



CANNES LIONS

# ENTRY KIT

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Part 2

## —Contents

### SAMPLE ENTRY FORMS

Common entry information for all Cannes Lions awards:

- Entry title
- Companies
- Contacts

### ENTRY SPECIFIC INFO

- Choose Cannes Lions Award & categories
- Media info
- Written explanation

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## GETTING READY TO ENTER

To enter a piece of work multiple times, simply enter the title of the entry, fill in the entry information, let us know which companies and people were involved and select all the relevant categories you wish to enter. You will be required to submit common information that applies to all the Cannes Lions Award and some specific information unique to the category you are entering. Don't worry - you can still edit individual entries.

### FIRST TIME ENTERING CANNES LIONS?

Need help? Drop us an email at [awards@canneslions.com](mailto:awards@canneslions.com) and we'll arrange for one of our experts to talk you through the process.

### DON'T HAVE ALL THE DETAILS RIGHT AWAY?

Don't worry, you can complete the form in any order and save your progress at any time.

### WHAT YOU'LL NEED TO ENTER | COMMON INFO

**ENTRY TITLE:** Title, Brand, Product/Service, Sector and Subsector

**COMPANIES:** Details of companies which were involved in the work: advertising agencies, media agencies, PR agencies, production companies etc.

**CONTACTS:** The contact details of someone in your company and on the brand side that we can contact about the entry.

### WHAT YOU'LL NEED TO ENTER | ENTRY SPECIFIC INFO

**MEDIA INFO & URLS:** Launch date, different media placements and URLs of your entry

**THE WRITTEN EXPLANATION:** Written information of the work in line with Award / Category guideline

**CREATIVE TEAM:** Details of the people who were involved in the work (e.g. John Smith, Creative Director, BBDO)

**MEDIA UPLOADS:** Digital materials in line with Award / Category guideline. For material requirements see [Entry Kit 1: Categories & Materials Guidelines](#).

You will also need to familiarise yourself with the different Cannes Lions Awards and categories and decide which you would like to enter.

## SAMPLE ENTRY FORMS | COMMON INFO

### ENTRY TITLE

#### GIVE YOUR ENTRY A TITLE

To begin, you need to give your entry a title. We need this information before you select the Cannes Lions Award and categories you would like to enter this work into. If this work is being entered into multiple categories, the title you give here will be applied across all of those selected entries.

<b>ENTRY TITLE*</b>	<b>BRAND *</b>	<b>PRODUCT / SERVICE*</b>
The name you give the work being entered	The name of the brand, company or organisation who commissioned the work (e.g. Coca-Cola, P&G, Nike)	The product or service featured in the work (e.g. Coke Life, Crest toothpaste, Nike+)

\*compulsory

Sector*	Subsector*
AUTOMOTIVE	Other Automotive
	Vehicles
B2B	B2B Technology
	Consultancies & Professional
	Legal
	Other Business Services
CONSUMER DURABLES	Fashion
	Furniture & Lighting
	Home Appliances
	Homewares
	Technology
	Toys
CONSUMER SERVICES	Energy
	Financial
	Insurance
	Other Consumer Services
	Private Education
	Private Healthcare
FMCG	Telecommunications
	Beauty
	Household Goods
	Drinks
	Food
HEALTHCARE	Other FMCG
	OTC Drugs
	Pharma
LEISURE	Wellness
	Gambling
LEISURE	Gaming
	Live Events
	Museums & Galleries
	Other Recreation
	Sports
MEDIA / ENTERTAINMENT	Books
	News
	Digital Platforms
	Film
	Music
	News
	Other Media
	Publications & Media
	Television
NOT-FOR-PROFIT / CHARITY / GOVERNMENT	Charities
	Government
	Military
	Non-profits
	Other Not-for-profit
RETAIL	eCommerce
	Fast Food
	Restaurants
	Retail
TRAVEL	Transport
	Travel & Tourism

### CHOOSE AWARD & CATEGORIES

It's time to select the Cannes Lions Awards you'd like to enter with this piece of work. Entry limits within each Cannes Lions Award are different. [Read the Entry Kit Part 1 to find out more.](#) You may add, remove or edit the Awards or categories selected at a later stage before payment. You can see all the details about the Cannes Lions Awards on our website.

### MULTIPLE EXECUTIONS INFORMATION

In some Cannes Lions Awards it is compulsory to enter individual executions from the same work as individual entries. For more information please check [Entry Kit Part 1.](#)

#### Does this have multiple executions?

You must link a series of 2 or more executions of the same creative idea, advertising the same product / service with the same Brand, in the same medium.

Yes      No

#### If 'YES'

#### GIVE YOUR WORK A TITLE\*

#### GIVE THE INDIVIDUAL EXECUTIONS A TITLE\*

## COMPANIES

### WHICH COMPANIES WERE INVOLVED?

You are the Entrant Company. Fill in your own company information first and click 'Add your first company'. Then click 'Add company' to add other contributors. You may add as many additional companies as you wish. Every entry requires at least one 'Entrant Company' and one 'Idea Creation' company. Sometimes it will be the same company for both.

*The Entrant Company is responsible for payment of entry fees and will be considered the sole contact for any entry related queries. You should enter the companies in the order you would like them to be published as this is how they will appear on your certificates. When making your entry please make sure you credit companies in the correct roles as this directly affects the calculations for the Special Awards.*

**IMPORTANT:** You may be asked to return to this page to add more companies depending on the Cannes Lions award and categories you select later (e.g. If you enter Media, you will be asked to provide a company that played a 'Media Placement' role).

If you click 'save and continue' any information you entered will be saved and you will proceed to the next page but you may return to add more companies at any time.

If your entry wins an Cannes Lions award, companies and individuals credited here will automatically be eligible to purchase trophies and certificates.

**COMPANY NAME\***

**COMPANY ACTIVITY\***

**ADDRESS\***

Please select from the drop-down:

**CITY\***

**LOCATION\***

## CONTACTS

### WHO IS THE LEAD CONTACT?

We may need to contact you about your entry. Please provide details of who we should contact.

### CONTACT DURING JUDGING

This is the person the festival will contact if queries regarding the work arise during judging. This contact person must be from the entrant company, must have been directly involved with the campaign and must be contactable both within and outside of office hours during judging.

NAME\* TITLE / POSITION\*

TEL / MOBILE NUMBER\* EMAIL\*

### BRAND CONTACT

Contact at the brand that commissioned the work.

NAME\* TITLE / POSITION\* TEL / MOBILE NUMBER\*

EMAIL\* CITY\* LOCATION\*

You will need to verify that this email address is your brand work email. We do not accept private or general contact details.

## ENTRY SPECIFIC INFO

### MEDIA INFO

Here you need to provide information about where and when your work launched.

Eligibility dates are dependent on the Cannes Lions Award that is being entered.

If you're not sure whether your work is eligible get in touch. We strongly recommend checking eligibility before you start to create your entry submissions.

### MEDIA PLACEMENT

Please provide information about the executions of your work. Tell us what you did and where it happened.

ELEMENT*	LOCATION / PLATFORM*	NUMBER OF AIRINGS /	DATE RANGE*	LOCATION / REGION*
e.g. Live Event	Where specifically did the work appear? (e.g. On BBC1, Facebook, Times Square, Inside a Shopping Mall)		(e.g. From 20/01/2022 to 25/01/2022)	

to

**Note:** You will have the option to provide multiple media placements for your entry.

## URLS

URLs may be compulsory or optional depending on the Cannes Lions Award that is being entered. For more information, please check Entry Kit Part 1.

In order to avoid your work being withdrawn from the festival, your URL must be live until 30 September 2022. URLs must start with http:// or https:// and preferably be accessible without a login or password.

URL	TYPE	IS LIVE?
e.g. http://www.domain.com	Please select from the drop-down	Yes No

### IF ENTERING 'APP URL'

If your App is not available globally / in the UK please provide the following details. These details will not be shared with anyone and are solely for app testing during judging.

**APP NAME**

**APP STORE / GOOGLE PLAY  
USERNAME**

**APP STORE / GOOGLE PLAY  
PASSWORD**

## CREATIVE TEAM

### WHO WAS INVOLVED?

Enter the details of people who made a significant contribution to this entry. Enter the names of your creative team members in the order you would like them to appear. This information will appear alongside your entry on the Cannes Lions website if your entry wins. When making your entry please submit the names of your creative team in the order you would like them to be published as this is how they will appear on the Cannes Lions website and on your certificates. Creative team credits can be altered until 30 June 2022.

Want to change the order? You can 'drag and drop' the names to move them up or down the list.

Once you've uploaded credits it will become available in your 'Credit Library' From here, you can assign the credits to multiple entries to save time.

NAME\*

TITLE / POSITION\*

ROLE ON THIS ENTRY\*

COMPANY\*

EMAIL\*

Any emails you provide will not be shared with 3<sup>rd</sup> parties.

### UPLOAD MEDIA

Upload your work! Each award has different digital media requirements. Please upload the 'compulsory media' first.

#### DIGITAL MEDIA (COMPULSORY)

You can find our Supporting Material Guidelines, which include compulsory / optional requirements, accepted specifications and examples [Entry Kit 1](#).

Once you've uploaded some media it will become available in your 'Media Library'. From here, you can assign the media to multiple entries to save time. Your media has to be the final version and you must hold all applicable rights. We do not accept replacement files. You can only checkout once you've uploaded the 'compulsory media'.

#### DIGITAL SUPPORTING MEDIA (OPTIONAL)

You may also upload the following optional supporting digital materials with your entry:

- **Case Films**
- **Demo Films**
- **Digital Supporting Images**
- **Digital Supporting Content**

# BRAND EXPERIENCE & ACTIVATION LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## WHY IS THIS WORK RELEVANT FOR BRAND EXPERIENCE & ACTIVATION?\*(100 WORDS)

## BACKGROUND\*(150 WORDS)

- Situation
- Brief
- Objectives

## DESCRIBE THE CREATIVE IDEA (20% OF VOTE)\*(150 WORDS)

## DESCRIBE THE STRATEGY (20% OF VOTE)\*(150 WORDS)

- Target audience (consumer demographic / individuals / organisations)
- Approach

## DESCRIBE THE EXECUTION (30% OF VOTE)\*(150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

**LIST THE RESULTS (30% OF VOTE)\* (150 WORDS)**

- Business impact – sales, donations, site traffic
- Response rate
- Impressions
- Change in behaviour
- Consumer awareness

**[ONLY FOR E01 Local Brand] (150 WORDS)**

Please tell us about the brand in relation to the locality or market where the product / service is distributed

**[ONLY FOR E02 Challenger Brand] (150 WORDS)**

Please tell us about how the work challenged / was different from the brands competitors

**[ONLY FOR E03 Single-market Campaign] (150 WORDS)**

Please tell us how the work was designed / adapted for a single country / region / market.

**[ONLY FOR E04 Social Behaviour] (150 WORDS)**

Please tell us about the social behaviour that inspired the work

**[ONLY FOR E05 Cultural Insight] (150 WORDS)**

Please tell us about the cultural insight that inspired the work

**[ONLY FOR E06 Breakthrough on a Budget] (150 WORDS)**

Please provide budget details

(Any confidential information should be entered in the confidential information field)

- Overall budget
- Breakdown of costs

**[ONLY FOR E07 Corporate Purpose & Social Responsibility] (150 WORDS)**

Please tell us how the brand purpose inspired the work

**[ONLY FOR E08 Market Disruption] (150 WORDS)**

Please tell us how disruption in your market inspired the work

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# CREATIVE B2B LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## WHY IS THIS WORK RELEVANT FOR CREATIVE B2B?\* (100 WORDS)

### BACKGROUND\* (150 WORDS)

- Situation
- Brief
- Objectives

## DESCRIBE THE CREATIVE IDEA (20% OF VOTE)\* (150 WORDS)

### DESCRIBE THE STRATEGY (30% OF VOTE)\* (150 WORDS)

- Data gathering
- Target audience
- Approach

### DESCRIBE THE EXECUTION (20% OF VOTE)\* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

**LIST THE RESULTS (30% OF VOTE)\* (150 WORDS)**

- Sales
- Engagement
- Reach
- Achievement against business targets

**[ONLY FOR B07 Breakthrough on a Budget] (150 WORDS)**

Please provide budget details

(Any confidential information should be entered it in the confidential information field)

- Overall budget
- Breakdown of costs

**[ONLY FOR A07 Breakthrough on a Budget] (150 WORDS)**

Please provide budget details

(Any confidential information should be entered it in the confidential information field)

- Overall budget
- Breakdown of costs

**[ONLY FOR B08 Challenger Brand] (150 WORDS)**

Please tell us about how the work challenged / was different from the brands competitors

**[ONLY FOR A08 Challenger Brand] (150 WORDS)**

Please tell us about how the work challenged / was different from the brands competitors

**[ONLY FOR B09 Corporate Purpose & Social Responsibility] (150 WORDS)**

Please tell us how the brand purpose inspired the work

**[ONLY FOR A09 Corporate Purpose & Social Responsibility] (150 WORDS)**

Please tell us how the brand purpose inspired the work

**[ONLY FOR B10 Market Disruption] (150 WORDS)**

Please tell us how disruption in your market inspired the work

**[ONLY FOR A10 Market Disruption] (150 WORDS)**

Please tell us how disruption in your market inspired the work

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# CREATIVE BUSINESS TRANSFORMATION LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## WHY IS THIS WORK RELEVANT FOR CREATIVE BUSINESS TRANSFORMATION?\*(100 WORDS)

### BACKGROUND\* (200 WORDS)

- Situation / Driving Factors
- The challenge the brand / business was facing
- Objectives

### STRATEGY & PROCESS (30%)\* (200 WORDS)

- Creative interpretation of the business challenge
- Evidence of creativity in planning the approach – testing, engagement, experimentation etc
- Innovation and ingenuity in solution design, evidence of breakthrough thinking

### EXPERIENCE & IMPLEMENTATION (35%)\* (200 WORDS)

- Creative impact for customers, employees and other stakeholders
- Evidence that the initiative made a material positive difference to people's lives / work
- Quality of execution of creative vision / solution in the real-world

### BUSINESS RESULTS & IMPACT (35%)\* (200 WORDS)

- Business impact – profit, performance and market share growth
- Delivery of the original objective / business KPI
- Brand loyalty / customer lifetime value (CLV)
- Productivity / operational efficiencies

**CONFIDENTIAL INFORMATION FOR THE JURY (200 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# CREATIVE COMMERCE LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

### BACKGROUND\* (150 WORDS)

- Situation
- Brief
- Objectives

### DESCRIBE THE CREATIVE IDEA (30% OF VOTE)\* (150 WORDS)

### DESCRIBE THE STRATEGY (20% OF VOTE)\* (150 WORDS)

- Data gathering
- Target audience (consumer demographic / individuals / organisations)
- Relevance to platform
- Approach

### DESCRIBE THE EXECUTION (20% OF VOTE)\* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

### LIST THE RESULTS (30% OF VOTE)\* (150 WORDS)

- Sales
- Engagement
- Reach
- Achievement against business targets

**[ONLY FOR E01 Challenger Brand] (150 WORDS)**

Please tell us about the brand in relation to the locality or market where the product / service is distributed

**[ONLY FOR E02 Social Behaviour & Cultural Insight] (150 WORDS)**

Please tell us about how the work challenged / was different from the brands competitors

**[ONLY FOR E03 Breakthrough on a Budget] (150 WORDS)**

Please tell us how the work was designed / adapted for a single country / region / market.

**[ONLY FOR E04 Corporate Purpose & Social Responsibility] (150 WORDS)**

Please tell us about the social behaviour that inspired the work

**[ONLY FOR E05 Market Disruption] (150 WORDS)**

Please tell us about the cultural insight that inspired the work

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# CREATIVE DATA LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## WHY IS THIS WORK RELEVANT FOR CREATIVE DATA?\*(100 WORDS)

### BACKGROUND\* (150 WORDS)

- Situation
- Brief
- Objectives

### DESCRIBE THE CREATIVE IDEA / DATA SOLUTION (20% OF VOTE)\* (150 WORDS)

- Data insights
- Innovation
- Originality

### DESCRIBE THE DATA DRIVEN STRATEGY (30% OF VOTE)\* (150 WORDS)

- Data gathering
- Data interpretation
- Targeting

### DESCRIBE THE CREATIVE USE OF DATA, OR HOW THE DATA ENHANCED THE CREATIVE OUTPUT (30% OF VOTE)\* (150 WORDS)

- Data journey
- Implementation
- Data integration
- Application

**LIST THE DATA DRIVEN RESULTS (20% OF VOTE)\* (150 WORDS)**

- Data enhanced consumer experience
- Data driven behaviour change
- Business impact

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# CREATIVE EFFECTIVENESS LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## OBJECTIVES\* (150 WORDS)

Tell us about the objectives that were most important when creating this work? Please be aware that having all four will strengthen your entry.

- Over achieve on brand metrics (e.g. awareness, engagement etc.)
- Change consumer behaviour (e.g. attitudes, frequency, penetration etc.)
- Improve brand health (e.g. consideration, preference etc.)
- Create short / medium / long term sales success (e.g. shareholder value, profit, revenue, sales, share etc.)

## SUMMARY OF THE WORK\* (500 WORDS)

Please provide a summary of your entry. Entries should highlight the creative idea behind the work and describe how the objectives of the campaign have been successfully met.

- Background & Context
- Creative Challenge
- Solution
- Execution

## ENGAGEMENT & AWARENESS\* (500 WORDS)

Tell us how the work engaged your target audience and increased awareness. Please include any metrics used to measure engagement and awareness in your narrative.

Some examples of these may include but are not limited to:

- Social Shares
- Earned Impressions
- Campaign Recall
- Earned Media Placements
- Campaign Response Rate
- Campaign Reach

## SOCIAL BEHAVIOUR & INSIGHT\* (500 WORDS)

Tell us about a behaviour breakthrough that inspired the work. Please include any metrics used to measure a change in behaviour in your narrative. Some examples of these may include but are not limited to:

- Frequency of Purchase
- Weight of Purchase
- Trial
- Repurchase
- Churn
- Penetration

**BRAND AFFINITY & SENTIMENT\* (500 WORDS)**

Tell us about how the work improved your brand's reputation and positioning. Please include any metrics used to measure brand affinity and sentiment in your narrative. Some examples of these may include but are not limited to:

- Brand Awareness
- Brand Consideration
- Brand Preference
- NPS Increase
- Purchase Intent

**SALES SUCCESS\* (500 WORDS)**

Please tell us about the commercial success of the work. Please include any metrics used to measure commercial success in your narrative. Some examples of these may include but are not limited to:

- Sales value/revenue increase
- Sales volume/unit increase
- Incremental sales value
- Incremental profit value
- Market share increase -value
- Market share increase - volume
- ROI - sales revenue
- ROI - profit

**CONCLUSION\* (400 WORDS)**

What impact did it have in the market? Please explain what happened after the communications went live. Entries should give as many examples as possible on how the communications have worked, in order to strengthen the case.

**DISCOUNTING FACTORS\* (400 WORDS)**

Please explain if there were any other discounting factors that may have impacted on the effectiveness of your work. E.g. sales, promotions or events that occurred during the campaign period and that would have influenced the results. You may use econometrics, tests, and/or simply explain why communications were significant to the brand's success and illustrate other key factors via charting/tables etc.

**CONFIDENTIAL INFORMATION FOR THE JURY (200 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# CREATIVE STRATEGY LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## WHY IS THIS WORK RELEVANT FOR CREATIVE STRATEGY? (100 WORDS)

### BACKGROUND\* (150 WORDS)

- Situation
- Brief
- Objectives

### INTERPRETATION (30% OF VOTE)\* (150 WORDS)

Explain clearly how you came to understand the brand's challenge / objective:

- The business challenge the brand was facing
- Interpretation of the client needs and brand values
- Industry / target market
- The desired outcome

### INSIGHT / BREAKTHROUGH THINKING (30% OF VOTE)\* (150 WORDS)

Explain clearly the creative use of research, data or resources that lead to an original and compelling strategy:

- Outline the strategic process used to tackle the problem
- How did you arrive at the insight? Details here could include research, workshops, collaboration, data, audience / consumer / culture, etc.
- Internal/external challenges faced and how they were overcome
- The breakthrough moment

### CREATIVE IDEA (20% OF VOTE)\* (150 WORDS)

- Clearly explain the creative idea
- How the creative strategy directly influenced the creative execution

**OUTCOME / RESULTS (20% OF VOTE)\* (150 WORDS)**

Explain clearly what impact your creative strategy had on the client. This may include:

- Business impact
- Change in behaviour or consumer awareness / value added to the brand
- Achievement against the original challenge / client satisfaction.
- The impact on the industry / culture

**[ONLY FOR C01 Challenger Brand Strategy] (150 WORDS)**

Please tell us about how the work challenged / was different from the brands competitors

**[ONLY FOR C02 Breakthrough on a Budget] (150 WORDS)**

Please provide budget details

(Any confidential information should be entered in the confidential information field)

- Overall budget
- Breakdown of costs

**[ONLY FOR C03 Multi-market Strategy] (150 WORDS)**

Please tell us how the work was designed / adapted for a multiple country / region / market.

**[ONLY FOR C04 Long-term Strategy] (150 WORDS)**

Please tell us about the long term strategic planning

**[ONLY FOR C05 Corporate Purpose & Social Responsibility] (150 WORDS)**

Please tell us how the brand purpose inspired the work

**[ONLY FOR C06 Market Disruption] (150 WORDS)**

Please tell us how disruption in your market inspired the work

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# DESIGN LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

### BACKGROUND\* (150 WORDS)

- Situation
- Brief
- Objectives
- Budget
- Project scale and volume

### DESCRIBE THE CREATIVE IDEA (40% OF VOTE)\* (150 WORDS)

- Brand relevance
- Target audience (consumer demographic / individuals / organisations)

### DESCRIBE THE EXECUTION (40% OF VOTE)\* (150 WORDS)

- Design elements and their integration
- Design touchpoints
- Materials, style elements, design choices
- Design development and process
- Choice of campaign elements
- Approach
- Scale

### LIST THE RESULTS (20% OF VOTE)\* (150 WORDS)

- Value added to brand
- Value for consumer
- Reach / cultural impact
- Sales
- Achievement against brief
- Other KPIs

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# DIGITAL CRAFT LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## DESCRIBE THE CREATIVE IDEA\* (150 WORDS)

## DESCRIBE THE EXECUTION\* (300 WORDS)

- Implementation
- Placement
- Scale
- Brand relevance
- Touch points
- Materials, style elements, design choices
- Methods and process
- Timeline

## CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

# DIRECT LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## WHY IS THIS WORK RELEVANT FOR DIRECT? (100 WORDS)

### BACKGROUND\* (150 WORDS)

- Situation
- Brief
- Objectives

## DESCRIBE THE CREATIVE IDEA (30% OF VOTE)\* (150 WORDS)

### DESCRIBE THE STRATEGY (20% OF VOTE)\* (150 WORDS)

- Data gathering
- Target audience (consumer demographic / individuals / organisations)
- Approach
- Call to action

### DESCRIBE THE EXECUTION (20% OF VOTE)\* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

**LIST THE RESULTS (30% OF VOTE)\* (150 WORDS)**

- Business impact – sales, donations, site traffic
- Response rate
- Change in behaviour

**[ONLY FOR C03 Use of Real-time Data] (150 WORDS)**

Describe the use of data, or how the data enhanced the campaign output

- Data gathering and interpretation
- Data insights and targeting
- Data integration and impact

**[ONLY FOR C02 Data-driven Targeting] (150 WORDS)**

Describe the use of data, or how the data enhanced the campaign output

- Data gathering and interpretation
- Data insights and targeting
- Data integration and impact

**[ONLY FOR C01 Data-Driven Direct Strategy] (150 WORDS)**

Describe the use of data, or how the data enhanced the campaign output

- Data gathering and interpretation
- Data insights and targeting
- Data integration and impact

**[ONLY FOR F01 Local Brand] (150 WORDS)**

Please tell us about the brand in relation to the locality or market where the product / service is distributed

**[ONLY FOR F02 Challenger Brand] (150 WORDS)**

Please tell us about how the work challenged / was different from the brands competitors

**[ONLY FOR F03 Single-market Campaign] (150 WORDS)**

Please tell us how the work was designed / adapted for a single country / region / market.

**[ONLY FOR F04 Social Behaviour] (150 WORDS)**

Please tell us about the social behaviour that inspired the work

**[ONLY FOR F05 Cultural Insight] (150 WORDS)**

Please tell us about the cultural insight that inspired the work

**[ONLY FOR F06 Breakthrough on a Budget] (150 WORDS)**

Please provide budget details

(Any confidential information should be entered in the confidential information field)

- Overall budget
- Breakdown of costs

**[ONLY FOR F07 Corporate Purpose & Social Responsibility] (150 WORDS)**

Please tell us how the brand purpose inspired the work

**[ONLY FOR F08 Market Disruption] (150 WORDS)**

Please tell us how disruption in your market inspired the work

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# ENTERTAINMENT LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## WHY IS THIS WORK RELEVANT FOR ENTERTAINMENT? (100 WORDS)

### BACKGROUND\* (150 WORDS)

- Situation
- Brief
- Objectives

### DESCRIBE THE CREATIVE IDEA\* (150 WORDS)

### DESCRIBE THE STRATEGY\* (150 WORDS)

### DESCRIBE THE EXECUTION\* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

### DESCRIBE THE OUTCOME\* (150 WORDS)

- Reach
- Engagement
- Impact

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# ENTERTAINMENT LIONS FOR MUSIC LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

WHY IS THIS WORK RELEVANT FOR MUSIC ENTERTAINMENT?\*(100 WORDS)

BACKGROUND\*(150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA\*(150 WORDS)

DESCRIBE THE STRATEGY\*(150 WORDS)

DESCRIBE THE EXECUTION\*(150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

**DESCRIBE THE OUTCOME\* (150 WORDS)**

- Reach
- Engagement
- Impact

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# ENTERTAINMENT LIONS FOR SPORT LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## WHY IS THIS WORK RELEVANT FOR SPORT ENTERTAINMENT?\*(100 WORDS)

## BACKGROUND\*(150 WORDS)

- Situation
- Brief
- Objectives

## DESCRIBE THE CREATIVE IDEA\*(150 WORDS)

## DESCRIBE THE STRATEGY\*(150 WORDS)

## DESCRIBE THE EXECUTION\*(150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

**DESCRIBE THE OUTCOME\* (150 WORDS)**

- Reach
- Engagement
- Impact

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# FILM LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## WRITE A SHORT SUMMARY OF WHAT HAPPENS IN THE FILM\* (150 WORDS)

Do not comment on the brief / challenges / success of the film.

## [ONLY FOR B06 Travel / Leisure] (150 WORDS)

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

## [ONLY FOR C01 Viral Film] (150 WORDS)

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

## [ONLY FOR A06 Travel / Leisure] (150 WORDS)

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

## [ONLY FOR E01 TV / Cinema Film] (150 WORDS)

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR D01 Screens & Events] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR E03 Screens & Events] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A05 Retail] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR B05 Retail] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR E02 Online & Viral Film] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A09 Not-for-profit / Charity / Government] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR B09 Not-for-profit / Charity / Government] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR D02 Micro-film] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR D03 New Realities] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A07 Media / Entertainment] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR B07 Media / Entertainment] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A03 Healthcare] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR B03 Healthcare] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A01 Food & Drink] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR B01 Food & Drink] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A08 Consumer Services / Business to Business] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR B08 Consumer Services / Business to Business] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A02 Consumer Goods] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR B02 Consumer Goods] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A04 Automotive] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR B04 Automotive] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR E01 TV / Cinema Film] (150 WORDS)**

Explain how the work innovatively used the film medium.

**[ONLY FOR E03 Screens & Events] (150 WORDS)**

Explain how the work innovatively used the film medium.

**[ONLY FOR E02 Online & Viral Film] (150 WORDS)**

Explain how the work innovatively used the film medium.

**[ONLY FOR F01 Local Brand] (150 WORDS)**

Please tell us about the brand in relation to the locality or market where the product / service is distributed

**[ONLY FOR F02 Challenger Brand] (150 WORDS)**

Please tell us about how the work challenged / was different from the brands competitors

**[ONLY FOR F03 Single-market Campaign] (150 WORDS)**

Please tell us how the work was designed / adapted for a single country / region / market.

**[ONLY FOR F04 Social Behaviour] (150 WORDS)**

Please tell us about the social behaviour that inspired the work

**[ONLY FOR F05 Cultural Insight] (150 WORDS)**

Please tell us about the cultural insight that inspired the work

**[ONLY FOR F06 Breakthrough on a Budget] (150 WORDS)**

Please provide budget details

(Any confidential information should be entered in the confidential information field)

- Overall budget
- Breakdown of costs

**[ONLY FOR F07 Corporate Purpose & Social Responsibility] (150 WORDS)**

Please tell us how the brand purpose inspired the work

**[ONLY FOR F08 Market Disruption] (150 WORDS)**

Please tell us how disruption in your market inspired the work

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# FILM CRAFT LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## WRITE A SHORT SUMMARY OF WHAT HAPPENS IN THE FILM.\* (150 WORDS)

Do not comment on the brief / challenges / success of the film.

## CULTURAL / CONTEXT INFORMATION FOR THE JURY (150 WORDS)

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

## [ONLY FOR A01 Direction] (150 WORDS)

Tell the jury anything relevant about the direction. Do not name the director.

## [ONLY FOR A02 Script]

Provide the full film script in English.

## [ONLY FOR A03 Casting] (150 WORDS)

Tell the jury about the casting process.

## [ONLY FOR A04 Production Design / Art Direction] (150 WORDS)

Tell the jury about the production design / art direction.

**[ONLY FOR A05 Cinematography] (150 WORDS)**

Tell the jury anything relevant about the cinematography.

**[ONLY FOR A06 Use of Original Music] (150 WORDS)**

Tell the jury about the creation of the original music track.

**[ONLY FOR A07 Use of Licensed / Adapted Music] (150 WORDS)**

Tell the jury about the choice of music track.

**[ONLY FOR A08 Achievement in Production] (150 WORDS)**

Tell the jury about the ambitions & challenges of production process.

**[ONLY FOR B01 Editing] (150 WORDS)**

Tell the jury anything relevant about the edit. Do not name the editor.

**[ONLY FOR B02 Colour Correction / Grading] (150 WORDS)**

Tell the jury about the colour grading.

**[ONLY FOR B03 Sound Design] (150 WORDS)**

Tell the jury about the sound design.

**[ONLY FOR B04 Animation] (150 WORDS)**

Tell the jury the animation used and summarise any relevant challenges or techniques.

**[ONLY FOR B05 Visual Effects] (150 WORDS)**

Tell the jury about the visual effects and summarise any relevant challenges or techniques.

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# GLASS: 'THE LION FOR CHANGE LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

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### BACKGROUND\* (150 WORDS)

- Brand values regarding gender representation
- Brief
- Objectives

### DESCRIBE THE CULTURAL / SOCIAL / POLITICAL CLIMATE AND THE SIGNIFICANCE OF THE WORK WITHIN THIS CONTEXT\* (200 WORDS)

- Media regulations / restrictions
- Civil liberties issues
- Gender representation

### DESCRIBE THE CREATIVE IDEA\* (150 WORDS)

### DESCRIBE THE STRATEGY\* (150 WORDS)

- Data gathering
- Target audience (consumer demographic / individuals / organisations)
- Approach

### DESCRIBE THE EXECUTION\* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

**DESCRIBE THE RESULTS / IMPACT\* (150 WORDS)**

- Business impact – sales, donations, site traffic
- Response rate
- Impressions
- Change in behaviour
- Consumer awareness

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

## ENTERING HEALTH & WELLNESS AND PHARMA

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**When it comes to entering the Healthcare Cannes Lions award you will be required to enter your work in a slightly different way.**

**STEP 1:** Decide if you want to enter your work into Healthcare. Browse the categories and choose which ones your work is most suited to.

**STEP 2:** Complete the Common Entry Information sections: Entry Title, Brand, Product, Sector & Sub Sector

**STEP 3:** Choose the categories then select your mediums.

**STEP 4:** Complete standard information sections Companies, Contacts, Creative Team & Media Information.

**STEP 5:** Complete the medium specific written explanation based on your chosen medium.

**In most cases, the medium-specific written explanation is identical to the associated Cannes Lions award (with the exception of Branded Content & Entertainment, Creative Data, Integrated Campaign, Use of Technology and Product Innovation. For example, if entering the Mobile medium in the Health & Wellness or Pharma Cannes Lions Award, the written explanation is the same as that required for the Mobile Cannes Lions Award.**

### NEED SOME HELP?

[Contact us](#) and we'll arrange for one of our experts to talk you through the process.

## HEALTHCARE MEDIUMS

**Brand Experience & Activation**

**Branded Content & Entertainment: Digital & Social**

**Branded Content & Entertainment: Film, TV and Online Film Content**

**Branded Content & Entertainment: Live Experience**

**Creative Data: Creative Data Collection & Research**

**Creative Data: Creative Data Enhancement**

**Creative Data: Data Visualisation**

**Creative Data: Use of Real-Time Data**

**Digital**

**Digital Craft: Interface & Navigation (UI)**

**Digital Craft: User Experience (UX)**

**Direct**

**Film Craft: Animation / Visual Effects**

**Film Craft: Cinematography**

**Film Craft: Direction**

**Film Craft: Production Design / Art Direction**

**Film Craft: Script**

**Film Craft: Use of Music / Sound Design**

**Film: Cinema, TV and Digital Film Content**

**Industry Craft: Art Direction**

**Industry Craft: Copywriting**

**Industry Craft: Illustration**

**Industry Craft: Photography**

**Industry Craft: Typography**

**Integrated**

**Mobile**

**Outdoor: Ambient**

**Outdoor: Standard**

**PR**

**Print & Publishing: Collateral**

**Print & Publishing: Standard**

**Product Innovation**

**Radio & Audio**

**Use of Technology**

# HEALTH & WELLNESS AND PHARMA LIONS: BRAND EXPERIENCE & ACTIVATION MEDIUM

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## WHY IS THIS WORK RELEVANT FOR BRAND EXPERIENCE & ACTIVATION?\* (100 WORDS)

## BACKGROUND\* (150 WORDS)

- Situation
- Brief
- Objectives

## DESCRIBE THE CREATIVE IDEA (20% OF VOTE)\* (150 WORDS)

## DESCRIBE THE STRATEGY (20% OF VOTE)\* (150 WORDS)

- Target audience (consumer demographic / individuals / organisations)
- Approach

## DESCRIBE THE EXECUTION (30% OF VOTE)\* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

**LIST THE RESULTS (30% OF VOTE)\* (150 WORDS)**

- Business impact – sales, donations, site traffic
- Response rate
- Impressions
- Change in behaviour
- Consumer awareness

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# HEALTH & WELLNESS AND PHARMA LIONS: BRANDED CONTENT & ENTERTAINMENT: DIGITAL & SOCIAL MEDIUM

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

WHY IS THIS WORK RELEVANT FOR BRANDED CONTENT & ENTERTAINMENT?\*(100 WORDS)

BACKGROUND\* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA\* (150 WORDS)

DESCRIBE THE STRATEGY\* (150 WORDS)

DESCRIBE THE EXECUTION\* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

**DESCRIBE THE OUTCOME\* (150 WORDS)**

- Reach
- Engagement
- Impact

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# HEALTH & WELLNESS AND PHARMA LIONS: BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT MEDIUM

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

WHY IS THIS WORK RELEVANT FOR BRANDED CONTENT & ENTERTAINMENT?\*(100 WORDS)

BACKGROUND\* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA\* (150 WORDS)

DESCRIBE THE STRATEGY\* (150 WORDS)

DESCRIBE THE EXECUTION\* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

**DESCRIBE THE OUTCOME\* (150 WORDS)**

- Reach
- Engagement
- Impact

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# HEALTH & WELLNESS AND PHARMA LIONS: BRANDED CONTENT & ENTERTAINMENT: LIVE EXPERIENCE MEDIUM

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

WHY IS THIS WORK RELEVANT FOR BRANDED CONTENT & ENTERTAINMENT?\*(100 WORDS)

BACKGROUND\* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA\* (150 WORDS)

DESCRIBE THE STRATEGY\* (150 WORDS)

DESCRIBE THE EXECUTION\* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

**DESCRIBE THE OUTCOME\* (150 WORDS)**

- Reach
- Engagement
- Impact

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# HEALTH & WELLNESS AND PHARMA LIONS: CREATIVE DATA: CREATIVE DATA ENHANCEMENT MEDIUM

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## WHY IS THIS WORK RELEVANT FOR CREATIVE DATA?\* (100 WORDS)

## BACKGROUND\* (150 WORDS)

- Situation
- Brief
- Objectives

## DESCRIBE THE CREATIVE IDEA / DATA SOLUTION (20% OF VOTE)\* (150 WORDS)

- Data insights
- Innovation
- Originality

## DESCRIBE THE DATA DRIVEN STRATEGY (30% OF VOTE)\* (150 WORDS)

- Data gathering
- Data interpretation
- Targeting

## DESCRIBE THE CREATIVE USE OF DATA, OR HOW THE DATA ENHANCED THE CREATIVE OUTPUT (30% OF VOTE)\* (150 WORDS)

- Data journey
- Implementation
- Data integration
- Application

**LIST THE DATA DRIVEN RESULTS (20% OF VOTE)\* (150 WORDS)**

- Data enhanced consumer experience
- Data driven behaviour change
- Business impact

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# HEALTH & WELLNESS AND PHARMA LIONS: CREATIVE DATA: USE OF REAL- TIME DATA MEDIUM

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## WHY IS THIS WORK RELEVANT FOR CREATIVE DATA?\* (100 WORDS)

## BACKGROUND\* (150 WORDS)

- Situation
- Brief
- Objectives

## DESCRIBE THE CREATIVE IDEA / DATA SOLUTION (20% OF VOTE)\* (150 WORDS)

- Data insights
- Innovation
- Originality

## DESCRIBE THE DATA DRIVEN STRATEGY (30% OF VOTE)\* (150 WORDS)

- Data gathering
- Data interpretation
- Targeting

## DESCRIBE THE CREATIVE USE OF DATA, OR HOW THE DATA ENHANCED THE CREATIVE OUTPUT (30% OF VOTE)\* (150 WORDS)

- Data journey
- Implementation
- Data integration
- Application

**LIST THE DATA DRIVEN RESULTS (20% OF VOTE)\* (150 WORDS)**

- Data enhanced consumer experience
- Data driven behaviour change
- Business impact

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# HEALTH & WELLNESS AND PHARMA LIONS: CREATIVE DATA: DATA VISUALISATION MEDIUM

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## WHY IS THIS WORK RELEVANT FOR CREATIVE DATA?\* (100 WORDS)

## BACKGROUND\* (150 WORDS)

- Situation
- Brief
- Objectives

## DESCRIBE THE CREATIVE IDEA / DATA SOLUTION (20% OF VOTE)\* (150 WORDS)

- Data insights
- Innovation
- Originality

## DESCRIBE THE DATA DRIVEN STRATEGY (30% OF VOTE)\* (150 WORDS)

- Data gathering
- Data interpretation
- Targeting

## DESCRIBE THE CREATIVE USE OF DATA, OR HOW THE DATA ENHANCED THE CREATIVE OUTPUT (30% OF VOTE)\* (150 WORDS)

- Data journey
- Implementation
- Data integration
- Application

**LIST THE DATA DRIVEN RESULTS (20% OF VOTE)\* (150 WORDS)**

- Data enhanced consumer experience
- Data driven behaviour change
- Business impact

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# HEALTH & WELLNESS AND PHARMA LIONS: CREATIVE DATA: CREATIVE DATA COLLECTION & RESEARCH MEDIUM

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## WHY IS THIS WORK RELEVANT FOR CREATIVE DATA?\* (100 WORDS)

## BACKGROUND\* (150 WORDS)

- Situation
- Brief
- Objectives

## DESCRIBE THE CREATIVE IDEA / DATA SOLUTION (20% OF VOTE)\* (150 WORDS)

- Data insights
- Innovation
- Originality

## DESCRIBE THE DATA DRIVEN STRATEGY (30% OF VOTE)\* (150 WORDS)

- Data gathering
- Data interpretation
- Targeting

**DESCRIBE THE CREATIVE USE OF DATA, OR HOW THE DATA ENHANCED THE CREATIVE OUTPUT (30% OF VOTE)\* (150 WORDS)**

- Data journey
- Implementation
- Data integration
- Application

**LIST THE DATA DRIVEN RESULTS (20% OF VOTE)\* (150 WORDS)**

- Data enhanced consumer experience
- Data driven behaviour change
- Business impact

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# HEALTH & WELLNESS AND PHARMA LIONS: INTEGRATED CAMPAIGN MEDIUM

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

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## WHY IS THIS WORK RELEVANT FOR INTEGRATED?\*(100 WORDS)

## BACKGROUND\* (150 WORDS)

- Situation
- Brief
- Objectives

## DESCRIBE THE CREATIVE IDEA\* (150 WORDS)

## DESCRIBE THE STRATEGY\* (150 WORDS)

- Target audience (consumer demographic/individuals/ organisations)
- Integration
- Approach

## DESCRIBE THE EXECUTION\* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

**LIST THE RESULTS\* (150 WORDS)**

- Reach
- Engagement
- Impact
- Sales
- Achievement against business targets

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# HEALTH & WELLNESS AND PHARMA LIONS: INTEGRATED CAMPAIGN MEDIUM

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login/>**

## BACKGROUND\* (150 WORDS)

- Situation
- Brief
- Objectives

## DESCRIBE THE CREATIVE IDEA\* (150 WORDS)

## DESCRIBE THE STRATEGY\* (150 WORDS)

## DESCRIBE THE EXECUTION\* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

## LIST THE RESULTS\* (150 WORDS)

- Reach
- Engagement
- Impact
- Sales
- Achievement against business targets

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# HEALTH & WELLNESS AND PHARMA LIONS: PRODUCT INNOVATION MEDIUM

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## BACKGROUND\* (150 WORDS)

- Situation
- Brief
- Objectives
- Current Stage

## DESCRIBE THE CREATIVE IDEA (40% OF VOTE)\* (150 WORDS)

- Insights
- Intention/purpose
- Adaptation of an existing product or innovation
- Research
- Considerations

## DESCRIBE THE FINAL PRODUCT (40% OF VOTE)\* (150 WORDS)

- How it works
- Materials
- Production
- Techniques
- Components
- User interaction

## LIST THE RESULTS (20% OF VOTE)\* (150 WORDS)

- Long-term outcomes
- Scalability
- Value for consumer/brand
- Reach/product impact
- Business impact/sales

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# INDUSTRY CRAFT LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## CULTURAL / CONTEXT INFORMATION FOR THE JURY (150 WORDS)

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

TRANSLATION. PROVIDE A FULL ENGLISH TRANSLATION OF ANY TEXT.

## [ONLY FOR A03 Print & Publishing] (150 WORDS)

Tell the jury about the typography.

## [ONLY FOR A04 Packaging Design] (150 WORDS)

Tell the jury about the typography.

## [ONLY FOR A02 Outdoor] (150 WORDS)

Tell the jury about the typography.

## [ONLY FOR A01 Brand & Communications Design] (150 WORDS)

Tell the jury about the typography.

**[ONLY FOR B03 Print & Publishing] (150 WORDS)**

Tell the jury about the art direction.

**[ONLY FOR B04 Packaging Design] (150 WORDS)**

Tell the jury about the art direction.

**[ONLY FOR B02 Outdoor] (150 WORDS)**

Tell the jury about the art direction.

**[ONLY FOR B01 Brand & Communications Design] (150 WORDS)**

Tell the jury about the art direction.

**[ONLY FOR C03 Print & Publishing] (150 WORDS)**

Tell the jury about the illustration.

**[ONLY FOR C04 Packaging Design] (150 WORDS)**

Tell the jury about the illustration.

**[ONLY FOR C02 Outdoor] (150 WORDS)**

Tell the jury about the illustration.

**[ONLY FOR C01 Brand & Communications Design] (150 WORDS)**

Tell the jury about the illustration.

**[ONLY FOR D03 Print & Publishing] (150 WORDS)**

Tell the jury about the photography. Do not name the photographer.

**[ONLY FOR D02 Outdoor] (150 WORDS)**

Tell the jury about the photography. Do not name the photographer.

**[ONLY FOR D01 Brand & Communications Design] (150 WORDS)**

Tell the jury about the photography. Do not name the photographer.

**[ONLY FOR E03 Print & Publishing] (150 WORDS)**

Tell the jury about the copywriting.

**[ONLY FOR E04 Packaging Design] (150 WORDS)**

Tell the jury about the copywriting.

**[ONLY FOR E02 Outdoor] (150 WORDS)**

Tell the jury about the copywriting.

**[ONLY FOR E01 Brand & Communications Design] (150 WORDS)**

Tell the jury about the copywriting.

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# INNOVATION LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## WHY IS THIS WORK RELEVANT FOR INNOVATION?\* (100 WORDS)

### BACKGROUND\* (150 WORDS)

- Technological influences
- Context
- Limitations, restrictions, regulations
- Budgets

### DESCRIBE THE IDEA\* (150 WORDS)

- Insights
- Intention / purpose
- Adaptation of an existing platform or new innovation

### WHAT WERE THE KEY DATES IN THE DEVELOPMENT PROCESS?\*

Please include a timeline of the details and dates. (e.g. 3 November 2017 - First patent agreed)

### DESCRIBE THE INNOVATION / TECHNOLOGY\* (200 WORDS)

- How it works
- Components
- Platforms
- Development stage

**DESCRIBE THE EXPECTATIONS / OUTCOME\* (150 WORDS)**

- Long-term outcomes
- Scalability
- Industry relevance
- Results / successes / developments to date
- Investment received

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# MEDIA LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## WHY IS THIS WORK RELEVANT FOR MEDIA?\* (100 WORDS)

### BACKGROUND\* (150 WORDS)

- Situation
- Brief
- Objectives

### DESCRIBE THE CREATIVE IDEA / INSIGHTS (30% OF VOTE)\* (150 WORDS)

- Research and data gathering

### DESCRIBE THE STRATEGY (20% OF VOTE)\* (150 WORDS)

- Target audience (consumer demographic / individuals / organisations)
- Media planning
- Approach

### DESCRIBE THE EXECUTION (20% OF VOTE)\* (150 WORDS)

- Implementation
- Media channels and integration
- Timeline
- Scale

**LIST THE RESULTS (30% OF VOTE)\* (150 WORDS)**

- Action / business results – sales, donations, site traffic, achievement against business target
- Outcomes / awareness - change in behaviour, reach, public opinion, content response

**[ONLY FOR C01 Use of Data-driven Insight] (150 WORDS)**

Describe the use of data, or how the data enhanced the work

- Data gathering and interpretation
- Data insights and targeting
- Data integration and impact

**[ONLY FOR C02 Use of Real-time Data] (150 WORDS)**

Describe the use of data, or how the data enhanced the work

- Data gathering and interpretation
- Data insights and targeting
- Data integration and impact

**[ONLY FOR C04 Social Data] (150 WORDS)**

Describe the use of data, or how the data enhanced the work

- Data gathering and interpretation
- Data insights and targeting
- Data integration and impact

**[ONLY FOR C03 Data-driven Targeting] (150 WORDS)**

Describe the use of data, or how the data enhanced the work

- Data gathering and interpretation
- Data insights and targeting
- Data integration and impact

**[ONLY FOR C05 Data Integration] (150 WORDS)**

Describe the use of data, or how the data enhanced the work

- Data gathering and interpretation
- Data insights and targeting
- Data integration and impact

**[ONLY FOR F01 Local Brand] (150 WORDS)**

Please tell us about the brand in relation to the locality or market where the product / service is distributed

**[ONLY FOR F02 Challenger Brand] (150 WORDS)**

Please tell us about how the work challenged / was different from the brands competitors

**[ONLY FOR F03 Single-market Campaign] (150 WORDS)**

Please tell us how the work was designed / adapted for a single country / region / market.

**[ONLY FOR F04 Social Behaviour] (150 WORDS)**

Please tell us about the social behaviour that inspired the work

**[ONLY FOR F05 Cultural Insight] (150 WORDS)**

Please tell us about the cultural insight that inspired the work

**[ONLY FOR F06 Breakthrough on a Budget] (150 WORDS)**

Please provide budget details

(Any confidential information should be entered it in the confidential information field)

- Overall budget
- Breakdown of costs

**[ONLY FOR F07 Corporate Purpose & Social Responsibility] (150 WORDS)**

Please tell us how the brand purpose inspired the work

**[ONLY FOR F08 Market Disruption] (150 WORDS)**

Please tell us how disruption in your market inspired the work

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# MOBILE LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

### BACKGROUND\* (150 WORDS)

- Situation
- Brief
- Objectives

### DESCRIBE THE CREATIVE IDEA\* (150 WORDS)

### DESCRIBE THE STRATEGY\* (150 WORDS)

- Data gathering and insights
- Target audience (consumer demographic / individuals / organisations)
- Relevance to platform
- Approach

### DESCRIBE THE EXECUTION\* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

### LIST THE RESULTS\* (150 WORDS)

- Reach
- Engagement
- Sales
- Achievement against business targets

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# OUTDOOR LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

### [ONLY FOR B06 Travel / Leisure] (150 WORDS)

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

### [ONLY FOR A06 Travel / Leisure] (150 WORDS)

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

### [ONLY FOR D07 Transit] (150 WORDS)

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

### [ONLY FOR E03 Technology] (150 WORDS)

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

### [ONLY FOR E01 Standard Sites] (150 WORDS)

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR D04 Special Build] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR B05 Retail] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A05 Retail] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR D02 Promotional Items & Printed Media] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR B09 Not-for-profit / Charity / Government] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A09 Not-for-profit / Charity / Government] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR B07 Media / Entertainment] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A07 Media / Entertainment] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR D05 Live Advertising and Events] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR D06 Interactive Experiences] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR C02 Interactive / Dynamic Digital Screens] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR D08 Immersive Experiences] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR B03 Healthcare] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A03 Healthcare] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR B01 Food & Drink] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A01 Food & Drink] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR D01 Displays] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR D03 Design for Promotional Items] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR B08 Consumer Services / Business to Business] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A08 Consumer Services / Business to Business] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR B02 Consumer Goods] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A02 Consumer Goods] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR B04 Automotive] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A04 Automotive] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR C01 Animated Digital Screens] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR E02 Ambient Outdoor] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR B06 Travel / Leisure]**

Translation. Provide a full English translation of any text.

**[ONLY FOR A06 Travel / Leisure]**

Translation. Provide a full English translation of any text.

[ONLY FOR B05 Retail]

Translation. Provide a full English translation of any text.

[ONLY FOR A05 Retail]

Translation. Provide a full English translation of any text.

[ONLY FOR B09 Not-for-profit / Charity / Government]

Translation. Provide a full English translation of any text.

[ONLY FOR A09 Not-for-profit / Charity / Government]

Translation. Provide a full English translation of any text.

[ONLY FOR B07 Media / Entertainment]

Translation. Provide a full English translation of any text.

[ONLY FOR A07 Media / Entertainment]

Translation. Provide a full English translation of any text.

[ONLY FOR B03 Healthcare]

Translation. Provide a full English translation of any text.

[ONLY FOR A03 Healthcare]

Translation. Provide a full English translation of any text.

[ONLY FOR B01 Food & Drink]

Translation. Provide a full English translation of any text.

[ONLY FOR A01 Food & Drink]

Translation. Provide a full English translation of any text.

[ONLY FOR B08 Consumer Services / Business to Business]

Translation. Provide a full English translation of any text.

[ONLY FOR A08 Consumer Services / Business to Business]

Translation. Provide a full English translation of any text.

[ONLY FOR B02 Consumer Goods]

Translation. Provide a full English translation of any text.

[ONLY FOR A02 Consumer Goods]

Translation. Provide a full English translation of any text.

**[ONLY FOR B04 Automotive]**

Translation. Provide a full English translation of any text.

**[ONLY FOR A04 Automotive]**

Translation. Provide a full English translation of any text.

**[ONLY FOR C01 Animated Digital Screens] (150 WORDS)**

Tell the jury about the animated component of the work.

**[ONLY FOR C02 Interactive / Dynamic Digital Screens] (150 WORDS)**

Tell the jury about the interactive / dynamic component of the work.

**[ONLY FOR D07 Transit] (150 WORDS)**

Write a short summary of the ambient work.

Do not comment on the brief / challenges /success of the work.

**[ONLY FOR D04 Special Build] (150 WORDS)**

Write a short summary of the ambient work.

Do not comment on the brief / challenges /success of the work.

**[ONLY FOR D02 Promotional Items & Printed Media] (150 WORDS)**

Write a short summary of the ambient work.

Do not comment on the brief / challenges /success of the work.

**[ONLY FOR D05 Live Advertising and Events] (150 WORDS)**

Write a short summary of the ambient work.

Do not comment on the brief / challenges /success of the work.

**[ONLY FOR D06 Interactive Experiences] (150 WORDS)**

Write a short summary of the ambient work.

Do not comment on the brief / challenges /success of the work.

**[ONLY FOR D08 Immersive Experiences] (150 WORDS)**

Write a short summary of the ambient work.

Do not comment on the brief / challenges /success of the work.

**[ONLY FOR D01 Displays] (150 WORDS)**

Write a short summary of the ambient work.

Do not comment on the brief / challenges /success of the work.

**[ONLY FOR D03 Design for Promotional Items] (150 WORDS)**

Write a short summary of the ambient work.

Do not comment on the brief / challenges /success of the work.

**[ONLY FOR E03 Technology] (150 WORDS)**

Please outline the innovative elements of the work

**[ONLY FOR E01 Standard Sites] (150 WORDS)**

Please outline the innovative elements of the work

**[ONLY FOR E02 Ambient Outdoor] (150 WORDS)**

Please outline the innovative elements of the work

**[ONLY FOR F01 Local Brand] (150 WORDS)**

Please tell us about the brand in relation to the locality or market where the product / service is distributed

**[ONLY FOR F02 Challenger Brand] (150 WORDS)**

Please tell us about how the work challenged / was different from the brands competitors

**[ONLY FOR F03 Single-market Campaign] (150 WORDS)**

Please tell us how the work was designed / adapted for a single country / region / market.

**[ONLY FOR F04 Social Behaviour] (150 WORDS)**

Please tell us about the social behaviour that inspired the work

**[ONLY FOR F05 Cultural Insight] (150 WORDS)**

Please tell us about the cultural insight that inspired the work

**[ONLY FOR F06 Breakthrough on a Budget] (150 WORDS)**

Please provide budget details

(Any confidential information should be entered in the confidential information field)

- Overall budget
- Breakdown of costs

**[ONLY FOR F07 Corporate Purpose & Social Responsibility] (150 WORDS)**

Please tell us how the brand purpose inspired the work

**[ONLY FOR F08 Market Disruption] (150 WORDS)**

Please tell us how disruption in your market inspired the work

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# PR LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

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## WHY IS THIS WORK RELEVANT FOR PR?\*(100 WORDS)

### BACKGROUND\* (150 WORDS)

- Situation
- Brief (Specify if the brief was to come up with the creative (your own idea) or to amplify an existing creative idea (inherited creative for amplification))
- Objectives

### DESCRIBE THE CREATIVE IDEA (20% OF VOTE)\* (150 WORDS)

- Demonstrate how the idea was designed to earn attention from the target audience

### DESCRIBE THE PR STRATEGY (30% OF VOTE)\* (150 WORDS)

- Insight
- Key message
- Target audience (consumer demographic / individuals / organisations)
- Creation and distribution of assets

### DESCRIBE THE PR EXECUTION (20% OF VOTE)\* (150 WORDS)

- Implementation of the PR
- Timeline
- Scale

**LIST THE RESULTS (30% OF VOTE)\* (250 WORDS)**

- Media Outputs - coverage depth (quality / quantity), tone and message delivery, purchase intent (survey)
- Target Audience Outcomes - measurable changes in awareness, comprehension, perceptions / attitudes / opinions, and target behaviours / actions / responses achieved
- Business Outcomes – campaign's measurable effect on sales / revenues / profits, market share, stock valuation, brand equity, reputation scores and other traditional marketing and business metrics

**[ONLY FOR C02 PR Effectiveness] (150 WORDS)**

Describe the effectiveness of the PR campaign

- Achievement of results against KPIs
- Effect of PR activities on brand awareness
- Measurable impact of the PR effort on client's objectives

**[ONLY FOR C01 Research, Data & Analytics] (150 WORDS)**

Provide evidence of how the research, insight and use of data enhanced the campaign output.

- Data and / or insights gathering and interpretation
- Data Targeting
- Data and / or insight integration and impact

**[ONLY FOR F01 Local Brand] (150 WORDS)**

Please tell us about the brand in relation to the locality or market where the product / service is distributed

**[ONLY FOR F02 Challenger Brand] (150 WORDS)**

Please tell us about how the work challenged / was different from the brands competitors

**[ONLY FOR F03 Single-market Campaign] (150 WORDS)**

Please tell us how the work was designed / adapted for a single country / region / market.

**[ONLY FOR F04 Social Behaviour] (150 WORDS)**

Please tell us about the social behaviour that inspired the work

**[ONLY FOR F05 Cultural Insight] (150 WORDS)**

Please tell us about the cultural insight that inspired the work

**[ONLY FOR F06 Breakthrough on a Budget] (150 WORDS)**

Please provide budget details

(Any confidential information should be entered in the confidential information field)

- Overall budget
- Breakdown of costs

**[ONLY FOR F07 Corporate Purpose & Social Responsibility] (150 WORDS)**

Please tell us how the brand purpose inspired the work

**[ONLY FOR F08 Market Disruption] (150 WORDS)**

Please tell us how disruption in your market inspired the work

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# PRINT & PUBLISHING LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

### [ONLY FOR A06 Travel / Leisure] (150 WORDS)

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

### [ONLY FOR A05 Retail] (150 WORDS)

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

### [ONLY FOR B02 Publications for Good] (150 WORDS)

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

### [ONLY FOR A09 Not-for-profit / Charity / Government] (150 WORDS)

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

### [ONLY FOR A07 Media / Entertainment] (150 WORDS)

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR C02 Innovative Use of Print] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A03 Healthcare] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A01 Food & Drink] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A08 Consumer Services / Business to Business] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A02 Consumer Goods] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR B01 Commercial Publications] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A04 Automotive] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR C01 Adapted Print] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**TRANSLATION. PROVIDE A FULL ENGLISH TRANSLATION OF ANY TEXT.**

**[ONLY FOR C01 Adapted Print] (150 WORDS)**

Please outline how the work was adapted or modified

**[ONLY FOR C02 Innovative Use of Print] (150 WORDS)**

Please outline the innovative elements of the work

**[ONLY FOR D01 Local Brand] (150 WORDS)**

Please tell us about the brand in relation to the locality or market where the product / service is distributed

**[ONLY FOR D02 Challenger Brand] (150 WORDS)**

Please tell us about how the work challenged / was different from the brands competitors

**[ONLY FOR D03 Single-market Campaign] (150 WORDS)**

Please tell us how the work was designed / adapted for a single country / region / market.

**[ONLY FOR D04 Social Behaviour] (150 WORDS)**

Please tell us about the social behaviour that inspired the work

**[ONLY FOR D05 Cultural Insight] (150 WORDS)**

Please tell us about the cultural insight that inspired the work

**[ONLY FOR D06 Breakthrough on a Budget] (150 WORDS)**

Please provide budget details

(Any confidential information should be entered in the confidential information field)

- Overall budget
- Breakdown of costs

**[ONLY FOR D07 Corporate Purpose & Social Responsibility] (150 WORDS)**

Please tell us how the brand purpose inspired the work

**[ONLY FOR D08 Market Disruption] (150 WORDS)**

Please tell us how disruption in your market inspired the work

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# RADIO & AUDIO LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## WRITE A SHORT SUMMARY OF WHAT HAPPENS IN THE RADIO OR AUDIO WORK.\* (150 WORDS)

Do not reference your company. Do not comment on the brief / challenges / success of the work.

## TRANSLATION. PROVIDE A FULL ENGLISH TRANSLATION OF ANY AUDIO.\*

### [ONLY FOR C03 Voice-Activation] (150 WORDS)

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

### [ONLY FOR C01 Use of Radio or Audio as a Medium] (150 WORDS)

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

### [ONLY FOR B01 Use of Music] (150 WORDS)

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

### [ONLY FOR C02 Use of Audio Technology] (150 WORDS)

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A06 Travel / Leisure] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR B02 Sound Design] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR B03 Script] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A05 Retail] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A09 Not-for-profit / Charity / Government] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A07 Media / Entertainment] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A03 Healthcare] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A01 Food & Drink] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR C05 Content Placement] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A08 Consumer Services / Business to Business] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A02 Consumer Goods] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR B04 Casting & Performance] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR C04 Branded Content / Podcasts] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR A04 Automotive] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR C06 Audio Led Creativity] (150 WORDS)**

Cultural / Context information for the jury

Please explain any cultural terms, references or viewing context which would be known by the local audience, but may not be known by our international jury.

**[ONLY FOR B01 Use of Music] (150 WORDS)**

Tell the jury about the use of music

**[ONLY FOR B02 Sound Design] (150 WORDS)**

Tell the jury about the sound design.

**[ONLY FOR B04 Casting & Performance] (150 WORDS)**

Tell the jury about the casting process.

**[ONLY FOR C03 Voice-Activation] (150 WORDS)**

Please outline the innovative elements of the work

**[ONLY FOR C01 Use of Radio or Audio as a Medium] (150 WORDS)**

Please outline the innovative elements of the work

**[ONLY FOR C02 Use of Audio Technology] (150 WORDS)**

Please outline the innovative elements of the work

**[ONLY FOR C05 Content Placement] (150 WORDS)**

Please outline the innovative elements of the work

**[ONLY FOR C04 Branded Content / Podcasts] (150 WORDS)**

Please outline the innovative elements of the work

**[ONLY FOR C06 Audio Led Creativity] (150 WORDS)**

Please outline the innovative elements of the work

**[ONLY FOR D01 Local Brand] (150 WORDS)**

Please tell us about the brand in relation to the locality or market where the product / service is distributed

**[ONLY FOR D02 Challenger Brand] (150 WORDS)**

Please tell us about how the work challenged / was different from the brands competitors

**[ONLY FOR D03 Single-market Campaign] (150 WORDS)**

Please tell us how the work was designed / adapted for a single country / region / market.

**[ONLY FOR D04 Social Behaviour] (150 WORDS)**

Please tell us about the social behaviour that inspired the work

**[ONLY FOR D05 Cultural Insight] (150 WORDS)**

Please tell us about the cultural insight that inspired the work

**[ONLY FOR D06 Breakthrough on a Budget] (150 WORDS)**

Please provide budget details

(Any confidential information should be entered in the confidential information field)

- Overall budget
- Breakdown of costs

**[ONLY FOR D07 Corporate Purpose & Social Responsibility] (150 WORDS)**

Please tell us how the brand purpose inspired the work

**[ONLY FOR D08 Market Disruption] (150 WORDS)**

Please tell us how disruption in your market inspired the work

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# SOCIAL & INFLUENCER LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## WHY IS THIS WORK RELEVANT FOR SOCIAL & INFLUENCER? (100 WORDS)

### BACKGROUND\* (150 WORDS)

- Situation
- Brief
- Objectives

## DESCRIBE THE CREATIVE IDEA (30% OF VOTE)\* (150 WORDS)

### DESCRIBE THE STRATEGY (20% OF VOTE)\* (150 WORDS)

- Data gathering
- Target audience (consumer demographic / individuals/ organisations)
- Relevance to social platform
- Approach

### DESCRIBE THE EXECUTION (20% OF VOTE)\* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

**LIST THE RESULTS (30% OF VOTE)\* (150 WORDS)**

- Reach
- Engagement
- Sales
- Achievement against business targets

**[ONLY FOR F01 Local Brand] (150 WORDS)**

Please tell us about the brand in relation to the locality or market where the product / service is distributed

**[ONLY FOR F02 Challenger Brand] (150 WORDS)**

Please tell us about how the work challenged / was different from the brands competitors

**[ONLY FOR F03 Single-market Campaign] (150 WORDS)**

Please tell us how the work was designed / adapted for a single country / region / market.

**[ONLY FOR F04 Social Behaviour] (150 WORDS)**

Please tell us about the social behaviour that inspired the work

**[ONLY FOR F05 Cultural Insight] (150 WORDS)**

Please tell us about the cultural insight that inspired the work

**[ONLY FOR F06 Breakthrough on a Budget] (150 WORDS)**

Please provide budget details

(Any confidential information should be entered in the confidential information field)

- Overall budget
- Breakdown of costs

**[ONLY FOR F07 Corporate Purpose & Social Responsibility] (150 WORDS)**

Please tell us how the brand purpose inspired the work

**[ONLY FOR F08 Market Disruption] (150 WORDS)**

Please tell us how disruption in your market inspired the work

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# SUSTAINABLE DEVELOPMENT GOALS LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## BACKGROUND\* (150 WORDS)

- Brand values specific to the chosen goal
- Brief
- Objectives

## DESCRIBE THE CULTURAL / SOCIAL / POLITICAL CLIMATE AND THE SIGNIFICANCE OF THE WORK WITHIN THIS CONTEXT\* (150 WORDS)

- Media regulations / restrictions
- Civil liberties issues
- People
- Environment
- Economic
- Peace & Justice
- Inclusivity & Partnership

## DESCRIBE THE CREATIVE IDEA (30% OF VOTE)\* (150 WORDS)

## DESCRIBE THE STRATEGY (20% OF VOTE)\* (150 WORDS)

- Data gathering
- Target audience (consumer demographic/individuals/organisations)
- Approach

## DESCRIBE THE EXECUTION (20% OF VOTE)\* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

**DESCRIBE THE RESULTS / IMPACT (30% OF VOTE)\* (150 WORDS)**

- Contribution to the advancement of the selected Sustainable Development Goal
- Business impact / sales / donations
- Scalability
- Behaviour change / action
- Legislation change / regulations
- Awareness / attitude shift

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# TITANIUM LIONS

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## THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

**Please note that these are sample entry forms. You must enter your work, including the written submission, through our online system at <https://www.canneslions.com/login#/>**

## WHY IS THIS WORK RELEVANT FOR TITANIUM?\*(100 WORDS)

### BACKGROUND\*(150 WORDS)

- Situation
- Brief
- Objectives

### DESCRIBE THE CREATIVE IDEA\*(150 WORDS)

- Scalability
- industry impact

### DESCRIBE THE STRATEGY\*(150 WORDS)

- Target audience (consumer demographic / individuals / organisations)
- Approach

### DESCRIBE THE EXECUTION\*(150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

**LIST THE RESULTS\* (150 WORDS)**

- Reach
- Engagement
- Impact
- Sales
- Achievement against business target

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will only be visible to the jury during the judging process.

# THINGS YOU NEED TO KNOW: HOW TO CRAFT AN AWARD-WINNING ENTRY & TOP TIPS FOR YOUR CASE FILM

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## SO, WHAT IS THE PROCESS?

### 1. Appoint an award manager

Choose someone within your company to coordinate your entry activities and act as the first point of communication with us.

### 2. Check the Rules

Make sure you check your work's eligibility for the Festival. Take a look at our key dates, deadlines and other key criteria. The full entry Rules can be found [here](#).

### 3. Download our Entry Kits

Ensure you have a copy of our Entry Kits which you can refer to throughout the entry process.

### 4. Know the Awards

This year we've updated our Awards with additional or revised categories. There's also judging criteria and material requirements to consider. Take some time to get to know your options. Remember, if you need advice at any point in the process, just [get in touch](#) and one of our awards experts will be happy to help.

### 5. Log in or create an account

### 6. Create your entries

The sooner you start, the more time we'll be able to offer you extra help if you need it.

### 7. Submit and pay

Remember the first late fee applies after March 10th, 2022.

### 8. Review and revise

We thoroughly check all aspects of entries so may be in touch to request clarification or changes.

### 9. Judging

Juries carefully review all the entries and determine winners during judging. Make sure you're available throughout this period, as the jury may have queries regarding your work.

### 10. Results

The shortlists and winner will be announced on [www.lovethework.com](http://www.lovethework.com)

### 11. Trophies

Trophies and certificates are sent out to winning and shortlisted entrant companies. We know that winning is a team effort, so trophies and certificates can also be [ordered](#) for anyone credited on the entry.

## TOP TIPS FOR YOUR CASE FILM

### BE CONCISE

You're dealing with professionals who are perfectly capable of grasping whether a project has merit based on a concise, coherent explanation.

### SIMPLICITY

Less is always more. So many case films fail to communicate a clear idea and a compelling strategy that isn't cluttered and confusing. The need for focus and clarity cannot be underestimated.

### BE UP-FRONT

Explain the idea upfront and quickly so the jury can understand the dimensions of the campaign and its results from the very beginning. Avoid using unnecessary build up or stylistic filler. Treat your case film like a piece of editorial. All the key information early on – expansion of the idea to follow.

### CULTURE & CONTEXT

It's an international jury where English is not always the first language. Respect this diversity. Entries that hinge on a cultural nuance or unfamiliar cultural context should come with additional information.

### TAKE A FRESH PERSPECTIVE

You may have lived and breathed the work, but the jury hasn't. Look at the idea with a fresh pair of eyes and distil

it down to its core for a new audience.

### **TELL A STORY**

Structure your explanation around a simple, powerful and succinct narrative. Storytelling is key.

### **MAKE IT EASY FOR THEM**

The idea should speak for itself. Avoid creating barriers with unnecessary and elaborate production values. Keep it straightforward.

### **CATEGORY SELECTION**

Carefully consider the best category for your entry and ensure that it demonstrates both relevance and specificity for its audiences. If you're unsure where your work can go, ask an awards expert who can give you some advice.

### **INDUSTRY JARGON**

Avoid industry jargon and marketing speak. Don't sell... explain your work. A case film with excessive hype and empty statements will not impress the jury.

### **RESULTS**

Make sure you provide them and they are robust meaningful and measurable. Be honest, specific and provide workable, quantitative figures and stats. In some categories, results count for 30% of the mark. Clearly link your results back to original goals, strategies and objectives.