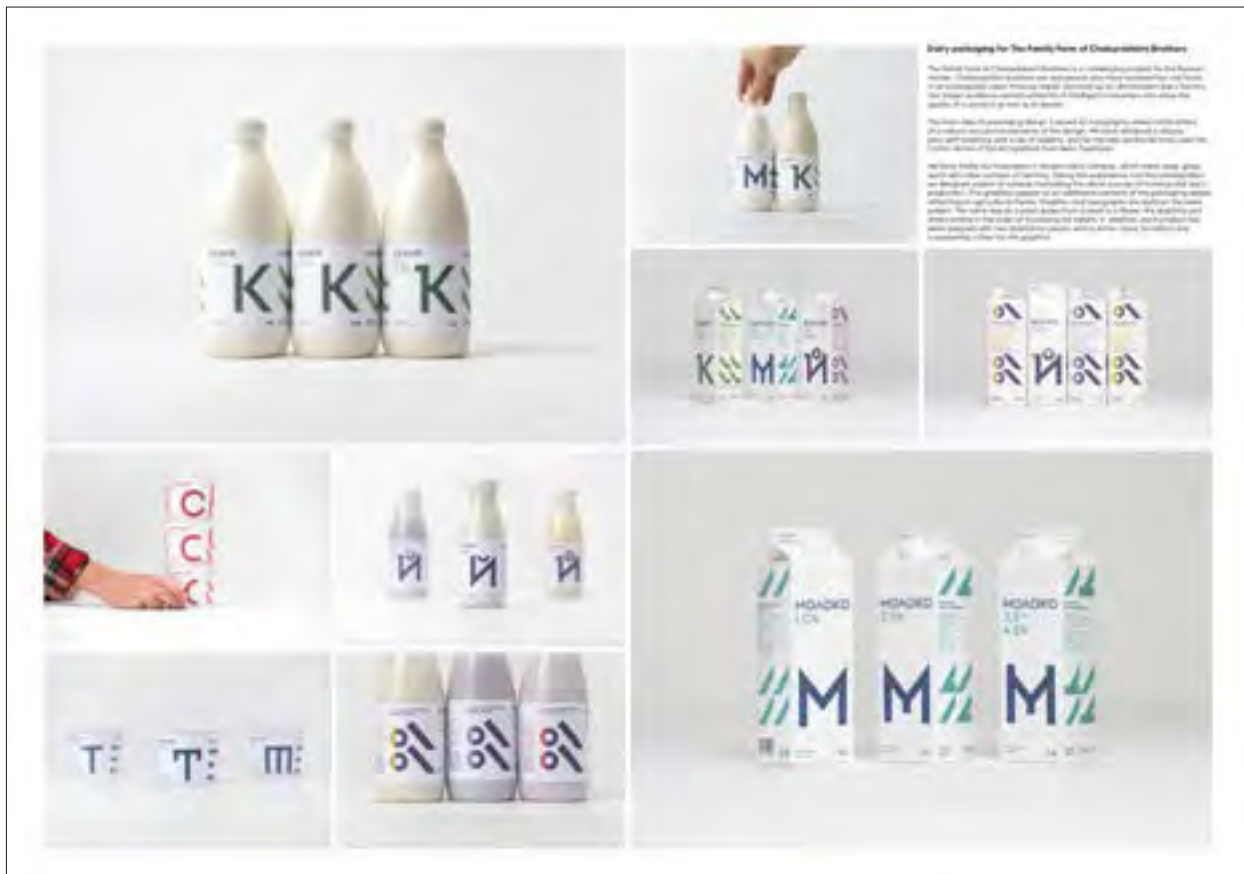
최종 상품의 도면에는 축적과 치수를 제1각법과 제3각법으로 보여야 합니다.

세부명세: **JPG, CMYK, 7063 x 5008 pixels, 5 - 15MB.**

## 보조 이미지 SUPPORTING IMAGE

출품작을 보충해줄 보조 이미지를 디지털 형식으로, 최대 5장까지 가능하며 꼭 필요하고 적절한 경우에만 제출

세부명세: **JPG, CMYK, 7063 x 5008 pixels, 5 - 15MB.**



# 보조제출물 가이드라인

## 동영상 파일 형식 가이드라인

### 동영상 파일 세부명세:

MOV나 MP4 형식의 고품질 동영상으로 인코딩 하십시오.

파일의 최대 사이즈는 350MB입니다.

	Video Aspect Ratio	Resolution	Format / Codec	Audio
Preferred	Full HD 1080px	1920px x 1080px	.MOV/H.264	AAC, Stereo, 48kHz
	HD 720px	1280px x 720px		

Accepted	4:3 or 16:9	1024px x 576px	.MP4/H.264	AAC, Stereo, 48kHz
		720px x 576px		
		854px x 480px		
		640px x 480px		

### 케이스 필름 **CASE FILM (120 SECONDS, MAXIMUM)**

출품작에 대해 간단히 설명하는 동영상입니다. 브리프와 집행, 결과가 내용으로 들어가야 합니다. 심사와 발표 때 사용되며, 칸 라이언즈 아카이브(Cannes Lions Archive)에도 포함됩니다.

세부명세: **MOV/ .MP4, 350MB.**

#### [Example Case Film](#)

### 필름 **FILM**

본래 필름 광고물이나 콘텐츠로, 방송된 그대로 제출해야 합니다. 추가로 슬레이트나 정보를 넣지 마십시오. 영어로 되지 않은 작품에는 발표나 방송되었던 내용 그대로 영어 자막을 추가합니다. 더빙은 허용되지 않음에 유의하십시오. 보이스오버(voiceover)는 번역해 더빙할 수 있으나 본래 언어나 자막은 그대로 두십시오. 세부명세: **.MOV/ .MP4, 350MB.**

#### [Example Film Entry](#)

### 데모 동영상 **DEMO FILM (120 SECONDS, MAXIMUM)**

출품 부문에 따라 액티베이션 상황이나 작품의 특정 요소를 소개하는 'making of' 를 제출할 수 있습니다. 데모 동영상은 영어로 제작해야 합니다. 세부명세: **.MOV/ .MP4, 350MB.**

#### [Example 'Walk through' Demo Film](#)

#### [Example 'Making of' Demo Film](#)

# 보조제출물 가이드라인

## 시상식용 필름 AWARDS SHOW FILM (30 - 45 SECONDS)

케이스 필름의 짧은 버전으로, 출품작이 금상을 받을 경우 시상식에서 발표하기 위한 것입니다. 심사위원들에겐 상영하지 않습니다. 시상식용 필름은 영어로 제작해야 합니다. 세부명세: .MOV/ .MP4, 350MB, 30 – 45 seconds.

[Example Awards Show Film](#)

## URLS

출품 시 제출하는 URL은 “http://”으로 시작해야 하며 로그인 아이디나 패스워드 없이 액세스할 수 있어야 합니다. 제출하는 URL에 2017년 9월 30일까지 액세스할 수 있어야 한다는 점에 유의해 주십시오.

### 콘텐츠 URL (CONTENT URL)

웹사이트, 마이크로사이트, 애플리케이션 다운로드 페이지, 소셜 미디어 페이지 등 디지털 집행 주소에 직접 연결되는 주소를 제출합니다. .

[Example of a website entry](#)

[Example of a microsite entry](#)

[Example of an app download page](#)

[Example social media post](#)

[Example social media post](#)

### 동영상 URL (VIDEO URL)

온라인 동영상이 본래 방영됐던 곳의 url

[Example Video URL](#)

### 프리젠테이션 웹사이트 url (PRESENTATIONWEBPAGE URL)

다이렉트 링크가 영어가 아닌 경우에는 언어로 작품이 설명된 페이지의 url을 제출합니다.

[Example Supporting Webpage URL](#)

## 기타 파일 형식

### 라디오 파일

본래 라디오에 방송된 그대로 MP3 오디오 파일을 제출합니다.

세부명세: 권장 - 258 kbps, 최소 허용 명세 - 128 kbps

### 라디오 대본

본래 라디오 광고의 영문 대본. 대본은 심사위원들이 사용할 것이며 방송된 본래 버전을 그대로 복제해야 합니다.

### 보조 콘텐츠

출품작과 관련된 문서, 동영상, 라디오 파일을 보조 자료로 제출할 수 있습니다.

### 크리에이티브 효과 부록

서면 제출물을 보조해주는 자료를 모은 것입니다. 그래프, 도표, 보도된 언론 자료, 스크린 샷, 본래 출처 데이터 등을 하나의 PDF 로 제출하십시오.

# 부적격 및 “스캠” 출품작에 관한 공식 정책

## 1. 개요

- 1.1 라이언 어워드는 최고의 크리에이티브 비전과 업적을 대표하며 라이언 어워드의 정신과 순수성을 지키기 위해 지속적으로 노력합니다.
- 1.2 “스캠”과 부적격 출품작 문제는 어센셜 이벤트스(Ascential Events(Europe) Limited) 조직위원회의 관리자로서 매우 심각하게 받아들이고 있는 주요 문제입니다.
- 1.3 페스티벌(라이언즈 헬스, 라이언즈 이노베이션, 라이언즈 엔터테인먼트, 유로베스트, 두바이 링크스, 스파이크스 아시아 포함)의 역할은 커뮤니케이션즈의 크리에이티비티를 위한 벤치마크를 설정하고 크리에이티비티를 기리며 뛰어난 크리에이티브 작품에 대해 업계에 포상하는 것입니다. 크리에이티비티가 세계의 비즈니스와 변화, 그리고 선을 위한 힘이 된다는 것을 입증하기 위한 가장 좋은 방법은 “스캠”과 부적격 작품을 페스티벌에서 제외시키는 것입니다.
- 1.4 페스티벌에서는 부적격 출품작이나 “스캠” 출품작을 받아들이지 않습니다. 부적격 및 “스캠” 출품작에 대한 어센셜 이벤트스의 공식 정책은 여기서 밝히는 것처럼 페스티벌 참가와 출품을 관리하는 규칙의 일환을 구성합니다. 출품 회사는 공식 정책과 기타 모든 규칙(여기서 명시한 전체 규칙)을 준수해야 합니다. 일부 공식 정책의 제 6절에서 재정의하는 경우가 있지만, 공식 정책에서 대문자로 사용된 용어는 페스티벌 용어 및 조건(여기서 명시한 내용)에서 정의한 그대로입니다.

## 2. 스캠(SCAM)의 정의

- 2.1 어센셜 이벤트스는 출품작이 “스캠”인지 결정할 절대적 재량을 갖고 있습니다.
- 2.2 어센셜 이벤트스가 절대적 재량에 따라 출품작이 “스캠”인지 결정하는 경우, 해당 출품작은 페스티벌 출품 적격성을 잃게 됩니다.
- 2.3 의심의 여지를 피하기 위해, 모든 부적격(혹은 철회된) 출품작이 모두 “스캠”은 아님을 밝힙니다.

## 3. 적격 작품의 정의

- 3.1 작품이 페스티벌 출품에 적격하려면, 출품 회사 측에서는 아래 다섯 가지 요건을 만족시켜야 합니다.
  - a. 작품은 자사홍보용이나 비영리단체인 경우를 제외하고 모두 광고주와 정상적인 지급 계약에 따라 만들어진 것이어야 합니다. 광고주가 비영리단체인 경우, 광고주가 매체 구현과 제작을 승인한 것이어야 합니다.
  - b. 가상의 상품이나 컨셉 상품에 대한 작품은 출품할 수 없습니다.
  - c. 작품은 출판, 방송 및 구현된 것과 정확히 동일한 상태로 출품해야 하며 페스티벌 출품에 맞게 수정해서는 안 됩니다.
  - d. 광고주가 승인하고 비용을 지불한 것이어야 합니다.
  - e. 작품은 광고주가 구입한 매체에서 집행된 것이어야 합니다.
- 3.2 출품작이 출품 규칙(여기서 언급)을 어겼거나 위의 3.1 조항의 다섯 가지 조건을 만족시키지 못하는 경우, 출품작은 부적격한 것으로 간주되어 어센셜 이벤트스가 페스티벌로부터 출품을 철회하게 됩니다.

## 4. 부적격 여부 판단 기준

- 4.1 출품 회사는 출품작마다 이름, 직위 및 연락처를 포함한 광고주 상세사항을 제출해야 합니다. 또한 출품 회사의 상급자(CD, CEO, 회장 등)의 출품 허가를 받아야 합니다.
- 4.2 어센셜 이벤트스에게는 (i) 출품작에 기재된 광고주가 적법하며 (ii) 출품작에 나타난 상품이 광고주의 포트폴리오와 일치하는지 살펴볼 권리를 갖습니다.
- 4.3 또한 칸 라이언즈 어워드 심사 과정에서 심사위원들은 어센셜 이벤트스 측에 (매체 일정 및 광고주 허가 여부 포함) 어센셜 이벤트스 측과 함께 질문을 제기할 수 있습니다. 출품 회사는 이렇게 요청받은 정보를 제공해야 합니다.



# 부적격 및 “스캠” 출품작에 관한 공식 정책

## 5. 부적격 및 “스캠” 출품작에 대한 조치

- 5.1 작품이나 출품작이 문제가 되면, 어센셜 이벤트에서는 해당 출품 회사의 해명이나 심층자료를 요구합니다.
- 5.2 출품 회사가 요청한 정보를 제공하지 않거나, 어센셜 이벤트의 절대적 재량에 따라 출품 회사가 적절한 정보를 제공하지 않았다고 판단되면, 어센셜 이벤트 측은 출품이나 수상을 철회합니다.
- 5.3 어센셜 이벤트 측에서 “스캠”이나 부적격 출품작이 제출됐다고 판단되는 경우, 어센셜 이벤트는 절대적 재량에 따라 해당 출품작의 크레딧 명단에 있는 개인들의 향후 페스티벌 출품을 (어센셜 이벤트 측에서 적절하다고 판단되는 기간 동안) 금지할 수 있습니다.
- 5.4 어센셜 이벤트 측에서는 사안의 중대성에 따라 적절한 금지 기간이나 금지 종류를 결정합니다. 모든 상황이 다 같은 것은 아니므로 각 사안마다 적절하게 처리합니다.

## 6. 정의

- 6.1 본 문서에서 정의하지 않은 경우, 본 공식 정책에서 대문자로 적힌 용어는 페스티벌 용어 및 조건에서 정의한 의미를 갖습니다. 그러나 용어성을 위하 본 공식 정책에서 사용된 정의 중 일부는 아래와 같이 다시 정의합니다.
  - f. 칸 라이언즈 어워즈는 심사위원이 정하고 칸 라이언즈 페스티벌 기간 시상되는 시상식들을 말합니다.
  - g. 칸 라이언즈 특별 시상식은 심사위원들이 시상하는 개개 작품이 아닌, 수상을 통해 얻은 점수를 합산해 결정합니다. 점수 계산 방식은 특별상 규칙(Rules for Special Awards)에 명시되어 있습니다.
  - h. 출품 회사는 페스티벌에서 고려하는 출품작을 제출한 회사를 말합니다. 출품작이 쇼트리스트에 오르거나 수상하는 경우, 출품 회사가 트로피 및 수상증명서를 받는 당사자가 됩니다. 단 출품 회사가 출품 양식에서 점수 획득란의 크레딧으로 명시되지 않으면 칸 라이언즈 특별상에 점수 가산이 되지 않을 수 있습니다. 점수 획득 란에는 Idea Creation, Media Placement, Film Production, PR이 있습니다.
  - i. 출품작은 출품회사가 페스티벌에 제출하는 작품을 의미합니다.
  - j. 페스티벌은 어센셜 이벤트에서 조직하고, 관리하며 집행하는 Cannes Lions International Festival of Creativity를 의미하며 (i) 칸 라이언즈 어워즈와 (ii) 칸 라이언즈 특별상 어워즈로 나뉩니다.
  - k. 상(Lion)은 출품 회사 측에 출품작이 한 카테고리나 섹션에서 우수한 결과로 수상하는 각 부문 어워즈를 의미합니다. 금상, 은상과 같은 상의 유형은 칸 라이언즈 어워즈의 특정 서열을 말합니다.
  - l. 규칙(Rules)은 페스티벌 측에서 관리하고 출품 회사 측에서 준수하기로 합의해야 합니다. 규칙에는 아래와 같은 것들이 있습니다.
    - a. 본 문서에 명시된 특별상 어워즈를 위한 규칙
    - b. 본 문서에 명시된 각 상에 대한 규칙
    - c. 본 문서에 명시된 일반 규칙
    - d. 본 문서에 대한 출품 규칙
    - e. 본 문서에 명시된 페스티벌 용어 및 조건
    - f. 본 문서에 명시된 환불/철회 정책
    - g. 부적격 및 “스캠” 출품작에 대한 공식 정책



## CREATIVE EFFECTIVENESS LIONS

크리에이티브 효과 부문에서는 크리에이티비티가 얼마나 측정 가능한 성과를 거두었는지 평가합니다. 출품작들은 장기적으로 눈에 보이는 성과가 있었음을 보여야 합니다. 즉 출품작이 어떻게 가시적인 비즈니스 효과를 거두었는지, 어떻게 문화적 변화를 초래했는지, 혹은 브랜드 목표 달성에 얼마나 기여했는지 보여줘야 합니다.

- ✓ 평가 기준: 아이디어 25%, 전략 25%, 효과 및 결과 50%
- ✓ 동일한 작품은 크리에이티브 효과 부문에 단 한 번만 출품할 수 있습니다.

2014-2016년 칸 라이언즈 페스티벌에서 쇼트리스트에 오르거나 수상한 작품만 2017년 크리에이티브 효과 부문에 출품할 수 있습니다.

### 심사위원 팁

- ‘효율(efficiency)과 효과(effectiveness)를 확실히 구분하십시오. 소셜 버즈의 효과와 판매 및 행동변화의 효과는 다릅니다.’
- ‘우리는 목표가 분명하고 이 목표를 얼마나 이루었는지 보여주는 사례를 찾습니다.’
- ‘소셜 미디어 통계(조회수, 임프레션 등)는 중요하지 않습니다. 사실 이런 숫자들은 기본적으로 모든 작품이 달성해야 하는 것에 불과합니다.’

### 출품 요건

크리에이티브 효과 출품 시 아래와 같은 내용을 기입합니다.

- 500단어로 요약
- 3,000 단어로 아래 질의에 대해 응답
  1. 크리에이티브 작품의 목표는 무엇이었는가?
  2. 크리에이티브 작품 이전의 전략은 무엇이었는가?
  3. 어떤 크리에이티브 작품이었는가?
  4. 이 크리에이티브 작품이 시장에서 어떤 효과를 거두었는가?
  5. 귀사 캠페인의 효과에 영향을 미친 다른 요소가 있었다면 무엇이었는가?
  6. 해당 크리에이티브 작품을 집행함으로써 광고주는 어떠한 상업적 이득을 얻었는가?
- 7. 이 사례로 인해 크리에이티브가 어떻게 하면 효과적일 수 있는지 이해하는데 도움이 된다면 어떤 것인가?
- 광고주 서면 허가서

심사위원들은 전년도 출품작을 다시 볼 수 없으므로, 전년도 크리에이티브 효과 부문에 출품된 작품을 다시 출품하는 경우에는 출품작이 어떻게 반복되었는지 간단한 시놉시스를 제공해야 합니다.

### 보조 제출물

출품자는 서면 제출물을 증명하는 내용을 부록으로 업로드할 것을 강력히 권장합니다.

출품자는 그 외 보조 매체나 보조 제출물을 제공할 필요가 없습니다. 본래 출품작은 순전히 문맥 상 이해를 위해 심사위원들에게 제공되며 2017년 심사 범주에서는 고려 대상이 아닙니다. 페스티벌 아카이브에 있는 내용이므로 다시 제출할 필요가 없습니다.

### 추가 정보

- 모든 출품작은 [www.canneslions.com](http://www.canneslions.com)으로 출품비를 완납하고 온라인 상으로 출품완료를 해야 합니다. 칸 라이언즈 사무실에 출품작을 보낼 필요가 없습니다.
- 출품자는 온라인 출품양식에서 제공하는 양식을 사용해야만 합니다. 다른 형식은 접수하지 않습니다. 다른 형식으로 제출하는 경우에는 반환 후 재차 제출해야 합니다.
- 출품자는 요약 500단어, 서면제출물 3,000단어라는 단어 수 제한을 엄수해야 합니다. 단어 수를 엄수하지 못하는 경우 제한을 지킬 때까지 출품작이 반환됩니다. 이 경우 마감일을 엄수해 다시 제출해야 하며 마감일을 지키지 못하는 경우 심사대상에서 제외됩니다.
- 모든 출품작은 칸 라이언즈와 세계 광고 연구회(World Advertising Research Center, WARC Ltd.) 웹사이트에 모두 발표됩니다. 단 기밀정보란에 기재한 정보는 예외입니다. 조직위원회에서는 사전통지 없이 기밀정보란 이외에 기재된 내용을 발표할 권리를 갖습니다.
- 페스티벌에서는 일관성을 위해 출품 양식을 재구성할 권리를 갖되, 내용 자체를 바꾸지는 않습니다.

## 업로드 매체

모든 출품작은 칸 라이언즈 팀에서 검토합니다. 일관성을 검토하고, 주장이 정확한지 확인하며 원 자료가 올바르게 반영됐는지 살펴봅니다. 칸 라이언즈 팀의 지원 및 조언은 출품작 제출이 올바르게 이뤄지도록 하기 위해서입니다.

이 과정에서 어떤 문제가 발생하는 경우, 전체 제출물을 강화하기 위해 출품자 측에 출품작의 개정, 수정 및 추가를 요청합니다. 출품작의 수준을 높이는 것은 출품자를 위한 것입니다.

### 크리에이티브 효과 부문 서면제출서 작성 요령

- 결과를 증명할 때는 제3자가 제공하는 증거를 가장 신뢰하고 납득할 수 있습니다.
- 대행사와 광고주 모두가 캠페인에 대한 목표를 갖고 있어야 합니다. 양측 모두 이 목표를 뒷받침하는 증거를 제공하는 것이 가장 좋습니다.
- 출품작 전체에 걸쳐 증거를 언급하고 주석을 사용한다면 해당 주장이 사실에 기반한다는 것을 입증할 가장 분명한 방법이 될 것입니다.
- 심사위원은 영어로 된 출품작만을 검토할 예정이므로 모든 증명자료를 영어로 제출할 것을 강력히 권고합니다.

## FAQS

### 전년도 크리에이티브 효과상 부문에 출품했던 작품을 다시 출품할 수 있나요?

최신 결과와 마지막으로 크리에이티브 효과 상에 출품한 이후 캠페인에 발전이 있음을 보일 수 있다면 출품이 가능합니다.

### 작품이 쇼트리스트에만 올랐을 경우에도 수상 가능성이 있나요?

그렇습니다. 크리에이티브 효과상은 다른 부문과 다른 범주에서 심사합니다. 캠페인의 결과와 효과에 50%, 전략에 25%, 아이디어에 25%씩 배점합니다.

### 출품은 출품 양식서로 제출해야 하나요?

그렇습니다. 심사위원들이 일관된 양식으로 심사하기 위해서입니다.

### 출품작과 부록의 하드카피를 보내야 하나요?

아닙니다. 모든 필요한 파일은 디지털 형식으로 보유하고 있습니다.

### 그래프, 차트, 부록 역시 단어 수에 포함되나요?

포함되지 않습니다.

### 광고주 승인서가 무엇인가요?

제출물에 대한 광고주 승인서와 검토서는 해당 출품작의 출품을 광고주가 승인했으며 광고주가 제출물을 검토하고 승인했음을 증명하기 위한 것입니다. 이 승인서에는 광고주 회사의 헤더헤드가 찍힌 것이어야 하며 계약내용과 함께 서명이 포함된 것이어야 합니다.

A. Creative Effectiveness	제출물
<b>A01. Creative Effectiveness</b> Celebrating the measurable impact of creativity. Entries will need to demonstrate how creative, brand-led work drove tangible business results and was instrumental to cultural change or integral in the achievement of brand purpose.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>• 서면제출물 (3,000 words)</li> <li>• 광고주 승인서</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>• 부록</li> </ul>
<b>A02. Creative Effectiveness for Good new</b> Celebrating the measurable impact of creativity with social purpose at the heart. Entries will need to demonstrate how charitable and non-for-profit work or a government led initiative drove tangible results and was instrumental to cultural change or integral in the achievement of brand purpose.	
<b>A03. Creative Regional Effectiveness new</b> Celebrating the measurable impact of regional/local work. Entries will need to demonstrate how a city, country or region-specific programme, campaign or initiative drove tangible business results and was instrumental to cultural change or integral in the achievement of brand purpose.	
<b>A04. Creative Global Effectiveness new</b> Celebrating the measurable impact of global work. Entries will need to demonstrate how a global, multi-market creative programme, campaign or initiative drove tangible business results and was instrumental to cultural change or integral in the achievement of brand purpose.	
<b>A05. Creative Longer-Term Effectiveness new</b> Celebrating the measurable, long-term impact of creativity. Entries will need to demonstrate how sustained brand effectiveness was achieved as part of a dedicated, longer term programme, campaign or initiative and how the idea drove tangible business results and was instrumental to cultural change or integral in the achievement of brand purpose. Entries in this category must show results over several years.	
<b>A06. Creative Marketing Effectiveness new</b> Celebrating the measurable impact of creativity where collaboration, client-side resource and thinking were instrumental in achieving a business goal. Entries will need to demonstrate how creative, brand-led work drove tangible business results and was instrumental to cultural change or integral in the achievement of brand purpose.	

## CYBER LIONS

사이버 부문에서는 디지털 경험을 통해 구현된 크리에이티비티를 거릅니다. 출품작은 디지털 환경을 기반으로 하거나 디지털 환경에서 적합한 아이디어로, 온라인 플랫폼을 바탕으로 해서 혁신적으로 관련 기술을 이용해 브랜드 메시지를 전달하는 작품이어야 합니다.

- 심사시 평가 기준은 주로 아이디어와 집행에 있습니다.
- 사이버 부문 내에서 동일한 작품은 카테고리에 맞기만 한다면 여러 카테고리에 얼마든지 중복해 출품할 수 있습니다. 단 'F. Social' 카테고리에는 세 번까지만 가능합니다.
- D. 집행 캠페인(Campaign of Executions) 은 Online Video에만 출품할 수 있습니다.

모바일/태블릿/핸드헬드 기기를 위한 작품인 경우에는 **Mobile Lions** 카테고리를 참조하십시오.

### 심사위원 팁

- '사례를 정직하게 기술하세요. 온 세상이 모두 여러분의 아이디어를 공유하지 않았다 해도 괜찮습니다. 아이디어만 좋다면요.'
- '복잡한 기술이 사용자들에게 보이지 않게 숨어 있는 게 만드는 편이 좋습니다.'
- '지나치게 하지 마십시오. 아이디어와 결과, 그리고 프리젠테이션을 단순하고 분명하며 매끄럽게 만드세요. 심사위원들에게 위대한 아이디어라고 말할 필요가 없습니다. 심사위원들에게는 단순히 컨셉만 설명하면 됩니다.'
- '되도록이면 빨리 요점을 전달하는 게 좋습니다. 솔루션이 더 중요하다는 것을 강조하기 위해 스토리를 복잡하게 이끌어가며 시작해봐야 아무 소용이 없습니다.'

하부카테고리 및 제출물은 아래와 같습니다.

<b>A. Web Campaign</b> Online-only campaigns that consist of at least 2 web executions i.e. 1 website, 1 online video, 1 social post, etc. If you would like to submit a single website/microsite, please see B. Web Platforms.	제출물
<b>A01. Food &amp; Drinks</b> All food and drinks.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> <li>• Awards Show Film</li> </ul>
<b>A02. Fast Moving Consumer Goods</b> All fast moving consumer goods, including toiletries and cleaning products, and excluding food and drinks.	
<b>A03. Durable Consumer Goods</b> Clothing and accessories, furniture and consumer electronics.	
<b>A04. Cars &amp; Automotive Products &amp; Services</b> All vehicles and related products and services, including petrol stations, breakdown and car hire services.	
<b>A05. Retail, e-Commerce, Restaurants &amp; Fast Food Chains</b> All shops and department stores, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
<b>A06. Travel, Transport &amp; Leisure</b> All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms.	
<b>A07. Media &amp; Publications</b> All media and publications, including videogames, streaming services, music, TV and radio stations.	
<b>A08. Financial Products &amp; Services</b> All financial products and services, including insurance.	
<b>A09. B2B Products and Services</b> All business-to-business products and services, including advertising and recruitment agencies, consultancies, accounting firms and legal services.	
<b>A10. Commercial Public Services</b> All commercial public services, including telecommunications, private healthcare and private education.	



<b>A11. Corporate Image</b> All non-product-based campaigns, including event sponsorship and corporate responsibility.	
<b>A12. Corporate Social Responsibility new</b> All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation.	
<b>A13. Public Sector</b> Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure, and military.	
<b>A14. Charities and Non-Profit</b> Campaigns conducted on behalf of charities, non-profit organisations or NGOs, including fundraising, appeals and awareness messages.	

B. Web Platforms	제출물
Single executions, including microsites.	
<b>B01. Website</b> Long-term site destinations for a brand, product or service (i.e. AudiUSA.com, CNN.com, etc.).	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>URL</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> <li>Awards Show Film</li> </ul>
<b>B02. Microsite</b> Creative short-term campaign sites made specifically to support a branded campaign.	
<b>B03. Web Service / Apps</b> Client-server software applications and services provided to a target audience to improve their experience and engagement with a brand. <b>Mobile Apps should be entered into Mobile Awards, B02. Mobile Apps.</b>	

C. Online Ad	제출물
Single executions of paid online desktop display advertising.	
<b>C01. Display Advertising new</b> Single desktop executions including banners. <b>A campaign should be submitted under: A. Web Campaign.</b>	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>URL</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> <li>Awards Show Film</li> </ul>
<b>C02. Innovative Online Ad Solution</b> New/innovative technology or solution for online ads.	
<b>C03. Native Advertising</b> Strategic placement of brand content designed to match the format of a third party's own digital platform. Entries will be assessed on their consumer relevance and 'native' presence (e.g. online advertorials, sponsored content, in-feed ads, product placement, branded content, native video).	

D. Online Video	제출물
The online context and audience engagement strategy will specifically be considered by the jury. Entries in this section must have been commissioned and exclusively created for online execution.	
<b>D01. Social Video</b> Online videos specifically created for online social platforms that are intended for widespread sharing.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>URL</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> <li>Awards Show Film</li> </ul>
<b>D02. Interactive Video</b> Online videos in which interactivity is core to the idea: conversational, customisable, narrative, or explorative.	
<b>D03. Webisodes / Series</b> A series of online videos. <b>Each episode must be submitted and paid for individually.</b>	
<b>D04. Brand / Product Video</b> One-off videos, product demonstrations, tutorials, brand videos, etc. intended for a niche audience.	



<b>E. Branded Games</b> Games specifically created for a brand (games that have not been specifically made for a brand will not be accepted.) The same entry can only be entered once in this section.	<b>제출물</b>
<b>E01. Web</b> Games specifically created to be used on online platforms used on desktop PC/MAC.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>URL</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> <li>Awards Show Film</li> </ul>
<b>E02. Social</b> Games created for online social platforms, or creative use of social platforms.	
<b>E03. Live Digital</b> Outdoor/offline digital games.	
<b>E04. Other Rich Media Games</b> Innovative/non-traditional/other digital games, including branded console games.	
<b>F. Social</b> Work with social thinking at its core, where levels of engagement, social reach and the creative use of social networks result in a successful commercial effect. Creative solutions that utilise social components / activity as a secondary element should not be entered. The same entry can be submitted up to 3 times in this section.	<b>제출물</b>
<b>F01. Social Business &amp; Commerce</b> Creative social activity that utilises the power of an online community to impact business objectives and/or to enhance relationships with a brand, community or consumers. This may include content, operations, intelligence, resourcing, bartering, sales, product development and other aspects of the value chain that may or may not rely on monetary exchange or payment.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>URL</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> <li>Awards Show Film</li> </ul>
<b>F02. Social Purpose</b> Social initiatives designed to engage consumers through authentic, meaningful experiences with clear proof of impact. Entries should harness the core values and culture of the brand, product or service through focus on a wider social purpose. These can also include, but is not limited to, not-for-profit social responsibility initiatives.	
<b>F03. Real-Time Response</b> Targeted social activity that utilises social platforms in order to respond to world events, public affairs and other real-world, real-time activity in an immediate and meaningful way, which may prompts social sharing and engagement.	
<b>F04. Co-Creation &amp; User Generated Content</b> Social based activity designed to engage with a community/fans and encourage them to contribute or collaborate with a brand initiative. Engagement may be intended to drive long term value through collaborative interaction. Further creative use and placement of content generated will also be considered.	
<b>F05. Influencer / Talent</b> Social initiatives or executions that utilise a celebrity, social ambassador, or social influencer in order to engage with a specialised audience.	
<b>F06. Innovative Use of Social or Community</b> Creative utilisation or interpretation of existing or emerging social platform(s) and/or social activity. Levels of engagement, social reach and the creative strategy will all be considered.	
<b>F07. Content Placement</b> Content and editorial strategy and placement using social channels. The strategic arrangement and curation of appropriate content that may either drive or enhance a wider social campaign.	
<b>F08. Community Building / Management</b> Social activity that is designed to engage, build or maintain an online social community that may result in an enhanced brand affinity. Community activity (passive fans versus active fans), engagement levels and the appropriateness of targeted conversation/communication directed at active/non-active users will all be considered.	

**F09. Use of Social Data & Insight**

The creative interpretation of social data in order to target, engage or develop a meaningful relationship with a specific audience or community. Insights gained through the strategic application of data/analytics and associated targeting methods will all be considered.

**G. Branded Tech**

Branded technology or digital solutions that have been utilised or harnessed in order to enhance a brand. The same entry can only be entered once in this section. Branded technology or digital solutions that have been utilised or harnessed as part of a brand's creative strategy. Please note: if your submission is a Mobile/Tablet app, please see Mobile Lions categories.

**G01. Tangible Tech**

Digital product (large or small scale), utilities and tools that create brand value between the product and consumer and enhance the users' lifestyle or behaviour (e.g. robotics, virtual reality, biotech, wearable tech, etc.)

**G02. Spatial Tech**

Digital activations in an outdoor/offline space e.g. installations, exhibitions, interactive screens, etc.

**G03. Digital Billboard**

Outdoor/offline digital advertising.

**제출물****필수 제출물**

- Digital Presentation Image JPG
- URL

**제출 권장**

- Case Film

**선택 제출물**

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

**H. Campaign****H01. Integrated Multi-Platform Campaign (Online & Offline)**

Multiple online and offline executions. One of the elements can be offline providing that it either drives or is inherently necessary to the overall execution of the campaign.

**H02. Cross-Device Campaign new**

Campaigns using or adapted to multiple devices (minimum 2 devices). One of the elements can be mobile providing that it either drives or is inherently necessary to the overall execution of the campaign.

**제출물****필수 제출물**

- Digital Presentation Image JPG
- URL

**제출 권장**

- Case Film

**선택 제출물**

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



## DESIGN LIONS

디자인 부문에서는 시각적 기예를 평가합니다. 브랜드를 정의하거나 브랜드의 주요 메시지를 전달하는데 디자인이 어떻게 사용되었는지 보여주는 작품, 즉 독특한 시각적 아이덴티티로 소비자 인식이나 이해를 도모하는 작품을 출품합니다.

- 심사과정에서는 여러 범주를 고려하며 각각 평가 기준은 다음과 같습니다: 아이디어 40%, 집행 30%, 효과 및 결과 30%
- 카테고리만 적절하면 디자인 부문 내에서 횟수 제한 없이 중복 출품하는 것이 가능합니다. 단 'A. Comprehensive Branding Programs'에서는 같은 작품을 단 한 번만 출품할 수 있으며, 'D. Brand Environment & Experience Design'과 'E. Packaging Design'에서는 세 번까지만 가능합니다.

### 심사위원 팁

- '심사위원들은 프로젝트를 신속히 이해해야 합니다. 장황한 서두나 긴 설명을 피하십시오. 또한 도식화된 동영상은 지루합니다.'
- '디자인 부문에서는 심사위원들이 제대로 경험할 수 있도록 실제 작품을 보내는 것이 매우 중요합니다.'

하부카테고리 및 제출물은 아래와 같습니다.

<b>A. Comprehensive Branding Programs</b> These categories are for developed identity solutions across multiple brand touchpoints and media platforms. Entries in these categories should demonstrate the brand experience across a variety of the following media; e.g. packaging, print, brand collateral, digital content, environment, film content. Wherever possible please supply at least 3 actual examples of the new branding in place e.g. stationery, business cards and other literature, packaging etc. If this is not possible or practical, please supply images in JPG format. The same entry can be submitted only once in this section.	<b>제출물</b>
<b>A01. Creation of a New Brand Identity: Consumer</b> Creation of a new brand identity for products or services.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Physical Support Material 선택 제출물</li> <li>Case Film</li> <li>Digital Supporting Images</li> <li>Digital Supporting Content</li> <li>Awards Show Film</li> </ul>
<b>A02. Creation of a new Brand Identity: Corporate new</b> Creation of a new corporate identity for products or services.	
<b>A03. Creation of a New Brand Identity: Non-profit</b> Creation of a new brand or corporate identity for the public sector, charities, non-profit organisations, trade associations, NGO's, etc.	
<b>A04. Rebrand / Refresh of an Existing Brand: Consumer</b> Rebrand / refresh of an existing brand identity for commercial products or services.	
<b>A05. Rebrand / Refresh of an Existing Brand: Corporate new</b> Rebrand / refresh of an existing corporate identity for commercial products or services.	
<b>A06. Rebrand / Refresh of an Existing Brand: Non-profit</b> Rebrand / refresh of an existing brand or corporate identity for the public sector, charities, non-profit organisations, trade associations, NGO's, etc.	



<b>B. Communication Design</b> Please supply a copy of the actual piece. If this is not possible or practical, please supply images (i.e. photo of the actual sample) in JPG format.	제출물
<b>B01. Posters</b> Focus will be placed on the design of the poster for the use of promotion and brand communication. The item should have been created as a poster, not a concept conceived for another medium and applied to a poster format. <b>Poster campaigns of 2+ should be entered combined into a single entry.</b>	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Physical Support Material 선택</li> </ul> <b>제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> <li>Digital Supporting Images</li> <li>Digital Supporting Content</li> <li>Awards Show Film</li> </ul>
<b>B02. Promotional Item Design</b> Focus should be placed on the use of an item to promote and further a brand's communication, demonstrating a clear understanding of the brand's target audience. Including but not limited to clothing, promotional gifts and samples, guerrilla marketing accessories, promotional items and brand merchandise.	
<b>B03. Self-Promotion</b> Any type of media format designed by agencies to promote themselves.	
<b>B04. Publications &amp; Editorial Design</b> Including but not limited to magazines, newspapers, brochures, articles, etc. <b>Online publications should be entered into C03. Online Publications.</b>	
<b>B05. Annual Reports &amp; other Corporate Communication</b> The judges will be considering charts, diagrams, infographics and information design.	
<b>B06. Data Visualisation</b> Visual representation of data and insights throughout various media. <b>Digital work should be entered in C04. Data Visualisation.</b>	
<b>B07. Brand Collateral</b> Collection of media used to promote the brand and support the sales and marketing of a product or service. Including but not limited to press/media kits, computer games, CD, DVD, record sleeves, letterheads, business cards, etc.	
<b>B08. Books</b> Including editorial and cover design for printed books. Please indicate in your submission whether you would like the cover or the whole book to be considered/judged. <b>E-books should be entered in C03. Online Publications.</b>	
<b>B09. Calendars, Invitations &amp; Greetings Cards new</b> Including but not limited to calendars, invitations, postcards, tickets and seasonal greeting cards within print media. <b>Digital calendars should be entered in C03. Online Publications.</b>	



C. Digital & Interactive Design	제출물
<b>C01. Website Design</b> Focus will be placed on the execution of design to aid the function and use of the digital application, rather than the functionality. Including but not limited to websites, microsites, etc. <b>In order to avoid your work being withdrawn from the festival, your URL must be accessible online until 30 September 2017.</b>	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>URL (C01., C02., C03., C05., C07.)</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> <li>Physical Support Material</li> <li>Awards Show Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> <li>URL (C04., C06., C08., C09.)</li> <li>Demo Film (C07.)</li> </ul>
<b>C02. e-Commerce Design</b> Including but not limited to entries such as webshops, e-Commerce websites, digital storefronts, etc. <b>In order to avoid your work being withdrawn from the festival, your URL must be accessible online until 30 September 2017.</b>	
<b>C03. Online Publications</b> Including but not limited to entries such as online magazines, articles, blogs, etc. <b>In order to avoid your work being withdrawn from the festival, your URL must be accessible online until 30 September 2017.</b>	
<b>C04. Data Visualisation</b> Visual representation of data and insights throughout various media. <b>Physical/printed work should be entered in B06. Data Visualisation.</b>	
<b>C05. Apps</b> Applications designed for a client or for agencies promotion.	
<b>C06. Digital Installations &amp; Events</b> Installations and events with a focus on the use of digital media and technology to communicate the brand or the brand's message. <b>It is strongly recommended that you supply a Case Film to explain your entry.</b>	
<b>C07. UX Interface &amp; User Journey</b> Focus should be on the design of the interactive journey experienced when using digital product or service as well as the emotional and behavioral response to a digital product or service. <b>For entries in this category we highly recommend supplying a demo film to demonstrate the user journey.</b>	
<b>C08. Social Engagement</b> Entries which evoke social media engagement through design, including but not limited to campaigns within Facebook, Instagram, Twitter, Snapchat and other social media platforms.	
<b>C09. Other Digital Design Solutions</b> All other types of digital design not covered by C01-C08. Including but not limited to newsletters, banners, marketing emails, buttons, rich online media, etc.	



<b>D. Brand Environment &amp; Experience Design</b> The Brand Environment & Experience Design categories are focused on the personal experience of the brand story or message as told in space and in time. Entries should convey why the target audience find their experience remarkable, meaningful and memorable. It is highly recommended that entries in this category provide a case film to demonstrate the live experience and how it moves people in reality. Please also supply 3-5 images in JPG format showing different views of the interior or exhibition, including a floor plan or layout if helpful or practical. The same entry can be submitted up to 3 times in this section.	제출물
<b>D01. Retail - Permanent Environment &amp; Experience Design</b> Demonstrating a new or developed design and construction of the retail space. Consideration will be placed on the functionality to the product or service being sold, presentation of the clients brand values and ease of sale. Entries in this category may include any type of permanent retail space e.g. department and specialist stores, banks, salons, etc.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Physical Support Material</li> <li>Digital Supporting Images</li> <li>Physical Support Materials</li> <li>Digital Supporting Content</li> <li>Awards Show Film</li> </ul>
<b>D02. Retail - Temporary and Pop-Up Environment &amp; Experience Design</b> Demonstrating a new or developed design and construction of a disruptive retail space. Consideration will be placed on the functionality to the product or service being sold, level of customer engagement, presentation of the clients brand values and ease of sale. Entries in this category may include any temporary retail spaces. E.g. pop-up stores, seasonal displays and mobile demo units.	
<b>D03. Point of Sale, Consumer Touchpoints &amp; Instore Collateral</b> Entries in this category should fall into one of the three categories below. - Communication around the merchandise with the purpose to drive immediate sales: Posters, on shelf communication, integration of digital IE QR Codes, etc. - Visual merchandising & retail fixtures with the purpose to drive immediate sales: Product Displays, retail fixtures, cardboard POS, instore merchandising, visual merchandising/display, etc. - Post Purchase Collateral: Shopping bags, gift wrapping, instore catalogues, etc. <b>Entries must show the work within the sales environments and provide results of the effectiveness.</b>	
<b>D04. Spatial Brand Installation &amp; Experience</b> Spatial installations for the purpose of brand communication and brand experience. Focus should be on the spatial design and the space - designed with a clear commercial agenda - to communicate and share the brand experience. Entries in this category may include, but are not limited to, hotels, restaurants and fast food, bars and night clubs, airport interiors, offices, work place environments. <b>Non-commercial work should be entered into D07. Non-commercial Exhibitions &amp; Experiences.</b>	
<b>D05. Sculptural Brand Installation &amp; Experience</b> Sculptural installations for the purpose of brand communication and brand experience. Installations that operate within a space, rather than space itself, the object is the medium that is being judged to communicate and share a brand experience. The submitted work should have a commercial agenda with the space used as a brand marketing tool. <b>Non-commercial work should be entered into D07. Non-commercial Exhibitions &amp; Experiences.</b>	
<b>D06. Live Events</b> Focus on the narrative and storytelling elements throughout an event rather than the space itself. Event types such as athletic events, promotional events, festivals. The elements of focus include the programme, film content, sound, light, guests, script, performance, hosts, and use of product, all of which play a part of the holistic journey throughout the event.	
<b>D07. Non-commercial Exhibitions &amp; Experiences</b> For the creation of temporary and permanent exhibitions and experiences with a non-commercial agenda, including in community & public spaces. Focus will be placed on the enhancement of environmental space within the public domain and how the space is curated to enhance the experience of the attendee. <b>Installations and spatial experience entries with a commercial agenda should be entered into D04. Spatial Brand Installation &amp; Experience or D05. Sculptural Brand Installation &amp; Experience and exhibitions with a commercial agenda into D08. Trade Stands.</b>	

**D08. Trade Stands**

The design of trade stands to create a brand experience that drives sales. Focus will be placed on the stands use of space and interaction as a marketing tool and vehicle for its commercial agenda.

**Non-commercial entries should be entered into D07. Non-commercial exhibitions.**

**D09. Omnichannel Experience**

Entries in this category should be able to demonstrate the user experience and a user journey across online and offline channels and how the experience creates a personalised offer to the customer/user. Focus will be placed on the user journey, human interface moments and the holistic brand experience across multiple touchpoints. Touchpoints may include (but are not limited to) the web, email, mobile and tablet devices, kiosks, retail touchpoints, and physical locations (such as storefronts or service centres). The jury will be looking at how the personal connections across different media are built and maintained.

**For entries in this category we highly recommend supplying a Demo Film and visualised customer journey maps/ diagrams to demonstrate the user journey.**

**Entries without physical touchpoints should enter in C07. UX Interface & User Journey.**

**D10. Wayfinding & Signage**

The design of signage and digital / analog wayfinding & signage systems for the enhancement of environmental and brand experience. Focus will be placed on the integration of the signage to create seamless brand experience, crowd direction and navigation. Including but not limited to public signs, residential, smart maps, use of geo and iBeacons, office, exhibition, event and festival signs.

**E. Packaging Design**

Packaging used to promote, sell or display the following items. Please supply a sample of the actual packaging piece or range. If this is not possible or practical, please supply images in JPG format.

The same entry can be submitted up to 3 times in this section.

**제출물****E01. Comprehensive Range**

Packaging systems created for a range of (various) products. This is open for entries from all sectors.

**E02. Food**

To include all types of food packaging, such as packaging specific to retailers stores and generic brands (own / private label), for fast selling consumer products (Core FMCG) and/or designer and luxury product packaging (premium brand).

**E03. Non-Alcoholic Drinks**

To include all types of packaging for non-alcoholic beverages, such as packaging specific to retailers stores and generic brands (own / private label), for fast selling consumer products (Core FMCG) and/or designer and luxury product packaging (premium brand).

**E04. Alcoholic Drinks**

All types of packaging for alcoholic drinks, such as packaging specific to retailers stores and generic brands (own / private label), for fast selling consumer products (Core FMCG) and/or designer and luxury product packaging (premium brand).

**E05. Healthcare & Pharmacy**

All types of packaging for health products and Over-the-Counter pharmaceutical products.

**E06. Cosmetics**

All types of packaging for beauty products & cosmetics.

**E07. Luxury & Lifestyle**

All types of packaging for luxury & lifestyle products.

**E08. Fashion Packaging**

All types of packaging for fashion product, as well as labelling & hang tag systems.

**E09. Consumer Electronics & Technology**

Televisions, DVD players, cameras, home computers, music devices, mobile phones.

**필수 제출물**

- Digital Presentation Image JPG

**제출 권장**

- Physical Support Material 선택

**제출물**

- Case Film
- Digital Supporting Images
- Digital Supporting Content
- Awards Show Film

<b>E10. Sustainable Packaging</b> To include all types of packaging which optimize resources and energy, responsibly sourced, and clean production methods.	
<b>E11. Special Editions &amp; Promotional Packaging</b> To include special and promotional packaging, which has run for a limited period of time or has been restricted to a specific number of products.	
<b>E12. Other Packaging</b> All other types of packaging not covered by E01-E11.	

<b>F. Design Craft</b> Entries will be judged by their use of design craft as an aid in communication and experience to inform brand ethos and product messages. Focus will be placed on how the use of craft amplifies the brand or message of the campaign, rather than purely judging the craft itself.	제출물
<b>F01. Logo Design: Local Companies &amp; Brands</b> Focus will be placed on the simple application of the logo or trademark to help create or refresh a company's brand or corporate identity and foster their immediate customer recognition. Logos created for a local or regional business in a restricted area.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Physical Support Material 선택</li> </ul> <b>제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> <li>Digital Supporting Images</li> <li>Digital Supporting Content</li> <li>Awards Show Film</li> </ul>
<b>F02. Logo Design: International Companies &amp; Brands</b> Focus will be placed on the simple application of the logo or trademark to help create or refresh a company's brand or corporate identity and foster their immediate customer recognition. Logos created for national, international or global scale organisations.	
<b>F03. Typography: Poster</b> Best use of type as an aid to communicate the brand or its intended message applied to a poster medium.  <b>Posters that features as part of a campaign of 2+ can be combined and entered as a single entry but it will be judged as a whole and not on the individual merits of each ad.</b>	
<b>F04. Typography: Print &amp; Editorial</b> Best use of type as an aid to communicate the brand or its intended message applied in a print or editorial context.	
<b>F05. Typography: Brand, Corporate &amp; other Communication Design</b> Best use of type or the creation of typefaces for a brand or corporate identity, or applied within other media within communication design.	
<b>F06. Typography: Packaging</b> Best use of type or the creation of typefaces applied to packaging.	
<b>F07. Typography: Digital</b> Best use of type or the creation of typefaces for online content & digital design.	
<b>F08. Illustration: Poster</b> Best use of illustration as an aid to communicate the brand or its intended message applied to a poster medium.  <b>Posters that features as part of a campaign of 2+ can be combined and entered as a single entry. It will be judged as a whole and not on the individual merits of each ad.</b>	
<b>F09. Illustration: Print &amp; Editorial</b> Best use of illustration as an aid to communicate the brand or its intended message applied in a print or editorial context.	
<b>F10. Illustration: Other Communication Design</b> Best use of illustration applied within other media within communication design.	
<b>F11. Illustration: Packaging</b> Best use of illustration applied to packaging.	
<b>F12. Illustration: Digital</b> Best use of illustration applied to online content & digital design.	

<b>F13. Illustration: Brand Environment &amp; Experience Design</b> Best use of illustration applied to brand environments & experience design such as retail spaces, outdoor, installations.	
<b>F14. Sound Design</b> Focus will be placed on the use of sound or music to enhance the user or viewers experience. Entries in this category may include but are not limited to website, videogames & apps, titles, channel idents, sound logos, environment and installation. <b>Please supply either a Case Film showcasing the user experience and interaction of the work, or an MP3 file. Please note that an MP3 is not required if a Case Film has been provided.</b>	
<b>F15. Motion Graphics Design &amp; Animation</b> Focus will be placed on the use of animation, motion graphics to communicate the brand or its intended message. Including but not limited to channel branding, brand film, ads, product video, programme branding, graphic overlays, title sequences, projections, other video content, corporate / image film, etc.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> <li>Physical Support Material</li> <li>Awards Show Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> </ul>
<b>F16. Video / Moving Images</b> Creative application of video, moving images and digital footage to communicate the brand or its intended message. Including but not limited to channel branding, brand film, ads, product video, programme branding, graphic overlays, title sequences, projections, other video content, corporate / image film, etc. <b>Please supply the video in MOV/MP4 format.</b>	
<b>F17. Photography / Curation of Images</b> Creative application of photography, artwork, or other images. Entries in this category may include but are not limited to album artwork, editorial, packaging, publications, posters.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Physical Support Material</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> <li>Digital Supporting Images</li> <li>Digital Supporting Content</li> <li>Awards Show Film</li> </ul>
<b>F18. Copywriting</b> Writing for brands / tone of voice copy created to embody or further a brand's message or campaign. This category is open to work across multiple platforms from posters, packaging, leaflets, websites etc.	

G. Design Effectiveness	제출물
<b>G01. Design Excellence in Effectiveness new</b> Recognises design that have produced a measureable and proven impact on a client's business. Entrants should provide details of the evaluation methods and post-campaign analysis to provide a meaningful insight into the effectiveness of a design campaign. Consideration will be given to the strategy, planning and execution of the design campaign that led to the desired business results.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Physical Support Material</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> <li>Digital Supporting Images</li> <li>Digital Supporting Content</li> <li>Awards Show Film</li> </ul>

## DIGITAL CRAFT LIONS

기술적인 예술기교를 심사하는 부문입니다. 디지털로 특출한 형식과 기능을 구현해낸 작품, 즉 디지털환경에서 유려한 디자인, 능란한 집행과 뛰어난 사용자 경험을 구현해낸 작품을 출품합니다.

- 심사 시 주로 집행과 경험을 중점적으로 평가합니다.
- 디지털 크래프트 부문에서는 중복출품 횟수 제한이 없습니다.

### 심사위원 팁

- ‘심사위원들에게 기술이 제대로 보여지는지 확인하세요. 단순히 좋은 아이디어에 그쳐서는 안 되고, 매끄럽게 작동되는지 확인하세요. 복잡한 기술이 사용자에게는 거의 보이지 않게 하는 것이 도움 됩니다.’

하부카테고리 및 제출물은 아래와 같습니다.

<b>A. Form: Image; Sound; Aesthetic</b> All digital entries including mobile can be entered multiple times in this section: The jury will consider the overall creative aesthetic value of the work entered in both sound and visuals.	제출물
<b>A01. Interface &amp; Navigation (UI)</b> The interactive journey created through the transference of a brand's visual assets to a digital product or service; with particular focus on the overall consistency in presentation, look, feel and interaction.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>• Digital Supporting Images JPG</li> <li>• Physical Support Material</li> <li>• Digital Supporting Content</li> </ul>
<b>A02. Digital Illustration</b> Creative application of illustration within a digital context, including 3D modeling.	
<b>A03. Video / Moving Image</b> Creative use of online video and digital footage; including animation, motion graphics, hologram, AR, VR, etc.	
<b>A04. Image Design</b> Creative use of still images; including photography, artwork, image manipulation, AR, VR etc.	
<b>A05. Music / Sound Design</b> Creative use of music and/or sound design including sonic branding, music/brand partnership, and music initiated campaigns, etc.	
<b>A06. Typography</b> Creative design, arrangement and application of type.	
<b>A07. Overall Aesthetic Design</b> The overall achievement in aesthetic composition and fluidity of graphic design for a digital product or service.	



<b>B. Function: Design; Construction; Experience</b> All digital entries including mobile can be entered multiple times in this section: The jury will consider the practical use and/or purpose in the creative design, operation and performance.	<b>제출물</b>
<b>B01. User Experience Design (UX)</b> Design practice focused on the emotional and behavioural response to a digital product or service created through relevant, seamless and consistent user experience at every point of interaction; with particular focus on the overall support, structure and usability.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>URL</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Demo Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Physical Support Material</li> <li>Digital Supporting Content</li> </ul>
<b>B02. Native &amp; Built-In Feature Integration</b> The creative use of built-in and existing integral features of a mobile or desktop device; including cameras, microphones, touchscreens, Bluetooth, mobile sensors, GPS etc.	
<b>B03. Experience Design: Multi Platform</b> Immersive large or small scale digital experiences and events which are set up to engage and strengthen relationships with the consumer. This can include, but is not limited to VR, AR, installations, motion chairs, multi-screen and multi-dimensional experiences.	
<b>B04. Overall Functional Design</b> The overall excellence in performance of all user functions of a digital product or service.	
<b>C. Content</b> All digital entries including mobile can be entered multiple times in this section: The jury will consider the creative use of content, placement and delivery of message in a digital context.	<b>제출물</b>
<b>C01. Editorial</b> Publication of text specifically created for a digital product or service.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>URL</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Demo Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Physical Support Material</li> <li>Digital Supporting Content</li> </ul>
<b>C02. Rich Media</b> Creative use of interactive digital advertising that utilise advanced technology to enhance engagement.	
<b>C03. Omni-Channel Storytelling</b> Creation of cross-platform digital content that develops or embodies a brand identity. Successful ideas/stories will utilise various digital platforms and devices to continue and amplify meaningful consumer engagement. Can include, but is not limited to; desktop, mobile, wearable technology, outdoor installation, billboard, retail experience etc.	
<b>D. Data</b> All digital entries including mobile can be entered multiple times in this section: The jury will consider how data is presented or utilised to enhance brand experience.	<b>제출물</b>
<b>D01. Curation of Data</b> The creative tracking and/or collection of personal and big data to enhance user experience, design and content in a significant way. Including, but not limited to, non-traditional interface, transactional/non-transactional, active/passive user data capture, social listening/analytics, GPS, internet of things, biometrics etc.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>URL</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Demo Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Physical Support Material</li> <li>Digital Supporting Content</li> </ul>
<b>D02. Data Storytelling</b> The creative use of curated online or mobile data/insight in order to target, engage or develop a meaningful relationship with a specific audience or community.	
<b>D03. Data Visualisation</b> Creative visual representation and presentation of digital data and insights.	





<b>E. Technology</b> All digital entries including mobile can be entered multiple times in this section: The jury will consider the value of the applied technology as a platform for creative digital content and how it is executed to enhance the user experience.	<b>제출물</b>
<b>E01. Augmented Reality (AR)</b> The creative application of real-time superimposed graphics, audio and other digital enhancements over a real-world environment.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>• Demo Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>• Digital Supporting Images JPG</li> <li>• Physical Support Material</li> <li>• Digital Supporting Content</li> </ul>
<b>E02. Virtual Reality (VR)</b> Creative application of virtual reality photography and video content including immersive systems, video mapping, window on world systems (WoW), telepresence and mixed reality, including 360 videos.	
<b>E03. Innovative Use of Technology</b> The inventive use of an existing or new digital technology in order to enhance the user experience and/or brand communication.	
<b>E04. Technological Achievement in Digital Craft</b> Digital creative works that use existing or new technology to achieve unprecedented levels of accomplishment which contributes to the progress of digital communications.	

## DIRECT LIONS

다이렉트 부문에서는 반응을 이끌어내고 관계를 형성하는 크리에이티비티를 심사합니다. 출품작은 의미 있는 결과를 추구하고 적용한 것이어야 합니다. 즉 행동촉구나 측정 가능한 반응을 유도해낸 메커니즘을 통해 지속적인 소비자 행동에 직접적으로 영향을 미친 작품이어야 합니다.

- 평가 기준: 아이디어 30%, 전략 20%, 집행 20%, 효과 및 결과 30%
- 다이렉트 부문 내에서는 최고 네 번까지 중복 출품할 수 있습니다. 단 A. Sectors 카테고리 내에서는 단 한 섹션만 선택해 출품해야 합니다.

### 심사위원 팁

- ‘다이렉트 캠페인의 대상이 누구인지, 문제가 무엇이며, 아이디어와 결과는 무엇인지 분명히 해야 합니다.’
- ‘다이렉트 캠페인이 맞나요? 출품작이 고객과 기업 사이에서 1:1 관계의 일환으로 자료를 생성하는지 확인하세요.’
- ‘내가 할 수 있는 최고의 조언은 작품을 보이라는 것입니다. 뛰어난 전략만 소개하고 실제 소비자가 본 것이 무언지 보여주지 않는 출품작이 많습니다. 광고를 보여줘요.’

하부카테고리 및 제출물은 아래와 같습니다.

A. Sectors In these categories, the jury will reward the best direct campaigns for the sector selected. The same work can be submitted only once in this section.	제출물
<b>A01. Food &amp; Drinks</b> All food and drinks.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>• Digital Supporting Images JPG</li> <li>• Physical Support Material</li> <li>• Awards Show Film</li> <li>• Digital Supporting Content</li> <li>• URL</li> </ul>
<b>A02. Fast Moving Consumer Goods</b> All fast moving consumer goods, including toiletries and cleaning products, and excluding food and drinks.	
<b>A03. Durable Consumer Goods</b> All clothing and accessories, furniture and consumer electronics.	
<b>A04. Cars &amp; Automotive Products &amp; Services</b> All vehicles and related products and services, including petrol stations, breakdown and car hire services.	
<b>A05. Retail, e-Commerce, Restaurants &amp; Fast Food Chains</b> All shops and department stores, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
<b>A06. Travel, Transport &amp; Leisure</b> All transport and travel related services, including airlines, public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms.	
<b>A07. Media &amp; Publications</b> All media and publications, including videogames, streaming services, music, TV and radio stations.	
<b>A08. Financial Products &amp; Services</b> All financial products and services, including insurance.	
<b>A09. B2B Products &amp; Services</b> All business-to-business products and services, including advertising agencies, recruitment campaigns, consultancies, accounting firms and legal services.	
<b>A10. Commercial Public Services</b> All commercial public services, including telecommunications, private healthcare and private education.	
<b>A11. Corporate Image</b> All non-product-based campaigns, including event sponsorship to build the image/raise the profile/shape the perceptions of a brand.	

<b>A12. Corporate Social Responsibility new</b> All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation.	
<b>A13. Public Sector</b> Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure, and military.	
<b>A14. Charities &amp; Non-profit</b> Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues.	

B. Use of Direct Marketing	제출물
Work in these categories will be judged specifically on how the medium was used as a piece of direct communication for a brand.	
<b>B01. Flat Mailing</b> One dimensional mailing without samples or pop-ups, including greetings cards, invitations, change of address notices. <b>Please send physical samples for the jury to experience.</b>	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul>
<b>B02. Dimensional Mailing</b> Multi-dimensional mailing with samples or pop-ups. <b>Please send physical samples for the jury to experience.</b>	<b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Physical Support Material</li> <li>Awards Show Film</li> <li>Digital Supporting Content</li> <li>URL</li> </ul>
<b>B03. Use of Ambient Media: Small Scale</b> Non-mail and print collateral, including items in bars & restaurants and all other hand-held (or equivalent in size) items. <b>Small Scale' refers to the physical size of the ambient item, not the scale of the distribution.</b>	
<b>B04. Use of Ambient Media: Large Scale</b> Non-traditional media, including direct response stunts, street teams, direct response events, outdoor/ambient media and other mediums which encourage direct interaction and seek to gain a measurable response. <b>Large Scale' refers to the physical size of the ambient item, not the scale of the distribution.</b>	
<b>B05. Use of Broadcast</b> Direct campaigns using Cinema, TV or Radio. Entries should demonstrate how the chosen medium supported the other direct elements in the campaign.	
<b>B06. Use of Print or Outdoor</b> Direct campaigns using Print or Outdoor. Entries should demonstrate how the chosen medium supported the other direct elements in the campaign. Including, but not limited to, newspapers, magazines, inserts, trade journals, traditional billboard or poster sites, bus shelters and transit advertising using standard advertising space. <b>Augmented billboards to be entered into B04. Use of Ambient Media: Large Scale</b>	
<b>B07. Use of Technology</b> Use of existing or new technology to execute or support a direct campaign including, but not limited to, digital installations (POS & Outdoor), interactive screens, augmented reality, virtual worlds, 3D printing and wearable technology. Does not include prototypes of early stage tech.'	



<b>C. Digital &amp; Social</b> Work in these categories will be judged on how well the digital and social mediums and techniques were used as a piece of direct communication for a brand.	제출물
<b>C01. Use of Digital Platforms</b> Online platforms or associated technologies and harnessing digital environment in a promotional campaign. These might include, but are not limited to, websites, microsites, games, search engines, banner ads and instant messaging. <b>Social media-led campaigns should be entered in C03, C04 or C05.</b>	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Physical Support Material</li> <li>Awards Show Film</li> <li>Digital Supporting Content</li> <li>URL</li> </ul>
<b>C02. Use of Mobile</b> Entries in this category must feature targeted communication with a clearly identifiable call-to-action or response mechanism delivered through mobile/portable devices such as mobile phones and mobile technology.	
<b>C03. Use of Social Platforms</b> Direct Marketing campaigns that use social networking sites, blogs, wikis, video-sharing sites, hosted services, etc. to create and/or enhance relationships with community/consumers.	
<b>C04. Real-Time Response</b> Targeted social activity that utilizes social platforms in order to respond to world events, public affairs and other real-world, real-time activity in an immediate and meaningful way, which prompts social sharing and elicits a measurable response.	
<b>C05. Co-Creation &amp; User Generated Content</b> Social activity designed to encourage a community/fans to contribute or collaborate with a brand initiative through a clear call to action. Engagement may be intended to drive long term value through collaborative interaction.	
<b>D. Data</b> Work in these categories should demonstrate how a direct campaign was enhanced or driven by data.	제출물
<b>D01. Data Strategy new</b> Entries in this category should show how the application of data significantly formed the basis of the direct campaign's strategy. Entrants should also provide evidence of how their data driven strategy helped to profile customer's behaviour and segmentation, which ultimately led to successful direct marketing activities.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Physical Support Material</li> <li>Awards Show Film</li> <li>Digital Supporting Content</li> <li>URL</li> </ul>
<b>D02. Data-Driven Targeting new</b> Entries in this category should clearly demonstrate how the interpretation and analysis of data was used to build a targeted communication with a specific audience. Entrants should also show how data contributed to generate insights that helped define the target and messaging, allowing for better personalisation within a direct campaign.	
<b>D03. Use of Real-Time Data new</b> Entries in this category should illustrate how real-time data drove immediate conversation with the targeted audience or was utilised in promoting an ongoing relationship with the consumer. Entries should clearly demonstrate how the responsive relationship initiated by real-time data led to measurable and meaningful results.	

<b>E. Strategy</b> Work that generated significant consumer response by following a specific direct strategy.	<b>제출물</b>
<b>E01. Acquisitions</b> Direct marketing initiatives driving B2B or B2C audiences to a business or product.	<b>필수 제출물</b> • Digital Presentation Image JPG
<b>E02. Retention</b> Direct marketing used to maintain and reinvigorate relationships with B2B and B2C audiences.	<b>제출 권장</b> • Case Film
<b>E03. Launch / Re-launch</b> Direct Marketing campaigns created to launch or re-launch a product or service on the market.	<b>선택 제출물</b> • Digital Supporting Images JPG • Physical Support Material • Awards Show Film • Digital Supporting Content • URL
<b>F. Craft</b> In these categories, the jury will consider whether the craft of the work adds something to the idea and pushes the execution. This might, for example, take into account the quality of the writing and/or the skilful use of the design, as well as the customers' emotional and behavioural response to the campaign.	<b>제출물</b>
<b>F01. Copywriting</b> A campaign or individual communication showcasing outstanding copywriting skill that has led to a successful and measured response.	<b>필수 제출물</b> • Digital Presentation Image JPG
<b>F02. Art Direction / Design</b> A campaign or individual communication showcasing outstanding art direction that has led to a successful and measured response.	<b>제출 권장</b> • Case Film
<b>F03. Experience Design</b> A campaign or individual communication showcasing outstanding design in the customer experience that has led to a successful and measured response.	<b>선택 제출물</b> • Digital Supporting Images JPG • Physical Support Material • Awards Show Film • Digital Supporting Content • URL
<b>G. Campaign</b>	<b>제출물</b>
<b>G01. Integrated Campaign led by Direct</b> Programmes that use multiple platforms in one campaign which is initiated, led or driven predominantly by direct marketing. Entries in this category must contain different media and will be judged on how successfully they have integrated the chosen element or channels throughout the campaign.	<b>필수 제출물</b> • Digital Presentation Image JPG
<b>G02. Low Budget / High Impact Campaign</b> Entries should demonstrate the success of a direct campaign against a limited budget. Entrants must detail the total budget as well as providing information about any direct tactics used to deliver the campaign. <b>Entrants must provide details of the total budget.</b>	<b>제출 권장</b> • Case Film <b>선택 제출물</b> • Digital Supporting Images JPG • Physical Support Material • Awards Show Film • Digital Supporting Content • URL

## FILM LIONS

필름 부문에서는 동영상에 초점을 둔 크리에이티비티를 심사합니다. 출품작은 스크린을 위한 뛰어난 브랜드 스토리텔링을 보여주는 것, 즉 텔레비전, 영화, 온라인 및 야외 경험을 위해 만들어진 상업적 필름 콘텐츠여야 합니다.

- 심사 시 주로 아이디어와 집행을 평가합니다.
- 필름 한 편은 출품작 한 점에 해당합니다.
- 동일한 작품은 필름 부문 내에서 한 번만 출품할 수 있습니다. 단 30초 이상 길이가 차이 나도록 달리 편집한 경우는 예외입니다. 이 경우에는 두 가지 모두 출품할 수 있으며 한 가지 집행이 출품작 한 편에 해당합니다. 이 경우 각기 다른 제목을 붙이십시오.
- E: Use of Film 카테고리의 경우에는 데모 필름을 필히 제출해야 합니다. 필름 자체는 보조 콘텐츠로 제출할 수 있으나 필수사항은 아닙니다.
- 집행 캠페인은 A: Film, B: Screens, C: Viral Film, D: Screens & Events에만 출품할 수 있습니다.

### 심사위원 팁

- ‘심사위원은 필름만 봅니다. 케이스필름은 전혀 보지 않으니 만드느라 애쓸 필요 없어요.’
- ‘영어로 되어 있지 않은 경우엔 번역과 자막 때문에 카피의 미묘한 느낌이 사라지지 않는지 확인하세요.’
- ‘금상을 타려면 뛰어난 크리에이티브 말고도 편집, 음향, 대본, 캐스팅과 같이 남다른 집행 능력을 보여야 합니다. 집행은 아이디어만큼이나 중요해요.’

하부카테고리 및 제출물은 아래와 같습니다.

A. TV & Cinema Film Films designed and aired on TV or in cinemas.	제출물
<b>A01. Savoury Foods</b> All savoury foods.	<b>필수 제출물:</b> <ul style="list-style-type: none"> <li>Film (3 minute limit)</li> </ul>
<b>A02. Sweet Foods &amp; Snacks</b> All sweet foods and snacks, including breakfast cereals.	
<b>A03. Alcoholic Drinks</b> All alcoholic drinks, including non-alcoholic beer.	
<b>A04. Non-Alcoholic Drinks</b> All non-alcoholic drinks, including milk, tea and coffee.	
<b>A05. Cosmetics &amp; Toiletries</b> All cosmetics, beauty products and toiletries.	
<b>A06. Healthcare &amp; Pharmacy</b> All healthcare and pharmacy products, including condoms, contact lenses, hearing aids and vitamins.	
<b>A07. Miscellaneous</b> Products not included in other categories: Pet food & pet care products, greetings cards, pens and personal stationery, tobacco & associated products.	
<b>A08. Clothing, Footwear &amp; Accessories</b> All clothing, footwear & accessories, including luggage and sunglasses.	
<b>A09. Household Goods, Home Appliances &amp; Furnishings</b> All household products, appliances and furnishings.	
<b>A10. Consumer Electronics &amp; Technology</b> All consumer electronics and technology.	
<b>A11. Cars &amp; Automotive Products &amp; Services</b> All vehicles and related products and services, including petrol stations, breakdown and car hire services.	
<b>A12. Retail &amp; e-Commerce</b> All shops and department stores, including online shopping, opticians, hairdressers and estate agents.	



<b>A13. Restaurants &amp; Fast Food Chains</b> All restaurants and fast food chains, including cafes and bars.	
<b>A14. Travel &amp; Transport</b> All transport and travel related services, including public transport and tourism boards.	
<b>A15. Entertainment &amp; Leisure</b> All entertainment and leisure related services, including museums, festivals and gyms.	
<b>A16. Media &amp; Publications</b> All media and publications, including videogames, streaming services, music, TV and radio stations.	
<b>A17. Financial Products &amp; Services</b> All financial products and services, including insurance.	
<b>A18. B2B Products &amp; Services</b> All business-to-business products and services, including advertising agencies, recruitment campaigns, consultancies, accounting firms, and legal services.	
<b>A19. Commercial Public Services</b> All commercial public services, including telecommunications, private healthcare and private education.	
<b>A20. Corporate Image &amp; Sponsorship</b> All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation.	
<b>A21. Corporate Social Responsibility new</b> All public health and safety messages, including road safety, anti-smoking and safe sex.	
<b>A22. Public Sector</b> Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments including public education, infrastructure, and military.	
<b>A23. Charities &amp; Non-profit</b> Campaigns conducted on behalf of charities, non-profit organisations or NGOs, including fundraising, appeals and awareness messages.	

<b>B. Online Film</b> Standard format advertising films which aired only online including pre-roll adverts.	<b>제출물</b>
<b>B01. Food &amp; Drinks</b> All food and drinks.	<b>필수 제출물:</b> <ul style="list-style-type: none"> <li>Film</li> <li>Video URL</li> </ul>
<b>B02. Fast Moving Consumer Goods</b> All fast moving consumer goods, including toiletries, healthcare and household products, excluding food and drinks.	
<b>B03. Durable Consumer Goods</b> All durable consumer goods, including clothing and accessories, furniture and consumer electronics.	
<b>B04. Cars &amp; Automotive Products &amp; Services</b> All vehicles and related products and services, including petrol stations, breakdown and car hire services.	
<b>B05. Retail, e-Commerce, Restaurants &amp; Fast Food Chains</b> All shops and department stores, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
<b>B06. Travel, Transport &amp; Leisure</b> All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms.	
<b>B07. Media &amp; Publications</b> All media and publications, including videogames, streaming services, music, TV and radio stations.	



<b>B08. Financial Products &amp; Services</b> All financial products and services, including insurance.	
<b>B09. B2B Products &amp; Services</b> All business-to-business products and services, including advertising agencies, recruitment campaigns, consultancies, accounting firms, and legal services.	
<b>B10. Commercial Public Services</b> All commercial public services, including telecommunications, private healthcare and private education.	
<b>B11. Corporate Image &amp; Sponsorship</b> All non-product-based campaigns, including event sponsorship and corporate responsibility.	
<b>B12. Corporate Social Responsibility new</b> All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation.	
<b>B13. Public Sector</b> Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments including public education, infrastructure, and military.	
<b>B14. Charities &amp; Non-profit</b> Campaigns conducted on behalf of charities, non-profit organisations or NGOs, including fundraising, appeals and awareness messages.	
<b>C. Viral Film</b> Films created with the primary intention of being shared and/or user-distributed online.	<b>제출물</b>
<b>C01. Viral Film</b> Films created with the primary intention of being shared and/or user-distributed online.	<b>필수 제출물:</b> <ul style="list-style-type: none"> <li>Film</li> <li>Video URL</li> </ul>
<b>D. Screens &amp; Events</b> Films aired on screens other than TV, cinema or the internet.	<b>제출물</b>
<b>D01. Public Screens &amp; Events</b> Films shown at sporting venues, festivals, public launches, expos, trade shows, digital billboards, outdoor screens, on aeroplanes.	<b>필수 제출물:</b> <ul style="list-style-type: none"> <li>Film</li> </ul>
<b>D02. Private Screens &amp; Events</b> Films shown at award shows, medical or university seminars, internal company presentations, office or indoor screens.	
<b>D03. Personal Screens</b> Films made for mobile and tablet screens, personal devices and interactive films.	
<b>D04. Micro-Film</b> Films made for Vine, Instagram etc. You may enter up to 1 min of content on each entry.	
<b>D05. 360° &amp; VR Film new</b> Video and computer generated content created for immersion and/or interaction. Entries can include either 360-degree live action photography or explorable digital simulations.	





<b>E. Branded Content &amp; Entertainment</b> Films created by or with a brand which aired on the internet, TV or in cinema; usually in the form of documentary/non-fiction or fiction films or music videos. The brand does not necessarily have to be revealed in the film. Please blur out all credits.	<b>Materials</b>
<b>E01. Short Non-Fiction Film (under 10 minutes)</b> Non-scripted reality, documentary or entertainment film.	필수 제출물: • Film
<b>E02. Long Non-Fiction Film (over 10 minutes)</b> Non-scripted reality, documentary or entertainment film.	
<b>E03. Non-Fiction Series</b> Non-scripted reality, documentary or entertainment series. <b>Please upload all episodes in a single video file with slates denoting the start of the next episode.</b>	
<b>E04. Short Fiction Film (under 10 minutes)</b> Scripted drama, comedy film.	
<b>E05. Long Fiction Film (over 10 minutes)</b> Scripted drama, comedy film.	
<b>E06. Fiction Film Series</b> Scripted drama, comedy series. <b>Please upload all episodes in a single video file with slates denoting the start of the next episode.</b>	
<b>E07. Music Video</b> Music videos made with or without a brand.	
<b>F. Use of Film</b> Innovative use of the film medium to communicate a brand's message. Work that enhances and reinvigorates the consumers' experience.	<b>제출물</b>
<b>F01. Use of TV/Cinema Film</b> Creative and/or innovative use of TV/Cinema to communicate the brand's message.	필수 제출물: • Demo Film 선택 제출물: • Film
<b>F02. Use of Online Film</b> Creative and/or innovative use of Online Film to communicate the brand's message.	필수 제출물: • Demo Film • Video URL 선택 제출물: • Film
<b>F03. Use of Other Film Content</b> Creative and/or innovative use of the film made for screens other than TV, Cinema or online to communicate the brand's message.	필수 제출물: • Demo Film 선택 제출물: • Film

## FILM CRAFT LIONS

필름 크래프트 부문에서는 스크린 상의 예술기교를 평가합니다. 뛰어난 제작기법을 보이는 것으로, 기술적인 기법과 솜씨를 통해 아이디어를 고양하고 집행 효과를 극적으로 향상시킨 작품을 출품합니다.

필름 크래프트 부문에는 동일 작품의 중복 출품 횟수에 제한이 없습니다.

### 심사위원 팁

- ‘데모 필름을 제출할 수 있는 카테고리에 출품할 때는 되도록 데모 필름을 제출하세요. 심사위원들이 이해하기 좋습니다. 가령 시각효과 같은 카테고리에 데모 필름을 제출하면 어떻게 시각효과를 덧붙였는지 알 수 있거든요.’
- ‘영리하게 출품하세요. 출품하는 개별 작품이 가진 최고의 강점에 맞게 카테고리를 고르세요.’
- ‘금상을 받으려면 훌륭한 아이디어를 해당 크래프트 분야에서 진정 남다르게 집행해야 합니다.’

하부카테고리 및 제출물은 아래와 같습니다.

A. Film Craft	제출물
<b>A01. Direction</b> The vision and achievement of the direction. The jury will think about the translation of the creative brief through a director's vision and how well that vision has been achieved. This will include the way that production elements (including casting, set design, sound design and cinematography) have been used to bring that vision to life.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Film</li> </ul>
<b>A02. Script</b> The film's script, as written. Analysis of the script will include dialogue, voice-overs, scene-setting, movement, actions and expressions. The jury will look at how successfully the script delivers on the creative idea and supports the final execution. <b>You are required to provide a written English translation of the script as part of your submission.</b>	
<b>A03. Casting</b> The vision and achievement of the casting. This category includes the pre-production selection of actors, dancers, singers, models, non-professionals, animals and other talent. The entry form requires you to provide a description of the casting process and any significant information about that cast. <b>It is highly recommended to provide a two minute DEMO FILM showcasing the casting process in addition to the film as it aired.</b>	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Demo Film</li> </ul>
<b>A04. Production Design / Art Direction</b> The aesthetic of the Production Design/Art Direction. This includes set design and location builds, as well as the overall look, feel and atmosphere of the piece. The jury will consider how the narrative has been enhanced by the artful management of the visual components.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Film</li> </ul>
<b>A05. Cinematography</b> The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered.	
<b>A06. Editing</b> The technical and creative success of the edit. All aspects of the film's edit will be considered, including timing, pace, visual dynamics, dialogue dynamics, sound integration and overall story-telling. The jury will respond to innovation and flair in the editing decisions, and think about the part that the edit has played in the success of the final execution.	
<b>A07. Use of Original Music</b> The impact and success of original music compositions, created specifically for film advertisements. The artistic achievement of a track itself will be considered, along with its contribution to aims of the piece as a whole.	
<b>A08. Use of Licensed / Adapted Music</b> The selection of licensed or adapted music within film advertising. The way a track supports the script idea, creates the necessary atmosphere or otherwise delivers on the creative brief will be considered.	



<p><b>A09. Sound Design</b></p> <p>The creative use of sound design within film advertising. Technical excellence in recording, mixing and the synthesis of samples and sound effects will be considered, along with the cohesion of the edit and its impact on the overall piece.</p>	
<p><b>A10. Animation</b></p> <p>The use and aesthetic of animation in film advertising. All types of animation, including cel, stop-motion, graphic, silhouette and computer animation in 2D or 3D will be accepted.</p> <p><b>You are required to provide supporting information to give the jury a clear understanding of animation methods used in the production process. It is highly recommended to provide a two minute DEMO FILM showcasing the animation process in addition to the film as it aired.</b></p>	<p><b>필수 제출물</b></p> <ul style="list-style-type: none"> <li>Film</li> </ul> <p><b>선택 제출물</b></p> <ul style="list-style-type: none"> <li>Demo Film</li> </ul>
<p><b>A11. Visual Effects</b></p> <p>The creation of film environments and other visual effects. The jury will consider the aesthetic and technical excellence of the effects themselves, along with the success of their integration into real footage.</p> <p><b>You are required to provide supporting information to give the jury a clear understanding of visual effects created in the production process and are highly recommended to upload a two minute DEMO FILM showing offline edit, pre-effects, for comparison in addition to the film as it aired.</b></p>	
<p><b>A12. Achievement in Production</b></p> <p>The overall success of a film advertisement, assessed within the context of its individual ambitions and challenges. You are required to include a detailed description of the production process, including how the production team made best use of resources available to them, to achieve the final execution. The jury will find information on the following areas useful to their understanding: scale of production, budget constraints, technical issues, challenges faced during the production process and how elements of the filmmaking process were used to fulfil the ambitions of the brief.</p> <p><b>It is highly recommended to provide a two minute DEMO FILM showcasing the production process e.g. a 'making-of' or 'behind the scenes' film, in addition to the film as it aired.</b></p>	



# GLASS: THE LION FOR CHANGE

문화를 바꾸는 크리에이티비티를 가리는 부문입니다. 세상에 변화를 일으키고자 하는 아이디어, 양성 불평등이나 불균형, 부당함 등에 긍정적인 영향을 미치기 위해 착수된 작품을 출품합니다.

글래스 부문은 광고에서 양성을 의식적으로 표현함으로써 암묵적으로나 명시적으로 양성 불평등이나 편견 문제를 제시하는 작품을 가립니다. 이 부문에는 상품이나 서비스, 혹은 매체에 무관하게 출품할 수 있으나, 더욱 긍정적이고 진취적이며 양성문제를 의식한 커뮤니케이션을 지향하는 변화를 대변해야 합니다.

우리는 비즈니스와 브랜드뿐 아니라 전세계에 크리에이티비티가 긍정적인 영향을 미칠 수 있음을 믿습니다. 이 부문에서는 진취적이거나 사회적으로 바른 의식을 가지고 개개인의 양성문제를 대변함으로써 양성에 대한 고정관념을 거부하고 편견에 맞서는 크리에이티브 작품을 선정합니다.

- 글래스 부문에서는 작품 한 점을 단 한 번만 출품할 수 있습니다.
- 글래스 부문에는 하부 카테고리가 없습니다. 광고주는 상업적이든 비상업적이든 무관하며, 광고하는 상품과 서비스, 매체와도 무관하게 출품할 수 있습니다.
- 글래스 부문의 출품비는 전액 관련 단체에 기부하며, 단체 선정은 페스티벌 날짜에 임박해 발표됩니다.

A. Glass: The Lion for Change	제출물
A01. Glass	<p><b>필수 제출물</b></p> <ul style="list-style-type: none"><li>• Case Film</li></ul> <p><b>선택 제출물</b></p> <ul style="list-style-type: none"><li>• Awards Show Film</li><li>• URL</li><li>• Digital Supporting Images JPG</li><li>• Digital Supporting Content</li></ul>



# INTEGRATED LIONS

통합 부문에서는 크리에이티브 통합 캠페인을 심사합니다. 전체적으로 우수한 캠페인, 즉 한 가지 아이디어로 각각 다양한 환경에 맞게 여러 매체에 걸쳐 집행한 캠페인을 출품합니다.

- 통합 캠페인에서는 한 작품을 한 카테고리에만 출품할 수 있습니다.

## 심사위원 팁

- ‘간결하고 요점에 맞게 하세요.’
- ‘출품하기 전에 해당 카테고리에서 수상한 전년도 출품작을 먼저 보세요.’

통합 부문에는 하부 카테고리가 없습니다.

A. Integrated	제출물
<p><b>A01. Integrated Campaign</b></p> <p>The definition of Integrated for the purpose of Cannes Lions is fully integrated campaign executed across multiple platforms.</p>	<p><b>필수 제출물</b></p> <ul style="list-style-type: none"><li>• Digital Presentation Image JPG</li><li>• Case Film</li></ul> <p><b>선택 제출물</b></p> <ul style="list-style-type: none"><li>• Award Show Film</li><li>• URL</li><li>• Digital Supporting Images JPG</li><li>• Physical Supporting Material</li></ul>

## MEDIA LIONS

미디어 부문에서는 크리에이티브리티의 맥락을 평가합니다. 고무적이면서도 혁신적으로 아이디어를 구현한 작품, 즉 결정적인 채널 전략을 통해 효과를 높인 작품을 출품합니다.

- 카테고리 대부분에서는 인사이트 및 아이디어 30%, 전략 및 타게팅 20%, 집행 20%, 효과 및 결과 30%의 비중으로 평가합니다.
- 미디어 부문에서는 동일한 작품을 최고 네 번까지 중복해 출품할 수 있습니다. 단 'A. Sectors' 안에서는 동일한 작품을 단 한 번만 출품할 수 있습니다.

### 심사위원 팁

- '해당 카테고리 고유의 성격에 맞는 강력한 케이스필름만큼 출품작을 잘 설명하는 것은 없습니다.'
- '핵심 요소와 각 단계에 초점을 둔 스토리를 만들어 출품작을 설명하고, 실제 비즈니스 성과를 반드시 포함하세요.'
- '동영상의 퀄리티나 매끄러운 이야기 전개보다는 2분 안에 주요 사항을 분명하고 강력하게 전달하는 것이 더 중요합니다.'

하부카테고리 및 제출물은 아래와 같습니다.

A. Sectors	제출물
In these categories, the jury will reward the best media campaign for the product and service selected. The same entry can be submitted only once in this section.	
<b>A01. Food &amp; Drinks</b> All food and drinks.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Physical Support Material</li> <li>Awards Show Film</li> <li>Digital Supporting Content</li> <li>URL</li> </ul>
<b>A02. Fast Moving Consumer Goods</b> All fast moving consumer goods including toiletries and cleaning products. Excludes food and drinks.	
<b>A03. Durable Consumer Goods</b> All clothing and accessories, furniture and consumer electronics.	
<b>A04. Cars &amp; Automotive Products &amp; Services</b> All vehicles and related products and services, including petrol stations, breakdown and car hire services.	
<b>A05. Retail, e-Commerce, Restaurants &amp; Fast Food Chains</b> All shops and department stores, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
<b>A06. Travel, Transport &amp; Leisure</b> All transport and travel related services, including public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms.	
<b>A07. Media &amp; Publications</b> All media and publications, including videogames, streaming services, music, TV and radio stations.	
<b>A08. Financial Products &amp; Services</b> All financial products and services, including insurance.	
<b>A09. B2B Products &amp; Services</b> All business-to-business products and services, including advertising agencies, recruitment campaigns, consultancies, accounting firms, and legal services.	
<b>A10. Commercial Public Services</b> All commercial public services, including telecommunications, private healthcare and private education.	
<b>A11. Corporate Image</b> All non-product-based campaigns to build the image/raise the profile/shape the perceptions of a brand.	



<b>A12. Corporate Social Responsibility new</b> All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation.	
<b>A13. Public Sector</b> Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure and military.	
<b>A14. Charities &amp; Non-profit</b> Campaigns conducted on behalf of charities, non-profit organisations or NGOs, including fundraising, appeals and awareness messages.	
<b>B. Channels</b> Work in these categories will be judged specifically on creativity and innovation within a channel. E.g. - a campaign entered into Use of Print will be judged on its specific use of the print as a medium, regardless of the product/service advertised.	<b>제출물</b>
<b>B01. Use of TV new</b> Including TV, video-on-demand platforms (VOD) and other online service providers.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul>
<b>B02. Use of Other Screens</b> Screens other than TV. These might include, but are not limited to, screens that require interaction with the consumer, i.e. touch screens and responsive displays.	<b>제출 권장</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul>
<b>B03. Use of Audio Platforms</b> Including radio, podcasts and other audio technology.	<b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> </ul>
<b>B04. Use of Print</b> Including, but not limited to, newspapers, magazines, inserts and trade journals.	<ul style="list-style-type: none"> <li>Physical Support Material</li> </ul>
<b>B05. Use of Outdoor</b> Traditional billboard or poster sites, bus shelters and transit advertising using standard advertising space.	<ul style="list-style-type: none"> <li>Awards Show Film</li> </ul>
<b>B06. Use of Ambient Media: Small Scale</b> Including items in bars & restaurants all other hand-held (or equivalent in size) items. <b>'Small Scale' refers to the physical size of the ambient item, not the scale of the distribution.</b>	<ul style="list-style-type: none"> <li>Digital Supporting Content</li> </ul>
<b>B07. Use of Ambient Media: Large Scale</b> Non-traditional outdoor/billboards, including 3D and non-standard shaped sites, ticket barriers, signage, wallscape, digital billboards, window clings, building wrapping, helicopter banners and other executions that utilise a space or an existing permanent feature. <b>'Large Scale' refers to the physical size of the ambient item or execution, not the scale of the distribution.</b>	<ul style="list-style-type: none"> <li>URL</li> </ul>
<b>B08. Use of Events</b> Including live shows, festivals, concerts, sporting events, event sponsorship etc. <b>You can submit the same entry in B07. Use of Events and B08. Use of Stunts only once.</b>	
<b>B09. Use of Stunts</b> Including guerrilla marketing, large and small scale stunts, one off experiential events, etc. <b>You can submit the same entry in B07. Use of Events and B08. Use of Stunts only once.</b>	
<b>B10. Use of Digital Platforms</b> Online platforms or associated technologies and harnessing digital environment in a media campaign. These might include, but are not limited to, websites, microsites, games, search engines, banner ads and instant messaging.	
<b>B11. Use of Mobile</b> Mobile technology including smartphones, tablets, Bluetooth, SMS, MMS, WAP, GPS, mobile games and applications, QR codes, etc. <b>Social media-led campaigns should be entered in B11. Social Platforms.</b>	
<b>B12. Use of Social Platforms</b> Media campaigns that use social networking sites, blogs, wikis, video-sharing sites, hosted services, etc. to create and/or enhance relationships with consumers.	

**B13. Use of Technology new**

Use of existing or new technology to execute or support a media campaign including, but not limited to, artificial intelligence, augmented and virtual reality, robotics, gadgets and electronics, wearable and interactive technology, etc. Does not include prototypes of early stage tech.

**C. Data**

Entries in these categories must demonstrate how a media execution was enhanced or driven by data.

**C01. Use of Data Driven Insight new**

Entries in this category should demonstrate how data was used to uncover or generate insights that contributed to the effectiveness of a media campaign.

**C02. Use of Real-Time Data new**

Entries in this category should demonstrate how data, created or used in real-time, provided dynamic content or enabled an on-going consumer relationship.

**C03. Data Driven Targeting new**

Entries in this category should demonstrate how the creative use or interpretation of data delivered effective targeting. Entrants should show how data contributed either to programmatic targeting, or provided a key quantitative insight that helped define the target, brand message or channel.

**제출물****필수 제출물**

- Digital Presentation Image JPG

**제출 권장**

- Case Film

**선택 제출물**

- Digital Supporting Images JPG
- Physical Support Material
- Awards Show Film
- Digital Supporting Content
- URL

**D. Branded Content & Entertainment**

Work in these categories will be judged on how successfully the content (TV sponsorship, video, native advertising, digital content, etc.) was used to engage with the consumers and deliver measurable results (i.e. incremental reach, viral effect, earned media). Please note that the entries in these categories will not be judged on the content itself, but the role of media in creating, leveraging, and amplifying the content.

**D01. Use of Brand or Product Integration into a Programme or Platform**

Including film, TV, mini-series, web series, music video, online/digital, sponsorship, etc.

**D02. Use of Co-Creation & User Generated Content**

Use/placement of content generated by engagement with an audience who have contributed to, or collaborated with a brand initiative. Content must have been used as part of a broader branded platform.

**D03. Use of Branded Content created for Digital or Social Media**

Including branded social media, websites, microsites, mobile applications, games, native advertising, etc.

**제출물****필수 제출물**

- Digital Presentation Image JPG

**제출 권장**

- Case Film

**선택 제출물**

- Digital Supporting Images JPG
- Physical Support Material
- Awards Show Film
- Digital Supporting Content
- URL

**E. Campaign****E01. Use of Integrated Media**

Entries in this category MUST show that multiple types of media were used in the campaign (e.g. Screens, Social, Outdoor). Entrants will be judged on how successfully they have integrated the chosen media throughout the campaign, and must demonstrate how well the different types complement and build on each other to communicate the brand's message.

**제출물****필수 제출물**

- Digital Presentation Image JPG

**제출 권장**

- Case Film

**선택 제출물**

- Digital Supporting Images JPG
- Physical Support Material
- Awards Show Film
- Digital Supporting Content
- URL





<b>F. Excellence in Media</b> Work in these categories should demonstrate how a media campaign managed to deliver outcomes for a brand through outstanding media planning, strategy and execution.	<b>제출물</b>
<b>F01. Excellence in Media Insights &amp; Strategy new</b> Entries in this category will be judged on how successfully a media campaign succeeded in unlocking insights into consumer behaviour and understanding their needs in order to develop a customized media strategy that is in line with a client's specific business objectives, marketing goals and overall brand's positioning.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul>
<b>F02. Excellence in Media Planning new</b> Entries in this category will be judged on how successfully media platforms were sourced and selected to deliver a brand's message. Entrants should detail reach, penetration and frequency of the message to generate the desired response.	<b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Physical Support Material</li> <li>Awards Show Film</li> </ul>
<b>F03. Excellence in Media Execution new</b> Entrants should demonstrate how the media thinking and skilful negotiations with the media owners allowed to execute the campaign across selected channels and to achieve business goals. Consideration will be given to the buying of media as part of brand storytelling and to the creative delivery.	<ul style="list-style-type: none"> <li>Digital Supporting Content</li> <li>URL</li> </ul>

## MOBILE LIONS

모바일 기기로 주도되는 크리에이티비티를 가리는 부문입니다. 운반가능한 플랫폼을 통한 성과를 보이는 작품, 즉 휴대용 또는 웨어러블 환경이 아이디어와 밀접한 관계를 이루고, 집행의 핵심적인 양상에 필수적인 작품을 출품합니다.

- 아이디어, 집행, 플랫폼 적합성, 효과 및 결과를 심사합니다.
- 카테고리에 적합하기만 하면 모바일 부문 내에 제한 없이 중복 출품할 수 있습니다.

### 심사위원 팁

- ‘작품을 볼 때 “모바일 기술이나 모바일 행동이 없어도 이게 작동할까?”하고 자문해보세요. 이것이야말로 모바일 부문에 출품할 것인가 말 것인가 결정할 아주 좋은 방법입니다. 이상하게도 아이디어가 어떻게 모바일에서 작동하는지 보여주지 않는 캠페인을 출품하는 대행사들이 있거든요.’
- ‘작품을 제 자리에 출품하는지 확인하기 위해 카테고리에 대해 칸 라이언즈와 상의하세요.’
- ‘동영상으로 아이디어를 보여줄 수도 있겠지만 심사위원들은 실제로 앱과 웨어러블을 테스트해보고 싶어해요. 그러니 보내주세요.’
- ‘최고의 출품작은 유용성과 사용상의 즐거움을 결합함으로써 실제 세상의 문제를 해결한 것이니 그 점을 케이스필름에 담아주세요. 앱 경험 그 자체가 결정적입니다. 케이스필름과 앱 경험이 함께 전달되어야 완전하게 됩니다.’
- 

하부카테고리 및 제출물은 아래와 같습니다.

A. Technology The creative application of mobile technology to enrich a brand, product or service.	제출물
<b>A01. Activation by Location</b> Use of geolocation technology (including GPS and other macro-scale technologies) to activate the mobile campaign or experience.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• Case Film</li> <li>• URL</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>• Digital Supporting Images JPG</li> <li>• Physical Support Material</li> <li>• Awards Show Film</li> <li>• Digital Supporting Content</li> </ul>
<b>A02. Activation by Proximity</b> Activations that operate within the range of proximity technologies e.g. Bluetooth 4 - 30ft., NFC, RFID, m-Commerce payment solutions, Bluetooth, push notifications (e.g. iBeacon), etc.	
<b>A03. Augmented Mobile Experience</b> Use of AR, visual search, image recognition, including image and object recognition technology, trigger markers such as QR codes, barcodes, etc.	
<b>A04. Virtual Reality Experience</b> Use of mobile based virtual reality technology to immerse a user within an experience.	
<b>A05. 360° Videos new</b> Mobile based videos and computer generated content created for immersion and/or interaction. Including, but not limited to, 360-degree live action photography or explorable digital simulations.	
<b>A06. Networked / Connected Mobile Technology</b> Networked screens in connection with a mobile device (including second screen experiences, Smart TV and cinema screen integration, networked digital billboard games etc.)	
<b>A07. Connected Devices</b> Cross-device work that uses at least one other device connected to a mobile phone (including, but not limited to, wearables, drivables, sports devices, smart watches, flyables, household objects). The device itself and its integration with a mobile device (or ecosystem) will be judged here. <b>For Connected Screens, please enter into A06. Networked / Connected Mobile Technology</b>	
<b>A08. Wearable Technology</b> Native applications for wearable platforms that leverage the unique attributes of the platform they are on. The software (e.g. the app or platform) will be judged here.	

**A09. Data / Insight**

The creative use of personal data to arrive at creative mobile solutions in order to target, engage or develop a meaningful relationship with a specific audience or community.

**A10. Innovative Technology**

The creative application of innovative technology; ground-breaking use of mobile device or innovative use of existing features. These might include, but are not limited to, touchscreen, accelerometer, speaker, vibration, etc.

**B. Websites**

Mobile or tablet specific websites or unique layout based on responsive design, fully fluid or with mobile specific breakpoint. Please highlight any mobile specific interface paradigms and metaphors that were introduced to make it uniquely mobile.

**B01. Websites as Part of a Campaign**

A website or platform as part of a wider campaign. Please demonstrate how the site contributed to the campaign.

**B02. Websites as a Product / Service**

Single website executions not part of a campaign but a branded product or service.

**B03. Accessibility, Charity & Non-profit**

Websites in service of those with aural, visual or other impairments; public awareness messages; campaigns for the government, armed forces, unions and associations, environment, education, racial, ethnic & disability awareness, blood & organ donation, etc.

**Please note, corporate and/or internal communication & image should go into either B01 or B02 accordingly.**

**제출물****필수 제출물**

- Digital Presentation Image JPG
- Case Film
- URL

**선택 제출물**

- Digital Supporting Images JPG
- Physical Support Material
- Awards Show Film
- Digital Supporting Content

**C. Apps**

Any application (native, hybrid, web-based or pre-installed) for a mobile device or Smart TV that can be accessed via the web or downloaded from app stores and other mobile software distribution platforms. Desktop apps should be entered into Cyber B03. Web service / Apps.

**C01. Utilities**

Functional mobile apps. The functionality, usefulness and problem solving of the app will be taken into consideration.

**C02. Apps as Part of a Campaign**

An app as part of a wider campaign or ecosystem. Please demonstrate how the app contributed to the campaign.

**C03. Apps as a Product / Service**

A stand-alone product or service app, not part of a campaign.

**C04. Accessibility, Charity & Non-profit**

Apps in service of those with aural, visual or other impairments; public awareness messages; campaigns for the government, armed forces, unions and associations, environment, education, racial, ethnic & disability awareness, blood & organ donation, etc.

**Corporate and/or internal communication & image should go into either C01, C02 or C03 accordingly.**

**제출물****필수 제출물**

- Digital Presentation Image JPG
- Case Film
- URL

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<b>D. Rich Media</b> Mobile banners, interstitials and other rich media designed for and played on a mobile phone, smartphone, tablet or any other mobile device. You will be required to show how the ad was originally displayed on the mobile device.	<b>제출물</b>
<b>D01. Corporate / Commercial</b> Commercial rich media executions as part of a campaign or product / service.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>Case Film</li> <li>URL</li> </ul>
<b>D02. Accessibility, Charity &amp; Non-profit</b> Rich media in service of those with aural, visual or other impairments; public awareness messages; campaigns for the government, armed forces, unions and associations, environment, education, racial, ethnic & disability awareness, blood & organ donation, etc. <b>Corporate and/or internal communication &amp; image should go into D01.</b>	<b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Physical Support Material</li> <li>Awards Show Film</li> <li>Digital Supporting Content</li> </ul>
<b>E. Games</b> Brand related games designed for and played on a mobile phone, smart phone, tablet, Smart TV or any other mobile device.	<b>제출물</b>
<b>E01. App Games</b> App-based games related to a brand.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>Case Film</li> <li>URL</li> </ul>
<b>E02. In-game Marketing</b> Marketing/advertising within a mobile-based game e.g. in-app promotions and purchases.	<b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Physical Support Material</li> <li>Awards Show Film</li> <li>Digital Supporting Content</li> </ul>
<b>E03. Web Games</b> Website, banner and other web-based games.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>Case Film</li> <li>URL</li> </ul>
<b>E04. Connected Experience Games</b> A companion app that is intended to compliment or make a game possible with a physical object or real-world item.	<b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Physical Support Material</li> <li>Awards Show Film</li> <li>Digital Supporting Content</li> </ul>
<b>F. Social</b> Mobile first executions or campaigns with people and social thinking at the core. The jury will consider levels of engagement, social reach, activation/attribution, demand generation and the creative use of social networks / activity in meeting set objectives.	<b>제출물</b>
<b>F01. Content for User Engagement</b> Social activity using video, streaming video, photo sharing, images, gifs or other content designed to engage, entertain, build, maintain or seed through an online social community for enhanced brand affinity.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>Case Film</li> <li>URL</li> </ul>
<b>F02. Real-time Response</b> Branded social activity that utilises social platforms in order to respond to world events, public affairs and real-world activity in a meaningful, time-sensitive and creative way. A wide range of executions will be considered provided that real time is at the core of the creative idea.	<b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Physical Support Material</li> <li>Awards Show Film</li> <li>Digital Supporting Content</li> </ul>
<b>F03. Co-Creation &amp; User Generated Content</b> Social based activity designed to engage with a community/fans and encourage them to contribute or collaborate with a brand initiative. Engagement may be intended to drive long term value through collaborative interaction. Further creative use and placement of content generated will also be considered.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>Case Film</li> <li>URL</li> </ul>
<b>F04. Targeted Communication</b> Social activity customised for predefined communities, groups or individuals based on social era insight material such as behaviour, interests, friendships, geo-location etc. This can include, but is not limited to, native advertising and programmatic campaigns. Audience insights, the customisation of the social message, its relevance and its creative execution will all be considered.	<b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Physical Support Material</li> <li>Awards Show Film</li> <li>Digital Supporting Content</li> </ul>



<b>F05. Social Trends</b> Appropriation of popular and current social behaviour or culture (including emojis, memes, hashtags etc.) in order to leverage brand communication with an audience or community.	
<b>F06. Influencer / Talent</b> Social initiatives or executions that utilise a celebrity, social ambassador, or social influencer in order to engage with a target audience.	
<b>F07. Social Business</b> Creative social activity that utilises the power of an online community to impact business objectives and/or to enhance relationships with a brand, community or consumers. This may include content, operations, intelligence, resourcing, sales, product development and other aspects of the value chain.	
<b>F08. Social Purpose</b> Charitable, not for profit and social purpose initiatives designed for mobile. Entries should harness the core values and culture of the brand, product or service. The impact on the targeted audience will be taken into consideration.	

<b>G. Campaign</b> Mobile first campaigns and communication (not one-off executions) to enrich a brand, product or service.	<b>제출물</b>
<b>G01. Integrated Campaign</b> Campaigns that utilise mobile technology alongside other mediums. Entries in this category should demonstrate how the mobile component of the campaign interacted with the other channels (such as TV, in-store omni-channel experiences, press, outdoor, web, etc.).	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>Case Film</li> <li>URL</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Physical Support Material</li> <li>Awards Show Film</li> <li>Digital Supporting Content</li> </ul>
<b>G02. Cross-device Campaign</b> Campaigns that utilise connected/ networked mobile devices (minimum of 2 devices) e.g. communication which follows the user from one screen to another, campaigns which link various mobile devices etc.	
<b>G03. Messaging Campaign</b> Campaigns that employ messaging platforms including, but not limited to, instant messaging, push notifications (including iBeacon and similar technology), video messaging, photo sharing, SMS etc.	

## OUTDOOR LIONS

옥외 부문에서는 옥외에서 체험하는 크리에이티비티를 심사합니다. 현장에서 사람들을 참여시키는 아이디어, 즉 공공장소를 통해 메시지를 전달하거나 소비자들에게 브랜드 경험에 몰입하게끔 만드는 작품들을 출품합니다.

중복출품에 대한 규정은 매체에 따라 다릅니다.

- 전통적 포스터는 A. Billboards & Street Posters, B. Indoor Posters, F. Outdoor Poster Craft에만 출품할 수 있습니다.
- 디지털 포스터는 C01, C02, C03(디지털 카테고리), E03. Use of Digital Outdoor, F. Outdoor Poster Craft에 출품할 수 있습니다.
- 개조 포스터(adapted poster)는 E01. Use of Adapted Billboards/Posters에만 출품할 수 있습니다.
- 앰비언트 옥외 작품은 D. Ambient'와 'E02. Use of Ambient Outdoor에만 출품할 수 있습니다.
- 집행 캠페인은 A. billboards & Street Posters, . Indoor Posters, F. Outdoor Poster Craft에만 출품할 수 있습니다.

### 심사위원 팁

- '요점을 직접적으로 전달하고, 번역과 문화적 배경을 설명해야 좋은 컨셉 보드입니다.'
- '아이디어를 '너무 상세히' 설명하지 마세요. 훌륭한 아이디어에는 설명이 거의 필요 없어요. 맥락을 충분히 설명하고 아이디어가 저절로 알려지게 하세요.'
- '여러분 나라에서 아이디어가 대대적으로 알려졌다고 해서 여러 나라 심사위원들이 그걸 다 알 거라고 생각하지 마세요.'
- '어째서 출품작이 옥외 액티베이션에 해당하는지 설명하세요.'

하부카테고리 및 제출물은 아래와 같습니다.

<b>A. Billboards &amp; Street Posters</b> Classic sheet posters made for outdoor and standard transit spaces. The same entry can be submitted only once in this section	제출물
<b>A01. Food</b> All foods.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>• Digital Proof JPG</li> <li>• Unmounted Proof (Physical)</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>• Digital Supporting Images JPG</li> </ul>
<b>A02. Drinks</b> All drinks.	
<b>A03. Household Goods</b> All household goods, including cleaning products and detergents.	
<b>A04. Cosmetics, Toiletries, Healthcare &amp; Pharmacy</b> All cosmetics, beauty products and toiletries. All healthcare and pharmacy products, including condoms, contact lenses, hearing aids and vitamins.	
<b>A05. Miscellaneous</b> Products not included in other categories: Pet food & pet care products, greetings cards, pens and personal stationery, tobacco & associated products.	
<b>A06. Clothing, Footwear &amp; Accessories</b> All clothing, footwear & accessories, including luggage and sunglasses.	
<b>A07. Home Appliances, Furnishings, Consumer Electronics &amp; Technology</b> All home appliances and furnishings. All consumer electronics and technology.	
<b>A08. Cars &amp; Automotive Products &amp; Services</b> All vehicles and related products and services, including petrol stations, breakdown and car hire services.	
<b>A09. Retail, e-Commerce, Restaurants &amp; Fast Food Chains</b> All shops and department stores, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
<b>A10. Travel &amp; Transport</b> All transport and travel related services, including public transport and tourism boards.	
<b>A11. Entertainment &amp; Leisure</b> All entertainment and leisure related services, including museums, festivals and gyms.	



<b>A12. Media &amp; Publications</b> All media and publications, including videogames, streaming services, music, TV and radio stations.	
<b>A13. Financial Products &amp; Services</b> All financial products and services, including insurance.	
<b>A14. B2B Products &amp; Services</b> All business-to-business products and services, including advertising agencies, recruitment campaigns, consultancies, accounting firms and legal services.	
<b>A15. Commercial Public Services</b> All commercial public services, including telecommunications, private healthcare and private education.	
<b>A16. Corporate Image &amp; Sponsorship new</b> All non-product-based campaigns including event sponsorship to build the image/raise the profile/shape the perceptions of a brand.	
<b>A17. Corporate Social Responsibility new</b> All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation.	
<b>A18. Public Sector new</b> Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure and military.	
<b>A19. Charities &amp; Non-profit</b> Campaigns conducted on behalf of charities, non-profit organisations or NGOs, including fundraising, appeals and awareness messages.	

<b>B. Indoor Posters</b> Classic sheet posters made for indoor public spaces i.e. supermarkets. The same entry can be submitted only once in this section.	<b>제출물</b>
<b>B01. Food</b> All foods.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Proof JPG</li> <li>Unmounted Proof (Physical)</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> </ul>
<b>B02. Drinks</b> All drinks.	
<b>B03. Household Goods</b> All household goods, including cleaning products and detergents.	
<b>B04. Cosmetics, Toiletries, Healthcare &amp; Pharmacy</b> All cosmetics, beauty products and toiletries. All healthcare and pharmacy products, including condoms, contact lenses, hearing aids and vitamins.	
<b>B05. Miscellaneous</b> Products not included in other categories: Pet food & pet care products, greetings cards, pens and personal stationery, tobacco & associated products.	
<b>B06. Clothing, Footwear &amp; Accessories</b> All clothing, footwear & accessories, including luggage and sunglasses.	
<b>B07. Home Appliances, Furnishings, Consumer Electronics &amp; Technology</b> All home appliances and furnishings. All consumer electronics and technology.	
<b>B08. Cars &amp; Automotive Products &amp; Services</b> All vehicles and related products and services, including petrol stations, breakdown and car hire services.	
<b>B09. Retail, e-Commerce, Restaurants &amp; Fast Food Chains</b> All shops and department stores, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
<b>B10. Travel &amp; Transport</b> All transport and travel related services, including public transport and tourism boards.	



<b>B11. Entertainment &amp; Leisure</b> All entertainment and leisure related services, including museums, festivals and gyms.	
<b>B12. Media &amp; Publications</b> All media and publications, including videogames, streaming services, music, TV and radio stations.	
<b>B13. Financial Products &amp; Services</b> All financial products and services, including insurance.	
<b>B14. B2B Products &amp; Services</b> All business-to-business products and services, including advertising agencies, recruitment campaigns, consultancies, accounting firms and legal services.	
<b>B15. Commercial Public Services</b> All commercial public services, including telecommunications, private healthcare and private education.	
<b>B16. Corporate Image &amp; Sponsorship</b> All non-product-based campaigns including event sponsorship to build the image/raise the profile/shape the perceptions of a brand.	
<b>B17. Corporate Social Responsibility new</b> All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation.	
<b>B18. Public Sector new</b> Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure and military.	
<b>B19. Charities &amp; Non-profit</b> Campaigns conducted on behalf of charities, non-profit organisations or NGOs, including fundraising, appeals and awareness messages.	

<b>C. Digital Outdoor</b> All digital 'out of home' work including all digital screens and ambient use of digital. The same entry can be submitted only once in this section.	<b>제출물</b>
<b>C01. Static Digital Billboards / Posters</b> Awarding excellence and interesting use of non-motion, static digital billboards and posters. Ads may have been created to be exhibited in loop with other digital posters.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>Unmounted Presentation Image</li> </ul>
<b>C02. Animated Digital Billboards / Posters</b> For digital billboards or posters utilising motion picture/content or animation in the Outdoor environment. <b>For outdoor screenings of extended film content, please enter into Film Lions.</b>	<b>선택 제출물</b> <ul style="list-style-type: none"> <li>Demo Film</li> <li>Digital Supporting Images JPG</li> </ul>
<b>C03. Interactive &amp; Dynamic Billboards / Posters</b> Digital billboards or posters that necessarily require active engagement with consumer or other online/offline locations. Entries may include (but are not limited to) user generated content, participatory elements, digital games and motion detection technology, live streaming.	
<b>C04. Ambient Use of Digital Technology</b> All uses of digital outdoor and ambient digital that elicits physical interaction, engagement and experiences for consumers. Examples include (but are not limited to) use of mobile with a strong outdoor touch-point, interactive installations and special build, holographic images etc. Entries may include (but are not limited to) use of augmented reality, interactive ambient experiences, immersive special builds and installation with digital elements or any digital adaptation/site specific use of existing environments.	
<b>C05. Ambient Experiential &amp; Immersive Digital</b> Ambient digital that elicits physical interaction, engagement and experiences for consumer. Entries may include (but are not limited to) use of augmented reality, interactive ambient experiences, immersive special builds and installation with digital elements or any digital adaptation/site specific use of existing environments.	





<b>D. Ambient</b> Non-standard and free-format outdoor advertising. Work designed for standard poster sites are not accepted in the Ambient categories. The same entry can be submitted only once in this section.	<b>제출물</b>
<b>D01. Non-Standard Indoor Advertising</b> All non-standard, format-free in-store and indoor advertising.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>Unmounted Presentation Image</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Demo Film</li> <li>Physical Support Material</li> <li>Digital Supporting Images JPG</li> </ul>
<b>D02. Small Scale Special Solutions</b> Small items which are either on display or distributed in the out of home environment. Advertising may include stickers, flyers, ambient signage, key-rings, balloons, balls, stationary and other branded items, petrol pumps, miniature models and builds, small attachments to existing items or areas and promotional give-aways.	
<b>D03. Special Build</b> Physical constructions, adaptations of exterior locations including buildings, street furniture or the environment, large scale signage, exhibitions, installations and displays. Advertising may include supersize sites, pop-up shops, 3D/non-standard shaped sites or physical constructions, ticket barriers and floor media.	
<b>D04. Live Advertising and Events</b> Outdoor activations which involve something live on the part of the advertiser. Advertising may include live performance, demonstrations, branded concerts, promotional events.	
<b>D05. Interactive Outdoor Experiences</b> Non digital outdoor activations which involve something live on the part of the consumer. Advertising may include experiential marketing, consumer and audience participation, interactive games & events.	
<b>D06. Transit</b> Non-standard or free-format advertising using vehicles or transit sites/locations. Advertising may include the non-standard or free-format advertising use of cars, trains, buses, taxis, trucks, airplanes etc. or the use of transit sites such as car parks, airports, stations (bus & train), ferry ports, roads and driving tracks.	
<b>E. Use of Outdoor</b> In these categories, the jury will reward the creative and/or innovative use of the outdoor medium to communicate the brand's message. The jury will consider how well brands are finding new ways to enhance and reinvigorate the consumers' experience by allowing them to engage with and respond to the outdoor content.	<b>제출물</b>
<b>E01. Use of Adapted Billboards / Posters</b> Billboards/Posters designed for standard advertising sites, but with 3-dimensional, active or (non-digital) interactive elements. <b>For digitally adapted posters, please enter into category E03. Use of Digital Outdoor.</b>	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>Unmounted Presentation Image</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Demo Film</li> <li>Physical Support Material</li> <li>Digital Supporting Images JPG</li> </ul>
<b>E02. Use of Ambient Outdoor</b> This category is aimed to provide a space for those entries that look towards the future of ambient outdoor advertising.	
<b>E03. Use of Digital Outdoor</b> Specifically for entries that are forward thinking and groundbreaking in their innovation.	
<b>F. Poster Craft</b> The same entry may be submitted more than once in this section.	<b>제출물</b>
<b>F01. Copywriting</b>	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Proof JPG</li> <li>Unmounted Proof (Physical)</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Demo Film</li> <li>Digital Supporting Images JPG</li> </ul>
<b>F02. Art Direction</b>	
<b>F03. Illustration</b>	
<b>F04. Photography</b>	
<b>F05. Digital Poster Craft</b>	



G. Integrated	제출물
<p><b>G01. Integrated Campaign led by Outdoor</b></p> <p>Campaigns with multiple elements or channels that are predominantly Outdoor driven. Entrants will be judged on how successfully they have integrated the chosen elements or channels throughout the campaign, and must demonstrate how well the different types complement and build on each other to communicate the brand’s message and/or change consumer awareness and attitudes.</p>	<p><b>필수 제출물</b></p> <ul style="list-style-type: none"><li>• Digital Presentation Image JPG</li><li>• Unmounted Proof (Physical)</li></ul> <p><b>선택제출물</b></p> <ul style="list-style-type: none"><li>• Demo Film</li><li>• Digital Supporting Images JPG</li></ul>

## PR LIONS

신뢰 있는 제3자와 신뢰를 구축하고 좋은 관계를 양성하는데 성공한 크리에이티브 작품을 심사합니다. 주로 획득미디어(earned media) 전술이나 대중의 담론에 영향을 줄 채널을 이용해 궁극적으로 한 조직이나 브랜드가 타겟 오디언스와 함께 명성을 관리하고 비즈니스를 증대시키는 방법으로 대중의 인식과 행동을 바꾸어놓는 캠페인을 말합니다.

- 평가 기준: 전략 30%, 아이디어 20%, 집행 20%, 효과 및 결과 30%
- 한 작품은 PR 부문 내에서 최고 네 번까지 출품할 수 있습니다. 단 A. Sectors에 한 번, E. Geographies에 한 번, F. Reports에 한 번씩만 가능합니다.

### 심사위원 팁

- ‘PR 아이디어가 캠페인의 핵심인지 확인하세요.’
- ‘신뢰할 만한 대화를 촉발하고, 설득력 있는 스토리를 만들어내어 인식이나 변화를 바꾼 과정을 보이세요.’
- ‘PR 전략의 크리에이티브한 이용한다면 글로벌한 경쟁력을 갖춘 캠페인을 만들 잠재력을 갖게 됩니다.’
- ‘KPI를 비롯해 의미 있는 방식으로 결과를 제시하고, PR 작품이 어떤 영향을 끼쳤는지 설명하세요.’

하부카테고리 및 제출물은 아래와 같습니다.

A. Sectors	제출물
In these categories, the jury will reward the best PR campaign for the Sector selected. The same entry can be submitted only once in this section.	
<b>A01. Food &amp; Drinks</b> All food and drinks.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>• Digital Supporting Images JPG</li> <li>• PDF</li> <li>• Physical Support Materials</li> <li>• Digital Supporting Content</li> <li>• Awards Show Film</li> <li>• URL</li> </ul>
<b>A02. Fast Moving Consumer Goods</b> All fast moving consumer goods excluding food and drinks.	
<b>A03. Durable Consumer Goods</b> All clothing and accessories, furniture and consumer electronics.	
<b>A04. Healthcare &amp; Wellbeing</b> All healthcare and pharmacy products and services, including prescriptions and OTC, private hospitals and pharmaceutical companies.	
<b>A05. Luxury Goods &amp; Services</b> All products and services that are highly desired and associated with wealthy or affluent people and/or are bought to support self-worth and status, or for the product's quality and craftsmanship.	
<b>A06. Cars &amp; Automotive Products &amp; Services</b> All vehicles and related products and services, including petrol stations, breakdown and car hire services.	
<b>A07. Retail, e-Commerce, Restaurants &amp; Fast Food Chains</b> All shops and department stores, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
<b>A08. Travel, Transport &amp; Leisure</b> All transport and travel related services, including airlines, public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms.	
<b>A09. Media &amp; Publications</b> All media and publications, including videogames, streaming services, music, TV networks and radio stations.	
<b>A10. Financial Products &amp; Services</b> All financial products and services, including insurance.	
<b>A11. Commercial Public Services</b> All commercial public services, including telecommunications and private education.	

**A12. Public Sector**

All programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure and military.

**A13. Charities & Not-for-Profit**

Campaigns conducted on behalf of charities, non-profit organisations or NGOs, including fundraising, appeals and awareness messages.

**B. Practices & Specialisms**

In these categories, your entry will be judged specifically on the PR practice & specialism selected.

**제출물****B01. Corporate Communication & Reputation Management**

Campaigns to build the image/raise the profile/shape the perceptions of a corporate brand, organisation or corporation, trade associations, institutes and councils.

**B02. Public Affairs & Lobbying**

Campaigns planned to influence or inform the public policy agenda using either lobbying or wider public affairs strategies; as well as political or ballot initiatives.

**B03. Crisis Communications & Issue Management**

Campaigns to plan and/or handle the consequences of a crisis or an issue that may affect a company's credibility and reputation.

**B04. Business Citizenship / Corporate Responsibility**

Corporations addressing social and ethical issues.

**B05. Business Citizenship / Environmental**

Campaigns designed to address a green or environmental issue in order to protect and or improve an organisation, product or service.

**B06. Internal Communications & Employee Engagement**

Business to employee communications and engagement, including change management.

**B07. Media Relations**

PR that puts media relations at the heart of the campaign and uses a high-degree of innovation to engage, educate or influence online/offline editorial media (newspapers, magazines, radio, television etc.), and change attitudes among targeted media audiences.

**B08. Events & Stunts**

PR campaigns that use stunts, competitions, promotional games, pop-up events, street art, guerrilla marketing, corporate events, launch parties etc. to build the value and reputation of a brand or communication project as part of a wider public relations strategy.

**B09. Live Shows / Concerts / Festivals**

PR campaigns that use concerts, festivals, sports events, exhibitions, live online streamed events etc. to build the value and reputation of a brand or communication project as part of a wider public relations strategy.

**B10. Celebrity Endorsement**

PR campaigns that associate a celebrity with a product/service in order to reach specific awareness/business goals and/or to help establish trust and affinity between the product/service and the public.

**B11. Sponsorship & Partnership**

PR campaigns that utilise sponsorship and/or partnership programs to support a product or service in order to meet specific awareness/business goals as well as to enhance the image of a corporate brand, organisation or corporation.

**B12. Launch / Re-launch**

PR campaigns created to launch or re-launch a product or service.

**B13. Brand Voice & Strategic Storytelling**

Customised PR strategy designed to guide a brand/organisation to communicate its particular point of view/story in a consistently relevant way and to build emotional connection with employees, shareholders and customers alike.

**필수 제출물**

- Digital Presentation Image JPG

**제출 권장**

- Case Film

**선택 제출물**

- Digital Supporting Images JPG
- PDF
- Physical Support Materials
- Digital Supporting Content
- Awards Show Film
- URL

**B14. Content-led Engagement & Marketing**

Creation and distribution of valuable and relevant online/offline content for brand/corporations, to drive engagement and achieve desired business outcomes. Includes blogs, photo & video galleries, newsletters, online films, documentaries, podcasts, eBooks, editorial, advertorial, whitepapers, magazines, webzines, infographics.

**C. Digital & Social**

In these categories, your entry will be judged specifically on how well the digital medium/social platform was used to execute the PR campaign.

**C01. Use of Web Platforms & Apps**

Websites, microsites or digital content hubs, downloadable applications, QR codes, search engines, email marketing to execute or support a PR campaign.

**C02. Social Community Building / Management**

Social activity that is designed to build or maintain a branded community or one that is based on social networks that may result in an enhanced brand affinity and/or change in attitudes among targeted audiences. Community activity (passive fans versus active fans), engagement levels and the appropriateness of targeted conversation/communication directed at users will all be considered.

**C03. Audience Targeting / Engagement Strategies**

Employment of social channels/activities that rely on listening/responding strategies (including audiences' surveys and monitoring). Demonstrated ability to put the information gained to use in communications initiatives will be considered.

**C04. Social Influencer Communication & Amplification**

Social initiatives or projects that feature a social ambassador or influencer (i.e. blogger, video blogger, etc.) to provide social amplification and engage with a public/audience.

**C05. Real-time Response**

Targeted and non-targeted social activity that may utilise social platforms or real-time engagement newsrooms in order to respond to hot issues, crises and other online/offline activity in a creative and meaningful way, which prompts social sharing and engagement.

**C06. Co-Creation & User Generated Content**

Social based activity designed to engage with a community/fans and encourage them to contribute or collaborate with a brand initiative. Engagement may be intended to drive long term value through collaborative interaction. Further creative use and placement of content generated will also be considered.

**C07. Innovative Use of Social Media**

Creative utilisation of existing or emerging social platform(s). Evidence of innovative use of the social medium, levels of engagement, social reach and strategy will all be considered.

**C08. Use of Technology**

Existing or new technology that pushes the boundaries of digital innovation to execute or support a PR campaign, including artificial intelligence, virtual reality, robotics, gadgets and electronics, wearable and interactive technology etc.

**제출물****필수 제출물**

- Digital Presentation Image JPG

**제출 권장**

- Case Film

**선택 제출물**

- Digital Supporting Images JPG
- PDF
- Physical Support Materials
- Digital Supporting Content
- Awards Show Film
- URL

**D. Data & Measurement****D01. Research, Data Analytics & Insight Generation**

Research, data or actionable insight that provides a meaningful contribution or input to a public relations program. Entrants should provide evidence of research or insight, quality of thinking and the development of a strategy.

**D02. PR Excellence in Effectiveness**

Recognises creative campaigns that have produced a measureable and proven impact on a client's business and reputation. Entrants should provide details of the evaluation methods, measurement tools and post-campaign analysis to provide a meaningful insight into the effectiveness of a public relations programme. Consideration will be given to the sound measurement of the effect on outcomes, business results and the quality and quantity of media.

**제출물****필수 제출물**

- Digital Presentation Image JPG

**제출 권장**

- Case Film

**선택 제출물**

- Digital Supporting Images JPG
- PDF
- Physical Support Materials
- Digital Supporting Content
- Awards Show Film
- URL



<b>E. Geographies</b> The same entry can be submitted only once in this section.	<b>제출물</b>
<b>E01. Multi-Markets Campaigns</b> PR campaigns that are implemented across multiple countries or markets. Entrants should detail how the public relations campaign was implemented worldwide and the results achieved in the different countries or markets.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul>
<b>E02. Territory Marketing &amp; Communication</b> PR programs and tactics designed to build/increase/promote the profile or image of a city/region/country.	<b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>PDF</li> <li>Physical Support Materials</li> <li>Digital Supporting Content</li> <li>Awards Show Film</li> <li>URL</li> </ul>
<b>F. Reports</b>	<b>제출물</b>
<b>F01. PR Reports</b> Online and offline annual reports, integrated reports, corporate reports, financial communication, digital reports etc. Consideration will be given to the creative presentation, quality of the writing and/or the skilful use of the design, as well as the engagement and response of the audience/stakeholders to the communication. <b>Please send physical sample if submitting offline report.</b>	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>PDF</li> <li>Physical Support Materials</li> <li>Digital Supporting Content</li> <li>Awards Show Film</li> <li>URL</li> </ul>
<b>G. Campaign</b>	<b>제출물</b>
<b>G01. Integrated Campaign led by PR</b> Programmes that use multiple media platforms in one campaign which is initiated, led or driven predominantly by PR. Entrants will be judged on how successfully they have integrated the chosen elements or channels throughout the campaign, and must demonstrate how well the different types complement and build on each other to communicate the brand's message and/or change consumer awareness and attitudes.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>선택 제출물</b>
<b>G02. Costs / Creative Performance PR Campaign</b> Entries should demonstrate how well a low budget campaign (excluding all agency fees) met its objectives. Entrants must detail the total budget as well as providing information about any PR tactics or initiatives used to deliver the campaign. <b>Client must not be a charity or not-for-profit organisation.</b>	<ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>PDF</li> <li>Physical Support Materials</li> <li>Digital Supporting Content</li> <li>Awards Show Film</li> <li>URL</li> </ul>

## PRINT & PUBLISHING LIONS

인쇄 및 출판 부문에서는 신문 잡지 등 발행물의 크리에이티비티를 심사합니다. 페이지를 뛰어넘는 작품, 즉 출판 매체의 독창성과 뛰어난 기법을 보여주는 작품을 출품합니다.

- Criteria considered during judging will predominantly be the idea and the execution.
- You may enter a 'Campaign of Executions' in sections 'A. Print', 'E. Print & Publishing Craft' only.

The limits to how many times the same piece of work can be entered are defined by the medium:

- 전통적인 인쇄광고는 A. Print에 단 한 번, 그리고 E. Print and Publishing Craft에 다섯 번까지 출품할 수 있습니다.
- 출판 작품이나 비전통적 출판 작품은 B. Use of Print, C. Original Publishing: Content 그리고 D. Original Publishing: Covers에 단 한 번씩 출품할 수 있습니다.

### 심사위원 팁

- '영어가 아닌 모든 작품에 영어 번역을 제공하시기 바랍니다.'
- '우리는 독창적이면서도 적절한 아이디어, 사고적 단순함, 그리고 뛰어난 크래프트를 원합니다.'
- '보석을 발견했다는 욕감이 든다면, 집행에 바로 들어가지 말고 그 아이디어를 어떻게 구현할 것인지 가능한 모든 방법을 다 살펴보세요.'

하부카테고리 및 제출물은 아래와 같습니다.

A. Print Traditional format print advertising. The same entry can be submitted only once in this section.	제출물
<b>A01. Savoury Foods</b> All savoury foods.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>• Digital Proof JPG</li> <li>• Unmounted Proof (Physical)</li> </ul>
<b>A02. Sweet Foods &amp; Snacks</b> All sweet foods and snacks, including breakfast cereals.	
<b>A03. Alcoholic Drinks</b> All alcoholic drinks, including non-alcoholic beer.	
<b>A04. Non-Alcoholic Drinks</b> All non-alcoholic drinks, including milk, tea and coffee.	
<b>A05. Cosmetics &amp; Toiletries</b> Cosmetics, beauty products and toiletries.	
<b>A06. Healthcare &amp; Pharmacy</b> All healthcare and pharmacy products, including condoms, contact lenses, hearing aids and vitamins.	
<b>A07. Household Cleaning Products</b> All cleaning products, including clothing detergents and air fresheners.	
<b>A08. Other Household Goods</b> All household goods, including paint, insecticides and light bulbs, excluding cleaning products.	
<b>A09. Miscellaneous</b> Products not included in other categories: Pet food & pet care products, greetings cards, pens and personal stationery, tobacco & associated products.	
<b>A10. Clothing, Footwear &amp; Accessories</b> All clothing, footwear & accessories.	
<b>A11. Home Appliances &amp; Furnishings</b> All home appliances and furnishings.	
<b>A12. Consumer Electronics &amp; Technology</b> All consumer electronics and technology.	



<b>A13. Cars</b> All cars, including jeeps and 4x4s.	
<b>A14. Other Vehicles, Automotive Products &amp; Services</b> All other vehicles and automotive products and services, including petrol stations, breakdown and car hire services, excluding cars.	
<b>A15. Retail &amp; e-Commerce</b> All shops and department stores, including online shopping, opticians, hairdressers and estate agents.	
<b>A16. Restaurants &amp; Fast Food Chains</b> All restaurants and fast food chains, including cafes and bars.	
<b>A17. Travel &amp; Transport</b> All transport and travel related services, including public transport and tourism boards.	
<b>A18. Entertainment &amp; Leisure</b> All entertainment and leisure related services, including museums, festivals and gyms.	
<b>A19. Media &amp; Publications</b> All media and publications, including videogames, streaming services, music, TV and radio stations.	
<b>A20. Financial Products &amp; Services</b> All financial products and services, including insurance.	
<b>A21. B2B Products &amp; Services</b> All business-to-business products and services, including advertising and recruitment agencies, consultancies, accounting firms and legal services.	
<b>A22. Commercial Public Services</b> All commercial public services, including telecommunications, private healthcare and private education.	
<b>A23. Corporate Image &amp; Sponsorship</b> All non-product-based campaigns including event sponsorship to build the image/raise the profile/shape the perceptions of a brand.	
<b>A24. Corporate Social Responsibility new</b> All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation.	
<b>A25. Public Sector new</b> Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure and military.	
<b>A26. Charities &amp; Non-profit</b> Campaigns conducted on behalf of charities, non-profit organisations or NGOs, including fundraising, appeals and awareness messages.	

<b>B. Use of Print</b> Use of print to communicate a brand's message. Work that enhances and reinvigorates the consumers' experience by allowing them to engage with and respond to the content. This might include adapted traditional print adverts as well as digital and interactive ones. The same entry can be submitted only once in this section.	<b>제출물</b>
<b>B01. Adapted Print</b> Print ads which have been modified or adapted to have physically active elements. <b>Please send physical samples for the jury to experience.</b>	<b>필수 제출물</b> <ul style="list-style-type: none"><li>Digital Presentation Image JPG</li><li>Unmounted Presentation Image (Physical)</li></ul>
<b>B02. Innovative Use of Print</b> For non-traditional and innovative print ads. This may include print ads with digital and interactive elements including downloadable applications, QR codes, augmented reality and NFC; print ads which have used the medium they are featured in an innovative way.	<b>선택 제출물</b> <ul style="list-style-type: none"><li>Demo Film</li><li>Digital Supporting Images JPG</li><li>Print Sample (physical)</li><li>Awards Show Film</li><li>Physical Support Materials</li></ul>





<b>C. Original Publishing: Content</b> Entries in these categories should show the creation of original printed content or its integration into published media. The same entry may be submitted more than once in this section.	제출물
<b>C01. Books new</b> Including but not limited to trade books, culture, art & design books, specialist & limited edition books.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>Unmounted Presentation Image (Physical)</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Print Sample (physical)</li> <li>Digital Supporting Images JPG</li> <li>Demo Film</li> <li>Awards Show Film</li> <li>Physical Support Materials</li> </ul>
<b>C02. Magazines new</b> Including but not limited to consumer magazines and independent publications.	
<b>C03. Digital Publications new</b> Including but not limited to covers of consumer magazines and independent publications.	
<b>D. Original Publishing: Covers</b> Entries in these categories should show the creation of original covers of printed or published media. The same entry can be submitted only once in this section.	제출물
<b>D01. Covers new</b> Including but not limited to covers of trade books, culture, art & design books, specialist & limited edition books.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>Unmounted Presentation Image (Physical)</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Print Sample (physical)</li> <li>Digital Supporting Images JPG</li> <li>Demo Film</li> <li>Awards Show Film</li> <li>Physical Support Materials</li> </ul>
<b>D02. Magazines new</b> Including but not limited to covers of consumer magazines and independent publications.	
<b>E. Print &amp; Publishing Craft</b> The same entry may be submitted more than once in this section.	제출물
<b>E01. Copywriting</b>	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Proof JPG</li> <li>Unmounted Proof (physical)</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Demo Film</li> <li>Awards Show Film</li> <li>Physical Support Materials</li> </ul>
<b>E02. Art Direction</b>	
<b>E03. Illustration</b>	
<b>E04. Typography</b>	
<b>E05. Photography</b>	

## PRODUCT DESIGN LIONS

상품 디자인 부문에서는 형태와 기능을 융합하는 크리에이티비티를 심사합니다. 출품작은 상품과 밀접하게 연관된 미학성을 보이는 작품, 즉 상품과 아름다움과 유용성 간 경계를 없애는 작품을 출품합니다.

- 형태, 기능, 혁신, 효과 및 결과와 같이 여러 범주를 고려해 심사가 진행됩니다.
- 식품이나 기타 패키지들은 Design 부문에 출품하십시오.
- 상품 디자인 부문 내에 동일한 작품은 최대 세 번까지 중복출품할 수 있습니다. 단 A. Goods 내에서는 한 번까지만 가능합니다.

### 심사위원 팁

- ‘대부분 출품작들은 실제 상품을 디자인한 사람들이 아니라 마케팅 관련 일을 하는 광고대행사나 기업들이 출품합니다. 다른 카테고리에서는 당연한 것이지만, 상품 디자인 부문에서는 단지 마케팅 캠페인이나 불확실한 마케팅 언어만 보고 상품을 판단하기가 힘듭니다.’
- ‘제출물은 실제 상품을 디자인한 팀이 준비하고 제출하는 것이 이상적입니다.’
- ‘원형이나 실제 하드웨어는 심사위원들에게 아주 중요한 자료입니다. 실제 상품(아마도 관세 때문이겠지요) 없는 제출물이 너무나 많습니다. 하지만 그렇게 되면 심사하기 어렵고, 실제 상품을 보낸다면 수상할 가능성도 더 커집니다.’
- ‘심사위원들에게 어째서 그 상품이 훌륭하고 어떻게 작동하는지 납득시키겠다는 생각을 하십시오. 마케팅 캠페인에는 포함시키지 않을 만한 그런 큰 그림을 보여주세요. (어떻게 만들었는지, 이면에 어떤 생각이 있었으며, 가격 책정 포인트는 무엇이고, 그런 자재를 선택한 까닭은 무엇인지 등)’
- ‘미디어 임프레션이나 수치를 보여줄 필요 없어요. 실제 효과를 보여주세요. (가령 얼마나 팔렸으며, 상품이 인류에게 어떤 영향을 미치고, 가격책정 포인트는 무엇인지)’

하부카테고리 및 제출물은 아래와 같습니다.

<b>A. Goods</b> In these categories, focus will be placed on design that increase brand value through functional and aesthetic resolution. The jury will consider if the design expresses appropriate brand qualities / product identity through form, function, usability, aesthetics, problem solving, production, research and manufacturability. The same entry can be submitted only once in this section. Please note that the product must be available for purchase between the following dates: 1 March 2016-30 April 2017. Campaigns may be submitted as one entry submission, but this only applies for products of the same product type e.g. a range of lamps from the same series.	제출물
<b>A01. Electronics, Entertainment &amp; Consumer Technology</b> Gadgets, entertainment & media products, computers and information technology accessories, digital & electronic devices, office electronics, sound systems, portable audio. Including but not limited to laptops, headphones, cameras, speakers, televisions, record players, Digital TV boxes, Home digital media devices, docking systems, etc.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>• Scale Drawing JPG</li> <li>• Digital Presentation Image JPG</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>• Product Sample (recommended)</li> <li>• Digital Supporting Content</li> <li>• Demo Film</li> <li>• Digital Supporting Images JPG</li> <li>• URL</li> </ul>
<b>A02. Communication Devices</b> Products enabling communication. Including but not limited to mobile phones, telephones, phone covers, headsets, webcams, phone accessories, etc.	
<b>A03. Furniture &amp; Lighting</b> Products in the ranging of seating, tables, storage and lighting. Including but not limited to chairs, office chairs, sofas, benches, stools, chaise longue, tables office desks, dining tables, side tables, coffee tables, outdoor tables, chest of drawers, cupboards, shelving systems, lighting products. <b>If entering this category please contact <a href="mailto:designlions@canneslions.com">designlions@canneslions.com</a> for more information regarding sending your product.</b>	
<b>A04. Domestic Homeware &amp; Home Accessories</b> Home electronics and appliances, as well as home accessories and kitchenware including but not limited to products such as coffee machines, kettles, toasters, blenders, mixers, clocks, ironing systems, vacuum cleaner, bowls, cutlery, flatware, kitchen utensils, glassware, tableware, etc.	



<b>A05. Lifestyle, Fashion, Leisure, Sports &amp; Outdoor</b> Lifestyle, fashion, leisure, fitness, sport and outdoor products, including but not limited to wearable technology, jewellery, timepieces, watches, glasses, smart watches, fitness & sport tech, luxury goods, travel accessories, luggage, footwear, etc. Entries for fashion can be one-off/ bespoke product and limited ranges.	
<b>A06. Infant Products, Toys &amp; Educational Products</b> Products designed for babies and children, toys (including adult toys) and educational products for children and adults. Entries for the baby and children products should demonstrate aspects that make the product baby and children safe and easy to use.	
<b>A07. Interface &amp; User-Interactive Product Design</b> Products based on human interaction. Emphasis will be placed on the visual impact of the user interfaces, its ease of navigation and ability to convey information as well as the service offered to customers and the integration with the product. The ease of use or efficiency of the interface should be demonstrated.	
<b>A08. Industrial Equipment, Consumer Tools &amp; Professional Products</b> Products for industrial use. Including but not limited to tools, transport, professional & medical products, agricultural & industrial equipment.	
<b>A09. Vehicle, Mobility and Transportation Design new</b> Included but not limited to bicycles, cars, motorcycles, trains, ships, boats, yachts, planes, buses. <b>Please provide photo (JPG format) of the vehicle in situ.</b>	
<b>A10. Medical Products new</b> Focus will be placed on the innovation of medical product design. Including assisted living products, assisted living technology, clinic and laboratory equipment, hospital, medical / healthcare devices and equipment, rehabilitation and care, toothbrushes, hairbrushes, skincare, massage devices and more.	
<b>A11. 3D Products new</b> Products with a 3D form. Focus will be placed on innovation, choice of materials, depth of development, and technical properties such as ergonomics.	

<b>B. Impact</b> In these categories, the jury will consider the immediate and longer term impact that the product has on consumers, environment and society as a whole. Focus will be placed on functional, technological, environmental and social factors as well as product solution, innovation and integration. Please note that we do not accept concept ideas. Only rough and ready prototypes, products at manufacturing stage or commercialised products created / launched / brought to the market within the eligibility dates are accepted in these categories.	<b>제출물</b>
<b>B01. Brand Communication</b> Products which embody the brand and for which the design enhances the brand recognition & desirability and supports the intended message.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Scale Drawing JPG</li> <li>Digital Presentation Image JPG</li> </ul>
<b>B02. Innovation</b> The use of new technologies, techniques, methods and materials to create a truly innovative product. The jury will be looking for ground-breaking developments and products which push boundaries within product design.	<b>선택 제출물</b> <ul style="list-style-type: none"> <li>Product Sample (recommended)</li> <li>Digital Supporting Content</li> <li>Demo Film</li> <li>Digital Supporting Images JPG</li> <li>URL</li> </ul>
<b>B03. Solution</b> Product design solutions that enhance the quality of life. Focus will be placed on the functionality and day to day solutions provided through design. Areas of consideration for the jury will include but are not limited to problem solving, ease of use, ergonomics, products' compliance with appropriate standards, etc. Entries should clearly describe the problem that the product it is looking to solve and the solution achieved through production process and final design.	
<b>B04. Integration of Technology in Daily Life</b> Products that connect daily living with technological innovation. The jury will be looking at how well design and design business anticipate user needs and emerging technological trends into every aspect of their products, services and experiences – from initial development to users' benefits and consumers' satisfaction.	



<b>B05. Social Impact</b> Products which have a positive social impact, e.g. positive impact on society, products within education, health, medical, positive attitude change, solving global social challenges. Entries should demonstrate the results and the scale of the social impact.	
<b>B06. Sustainability &amp; Environmental Impact new</b> Focus will be placed on the sustainability and environmental impact of the product, including the manufacturing process and recyclability of the product itself. The jury will consider products which have a positive impact on the environment and nature, e.g. environmental / energy saving, disaster relief, products reducing climate change effects, etc. Entries should demonstrate the results and the scale of the environmental impact.	
<b>B07. Consumer Experience</b> Bringing the product together with service design and offering consumers a rich consumer experience. Entries should demonstrate the user journey and experience.	

<b>C. Promotional &amp; Bespoke Items</b> These categories recognise products designed to increase brand awareness, including promotional or low volume designer series as well as bespoke, special editions. In order to be eligible, the products should have been used for promotional activities or been produced between the following dates: 1 March 2016 - 30 April 2017.	<b>제출물</b>
<b>C01. Product Design for Promotional Purposes</b> Focus will be placed on the use of an item to promote a brand, which should demonstrate a clear understanding of the brand's target audience. To include clothing, promotional gifts and samples, guerrilla marketing accessories, promotional items and brand merchandise.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>• Scale Drawing JPG</li> <li>• Digital Presentation Image JPG</li> </ul>
<b>C02. Bespoke Items &amp; Designed Objects</b> Domestic consumer objects and products that are produced in a low volume series, or at least in part made by the designer, as well as bespoke, one-off items.	<b>선택 제출물</b> <ul style="list-style-type: none"> <li>• Product Sample (recommended)</li> <li>• Digital Supporting Content</li> <li>• Demo Film</li> <li>• Digital Supporting Images JPG</li> <li>• URL</li> <li>• Case Film</li> </ul>

## PROMO & ACTIVATION LIONS

프로모&액티베이션 부문에서는 브랜드에 생명을 불어넣는 크리에이티비티를 발굴합니다. 인터랙션을 이끌어내는 아이디어, 소비자 참여를 활성화해 상품이나 서비스를 알리는 작품을 출품합니다.

- 평가 기준: 전략 20%, 아이디어 30%, 집행 20%, 효과 및 결과 30%
- 프로모&액티베이션 부문에서 동일한 작품은 최대 4번까지 중복 출품할 수 있습니다. 단 A. Sectors 안에서는 한 번만 출품할 수 있습니다.

### 심사위원 팁

- ‘문자로 된 질의에 모두 응답해서 제출하세요. 결과와 캠페인의 배경을 모두 다 제대로 알기 위해 심사위원들은 이를 모두 읽습니다.’
- ‘실수와 같은 것을 가리려고 정보를 요란하게 기술하면 금방 알아차릴 수 있으니 사실대로 기술하세요.’
- ‘결과!’

하부카테고리 및 제출물은 아래와 같습니다.

A. Sectors In these categories, the jury will reward the best promotional campaign for the product and service selected. The same entry can be submitted only once in this section.	제출물
<b>A01. Food &amp; Drinks</b> All food and drinks.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>• Digital Supporting Images JPG</li> <li>• Physical Support Material</li> <li>• Awards Show Film</li> <li>• Digital Supporting Content</li> <li>• URL</li> </ul>
<b>A02. Fast Moving Consumer Goods</b> All fast moving consumer goods, including toiletries and cleaning products, and excluding food and drinks.	
<b>A03. Durable Consumer Goods</b> All clothing and accessories, furniture and consumer electronics.	
<b>A04. Cars &amp; Automotive Products &amp; Services</b> All vehicles and related products and services, including petrol stations, breakdown and car hire services.	
<b>A05. Retail, e-Commerce, Restaurants &amp; Fast Food Chains</b> All shops and department stores, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafes and bars.	
<b>A06. Travel, Transport &amp; Leisure</b> All transport and travel related services, including airlines, public transport and tourism boards. All entertainment and leisure related services, including museums, festivals and gyms.	
<b>A07. Media &amp; Publications</b> All media and publications, including videogames, streaming services, music, TV and radio stations.	
<b>A08. Financial Products &amp; Services</b> All financial products and services, including insurance.	
<b>A09. Business Products &amp; Services</b> All business-to-business products and services, including advertising agencies, recruitment campaigns, consultancies, accounting firms and legal services.	
<b>A10. Commercial Public Services</b> All commercial public services, including telecommunications, private healthcare and private education.	
<b>A11. Corporate Image</b> All non-product-based campaigns to build the image/raise the profile/shape the perceptions of a brand.	



<p><b>A12. Corporate Social Responsibility new</b> All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation.</p> <p><b>A13. Public Sector</b> Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure and military.</p> <p><b>A14. Charities &amp; Non-profit</b> Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood &amp; organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues.</p>	
<p><b>B. Use of Promo: Mediums</b> In these categories, your work will be judged specifically on how the medium was used to evoke consumer activation.</p> <p><b>B01. Use of Ambient Media: small scale</b> Including items in bars &amp; restaurants and all other hand-held (or equivalent in size) items. <b>'Small Scale' refers to the physical size of the ambient item, not the scale of the distribution.</b></p> <p><b>B02. Use of Ambient Media: large scale</b> Non-traditional outdoor/billboards, including 3D and non-standard shaped sites, ticket barriers, signage, wallscape, digital billboards, window clings, building wrapping, helicopter banners and other executions that utilise a space or an existing permanent feature. <b>'Large Scale' refers to the physical size of the ambient item or execution, not the scale of the distribution.</b></p> <p><b>B03. Use of Broadcast</b> Promotional campaigns and activations using Cinema, TV or Radio. Entries should demonstrate how the chosen medium supported the other promotional elements in the campaign.</p> <p><b>B04. Use of Print or Outdoor</b> Promotional campaigns and activations using Print or Outdoor. Entries should demonstrate how the chosen medium supported the other promotional elements in the campaign. Including, but not limited to, newspapers, magazines, inserts, trade journals, traditional billboard or poster sites, bus shelters and transit advertising using standard advertising space.</p> <p><b>B05. Use of Technology</b> Use of existing or new technology to execute or support a promotional campaign including, but not limited to, digital installations (POS &amp; Outdoor), interactive screens, augmented reality, virtual worlds, 3D printing and wearable technology. Does not include prototypes of early stage tech.</p>	<p><b>제출물</b></p> <p><b>필수 제출물</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <p><b>제출 권장</b></p> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <p><b>선택 제출물</b></p> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Physical Support Material</li> <li>Awards Show Film</li> <li>Digital Supporting Content</li> <li>URL</li> </ul>
<p><b>C. Use of Promo: Experience</b> Work in these categories will be judged specifically on how the activation or promotion succeeded in creating a closer bond between the consumer and the brand by immersing them in an engaging and memorable experience.</p> <p><b>C01. Guerrilla Marketing &amp; Stunts</b> Any brand activation using guerrilla marketing, short/one-off live pop up events and executions, street teams, publicity stunts and street stunts to drive customers' engagement.</p> <p><b>C02. Live Shows / Concerts / Festivals</b> Any brand activation using big-scale events such as sport events, festivals, concerts, corporate entertainment, built stages, etc. to engage with customers.</p> <p><b>C03. Exhibitions / Installations</b> Any brand activation creating a space or using a more permanent spatial feature to drive customers' engagement. Including galleries exhibitions, fairs, trade shows, vending machines, signage, floor graphics, etc.</p> <p><b>C04. Competitions &amp; Promotional Games</b> Brand activation using games in a promotional context (i.e. where a prize is awarded) to drive customers' engagement. Including lotteries, sweepstakes, contests, prize-draws etc. <b>Digital gaming work should be entered in D02. Use of Mobile.</b></p>	<p><b>제출물</b></p> <p><b>필수 제출물</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <p><b>제출 권장</b></p> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <p><b>선택 제출물</b></p> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Physical Support Material</li> <li>Awards Show Film</li> <li>Digital Supporting Content</li> <li>URL</li> </ul>

**C05. Customer Retail / In-Store Experience new**

Brand activation using product, price, place or promotion with the aim to engage and guide shoppers on all channels of their path to purchase. Including in-store and retail location activity, using samples, special discounts, customer marketing, promotions, incentives, product demonstrations, store-within-a-store, banners, posters, etc.

**C06. Immersive Customer Experience new**

Engaging, interactive, face-to-face customer focussed brand experiences with an holistic-multifaceted nature and story-telling at the heart. Campaigns in this category should create memorable, in-depth, tangible and real-life experiences, using space and interaction to immerse consumer in the created world. Including immersive brand experiences, immersive theatre-brand partnerships, immersive content, alternate reality games (ARG) and gamification.

**D. Digital & Social**

Work in these categories will be judged on how well the digital and social mediums and techniques were used to evoke consumer activation

**D01. Use of Digital Platforms**

Online platforms or associated technologies and harnessing digital environment in a promotional campaign. These might include, but are not limited to, websites, microsites, games, search engines, banner ads and instant messaging.

**D02. Use of Mobile**

Entries in this category must feature communication with a clearly identifiable consumer activation delivered through mobile/portable devices such as mobile phones and mobile technology.

**D03. Use of Social Platforms**

Promotional campaigns that use social networking sites, blogs, wikis, video-sharing sites, hosted services, etc. to create and/or enhance relationships with community/consumers.

**D04. Co-Creation & User Generated Content**

Social activity designed to encourage a community/fans to contribute or collaborate with a brand initiative. Engagement may be intended to drive long term value through collaborative interaction.

**D05. Real-time Response**

Targeted social activity that utilises social platforms in order to respond to world events, public affairs and other real-world, real-time activity in an immediate and meaningful way, which prompts social sharing and engagement.

**제출물****필수 제출물**

- Digital Presentation Image JPG

**제출 권장**

- Case Film

**선택 제출물**

- Digital Supporting Images JPG
- Physical Support Material
- Awards Show Film
- Digital Supporting Content
- URL

**E. Strategy**

Work in these categories will be judged on how it generated significant consumer response by following a specific promotional strategy.

**E01. Launch / Re-launch**

Promotional campaigns or activations created to launch or re-launch a product or service on the market.

**E02. Sponsorship & Partnership**

For a campaign that utilize a sponsorship or tie-in partner e.g. sports, music and entertainment.

**제출물****필수 제출물**

- Digital Presentation Image JPG

**제출 권장**

- Case Film

**선택 제출물**

- Digital Supporting Images JPG
- Physical Support Material
- Awards Show Film
- Digital Supporting Content
- URL

F. Campaign	제출물
<b>F01. Integrated Campaign led by Promo &amp; Activation</b> Programmes that use multiple platforms in one campaign which is initiated, led or driven predominantly by Promo & Activation. Entries in this category must contain different media and will be judged on how successfully they have integrated the chosen elements or channels throughout the campaign.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>제출 권장</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul>
<b>F02. Low Budget / High Impact Campaign</b> Entries should demonstrate the success of a promotional campaign against a limited budget. Entrants must detail the total budget as well as providing information about any promotional tactics used to deliver the campaign. <b>Entrants must provide details of the total budget.</b>	<b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Physical Support Material</li> <li>Awards Show Film</li> <li>Digital Supporting Content</li> <li>URL</li> </ul>
<b>F03. Multi-market Campaign new</b> Promotional campaigns and activations that are implemented across multiple countries or markets. Entrants should detail how the campaign was implemented worldwide and the results achieved in the different countries or markets.	



## RADIO LIONS

라디오 부문에서는 방송전파를 통한 크리에이티비티를 심사합니다. 음향으로 표현된 크리에이티비티, 즉 뛰어난 음향, 음향 혁신, 우수한 청각적 스토리텔링을 통해 브랜드 메시지를 커뮤니케이션 하는 작품을 출품합니다.

- 심사 시에는 아이디어와 집행을 위주로 평가합니다.
- 카테고리만 적합하면 동일한 작품을 라디오 부문 내에 얼마든지 중복 출품할 수 있습니다. 단 A. Radio & Audio카테고리 내에서는 세 번까지만 가능합니다.

### 심사위원 팁

- ‘서면제출물 작성에 힘쓰세요. 그것이 세일즈 피치에 해당하니까요.’
- ‘라디오는 참여도가 낮은 매체입니다. 4, 5초 안에 오디언스가 끌려들어가는 무시하든 결판이 납니다. 그래서전 개인적으로 듣는데 부담감 없는 것을 골라요.’
- ‘심사위원들은 때로 일부 지역 문화나 광고와 관련된 특정한 맥락을 이해 못 합니다. 그런 경우라면 반드시 설명을 덧붙이세요.’

하부카테고리 및 제출물은 아래와 같습니다.

A. Radio & Audio The same entry can be submitted only once in this section.	제출물
<b>A01. Food</b> All foods.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>• MP3 Original Version</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>• MP3 English Version</li> <li>• Digital Supporting Content</li> <li>• URL</li> </ul>
<b>A02. Drinks</b> All drinks.	
<b>A03. Cosmetics &amp; Toiletries</b> All cosmetics, beauty products and toiletries.	
<b>A04. Healthcare &amp; Pharmacy</b> All healthcare and pharmacy products, including condoms, contact lenses, hearing aids and vitamins.	
<b>A05. Household Goods</b> All household goods, including cleaning products and detergents.	
<b>A06. Miscellaneous</b> Products not included in other categories: Pet food & pet care products, greetings cards, pens and personal stationery, tobacco & associated products.	
<b>A07. Clothing, Footwear &amp; Accessories</b> All clothing, footwear & accessories, including luggage and sunglasses.	
<b>A08. Home Appliances, Furnishings, Consumer Electronics &amp; Technology</b> All home appliances and furnishings. All consumer electronics and technology.	
<b>A09. Cars &amp; Automotive Products &amp; Services</b> All vehicles and related products and services, including petrol stations, breakdown and car hire services.	
<b>A10. Retail &amp; e-Commerce</b> All shops and department stores, including online shopping, opticians, hairdressers and estate agents.	
<b>A11. Restaurants &amp; Fast Food Chains</b> All restaurants and fast food chains, including cafes and bars.	
<b>A12. Travel &amp; Transport</b> All transport and travel related services, including airlines, public transport and tourism boards.	



<b>A13. Entertainment &amp; Leisure</b> All entertainment and leisure related services, including museums, festivals and gyms.	
<b>A14. Media &amp; Publications</b> All media and publications, including videogames, streaming services, music, TV and radio stations.	
<b>A15. Financial Products &amp; Services</b> All financial products and services, including insurance.	
<b>A16. B2B Products &amp; Services</b> All business-to-business products and services, including advertising agencies, recruitment campaigns, consultancies, accounting firms and legal services.	
<b>A17. Commercial Public Services</b> All commercial public services, including telecommunications, private healthcare and private education.	
<b>A18. Corporate Image &amp; Sponsorship</b> All non-product-based campaigns, including event sponsorship, to build the image/raise the profile/shape the perceptions of a brand.	
<b>A19. Corporate Social Responsibility new</b> All non-product-based social responsibility campaigns aimed to address social, ethical and environmental issues in order to protect and/or improve a brand's reputation.	
<b>A20. Public Sector new</b> Campaigns, programs and policies conducted on behalf of public bodies such as local authorities and government departments, including public education, infrastructure and military.	
<b>A21. Charities &amp; Non-profit</b> Campaigns, programs and policies conducted on behalf of charities, not-for-profit organisations or NGOs. Including, but not limited to, fundraising and appeals, blood & organ donation, volunteering, awareness messages i.e. gender equality, immigration and political and religious issues.	
<b>B. Use of Radio &amp; Audio</b> Innovative use of the radio medium to communicate a brand's message. Work that enhances and reinvigorates the consumers' experience by allowing them to engage with and respond to the radio content.	<b>제출물</b>
<b>B01. Use of Radio or Audio as a Medium</b> Recognises the innovative or creative use of radio or audio as a medium in a campaign. These entries are not typical spots which are used for direct brand communication, but are part of a bigger idea. The entries demonstrate the creative or innovation use of radio as an Individual medium to communicate the brand's message.	<b>필수 제출물</b> • MP3 Original Version <b>선택 제출물</b> • MP3 English Version
<b>B02. Use of Audio Technology</b> Recognises forward thinking ideas, whose creative use has directly enhanced the experience of the listener. The technology demonstrated should be specifically for the use of radio. This may include use of apps or mobile/web technology, software development, and technology that demonstrates a development in the production process and distribution of audio.	• Digital Supporting Content • Demo Film
<b>B03. Branded Content / Programming</b> Recognises creative excellence in paid-for, sponsored or brand funded content/programming on radio stations. There is a synergy between the brand and programming/radio station and it is more than a traditional 'spot'. This may include streaming or podcasting or programme sponsorship. The content should exemplify the brand message/ ethos, as well as enhance the experience of the listener.	• Awards Show Film

C. Craft	제출물
<b>C01. Use of Music</b> Including original composition, licensed recordings or adapted/alterd versions of an existing recording.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>• MP3 Original Version</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>• MP3 English Version</li> <li>• Digital Supporting Content</li> <li>• Demo Film</li> <li>• Awards Show Film</li> </ul>
<b>C02. Sound Design</b> The process of specifying, acquiring, manipulating or generating audio elements. Including sound effects, location recordings, 'atmos', etc.	
<b>C03. Script</b> Recognises the ability of script to creatively transform a brand idea or message into an audio context, that enhances the experience of the listener and meets the confines of the brief and regional regulations. Scripts should be specific to the Radio medium (i.e. not a TV script).	
<b>C04. Casting &amp; Performance</b> Recognises the overall execution of the script through performance, where voice performance is integral to the success of the spot. This could include; tone and pacing, use of accents and impressions etc.	

## TITANIUM LIONS

업계의 판도를 바꿀 크리에이티비티를 가리는 부문입니다. 브랜드 커뮤니케이션의 새로운 지평을 여는 작품, 도발적이며 한계를 극복하고 남들의 부러움을 사며 업계에 새로운 방향을 제시해 앞으로 나아가게 할 작품을 출품합니다.

- 심사 시에는 아이디어, 혁신, 집행을 봅니다.
- 티타늄 부문에서는 한 작품은 한 번만 출품할 수 있습니다.

### 심사위원 팁

- ‘함축적이고 요지에 맞게 하세요.’
- ‘전년도에 출품하고자 하는 카테고리에서 수상한 작품을 미리 보는 것을 권합니다.’

티타늄 부문에는 하부 카테고리가 없습니다.

<b>A. Titanium</b> The definition of Titanium for the purposes of Cannes Lions is breakthrough ideas which are provocative and point to a new direction in the industry.	제출물
<b>A01. Titanium</b> There are no categories in Titanium Lions. The idea is everything, whether it's for a car or toothpaste, telecommunications or charity, big budget or low budget.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>• Awards Show Film</li> <li>• URL</li> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content JPG</li> <li>• Physical Support Material</li> </ul>

## HEALTH & WELLNESS LIONS

건강 보건 부문에서는 개인의 복지를 위한 크리에이티비티를 심사합니다. 출품작은 소비자 건강관리에 대한 탁월한 접근법으로, 공적 교육이나 비처방 약품의 홍보, 자가진단 방법 교육, 사전 건강관리 등을 뛰어난 방식으로 알리는 것이어야 합니다.

- 심사 시에는 규제기관, 정부, 방송국 등에서 부과한 규제나 제약을 고려합니다. 평가 기준은 카테고리에 따라 달라집니다.
- Craft 카테고리 및 매체 별로 정의한 카테고리(Mobile, Film 등)는 주로 아이디어와 집행을 평가합니다. 분야별 카테고리(Direct, PR 등)에서는 전략, 효과 및 추가 요소 등이 심사에서 고려됩니다.
- 카테고리만 적절하면 건강 보건 부문 내에서 횡수 제한 없이 중복 출품하는 것이 가능합니다.

### 심사위원 팁

- ‘심사위원이 직접 만지고, 쥐고, 플레이해보거나, 인터랙션해보는 게 좋다고 생각될 경우 실제 물건을 보내도록 합니다.’
- ‘최고의 케이스 스터디는 문제의 본질을 신속히 제기하고, 이후 크리에이티브한 방법으로 정보와 해답을 간략히 전달하는 것입니다.’
- ‘작품은 여러 정보에서 심사하지만, 제 경우에는 매우 독창적이고 독특하며 광고주에게 역동적인 솔루션을 제시하여 시장에 영향력을 미친 작품을 찾습니다.’

하부카테고리 및 제출물은 아래와 같습니다.

A. Consumer Products	
Campaigns that are aimed at consumers for products that do not require prescriptions but provide a meaningful health benefit.	
<b>A01. OTC Oral Medicines</b>	Non-prescription drugs, OTC medicines & tablets, digestive health.
<b>A02. OTC Applications</b>	Insect repellents, skin remedies (non-cosmetic), corn treatments, wart & verruca treatments, athletes foot treatments, eye drops, ear drops, heat creams, nail treatments, foot treatments, hand sanitizer, toothpaste, mouthwash, medicated shampoo, hair loss products.
<b>A03. OTC Products/Devices</b>	Condoms, contact lenses, prescription glasses, dental floss, adhesive plasters, heat pads, first aid kit items, orthotics, back supports, incontinence products, hearing aids, pregnancy tests, fertility testing kits/products, TENS machines, thermometers, drug free pain relief, other health and wellness products.
<b>A04. Nutraceuticals</b>	Vitamins, minerals, herbal remedies, supplements, functional food, micronutrients, omega3s, antioxidants, probiotics, effervescent vitamin drinks.
<b>A05. Health &amp; Wellness Tech <span style="color: red;">new</span></b>	Digital products, apps, wearables and gadgets that aid a healthy lifestyle, including but not limited to fitness, diet, stress and sleep.

## B. Awareness & Advocacy

### B01. Brand led Education & Awareness

Brand/Client sponsored messages to promote health awareness such as self-examination, anti-smoking, anti-drugs, health and hygiene information, AIDS awareness, alcohol abuse awareness, sexual health awareness, dietary information, cardio-vascular care, exercise and wellbeing. This category will also include unbranded disease awareness.

### B02. Pro-Bono led Education & Awareness

Public health awareness messages and non-profit cause marketing such as self-examination, anti-smoking, anti-drugs, health and hygiene information, AIDS awareness, alcohol abuse awareness, sexual health awareness, dietary information, cardio-vascular care, exercise and wellbeing. This category will include public health, and unbranded disease awareness.

### B03. Fundraising & Advocacy

Health and Wellness charity and institutions fundraising, patient advocacy (to non-healthcare professionals), disease and condition advocacy, treatment literature, blood and organ donations, volunteers. It must be shown clearly that this is for the attention of consumers.

## C. Health Services & Corporate Communications

### C01. Corporate Image & Communication

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

### C02. Health Services & Facilities

Communications directly promoting consumer facilities, including: hospitals, clinics and surgeries, psychiatrists, psychologists, therapists, physiotherapists, opticians, optometrists, dental clinics, chiropodists, osteopaths, chiropractors, dermatologists, obstetricians & gynaecologists, cardiologists, paediatricians, plastic surgeons, urologists, endocrinologist, oncologist, nutritionists, dieticians, pharmacies, health shops, gyms, fitness & yoga studios.

### C03. Insurance

Medical insurance and financial plans.

## D. Animal Health

### D01. Animal Health

Health products and services for consumers that show a meaningful health benefit. Including animal wellbeing, veterinary clinics and surgeries, fundraising for animal charities and facilities.

## MEDIUMS

Branded Content & Entertainment	
<b>Branded Content: Digital &amp; Social</b> Digital work that communicates a brand or product. To include digital game/gaming, branded social media, websites, microsites, mobile apps, native advertising.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Private Case Film (Pharma Only)</li> <li>Awards Show Film</li> <li>Supporting Images</li> <li>Supporting Content</li> </ul>
<b>Branded Content: Film, TV and Online Film Content</b> Films created by or with a brand which aired on the internet, TV or in cinema; usually in the form of documentary/non-fiction or fiction films. Entries can include original content or natural integration of a brand into existing formats.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Supporting Images</li> <li>Supporting Content</li> </ul>
<b>Branded Content: Live Experience</b> Original live content where the brand is creatively positioned using: original events and shows, installations, festivals.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Private Case Film (Pharma Only)</li> <li>Awards Show Film</li> <li>Supporting Images</li> <li>Supporting Content</li> </ul>
Creative Data	
<b>Creative Data Enhancement</b> Entries in this category must clearly demonstrate how a creative campaign was enhanced or improved through the use of data or data driven methods, including personalisation, interactivity and relevance. The enhancement should demonstrably improve both customer experience and outcome.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Private Case Film (Pharma Only)</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> <li>PDF</li> <li>URL</li> </ul>
<b>Use of Real-Time Data</b> Entries in this category must demonstrate how the innovative application of data, created or used in real-time, provided dynamic content and enabled an on-going consumer relationship. Entries must clearly discuss the responsive relationship between real-time data and the creative output, showing how the data improved the consumer experience by making the creative more relevant, timely and personalised.	
<b>Data Visualisation</b> Entries in this category must clearly demonstrate a unique creative visualisation of data, and how this made the information more accessible, changed consumer behaviour or enabled decision-making whilst contributing to a better brand story. Including, but not limited to: dynamic, static, interactive infographics and real-time.	
<b>Creative Data Collection &amp; Research</b> Entries in this category must demonstrate how data-driven research (including market research), data sourcing and/or data merging was carried out in order to deliver an original consumer insight. Entrants must outline how the processes, research methodologies, technologies and resources selected influenced the overall outcome. If research related, entrants must provide a thorough breakdown of the research (primary/secondary).	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> <li>Private Case Film (Pharma)</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> <li>PDF</li> <li>URL</li> </ul>

Digital	
<b>Digital Craft: Interface &amp; Navigation (UI)</b> The interactive journey created through the transference of a brand's visual assets to a digital product or service; with particular focus on the overall consistency in presentation, look, feel and interaction.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image</li> <li>URL</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Demo Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> </ul>
<b>Digital Craft: User Experience (UX)</b> The emotional and behavioural response to a digital product or service.	
<b>Digital: Online Ad</b> To include web banners and innovative online ad solutions.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image</li> <li>URL</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> <li>Private Case Film (Pharma Only)</li> <li>Awards Show Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> </ul>
<b>Digital: Web Platforms</b> Content to include, but not restricted to websites, microsites, web service and apps.	
<b>Digital: Other Digital Platforms</b> Content to include, but not restricted to games, interactive learning platforms, email advertising, digital stunts, e-detailing, interactive sales aids.	
<b>Digital: Social</b> Campaigns that use social networking sites, blogs, wikis, video-sharing sites, hosted services, etc.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image</li> <li>Case Film</li> <li>URL</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Private Case Film (Pharma Only)</li> <li>Awards Show Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> </ul>
<b>Digital: Online Video</b> Standard format advertising films which aired online including pre-roll adverts.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image</li> <li>Film</li> <li>URL</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> <li>Private Case Film (Pharma Only)</li> <li>Awards Show Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> </ul>
<b>Integrated Digital Campaign</b> Integrated creative work which encompasses three or more digital elements.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image</li> <li>URL</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> <li>Private Case Film (Pharma Only)</li> <li>Awards Show Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> </ul>



Direct & Promo	
<p><b>Direct and Promo &amp; Activation</b></p> <p>Targeted direct or promotional communication, designed with the intention of entering into a dialogue with the respondent and to generate response or specific action whilst building and prolonging relationships OR activity designed to create immediate activation and/or offer for the sale of a product or service.</p> <p>Content to include, but not restricted to; flat and dimensional mailing, ambient/alternative media, digital media (including social media), product launch and re-launches, broadcasts, print and outdoor media, eDetailing, audio including radio, downloadable content and streaming content, patient brochures, patient starter kits, sales aids, promotional branding, promotional packaging, brand creation.</p>	<p><b>필수 제출물</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <p><b>선택 제출물</b></p> <ul style="list-style-type: none"> <li>Case Film</li> <li>Private Case Film (Pharma Only)</li> <li>Awards Show Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> <li>Physical Support Material</li> </ul>
Events / Experiential	
<p><b>Events / Experiential</b></p> <p>Physical, interactive and immersive experiences intended to prompt participant action, emotional engagement and response toward a brand, product or service. Entries may include promotional stunts and live advertising; interactive displays and kiosks; exhibitions, conference/symposium and trade shows; corporate entertainment.</p>	<p><b>필수 제출물</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>Case Film</li> </ul> <p><b>선택 제출물</b></p> <ul style="list-style-type: none"> <li>Private Case Film (Pharma Only)</li> <li>Awards Show Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> <li>PDF</li> <li>URL</li> <li>Physical Support Material</li> </ul>
Film	
<p><b>Film: Cinema, TV and Digital Film Content</b></p> <p>Product/brand commercials and other content intended for transmissions aired on television or cinema, online, mobile, point of sale and other digital screens.</p>	<p><b>필수 제출물</b></p> <ul style="list-style-type: none"> <li>Film</li> </ul>

Film Craft	
Content judged on the quality and aesthetic of the film making process.	
<b>Film Craft: Animation / Visual Effects</b> The use and aesthetic of animation and the creation of film environments and other visual effects. All types of animation, including cell, stop-motion, graphic, and silhouette and computer animation in 2D or 3D will be accepted. The jury will consider the aesthetic and technical excellence of the effects themselves, along with the success of their integration into real footage.	<b>필수 제출물</b> <ul style="list-style-type: none"><li>Film 선택</li></ul> <b>제출물</b> <ul style="list-style-type: none"><li>Demo Film</li></ul>
<b>Film Craft: Production Design / Art Direction</b> The aesthetic of the Production Design/Art Direction. This includes set design and location builds, as well as the overall look, feel and atmosphere of the piece. The jury will consider how the narrative has been enhanced by the artful management of the visual components.	<b>필수 제출물</b> <ul style="list-style-type: none"><li>Film</li></ul>
<b>Film Craft: Cinematography</b> The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered	
<b>Film Craft: Direction</b> The vision and achievement of the direction. The jury will think about the translation of the creative brief through a director’s vision and how well that vision has been achieved. This will include the way that production elements (including casting, set design, sound design and cinematography) have been used to bring that vision to life.	
<b>Film Craft: Script</b> The film’s script, as written. Analysis of the script will include dialogue, voice-overs, scene-setting, movement, actions and expressions. The jury will look at how successfully the script delivers on the creative idea and supports the final execution.	
<b>Film Craft: Use of Music / Sound Design</b> The impact and success of original/licensed music and/or the creative use of sound design within film advertising	

Integrated	
<b>Integrated Campaign</b> Creative work spread across three or more different media All entries must relate to one single campaign. Entries relating to more than one campaign (even if promoting the same product/service) must be entered separately.	<b>필수 제출물</b> <ul style="list-style-type: none"><li>Digital Presentation Image JPG</li><li>Case Film</li></ul> <b>선택 제출물</b> <ul style="list-style-type: none"><li>Private Case Film (Pharma Only)</li><li>Awards Show Film</li><li>Digital Supporting Images JPG</li><li>Digital Supporting Content</li><li>Physical Support Material</li><li>URL</li></ul>

Mobile	
<p><b>Mobile</b></p> <p>Creative work which lives on, or is activated by, digital or mobile devices, apps or mobile sites. Content to include, but not restricted to, mobile websites/applications, social media (including video sharing and apps), games, interactive learning platforms, branded utilities, digital stunts, e-detailing, interactive sales aids.</p>	<p><b>필수 제출물</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>Case Film</li> </ul> <p><b>선택 제출물</b></p> <ul style="list-style-type: none"> <li>Private Case Film (Pharma Only)</li> <li>Awards Show Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> <li>Physical Support Material</li> <li>URL</li> </ul>
Outdoor	
<p><b>Ambient Outdoor</b></p> <p>Content intended for out of home advertising including, but not restricted to: Small scale solutions, special build, digital outdoor solutions, signage, transit solutions, installations, banners, display items, guerrilla.</p> <p>Content generated specifically for conference/meetings/educational gatherings including conference stands, product launches, sales conference materials, sales force education</p>	<p><b>필수 제출물</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>Unmounted Presentation Image (Physical)</li> </ul> <p><b>선택 제출물</b></p> <ul style="list-style-type: none"> <li>Demo Film</li> <li>Digital Supporting Images JPG</li> </ul>
<p><b>Integrated Outdoor Campaign</b></p> <p>Integrated creative work which encompasses three or more Outdoor creative elements.</p> <p><b>Entries must include at least 1 ambient element to be accepted.</b></p>	
<p><b>Standard Outdoor</b></p> <p>Content intended for billboards, posters, bus stops, in store posters, point of sale.</p>	<p><b>필수 제출물</b></p> <ul style="list-style-type: none"> <li>Digital Proof</li> <li>Unmounted Proof (physical)</li> </ul> <p><b>선택 제출물</b></p> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Physical Support Material</li> </ul>
PR	
<p><b>PR</b></p> <p>Creative work involved with reputation management by the building and preservation of trust and understanding between individuals, businesses or organisations and their publics. Content to include, but not restricted to, digital PR, social media, live events, stunts, celebrity endorsement, launch or re-launch, media relations, corporate responsibility, crisis &amp; issue management, corporate image, disease awareness, brand development, ethics.</p>	<p><b>필수 제출물</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>Case Film</li> </ul> <p><b>선택 제출물</b></p> <ul style="list-style-type: none"> <li>Private Case Film (Pharma Only)</li> <li>Awards Show Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> <li>PDF</li> <li>URL</li> <li>Physical Support Material</li> </ul>

Print	
<b>Print Collateral</b> Brochures, booklets, leave behinds, custom sales materials, detail aids, promotional items, brand reminders, calendars, newsletters, annual reports and press releases.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Demo Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> <li>Physical Support Material</li> </ul>
<b>Standard Print</b> Content intended for published printed media including, but not restricted to; newspaper, magazines, medical journals and inserts.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Proof</li> </ul>

Print & Outdoor Craft	
<b>Print &amp; Outdoor Craft: Art Direction</b>	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Proof JPG</li> <li>Unmounted Proof (physical)</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Demo Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> </ul>
<b>Print &amp; Outdoor Craft: Copywriting</b>	
<b>Print &amp; Outdoor Craft: Illustration</b>	
<b>Print &amp; Outdoor Craft: Photography</b>	
<b>Print &amp; Outdoor Craft: Typography</b>	

Radio	
<b>Radio: Digital and Analogue Audio Streaming.</b> Content intended for radio, streaming audio content and downloadable audio content	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>MP3 Original Version</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>MP3 English Version</li> <li>Digital Supporting Content</li> </ul>

Radio Craft	
<b>Radio Craft: Script</b> Recognises the ability of script to creatively transform a brand idea or message into an audio context, which enhances the experience of the listener and meets the confines of the brief and regional regulations. Scripts should be specific to the Radio medium (i.e. not a TV script).	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>MP3 Original Version</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Demo film</li> <li>Digital Supporting Content</li> <li>MP3 English Version</li> </ul>
<b>Radio Craft: Use of Music / Sound Design</b> Content judged on the quality and aesthetic of the audio making process.	

Use of Technology	
<b>Use of Technology</b> Celebrating the use and innovation of existing or new technology that has been utilised or harnessed to enhance a brand, message or service. To include branded tech, wearable hardware and software, data visualisation, digital demonstrations, creative and innovative use of data, digital services or tools that creates brand value between the product and consumer and enhances the users lifestyle or behaviour. Please note entries will not be judged on the technology itself but on how the technology is used to create a positive impact on the brand, product or service.  <b>If you wish to enter standalone innovative or new technologies please see Lions Innovation.</b>	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> <li>Private Case Film (Pharma Only)</li> </ul> Awards Show Film <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> <li>Physical Support Material</li> <li>URL</li> </ul>

## PHARMA LIONS

의약 부문에서는 규제가 심한 업계 환경에서 제약회사 고객과 서비스를 크리에이티브하게 커뮤니케이션한 작품을 심사합니다.

건강 관련 종사자, 환자 및 타겟 소비자에게 정보를 주고 참여시킨 작품, 즉 생활과 진단, 처방, 질병 완화 및 질병 관리에 과학과 혁신을 가져온 작품을 출품합니다.

- 제약 부문에서는 중복 출품 횟수에 제한이 없습니다.
- 심사 시에는 규제기관, 정부, 방송국 등에서 부과한 규제나 제약을 고려합니다. 평가 기준은 카테고리에 따라 달라집니다.
- Craft 카테고리 및 매체 별로 정의한 카테고리(Mobile, Film 등)는 주로 아이디어와 집행을 평가합니다. 분야별 카테고리(Direct, PR 등)에서는 전략, 효과 및 추가 요소 등이 심사에서 고려됩니다.

### 심사위원 팁

- ‘필름을 만들되, 필름 자체가 출품작이 될 만큼 하지는 마세요.’
- ‘캠페인으로 무엇을 달성했는지 보이고 실제로 어떤 변화를 가져왔는지, 그리고 의사들이나 환자들에게 어떤 영향을 미쳤는지 보이세요.’
- ‘제작에 너무 치중한 동영상은 좋지 않습니다. 케이스필름은 분명해야 하며 크리에이티브 솔루션의 독창성에 초점을 두어야 합니다.’
- ‘위대한 크리에이티비티에는 어떤 형태의 결과가 있어야 하고 설사 결과가 놀랍다 하더라도 성공의 증거가 없는 경우에 다른 크리에이티비티 작품을 더 높이 평가하기가 쉽습니다.’

하부카테고리 및 제출물은 아래와 같습니다.

A. Pharma Communications to Healthcare Professionals	
Campaigns that are made solely for the attention of healthcare professionals.	
<b>A01. Prescriptions - Branded Communication</b>	Campaigns for prescription-only medicines and biologics, aimed directly at the patient or consumer.
<b>A02. Prescriptions - Unbranded Communication</b>	Campaigns aimed directly at healthcare professionals with no brand mention, but with the intention of increasing sales and/or awareness of a prescription-only product. <b>Please note that Lions Health considers unbranded communication to mean there is no product mentioned in the communication, but the mentioning of the client is acceptable.</b>
<b>A03. Devices &amp; Diagnostics</b>	Communication promoting any instrument, apparatus, implant or other related product used to diagnose, prevent or treat medical conditions. <b>Please note that entries in this product group will be judged on the communication to promote or sell the device or diagnostic tool, not the device itself. If you wish to enter a communication device please see section C. Patient Support &amp; Disease Management.</b>
<b>A04. Disease Awareness &amp; Education</b>	Campaigns aimed at Healthcare Professionals to educate or raise awareness of the diagnosis, treatment, and/or prevention of a particular disease or ailment. Including Clinical Trials. <b>For communications to increase awareness or sale of a product please see A02. Prescriptions - Unbranded Communication.</b>
<b>A05. Business to Business</b>	Communications promoting products and solutions which address the business needs of healthcare organisations, including: IT and administrative solutions, infrastructure services, Pharma industry corporate image campaigns.
<b>A06. Medical Professional Services</b>	Communications promoting services and utilities to support, protect or nurture healthcare professionals and organisations, including: recruitment and career services, online peer communities, legal services, and professional insurance.



## B. Pharma Communications to Non-Healthcare Professionals

Campaigns that are aimed directly at the patient or consumer as prescribed by a health care professional.

### B01. Prescriptions - Branded Communication

Campaigns for prescription-only medicines and biologics, aimed directly at the patient or consumer.

### B02. Prescriptions - Unbranded Communication

Campaigns aimed directly at the patient or consumer with no brand mention, but with the intention of increasing sales and/or awareness of a prescription-only product.

**Please note that Lions Health considers unbranded communication to mean there is no product mentioned in the communication, but the mentioning of the client is acceptable.**

### B03. Devices & Diagnostics

Communication promoting any instrument, apparatus, implant or other related product used to diagnose, prevent, manage or treat medical conditions as prescribed by healthcare professionals.

**Please note that entries in this product group will be judged on the communication to promote or sell the device or diagnostic tool, not the device itself. If you wish to enter a communication device please see section C. Patient Support & Disease Management**

### B04. Patient Education & Adherence

Education and awareness campaigns, medication adherence and treatment literature for patients with pre-existing conditions diagnosed and treated by health care professionals. Including Clinical Trials.

**These communications must be clearly for the attention of patients who have pre-existing conditions which they are aware of. These conditions will need to be diagnosed by a healthcare professional and will in most cases be treated, cured or managed by prescription medication or surgery.**

## C. Patient Support & Disease Management

Communications within the Pharma industry for the individual and “beyond the pill” solutions between healthcare professionals and patients. It would be expected that entries into this section would aid in the communication of a brand ethos as well as have a positive impact on improving people’s lives.

### C01. Patient to HCP Communications

To include mobile and digital medical appointment tools; pharmaceutical products purchasing solutions (ePrescribing); integrated health systems; wearable hardware and software tools; point of care solutions.

### C02. Patient Engagement Utilities

To include mobile and digital solutions to manage, treat or diagnose pre-existing Pharma conditions, online patient communities, devices and tools to improve patient independence, stunts, events and 360 experiences to complement and improve the treatment of patients; devices and products to de-stigmatise patient conditions.

### C03. HCP Devices & Diagnostics

Communication tools and devices to assist Healthcare Professionals with the treatment, diagnosing and data collection of patients. To include mobile and digital devices, software and hardware, clinical trial tools, diagnostic tools, treatment tools. It would be expected that entries into this product group would aid in the communication of a brand ethos as well as have a positive impact on improving people’s lives.

## D. Veterinary

### D01. Veterinary

Medication and treatments for animals requiring advice or prescription from veterinary professionals.

## MEDIUMS

Branded Content & Entertainment	
<b>Branded Content: Digital &amp; Social</b> Digital work that communicates a brand or product. To include digital game/gaming, branded social media, websites, microsites, mobile apps, native advertising.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Private Case Film (Pharma Only)</li> <li>Awards Show Film</li> <li>Supporting Images</li> <li>Supporting Content</li> </ul>
<b>Branded Content: Film, TV and Online Film Content</b> Films created by or with a brand which aired on the internet, TV or in cinema; usually in the form of documentary/non-fiction or fiction films. Entries can include original content or natural integration of a brand into existing formats.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Supporting Images</li> <li>Supporting Content</li> </ul>
<b>Branded Content: Live Experience</b> Original live content where the brand is creatively positioned using: original events and shows, installations, festivals.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Private Case Film (Pharma Only)</li> <li>Awards Show Film</li> <li>Supporting Images</li> <li>Supporting Content</li> </ul>
Creative Data	
<b>Creative Data Enhancement</b> Entries in this category must clearly demonstrate how a creative campaign was enhanced or improved through the use of data or data driven methods, including personalisation, interactivity and relevance. The enhancement should demonstrably improve both customer experience and outcome.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Private Case Film (Pharma Only)</li> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> <li>PDF</li> <li>URL</li> </ul>
<b>Use of Real-Time Data</b> Entries in this category must demonstrate how the innovative application of data, created or used in real-time, provided dynamic content and enabled an on-going consumer relationship. Entries must clearly discuss the responsive relationship between real-time data and the creative output, showing how the data improved the consumer experience by making the creative more relevant, timely and personalised.	
<b>Data Visualisation</b> Entries in this category must clearly demonstrate a unique creative visualisation of data, and how this made the information more accessible, changed consumer behaviour or enabled decision-making whilst contributing to a better brand story. Including, but not limited to: dynamic, static, interactive infographics and real-time.	
<b>Creative Data Collection &amp; Research</b> Entries in this category must demonstrate how data-driven research (including market research), data sourcing and/or data merging was carried out in order to deliver an original consumer insight. Entrants must outline how the processes, research methodologies, technologies and resources selected influenced the overall outcome. If research related, entrants must provide a thorough breakdown of the research (primary/secondary).	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> <li>Private Case Film (Pharma)</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Content</li> <li>Digital Supporting Images JPG</li> <li>PDF</li> <li>URL</li> </ul>

Digital	
<b>Digital Craft: Interface &amp; Navigation (UI)</b> The interactive journey created through the transference of a brand's visual assets to a digital product or service; with particular focus on the overall consistency in presentation, look, feel and interaction.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image</li> <li>URL</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Demo Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> </ul>
<b>Digital Craft: User Experience (UX)</b> The emotional and behavioural response to a digital product or service.	
<b>Digital: Online Ad</b> To include web banners and innovative online ad solutions.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image</li> <li>URL</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> <li>Private Case Film (Pharma Only)</li> <li>Awards Show Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> </ul>
<b>Digital: Web Platforms</b> Content to include, but not restricted to websites, microsites, web service and apps.	
<b>Digital: Other Digital Platforms</b> Content to include, but not restricted to games, interactive learning platforms, email advertising, digital stunts, e-detailing, interactive sales aids.	
<b>Digital: Social</b> Campaigns that use social networking sites, blogs, wikis, video-sharing sites, hosted services, etc.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image</li> <li>Case Film</li> <li>URL</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Private Case Film (Pharma Only)</li> <li>Awards Show Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> </ul>
<b>Digital: Online Video</b> Standard format advertising films which aired online including pre-roll adverts.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image</li> <li>Film</li> <li>URL</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> <li>Private Case Film (Pharma Only)</li> <li>Awards Show Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> </ul>
<b>Integrated Digital Campaign</b> Integrated creative work which encompasses three or more digital elements.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image</li> <li>URL</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> <li>Private Case Film (Pharma Only)</li> <li>Awards Show Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> </ul>



Direct & Promo	
<p><b>Direct and Promo &amp; Activation</b></p> <p>Targeted direct or promotional communication, designed with the intention of entering into a dialogue with the respondent and to generate response or specific action whilst building and prolonging relationships OR activity designed to create immediate activation and/or offer for the sale of a product or service.</p> <p>Content to include, but not restricted to; flat and dimensional mailing, ambient/alternative media, digital media (including social media), product launch and re-launches, broadcasts, print and outdoor media, eDetailing, audio including radio, downloadable content and streaming content, patient brochures, patient starter kits, sales aids, promotional branding, promotional packaging, brand creation.</p>	<p><b>필수 제출물</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <p><b>선택 제출물</b></p> <ul style="list-style-type: none"> <li>Case Film</li> <li>Private Case Film (Pharma Only)</li> <li>Awards Show Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> <li>Physical Support Material</li> </ul>
Events / Experiential	
<p><b>Events / Experiential</b></p> <p>Physical, interactive and immersive experiences intended to prompt participant action, emotional engagement and response toward a brand, product or service. Entries may include promotional stunts and live advertising; interactive displays and kiosks; exhibitions, conference/symposium and trade shows; corporate entertainment.</p>	<p><b>필수 제출물</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>Case Film</li> </ul> <p><b>선택 제출물</b></p> <ul style="list-style-type: none"> <li>Private Case Film (Pharma Only)</li> <li>Awards Show Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> <li>PDF</li> <li>URL</li> <li>Physical Support Material</li> </ul>
Film	
<p><b>Film: Cinema, TV and Digital Film Content</b></p> <p>Product/brand commercials and other content intended for transmissions aired on television or cinema, online, mobile, point of sale and other digital screens.</p>	<p><b>필수 제출물</b></p> <ul style="list-style-type: none"> <li>Film</li> </ul>

Film Craft	
Content judged on the quality and aesthetic of the film making process.	
<b>Film Craft: Animation / Visual Effects</b> The use and aesthetic of animation and the creation of film environments and other visual effects. All types of animation, including cell, stop-motion, graphic, and silhouette and computer animation in 2D or 3D will be accepted. The jury will consider the aesthetic and technical excellence of the effects themselves, along with the success of their integration into real footage.	<b>필수 제출물</b> <ul style="list-style-type: none"><li>Film</li></ul> <b>선택 제출물</b> <ul style="list-style-type: none"><li>Demo Film</li></ul>
<b>Film Craft: Production Design / Art Direction</b> The aesthetic of the Production Design/Art Direction. This includes set design and location builds, as well as the overall look, feel and atmosphere of the piece. The jury will consider how the narrative has been enhanced by the artful management of the visual components.	<b>필수 제출물</b> <ul style="list-style-type: none"><li>Film</li></ul>
<b>Film Craft: Cinematography</b> The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered	
<b>Film Craft: Direction</b> The vision and achievement of the direction. The jury will think about the translation of the creative brief through a director’s vision and how well that vision has been achieved. This will include the way that production elements (including casting, set design, sound design and cinematography) have been used to bring that vision to life.	
<b>Film Craft: Script</b> The film’s script, as written. Analysis of the script will include dialogue, voice-overs, scene-setting, movement, actions and expressions. The jury will look at how successfully the script delivers on the creative idea and supports the final execution.	
<b>Film Craft: Use of Music / Sound Design</b> The impact and success of original/licensed music and/or the creative use of sound design within film advertising	

Integrated	
<b>Integrated Campaign</b> Creative work spread across three or more different media All entries must relate to one single campaign. Entries relating to more than one campaign (even if promoting the same product/service) must be entered separately.	<b>필수 제출물</b> <ul style="list-style-type: none"><li>Digital Presentation Image JPG</li><li>Case Film</li></ul> <b>선택 제출물</b> <ul style="list-style-type: none"><li>Private Case Film (Pharma Only)</li><li>Awards Show Film</li><li>Digital Supporting Images JPG</li><li>Digital Supporting Content</li><li>Physical Support Material</li><li>URL</li></ul>

Mobile	
<b>Mobile</b> Creative work which lives on, or is activated by, digital or mobile devices, apps or mobile sites. Content to include, but not restricted to, mobile websites/applications, social media (including video sharing and apps), games, interactive learning platforms, branded utilities, digital stunts, e-detailing, interactive sales aids.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Private Case Film (Pharma Only)</li> <li>Awards Show Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> <li>Physical Support Material</li> <li>URL</li> </ul>
Outdoor	
<b>Ambient Outdoor</b> Content intended for out of home advertising including, but not restricted to: Small scale solutions, special build, digital outdoor solutions, signage, transit solutions, installations, banners, display items, guerrilla. Content generated specifically for conference/meetings/educational gatherings including conference stands, product launches, sales conference materials, sales force education	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>Unmounted Presentation Image (Physical)</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Demo Film</li> <li>Digital Supporting Images JPG</li> </ul>
<b>Integrated Outdoor Campaign</b> Integrated creative work which encompasses three or more Outdoor creative elements. <b>Entries must include at least 1 ambient element to be accepted.</b>	
<b>Standard Outdoor</b> Content intended for billboards, posters, bus stops, in store posters, point of sale.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Proof</li> <li>Unmounted Proof (physical)</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Physical Support Material</li> </ul>
PR	
<b>PR</b> Creative work involved with reputation management by the building and preservation of trust and understanding between individuals, businesses or organisations and their publics. Content to include, but not restricted to, digital PR, social media, live events, stunts, celebrity endorsement, launch or re-launch, media relations, corporate responsibility, crisis & issue management, corporate image, disease awareness, brand development, ethics.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Private Case Film (Pharma Only)</li> <li>Awards Show Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> <li>PDF</li> <li>URL</li> <li>Physical Support Material</li> </ul>

Print	
<b>Print Collateral</b> Brochures, booklets, leave behinds, custom sales materials, detail aids, promotional items, brand reminders, calendars, newsletters, annual reports and press releases.	<b>필수 제출물</b> <ul style="list-style-type: none"><li>Digital Presentation Image JPG</li></ul> <b>선택 제출물</b> <ul style="list-style-type: none"><li>Demo Film</li><li>Digital Supporting Images JPG</li><li>Digital Supporting Content</li><li>Physical Support Material</li></ul>
<b>Standard Print</b> Content intended for published printed media including, but not restricted to; newspaper, magazines, medical journals and inserts.	<b>필수 제출물</b> <ul style="list-style-type: none"><li>Digital Proof</li></ul>

Print & Outdoor Craft	
<b>Print &amp; Outdoor Craft: Art Direction</b>	<b>필수 제출물</b> <ul style="list-style-type: none"><li>Digital Proof JPG</li><li>Unmounted Proof (physical)</li></ul> <b>선택 제출물</b> <ul style="list-style-type: none"><li>Demo Film</li><li>Digital Supporting Images JPG</li><li>Digital Supporting Content</li></ul>
<b>Print &amp; Outdoor Craft: Copywriting</b>	
<b>Print &amp; Outdoor Craft: Illustration</b>	
<b>Print &amp; Outdoor Craft: Photography</b>	
<b>Print &amp; Outdoor Craft: Typography</b>	

Radio	
<b>Radio: Digital and Analogue Audio Streaming.</b> Content intended for radio, streaming audio content and downloadable audio content	<b>필수 제출물</b> <ul style="list-style-type: none"><li>MP3 Original Version</li></ul> <b>선택 제출물</b> <ul style="list-style-type: none"><li>MP3 English Version</li><li>Digital Supporting Content</li></ul>

Radio Craft	
<b>Radio Craft: Script</b> Recognises the ability of script to creatively transform a brand idea or message into an audio context, which enhances the experience of the listener and meets the confines of the brief and regional regulations. Scripts should be specific to the Radio medium (i.e. not a TV script).	<b>필수 제출물</b> <ul style="list-style-type: none"><li>MP3 Original Version</li></ul> <b>선택 제출물</b> <ul style="list-style-type: none"><li>Demo film</li><li>Digital Supporting Content</li><li>MP3 English Version</li></ul>
<b>Radio Craft: Use of Music / Sound Design</b> Content judged on the quality and aesthetic of the audio making process.	

Use of Technology	
<b>Use of Technology</b> Celebrating the use and innovation of existing or new technology that has been utilised or harnessed to enhance a brand, message or service. To include branded tech, wearable hardware and software, data visualisation, digital demonstrations, creative and innovative use of data, digital services or tools that creates brand value between the product and consumer and enhances the users lifestyle or behaviour. Please note entries will not be judged on the technology itself but on how the technology is used to create a positive impact on the brand, product or service.  <b>If you wish to enter standalone innovative or new technologies please see Lions Innovation.</b>	<b>필수 제출물</b> <ul style="list-style-type: none"><li>Digital Presentation Image JPG</li></ul> <b>선택 제출물</b> <ul style="list-style-type: none"><li>Case Film</li><li>Private Case Film (Pharma Only)</li><li>Awards Show Film</li><li>Digital Supporting Images JPG</li><li>Digital Supporting Content</li><li>Physical Support Material</li><li>URL</li></ul>

## CREATIVE DATA LIONS

크리에이티브 데이터 부문에서는 아이디어와 정보의 상호작용을 평가합니다. 크리에이티브 데이터 부문 출품작은 데이터의 크리에이티브한 이용, 해석, 분석, 혹은 적용을 통해 집행이나 캠페인이 고양되거나 추진된 과정을 분명히 보여야 합니다. 크리에이티브한 데이터 이용이 아이디어의 핵심이어야 하며 그 결과와 영향도 분명하고 확실해야 합니다.

- 평가 기준: 전략 30%, 적용 30%, 혁신 20%, 효과 및 결과 20%
- 카테고리만 적절하면 크리에이티브 데이터 부문 내에서 횟수 제한 없이 중복 출품하는 것이 가능합니다.

### 심사위원 팁

- ‘분명하게 하십시오. 어째서 이 부문에 출품했는지 설명하는 것부터 시작하세요. 다시 말해 목적진술서를 작성하라는 것입니다.’
- ‘데이터의 양이 아니라, 여러분이 가졌거나 가질 수도 있었던 데이터가 어떤 맥락에 있는지가 중요합니다. 어째서 그 데이터를 선택했는지, 어떻게 그 데이터를 이용했는지 밝히세요. 데이터에 유혹당해서는 안 됩니다. 인간의 분석과 인사이트가 여전히 중요합니다.’
- ‘데이터가 어떻게 단순한 프로모션이 아니라 기업의 성공을 이루는데 핵심이 됐는지 보이세요.’

하부카테고리 및 제출물은 아래와 같습니다.

A. Creative Data	제출물
<b>A01. Creative Data Enhancement</b> Creative campaigns elevated through their use of data or data driven methods, including, but not limited to, personalisation, interactivity and relevance. The enhancement should demonstrably improve both customer experience and outcome.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>• Digital Supporting Images JPG</li> <li>• Physical Support Material</li> <li>• PDF</li> <li>• Awards Show Film</li> <li>• Digital Supporting Content</li> <li>• URL</li> </ul>
<b>A02. Data-Driven Targeting</b> The creative use or interpretation of data to deliver effective targeting. Entrants should show how data contributed either to programmatic targeting or provided a key quantitative insight that helped define the target, brand message or channel, allowed for better personalisation or increased a brand's position in the market.	
<b>A03. Data Driven Consumer Product</b> Products developed using data and research. Entrants should supply a thorough breakdown of any client business objectives, research and goals that relate to the product's evolution, as well as including the product's journey to improvement from the use of data.	
<b>A04. Data Storytelling</b> Campaigns in which data has contributed to successful brand/consumer stories. Entrants will show how the story was developed through data in order to drive a meaningful consumer engagement or how messages borne from data were presented to provide a powerful brand narrative. Includes data journalism.	
<b>A05. Data Visualisation</b> Unique creative visualisations of data. Includes the visual simplification of complex data to provide accessibility to a consumer, the beautification of data and any other visualisations that led to a change in consumer behaviour. Including, but not limited to, online dynamic, static, interactive or real time infographics and offline visualisations such as visual installations and activations.	
<b>A06. Data Technology</b> Including, but not limited to, models, tools, platforms, apps and algorithms. Must demonstrate how the application or invention of innovative data technology enhanced a creative message. Entrants must clearly illustrate how the data technology improved a campaign, including a breakdown of audience, message, channels and delivery.	

**A07. Use of Real-time Data**

Data created or used in real-time, which provides dynamic content or enables an on-going consumer relationship. Entries must clearly discuss the responsive relationship between real-time data and the creative output, showing how the data improved the consumer experience by making the creative more relevant, timely or personalised.

**A08. Business-to-Business Data Solution**

For data used to solve B2B problems in a creative or unique way, addressing specific B2B challenges and supplying evidence of how these were overcome. Tools, platforms, algorithms and apps for data capture, research and analysis will be considered. Entrants should provide examples of application and effectiveness.

**A09. Social Data**

The creative interpretation of social data in order to target, engage or develop a meaningful relationship with a specific audience or community. Insights gained through the strategic use of social data and associated targeting methods will be considered.

**A10. Creative Data Collection & Research**

Data-driven research (including market research), data sourcing and/or data aggregation, carried out in order to deliver a stronger campaign or client strategy. Entrants must thoroughly outline how the selected processes, research methodologies, technologies, channels and/or resources influenced the overall outcome.

**A11. Data Integration**

Entries in this category must clearly demonstrate how various disparate data streams were integrated to provide new insights from planning through to delivery of the creative output. This may include, but is not limited to, data collection, fusion, technology enabled integration of data from various sources and connecting data streams.

## INNOVATION LIONS

이노베이션 부문에서는 선구적인 기술적 크리에이티비티를 심사합니다. 빅 아이디어와 급진적인 기술 간 상호관계를 이루는 작품, 즉 이전까지 시도하지 응하지 못했던 소비자 요구를 충족시키거나 새로 발명한 방식으로 상품이나 서비스, 브랜드 메시지를 전달하는 맞춤형 해법을 말합니다.

- 이노베이션 부문에서 동일한 작품은 단 한 카테고리에만 출품할 수 있습니다.
- 쇼트리스트에 오르는 경우 칸에 와서 직접 심사위원들 앞에서 프리젠테이션을 해야 합니다.

### 심사위원 팁

- ‘다른 사람들이 만든 것을 단순히 다시 포장해서는 안 됩니다. 이 혁신에 새로운 가치를 부여했음을 증명하세요.’
- ‘데모가 가장 중요합니다. 혁신이 오디언스나 혹은 브랜드의 니즈(이 니즈는 대행사가 정의하도록 도와야 합니다)와 어떻게 만났는지 보이세요.’
- ‘쇼트리스트에 진출해도 긴장하지 마세요. 심사위원들은 여러분의 성공을 바라고 있으며, 어떻게 프리젠테이션을 하든 좋은 아이디어가 빛나게 하고 싶어하니까요.’

하부카테고리 및 제출물은 아래와 같습니다.

A. Innovation	제출물
Please provide a case film with some key visuals – video, still images or any other appropriate footage to best explain the innovation with a simple, clear commentary in English. It must include a clear demonstration of the technology, workings and processes.	
<b>A01. Innovative Technology</b> Standalone, technological solutions not in association with a brand or creative campaign. The definition of ‘Innovation’ for the purpose of this section is non-brand-aligned, breakthrough technology or solutions that advance, enrich or improve. Lions may also be awarded to technological innovations that may have the potential to enhance or drive a creative communications initiative or brand message. The Innovative Technology category will also recognise, but are not limited to, data-led technologies, innovative platforms, tools, models, programmes, hardware, software, bespoke products and solutions or other forms of ad tech that promote innovation in marketing communication.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>• PDF</li> <li>• Awards Show Film</li> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> <li>• URL</li> </ul>
<b>A02. Creative Innovation</b> Business and technological solutions in association with a brand or creative campaign. The definition of ‘Innovation’ for the purpose of this category is brand-aligned, breakthrough ideas, revolutionary technology, and forward-thinking methods that are rooted in finding solutions to brand problems. Entries in this category must clearly demonstrate how breakthrough innovations (which include technological solutions) have allowed brands to communicate with their customers in a new or improved way. Entrants must be able to demonstrate how the use of breakthrough innovation sits at the core of the brand communication. Typical entries may be concerned with, but not limited to, innovations that have helped solve a business issue for brand marketers or have been produced/developed in order to propel a brand forward. May also include the innovative marriage of existing approaches, methods and/or technologies in order to solve a specific brand problem.	
<b>A03. Technological Craft &amp; Development new</b> Entries into this category must focus on how they have overcome challenges and improved within the eligibility dates. They may also focus on the scaling out of an innovation or creative campaign enhanced by new tech, showing how their innovation has moved beyond its original objectives and goals to reach new heights. <b>You may have entered Innovation Lions in previous years but must show a marked improvement in your innovation since your previous submission.</b>	
<b>A04. Early Stage Technology new</b> Entries into this category are still in the testing, prototype and beta stages of their creation. They may be still attracting funding or only operating at a fraction of their projected scale. Entries must still be demonstrable at presentation stage. Concepts alone will not be permitted.	

## ENTERTAINMENT LIONS

엔터테인먼트 부문에서는 콘텐츠를 문화로 바꾼 크리에이티비티를 심사합니다. 출품작은 스킵할 수 없는 아이디어, 즉 타개적인 방법으로 브랜드 메시지를 전달하거나 새로운 방식으로 소비자와 연결하는 아이디어임을 보여야 합니다.

- 심사 시 주로 아이디어와 집행을 평가합니다.
- 카테고리만 적절하면 엔터테인먼트 부문 내에서 횟수 제한 없이 중복 출품하는 것이 가능합니다.

### 심사위원 팁

- ‘식상한 업계용어와 과장된 수치를 쓰지 마세요. 심사위원은 수천 편의 출품작을 보는데, 이런 주장은 작품을 평가하는데 있어 오히려 부정적인 영향을 줍니다.’
- ‘심사위원들께 배경 이야기나 뉘앙스를 찾아볼 시간이 없습니다. 작품에 대해 전혀 알지 못하는 몇 사람에게 미리 보여준 후 그들이 이야기를 확실하게 이해하는지 확인해보는 것도 좋겠습니다.’
- ‘특정 카테고리에 들어갈 가치가 있다고 생각되면, 수많은 카테고리에 똑 같은 제출물을 내지 말고 바로 그 카테고리의 성격을 반영하는 제출물을 준비하세요.’

하부카테고리 및 제출물은 아래와 같습니다.

<b>A. Audiovisual Branded Content</b> Films, series or audio content created for a brand, independently or in collaboration with a producer or content platform, to amplify a brand's message and engage with consumers.	제출물
<b>A01. Cinema &amp; Theatrical: Fiction Film</b> Single scripted film created for theatrical release and/or cinema distribution.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>• Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> <li>• URL</li> </ul>
<b>A02. Cinema &amp; Theatrical: Non-Fiction Film</b> Single un-scripted or documentary/reality film created for theatrical release and/or cinema distribution.	
<b>A03. TV &amp; VOD: Fiction under 15 minutes</b> Single fiction films under 15 minutes in length created for television or video on demand platforms.	
<b>A04. TV &amp; VOD: Fiction 15 minutes or over</b> Single fiction films over 15 minutes in length created for television or video on demand platforms.	
<b>A05. TV &amp; VOD: Fiction Series</b> Fiction series created for television or video on demand platforms. <b>Entrants should upload a minimum of 2 episodes edited together in one file plus a URL to the whole series.</b>	
<b>A06. TV &amp; VOD: Non-Fiction under 15 minutes</b> Single documentaries under 15 minutes in length created for television or video on demand platforms.	
<b>A07. TV &amp; VOD: Non-Fiction 15 minutes or over</b> Single documentaries over 15 minutes in length created for television or video on demand platforms.	
<b>A08. TV &amp; VOD: Non-Fiction Series</b> Documentary or reality series created for television or video on demand platforms. <b>Entrants should upload a minimum of 2 episodes edited together in one file plus a URL to the whole series.</b>	
<b>A09. Online: Fiction under 15 minutes</b> Single fiction films under 15 minutes in length created for online platforms such as company websites and social media (excluding video on demand, to be entered in categories A03 to A08).	





<p><b>A10. Online: Fiction 15 minutes or over</b> Single fiction films over 15 minutes in length created for online platforms such as company websites and social media (excluding video on demand, to be entered in categories A03 to A08).</p>	
<p><b>A11. Online: Fiction Series</b> Fiction series created for online platforms such as company websites and social media (excluding video on demand, to be entered in categories A03 to A08). <b>Entrants should upload a minimum of 2 episodes edited together in one file plus a URL to the whole series.</b></p>	
<p><b>A12. Online: Non-Fiction under 15 minutes</b> Single documentaries under 15 minutes in length created for online platforms such as company websites and social media (excluding video on demand, to be entered in categories A03 to A08).</p>	
<p><b>A13. Online: Non-Fiction 15 minutes or over</b> Single documentaries over 15 minutes in length created for online platforms such as company websites and social media (excluding video on demand, to be entered in categories A03 to A08).</p>	
<p><b>A14. Online: Non-Fiction Series</b> Documentary or reality series created for online platforms such as company websites and social media (excluding video on demand, to be entered in categories A03 to A08). <b>Entrants should upload a minimum of 2 episodes edited together in one file plus a URL to the whole series.</b></p>	
<p><b>A15. VR, AR &amp; Emerging Tech: Film or Series new</b> Fiction films, documentaries or series created for platforms other than the listed above including VR and AR.</p>	<p><b>필수 제출물</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>선택 제출물</b></p> <ul style="list-style-type: none"> <li>• Digital Supporting Images</li> <li>• Digital Supporting Content</li> <li>• URL</li> <li>• Award Show Film</li> </ul>
<p><b>A16. Live Broadcast / Live Streaming</b> Cinema, TV or online live content, including live coverage of events and sports.</p>	
<p><b>A17. Audio Content</b> Content created for radio, podcasts or other audio platforms.</p>	
<p><b>A18. Co-creation &amp; User Generated Content</b> Films or audio content created as a result of user generated content initiatives.</p>	
<p><b>A19. Excellence in Brand Integration into Existing Content</b> The strategic and creative integration of a brand into existing content such as films, series and TV or radio shows.</p>	
<p><b>A20. Excellence in Partnerships for Branded Content</b> This category recognises excellence in partnerships in Branded Content. Entries will be judged on how effective and mutually beneficial the partnership was and how audiences were involved in compelling ways.</p>	<p><b>필수 제출물</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> <li>• MP3 Original Version</li> </ul> <p><b>선택제출물</b></p> <ul style="list-style-type: none"> <li>• Digital Supporting Images</li> <li>• Digital Supporting Content</li> <li>• URL</li> <li>• Award Show Film</li> </ul>
<p><b>A21. Excellence in Audience Engagement or Distribution Strategy for Branded Content</b> Exceptional audience engagement and distribution strategies that creatively and effectively further the content's reach.</p>	
<p><b>A22. Innovation in Branded Content</b> Ground-breaking and unparalleled branded content.</p>	



<b>B. Talent</b> Entertainment that features or is developed in collaboration with a talent to amplify a brand's message.	<b>제출물</b>
<b>B01. Talent: Film, Series &amp; Audio</b> Branded fiction films, documentaries, series or audio content that feature a talent to amplify a brand's message and increase engagement with an audience.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>• Awards Show Film</li> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> <li>• URL</li> </ul>
<b>B02. Talent: Live Experience</b> Live entertainment, including concerts, stunts and festivals that feature a talent to amplify a brand's message and increase engagement with an audience.	
<b>B03. Talent: Digital &amp; Social</b> Digital and social media initiatives, including games, which feature a talent to amplify a brand's message and increase engagement with an audience.	
<b>B04. Talent: Sports</b> Sports Entertainment that features a talent (influencer, celebrity ambassador, personality, etc.) to amplify a brand's message and/or to create/increase engagement with a public/audience.	
<b>B05. Talent: Integrated</b> Cross-channel branded content that features a talent (influencer, celebrity ambassador, personality, etc.) that embodies or develops a brand's identity. Successful entries will demonstrate how the talent has been used across various platforms to continue and amplify meaningful consumer engagement.	
<b>B06. Excellence in Partnerships with a Talent</b> This category recognises excellence in partnerships between a brand and a talent. Entries will be judged on how effective and mutually beneficial the partnership was.	
<b>B07. Innovation in Talent Entertainment</b> Ground-breaking and unparalleled entertainment featuring a talent.	

<b>C. Brand Experience</b> Experiences produced across different platforms to amplify a brand's message. In these categories, the jury will consider brand experiences that harness the power of consumer influence to create and develop entertaining and engaging content to further brand's reach and awareness and to drive business.	<b>제출물</b>
<b>C01. Live Brand Experience</b> Live entertainment, including concerts and festivals, which enables a brand to provide message amplification and engage with an audience.	<b>필수 제출물</b> • Case Film <b>선택 제출물</b> • Awards Show Film • Digital Supporting Images JPG • Digital Supporting Content • URL
<b>C02. Brand Experience: Digital</b> Digital initiatives that enable a brand to provide message amplification and engage with an audience.	
<b>C03. Brand Experience: Social</b> Social media initiatives that enable a brand to provide message amplification and engage with an audience.	
<b>C04. Brand Experience: Mobile</b> Mobile initiatives that enable a brand to provide message amplification and engage with an audience.	
<b>C05. Brand Experience: Emerging Tech</b> Experiences with emerging technology at its core, including VR & AR, interactive screens or wearable tech, which enable a brand to provide message amplification and engage with an audience.	
<b>C06. Brand Experience: Integrated</b> Experiences that successfully carry a brand's message across different platforms. Successful entries will demonstrate how content featuring a brand's message/product/service has been implemented on various platforms to continue and amplify meaningful consumers' experience and engagement.	
<b>C07. Brand Experience: Co-creation &amp; User Generated Content</b> Brand initiatives designed to engage with an audience and to encourage them to contribute or collaborate with a brand.	
<b>C08. Excellence in Brand Integration into an Existing Experience</b> The strategic and creative integration of a brand into existing experiences such as concerts and festivals.	
<b>C09. Excellence in Partnerships in a Brand Experience</b> This category recognizes partnerships that create immediate and long term brand experience. Entries will be judged on how effective the partnership was and how audiences were involved in compelling ways.	
<b>C10. Excellence in Audience Engagement or Distribution Strategy for Brand Experience</b> Exceptional audience engagement and distribution strategies that creatively and effectively further the reach of a brand experience.	
<b>C11. Innovation in Brand Experience</b> Ground-breaking and unparalleled brand experiences.	



<b>D. Branded Games</b> Games and gaming initiatives that communicates a brand, product or artist through the creative production, promotion and distribution of content with gaming at the core.	<b>제출물</b>
<b>D01. Live Experience Games</b> Real-world games which engage through the harnessing of multiple platforms and technologies.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>• Awards Show Film</li> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> <li>• URL</li> </ul>
<b>D02. Digital &amp; Mobile Games</b> Console, online and mobile games.	
<b>D03. VR, AR &amp; Emerging Tech Games</b> Games designed for VR, AR or other emerging technologies and platforms.	
<b>D04. Co-creation &amp; User Generated Content for Games</b> Initiatives that integrate content generated by an audience in order to drive long term value through collaborative interaction.	
<b>D05. Excellence in Brand Integration into an Existing Game or Gaming Platform</b> The strategic and creative integration of a brand into an existing game or gaming platform, including e-sports, to amplify a brand's message.	
<b>D06. Excellence in Audience Engagement or Distribution Strategy for Branded Games</b> Exceptional audience engagement and distribution strategies that creatively and effectively further a game's reach.	
<b>D07. Innovation in Branded Games</b> Ground-breaking and unparalleled branded games.	

<b>E. Sports</b> Rewarding excellent examples of sports entertainment across different platforms.	<b>제출물</b>
<b>E01 Sports: Film, Series &amp; Audio</b> Films, documentaries, series, live streams or audio content with sports at their core that aim to amplify a brand's message and increase engagement with an audience.	<b>필수 제출물</b> • Case Film <b>선택 제출물</b> • Awards Show Film • Digital Supporting Images JPG • Digital Supporting Content • URL
<b>E02 Sports: Live Experience</b> Live sporting events and shows, stunts and installations that enable a brand to provide message amplification and engage with an audience.	
<b>E03 Sports: Digital &amp; Social</b> Digital, mobile and social media initiatives, including games, with sports at their core.	
<b>E04 Sports: VR, AR &amp; Emerging Tech</b> Sports entertainment designed for VR, AR or other emerging technologies or platforms.	
<b>E05 Sports: Co-creation &amp; User Generated Content</b> Sports entertainment initiatives designed to engage with an audience and encourage them to contribute.	
<b>E06 Sports: Integrated</b> Sports entertainment that carries a brand's message across different platforms. Successful entries will demonstrate how the sports marketing campaign has been implemented on various platforms to amplify meaningful consumer engagement.	
<b>E07 Excellence in Brand Integration into Existing Sports Entertainment</b> The strategic and creative integration of a brand into existing sports entertainment, such as sports events or sports TV shows.	
<b>E08 Excellence in Sponsorship or Partnerships in Sports Entertainment</b> Exceptional partnerships, including sponsorships, between a brand and a team, athlete, organization, event or competition.	
<b>E09 Excellence in Audience Engagement or Distribution Strategy for Sports Entertainment</b> Exceptional audience engagement and distribution strategies that creatively and effectively further the content's reach.	
<b>E10 Innovation in Sports Entertainment</b> Ground-breaking and unparalleled sports entertainment.	

## ENTERTAINMENT LIONS FOR MUSIC

엔터테인먼트 포 뮤직 부문에서는 음악적인 콜라보레이션과 오리지널 음악 콘텐츠를 심사합니다. 출품작은 원곡 제작이나 프로모션, 혹은 브랜드용 음악을 배포한 경우를 보여야 합니다. 소비자와 커뮤니케이션하기 위해 혁신적인 방식으로 취임 음악가나 플랫폼을 이용한 경우입니다.

- 심사 시 주로 아이디어와 집행을 평가합니다.
- 카테고리만 적절하면 엔터테인먼트 포 뮤직 부문 내에서 횟수 제한 없이 중복 출품하는 것이 가능합니다.

하부카테고리 및 제출물은 아래와 같습니다.

<b>A. Music &amp; Brands</b> Collaboration between a brand and music artists to co-create and develop entertaining and engaging content to further a brand's reach, increase awareness and drive business.	제출물
<b>A01 Artist as a Brand Ambassador</b> Collaborations between brands and music artists to increase a brand's reach. Entries in this category should demonstrate how the brand's spokesperson/ambassador played an integral part in the building of the brand persona.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>• Awards Show Film</li> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> <li>• URL</li> </ul>
<b>A02 Artist Associated Event or Stunt in Partnership with a Brand</b> Collaboration between a brand and a music artist to co-create entertaining and engaging live content to increase brand's reach and awareness and drive business. Including but not limited to concerts, tours, festivals, sports events, exhibitions, publicity stunts and other brand activations.	
<b>A03 Production of Exclusive Artist Content in Partnership with a Brand</b> Collaborations between a brand and a music artist to produce exclusive content to increase the brand's reach and awareness.	
<b>A04 Artist as an Ambassador for a Cause</b> Collaborations between charities, not-for-profits, or public bodies and music artists to raise awareness for a cause.	
<b>A05 Artist Associated Event or Stunt in Partnership with a Cause</b> Collaboration between a charity/not for profit organisation/public body and a music artist to co-create engaging live content to build the value and reputation of a cause as part of a wider communication strategy. Including but not limited to concerts, tours, festivals, sports events, exhibitions, publicity stunts and other brand activations.	
<b>A06 Production of Exclusive Artist Content in Partnership with a Cause</b> Collaborations between a charity, not-for-profit or public body and a music artist to produce exclusive content to raise awareness of a specific cause.	
<b>A07 Excellence in Music / Brand Partnership</b> Exceptional partnerships between brands and music artists that mutually benefit all parts involved.	



<p><b>B. Fans, Social &amp; Digital</b> Digital and social initiatives to promote a track, album or artist, created to engage new or existing fans.</p>	<p><b>제출물</b></p>
<p><b>B01 Fan Engagement / Community Building</b> Digital and social initiatives designed to engage, build and/or maintain an artist's online social fan base/community that may result in an enhanced brand affinity. Community activity (passive fans versus active fans), engagement levels and the appropriateness of targeted conversation/communication directed at active/non-active users will all be considered.</p>	<p><b>필수 제출물</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>선택 제출물</b></p> <ul style="list-style-type: none"> <li>• Awards Show Film</li> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> <li>• URL</li> </ul>
<p><b>B02 Co-creation &amp; User Generated Content</b> Social based activity designed to encourage fans to contribute or collaborate with an artist's or brand initiative. Engagement may be intended, for example, to drive long term value through collaborative interaction.</p>	
<p><b>B03 Fan Experience: Multi-Platform</b> Omni-channel multi-platform campaigns with fan experience at the heart of the creative idea. Successful entries will demonstrate how fans have been used across various platforms to continue and amplify meaningful consumer engagement.</p>	
<p><b>C. Music Craft &amp; Composition</b> Use of music composition and production for a brand that adds something to the creative idea and pushes the brand's message.</p>	<p><b>제출물</b></p>
<p><b>C01 Use of Original Composition</b> The impact and success of original music compositions, created specifically for a brand's use. The artistic achievement of the track itself will be considered as well as its successful use in branded communications.</p>	<p><b>필수 제출물</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>선택 제출물</b></p> <ul style="list-style-type: none"> <li>• Awards Show Film</li> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> <li>• URL</li> </ul>
<p><b>C02 Use of Licensed Music</b> Placement of a track that has been licensed by, but not specifically created for, a brand for use in its communications. May take into consideration the sourcing and suitability of the music for the brand.</p>	
<p><b>C03 Use of Adapted Music</b> Placement of a track in branded communications that has been adapted, remixed or re-recorded exclusively for a brand for use in its communications. May take into consideration the sourcing and suitability of the music for the brand.</p>	
<p><b>D. Technology &amp; Innovation in Music</b> Creative use of music platforms and technology for a brand or artist. Focus will be placed on the creative application of technology to enrich a brand's content and its product or service.</p>	<p><b>제출물</b></p>
<p><b>D01 Use of Music Streaming Platform or Video Hosting Service</b> Creative use of music streaming platforms or video hosting services playlist strategies to promote a brand or an artist.</p>	<p><b>필수 제출물</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>선택 제출물</b></p> <ul style="list-style-type: none"> <li>• Awards Show Film</li> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> <li>• URL</li> </ul>
<p><b>D02 Use of Music Technology or Innovation</b> Creation or use of new technology in the promotion of a brand or an artist.</p>	
<p><b>D03 Use of Music App / Device</b> Creation of new apps or devices or creative use of existing ones in the promotion of a brand or an artist.</p>	



<b>E. Music Content</b> Original music content to promote a track, album or artist.	<b>제출물</b>
<b>E01. Excellence in Music Video</b> The jury will consider exceptional examples of original music videos.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> <li>URL</li> </ul>
<b>E02. Excellence in Interactive Music Video</b> The jury will consider exceptional examples of original music videos with interactivity at their core, including VR or mixed reality music videos.	
<b>E03. Excellence in Promotional Music Content</b> Creation of valuable content to promote a musical act including 'Behind the Scenes', teaser videos, digital content, or documentaries.	
<b>E04. Brand or Product Integration into Music Content new</b> For relevant and symbiotic brand integration into music videos or other music content.	
<b>E05. Excellence in Audience Engagement &amp; Distribution Strategy for Music Content</b> Creative distribution of music content as part of an artist's branding to reach audiences in effective ways.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Awards Show Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> <li>URL</li> </ul>
<b>F. Live Experience</b> Music live experiences for a brand or artist, including events, festivals, stunts or installations.	<b>제출물</b>
<b>F01. Music Live Experience</b> The design and production of experiences with music at its core. This might include concerts, stunts, installations, and activations.	<b>필수 제출물</b> <ul style="list-style-type: none"> <li>Case Film</li> </ul> <b>선택 제출물</b> <ul style="list-style-type: none"> <li>Awards Show Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> <li>URL</li> </ul>
<b>F02. Brand Sponsorship of a Music Event / Festival / Artist Tour new</b> The strategic and creative sponsoring of an artist's tour or a music event or festival. Entries in this category should explain how a brand has effectively sponsored a music event/festival/artist's tour to enhance the brand's message.	
<b>F03. Brand Integration into Existing Music Event new</b> Creative brand integration into existing festivals or music events, including installations or activations that are relevant for the existing audience.	