



ENTRY KIT 1



| CANNES LIONS

# CONTENTS

CANNES LIONS AWARDS 2025  
ENTRY KIT 1

## CLASSIC

Audio & Radio	04
Film	07
Outdoor	11
Print & Publishing	16

## CRAFT

Design	18
Digital Craft	21
Film Craft	23
Industry Craft	26

## ENGAGEMENT

Creative B2B	29
Creative Data	31
Direct	33
Media	37
PR	43
Social & Creator	47

## ENTERTAINMENT

Entertainment	52
Entertainment Lions for Gaming	56
Entertainment Lions for Music	59
Entertainment Lions for Sport	62

# CONTENTS

CANNES LIONS AWARDS 2025  
ENTRY KIT 1

## EXPERIENCE

Brand Experience & Activation	65
Creative Business Transformation	69
Creative Commerce	72
Innovation	75
Luxury	76

## GOOD

Glass: The Lion for Change	78
Sustainable Development Goals	79

## HEALTH

Health & Wellness	82
Pharma	91

## STRATEGY

Creative Effectiveness	101
Creative Strategy	104

## TITANIUM

107

## SUPPORTING MATERIAL GUIDELINES

Getting Ready to Enter	108
Supporting Material Guidelines	113
How to Craft your Entry	123

# Classic: Audio & Radio Lions

The Audio & Radio Lions celebrate creativity that is wired for sound - work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling across the airwaves and digital streams.

- The main criteria considered during judging will be the idea, the execution and the impact.
- There is no overall limit to how many times the same piece of work can be entered into Audio & Radio as long as the categories chosen are relevant. However, the same piece of work may only be entered once in 'D. Audio & Radio: Sectors'.
- In sections B and D each execution constitutes one entry and all executions must have run within the eligibility period.
- In sections A and C multiple executions may be entered as one entry. However all audio & radio executions must have run within the eligibility period.
- All case films, films, demo films and original content must be subtitled in English.

A. Innovation in Audio & Radio	Materials
Innovative use of the audio medium to communicate a brand's message. Work that enhances and reinvigorates the consumers' experience by allowing them to engage with and respond to the audio content.	
<b>A01. Use of Audio &amp; Radio as a Medium</b> The innovative or creative use of audio or radio as a medium, with evidence of how it was used in a creative and innovative way to communicate the brand's message.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Demo film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> <li>• MP3 original version</li> </ul>
<b>A02. Use of Audio &amp; Radio Technology</b> Forward-thinking ideas that directly enhance the experience of the listener. This could include, but not be limited to, use of apps or mobile/web technology, software development and technology that demonstrates a development in the production process and distribution of audio.	
<b>A03. Voice Activation</b> The innovative application and use of voice platforms and voice-activated technologies to create interactive/immersive storytelling that drives engagement and enhances the experience of the listener.	
<b>A04. Branded Content/Podcasts</b> Paid-for, sponsored or brand funded content/programming on all audio platforms including radio stations, streaming platforms, podcasts, programme sponsorship, etc. Content that exemplifies the brand message/ethos and enhances the experience of the listener.  <i>Please provide a sample audio file of up to 30 minutes.</i>	
<b>A05. Content Placement</b> The contextually relevant creation and placement of sponsored messaging within appropriate programming.	
<b>A06. Audio-Led Creativity</b> The innovative integration of different audio driven elements or channels that complement and build on each other to communicate the brand's message and/or change consumer awareness and attitudes.	

B. Excellence in Audio & Radio	Materials
<b>B01. Use of Music</b> Including original composition, licensed recordings or adapted/altered versions of an existing recording.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• MP3 original version</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Demo film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>B02. Sound Design</b> The process of specifying, acquiring, manipulating or generating audio elements, including sound effects, location recordings, 'Atmos', etc.	
<b>B03. Script</b> Recognises the ability of script to creatively transform a brand idea or message into an audio context that enhances the experience of the listener and meets the confines of the brief and regional regulations.  <i>Scripts should be specific to the audio medium. Scripts for film work will not be accepted here unless the work ran as standalone audio content.</i>	
<b>B04. Casting &amp; Performance</b> Recognises the overall delivery of the script through performance, where voice performance is integral to the success of the spot. This may include tone and pacing, use of accents or impersonation, etc.	

<b>C. Culture &amp; Context</b> Audio work that is brought to life through cultural insights and regional context.  If you're submitting more than one execution please upload all executions in a single file with a gap to denote each new execution.	<b>Materials</b>
<b>C01. Local Brand</b> Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• MP3 original version</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>C02. Challenger Brand</b> Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
<b>C03. Single-Market Campaign</b> Work that aired or ran in a single country / region / market. The work should describe how the campaign was designed for the specific target market.	
<b>C04. Social Behaviour</b> Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
<b>C05. Use of Humour</b> Work that celebrates the art of humour in branded communications, infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
<b>C06. Breakthrough on a Budget</b> Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
<b>C07. Corporate Purpose &amp; Social Responsibility</b> Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture.	
<b>C08. Market Disruption</b> Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
<b>C09. Cultural Engagement <span style="color: red;">NEW</span></b> Work that honours marketers who craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

<b>D. Audio &amp; Radio: Sectors</b> The same entry can be submitted only once in this section.	<b>Materials</b>
<b>D01. Consumer Goods</b> All fast-moving and durable consumer goods, including but not limited to food and beverages, toiletries, cleaning products, other household goods, other FMCGs, clothing and accessories, furniture, and consumer electronics.  <i>All fast-food entries should enter into D04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• MP3 original version</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>D02. Healthcare</b> Pharma, OTC drugs, wellness.  <i>If the work has been created for a Charity/NFP then this should be entered into D07.</i>	
<b>D03. Automotive</b> Vehicles, other automobiles.	
<b>D04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains</b> All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
<b>D05. Media/Entertainment</b> Music, film, television, publications and media, books, news, digital platforms and other media.	
<b>D06. Consumer Services/Business to Business</b> All commercial public services, legal, financial, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
<b>D07. Not-for-Profit / Charity / Government</b> Government, public information, NGOs, military, charities, non-profit organisations.  <i>All corporate social responsibility work should be entered in the relevant sector and/or C07. Corporate Purpose &amp; Social Responsibility category in section C. Culture &amp; Context.</i>	

# Classic: Film Lions

The Film Lions celebrate the creativity of the moving image.

The work should demonstrate brilliant brand storytelling intended for a screen; filmed content created for TV, cinema, online and out-of-home experiences.

- The main criteria considered during judging will be the idea, the execution and the impact.
- There is no overall limit to how many times the same piece of work can be entered into Film as long as the categories chosen are relevant. However, the same piece of work may only be entered once into section 'A. TV/Cinema Film: Sectors' and once into section 'B. Online Film: Sectors'.
- In sections A, B, C and D each execution constitutes one entry. In Sections E and F multiple executions may be entered as one entry. However all Film executions must have run within the eligibility period.
- Multiple microfilm executions can be entered as one entry up to a maximum of 60 seconds. Each microfilm should be a maximum of 15 seconds in length and all entries must have run within the eligibility period.
- All case films, films, demo films and original content must be subtitled in English.

<b>A. TV/Cinema Film: Sectors</b> Films that aired on TV or in cinemas. All films must be 180 seconds or fewer. The same entry can be submitted only once in this section.	<b>Materials</b>
<b>A01. Consumer Goods</b> All fast-moving and durable consumer goods, including but not limited to food and beverages, toiletries, cleaning products, other household goods, other FMCGs, clothing and accessories, furniture, and consumer electronics.  <i>All fast-food entries should be entered into A04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Film (3 mins)</li> </ul>
<b>A02. Healthcare</b> Pharma, OTC drugs, wellness.  <i>If the work has been created for a Charity/NFP then this should be entered into A07.</i>	
<b>A03. Automotive</b> Vehicles, other automobiles.	
<b>A04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains</b> All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
<b>A05. Media/Entertainment</b> Music, film, television, publications and media, books, news, digital platforms and other media.	
<b>A06. Consumer Services/Business to Business</b> All commercial public services, legal, financial, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
<b>A07. Not-for-Profit / Charity / Government</b> Government, public information, NGOs, military, charities, non-profit organisations.  <i>All corporate social responsibility work should be entered in the relevant sector and/or F07. Corporate Purpose &amp; Social Responsibility category in section F. Culture &amp; Context.</i>	

<b>B. Online Film: Sectors</b> Films that aired online, including pre-roll adverts. The same entry can be submitted only once in this section.	<b>Materials</b>
<b>B01. Consumer Goods</b> All fast-moving and durable consumer goods, including but not limited to food and beverages, toiletries, cleaning products, other household goods, other FMCGs, clothing and accessories, furniture, and consumer electronics.  <i>All fast-food entries should be entered into B04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Film</li> <li>URL</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>AR/VR files</li> </ul>
<b>B02. Healthcare</b> Pharma, OTC drugs, wellness.  <i>If the work has been created for a Charity/NFP then this should be entered into B07.</i>	
<b>B03. Automotive</b> Vehicles, other automobiles.	
<b>B04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains</b> All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
<b>B05. Media/Entertainment</b> Music, film, television, publications and media, books, news, digital platforms and other media.	
<b>B06. Consumer Services/Business to Business</b> All commercial public services, legal, financial, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
<b>B07. Not-for-Profit / Charity / Government</b> Government, public information, NGOs, military, charities, non-profit organisations.  <i>All corporate social responsibility work should be entered in the relevant sector and/or F07. Corporate Purpose &amp; Social Responsibility category in section F. Culture &amp; Context.</i>	

<b>C. Viral Film</b>	<b>Materials</b>
<b>C01. Viral Film</b> Films created with the primary intention of being shared and/or distributed by users online.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Film</li> <li>URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>

<b>D. Screens &amp; Events</b> Films that aired on screens other than TV, cinema or online.	<b>Materials</b>
<b>D01. Screens &amp; Events</b> Films shown at public and private events. This could include, but not be limited to, sporting venues, festivals, expos, trade shows, award shows, seminars and internal presentations.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Film</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>



<p><b>D02. Microfilm</b> Short-form films made for social platforms. This could include, but not be limited to, Facebook, X, TikTok, Instagram, Snapchat, etc.</p> <p><i>Multiple executions can be entered as one entry up to a maximum of 60 seconds. Each microfilm should be a maximum of 15 seconds in length.</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Film (1 min)</li> <li>URL</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>D03. New Realities &amp; Emerging Tech</b> Video and computer-generated content created for immersive experiences that creatively push the boundaries within film. This could include, but not be limited to, photography, AI, AR, VR, XR, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Film</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>E. Innovation in Film</b> Innovative use of the film medium to communicate a brand's message.</p> <p>If you're submitting a series of films, please upload all executions in a single video file with slates denoting the start of the next execution.</p>	<p><b>Materials</b></p>
<p><b>E01. TV/Cinema Film</b> Innovative use of TV/cinema to communicate a brand's message.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Film</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>E02. Online &amp; Viral Film</b> Innovative use of online film to communicate a brand's message.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Film</li> <li>URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>E03. Screens &amp; Events</b> Innovative use of film content shown at public and private events to communicate a brand's message.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Film</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>

<b>F. Culture &amp; Context</b> Work that is brought to life through cultural insights and regional context.  If you're submitting a series of films, please upload all executions in a single video file with slates denoting the start of the next execution.	<b>Materials</b>
<b>F01. Local Brand</b> Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Film</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>F02. Challenger Brand</b> Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
<b>F03. Single-Market Campaign</b> Work that aired or ran in a single country / region / market. The work should describe how the campaign was designed for the specific target market.	
<b>F04. Social Behaviour</b> Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
<b>F05. Use of Humour</b> Work that celebrates the art of humour in branded communications, infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
<b>F06. Breakthrough on a Budget</b> Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
<b>F07. Corporate Purpose &amp; Social Responsibility</b> Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture.	
<b>F08. Market Disruption</b> Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
<b>F09. Cultural Engagement <span style="color: red;">NEW</span></b> Work that honours marketers who craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

# Classic: Outdoor Lions

The Outdoor Lions celebrate creativity experienced out of home.

The work should demonstrate ideas that engage in the field. It should leverage public spaces to communicate a message or immerse consumers in a brand experience.

- The main criteria considered during judging will be the idea, the execution and the impact.
- There is no overall limit to how many times the same piece of work can be entered into Outdoor as long as the categories chosen are relevant. However, the same piece of work may only be entered once in 'A. Billboards: Sectors' and/or 'B. Posters: Sectors'.
- In sections A and B, each execution constitutes one entry and all executions must have run within the eligibility period.
- In Sections C, D and E, multiple executions may be entered as one entry. However, all Outdoor executions must have run within the eligibility period.
- All case films, films, demo films and original content must be subtitled in English.

<b>A. Billboards: Sectors</b> Classic two-dimensional sheet and static digital billboards made for standard billboard spaces. This may include, but is not limited to, roadsides, highways and transit sides.	<b>Materials</b>
<b>A01. Consumer Goods</b> All fast-moving and durable consumer goods, including but not limited to food and beverages, toiletries, cleaning products, other household goods, other FMCGs, clothing and accessories, furniture, and consumer electronics.  <i>All fast-food entries should be entered into A04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital proof - JPG</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Digital supporting images - JPG</li> </ul>
<b>A02. Healthcare</b> Pharma, OTC drugs, wellness.  <i>If the work has been created for a Charity/NFP then this should be entered into A07.</i>	
<b>A03. Automotive</b> Vehicles, other automobiles.	
<b>A04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains</b> All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
<b>A05. Media/Entertainment</b> Music, film, television, publications and media, books, news, digital platforms and other media.	
<b>A06. Consumer Services/Business to Business</b> All commercial public services, legal, financial, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
<b>A07. Not-for-Profit / Charity / Government</b> Government, public information, NGOs, military, charities, nonprofit organisations.  <i>All corporate social responsibility work should be entered in the relevant sector and/or E07. Corporate Purpose &amp; Social Responsibility category in section E. Culture &amp; Context.</i>	

<b>B. Posters: Sectors</b> Classic sheet and static digital posters made for public spaces. e.g. supermarkets, shopping malls, airports.	<b>Materials</b>
<b>B01. Consumer Goods</b> All fast-moving and durable consumer goods, including but not limited to food and beverages, toiletries, cleaning products, other household goods, other FMCGs, clothing and accessories, furniture, and consumer electronics.  <i>All fast-food entries should be entered into B04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital proof - JPG</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>Digital supporting images - JPG</li> </ul>
<b>B02. Healthcare</b> Pharma, OTC drugs, wellness.  <i>If the work has been created for a Charity/NFP then this should be entered into B07.</i>	
<b>B03. Automotive</b> Vehicles, other automobiles.	
<b>B04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains</b> All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
<b>B05. Media/Entertainment</b> Music, film, television, publications and media, books, news, digital platforms and other media.	
<b>B06. Consumer Services/Business to Business</b> All commercial public services, legal, financial, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
<b>B07. Not-for-Profit / Charity / Government</b> Government, public information, NGOs, military, charities, nonprofit organisations.  <i>All corporate social responsibility work should be entered in the relevant sector and/or E07. Corporate Purpose &amp; Social Responsibility category in section E. Culture &amp; Context.</i>	

<b>C. Ambient &amp; Experiential</b> All standard, non-standard and free-format out-of-home work that leverages the use of public spaces, objects and environments. For static digital billboards/posters please enter A. Billboards: Sectors or B. Posters: Sectors.	<b>Materials</b>
<b>C01. Displays</b> Content on display including objects and promotional artwork designed to make a significant brand impact within the out of home environment. Work may be viewable in public spaces including exhibitions, installations and in-store displays.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>C02. Interactive/Dynamic Digital Screens</b> Digital out of home (DOOH) that requires either linear motion picture/content or animation or interaction and active consumer engagement using digital touchscreens, motion technology, social media and mobile animation.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>

<b>C03. Special Build</b> Physical constructions and adaptations of out-of-home sites such as building exteriors, street furniture, large-scale signage and the environment. This may include, but is not limited to, supersize sites, pop-up shops, 3D/non-standard shaped sites, ticket barriers and floor media.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>C04. Live Advertising and Events</b> Out-of-home activations that involve something live and are witnessed by an audience in real-time. The work may include live performances, demonstrations, branded concerts and promotional events.	
<b>C05. Interactive Experiences</b> Out-of-home activations that involve consumers. The work may include experiential marketing, AR, MR, consumer and audience participation, physical interaction and interactive games.	
<b>C06. Transit</b> Non-standard or free-format advertising using vehicles or transit sites/locations. The work may include the use of cars, trains, buses, taxis, trucks, aeroplanes, etc. or of nonstandard transit and commuter advertising sites such as car parks, airports, bus and train stations, ferry ports, roads and driving tracks.	
<b>C07. Immersive Experiences</b> Immersive large- or small-scale experiences that surround and engage consumers within an out-of-home environment. This may include but is not limited to immersive storytelling, experiential marketing, use of mobile, VR/AR, virtual worlds, installations and multiscreen and multidimensional experiences. Does not include prototypes of early-stage technology.	

<b>D. Innovation in Outdoor</b> The creative and/or innovative use of an out-of-home medium to communicate the brand's message.	<b>Materials</b>
<b>D01. Standard Sites</b> Work created for standard out-of-home sites that pushes boundaries or broadens the scope of traditional out-of-home mediums such as billboards, posters, transit advertising, commuter rail, wallscapes, displays or street advertising.  <i>If you're submitting more than one execution please upload all executions in a single digital presentation image.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>D02. Ambient Outdoor</b> Work created for nonstandard, ambient out-of-home sites that leverage public spaces, objects and environments and are forward-thinking in their innovation.	
<b>D03. Technology</b> Innovative use of technology to create out-of-home experiences. This could include, but not be limited to, the use of mobile with a strong out-of-home touch point, holographic images, drones, augmented reality, computer-generated imagery, algorithms and artificial intelligence.	

<b>E. Culture &amp; Context</b> Work that is brought to life through cultural insights and regional context.  If you're submitting more than one execution please upload all executions in a single digital presentation image.	<b>Materials</b>
<b>E01. Local Brand</b> Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>E02. Challenger Brand</b> Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
<b>E03. Single-Market Campaign</b> Work that aired or ran in a single country / region / market. The work should describe how the campaign was designed for the specific target market.	
<b>E04. Social Behaviour</b> Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
<b>E05. Use of Humour</b> Work that celebrates the art of humour in branded communications, infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
<b>E06. Breakthrough on a Budget</b> Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
<b>E07. Corporate Purpose &amp; Social Responsibility</b> Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture.	
<b>E08. Market Disruption</b> Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
<b>E09. Cultural Engagement <span style="color: red;">NEW</span></b> Work that honours marketers who craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

# Classic: Print & Publishing Lions

The Print & Publishing Lions celebrate creativity in circulation.

The work should demonstrate ideas that leap off the page. It should show ingenuity and outstanding craftsmanship in published media including books, magazines, covers and digital publications for public distribution.

- The main criteria considered during judging will be the idea, the execution and the impact.
- There is no overall limit to how many times the same piece of work can be entered into Print & Publishing as long as the categories chosen are relevant. However, the same piece of work may only be entered once in 'A. Print: Sectors'.
- In section A, each execution constitutes one entry and all executions must have run within the eligibility period.
- In sections B, C and D, multiple executions may be entered as one entry. However all Print & Publishing executions must have run within the eligibility period.
- All case films, films, demo films and original content must be subtitled in English.

<b>A. Print &amp; Publishing: Sectors</b> The same entry can be submitted only once in this section.	<b>Materials</b>
<b>A01. Consumer Goods</b> All fast-moving and durable consumer goods, including but not limited to food and beverages, toiletries, cleaning products, other household goods, other FMCGs, clothing and accessories, furniture, and consumer electronics.  <i>All fast-food entries should be entered into A04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital proof - JPG</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Digital supporting images - JPG</li> </ul>
<b>A02. Healthcare</b> Pharma, OTC drugs, wellness.  <i>If the work has been created for a Charity/NFP then this should be entered into A07.</i>	
<b>A03. Automotive</b> Vehicles, other automobiles.	
<b>A04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains</b> All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
<b>A05. Media/Entertainment</b> Music, film, television, publications and media, books, news, digital platforms and other media.	
<b>A06. Consumer Services/Business to Business</b> All commercial public services, legal, financial, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
<b>A07. Not-for-Profit / Charity / Government</b> Government, public information, NGOs, military, charities, non-profit organisations.  <i>All corporate social responsibility work should be entered in the relevant sector and/or E07. Corporate Purpose &amp; Social Responsibility category in section E. Culture &amp; Context.</i>	

<b>B. Publications</b> The creation of original printed or published media. This may include, but not be limited to, books, magazines, covers and digital publications. The submission should indicate whether only the cover or the whole publication should be considered/judged.	<b>Materials</b>
<b>B01. Commercial Publications</b> Books and magazines created for commercial or promotional purposes to increase brand visibility or profile.  <i>Please send physical samples for the jury to experience.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul>
<b>B02. Publications for Good</b> Books and magazines created on behalf of charities, non-profit organisations, public sectors or NGOs.  <i>Please send physical samples for the jury to experience.</i>	<b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo film</li> <li>Physical support material</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>C. Innovation in Print &amp; Publishing</b> If you're submitting more than one execution, please upload all executions in a single digital presentation image.	<b>Materials</b>
<b>C01. Innovative and adapted use of Print &amp; Publishing</b> Non-traditional and innovative print work that has been modified or adapted to have physically active elements. This may include, but is not limited to, print work with digital and interactive elements such as AI, AR, wearable tech, virtual worlds, gamification, downloadable applications, QR codes and 3D printing.  <i>Please send physical samples for the jury to experience.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo film</li> <li>Physical support material</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>



<b>D. Culture &amp; Context</b> Work that is brought to life through cultural insights and regional context.  If you're submitting more than one execution please upload all executions in a single digital presentation image.	<b>Materials</b>
<b>D01. Local Brand</b> Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>D02. Challenger Brand</b> Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
<b>D03. Single-Market Campaign</b> Work that aired or ran in a single country / region / market. The work should describe how the campaign was designed for the specific target market.	
<b>D04. Social Behaviour</b> Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
<b>D05. Use of Humour</b> Work that celebrates the art of humour in branded communications, infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
<b>D06. Breakthrough on a Budget</b> Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
<b>D07. Corporate Purpose &amp; Social Responsibility</b> Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture.	
<b>D08. Market Disruption</b> Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
<b>D09. Cultural Engagement <span style="color: red;">NEW</span></b> Work that honours marketers who craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

# Craft: Design Lions

The Design Lions celebrate visual craftsmanship.

The work should demonstrate creative approaches that use visual and strategic design to build strong brand connections, engage audiences, and leave lasting impressions through cohesive, impactful communication.

- A number of criteria will be considered during judging, weighted as follows: 40% idea; 40% execution; 20% results.
- There is no overall limit to how many times the same piece of work can be entered into Design as long as the categories chosen are relevant.
- All work entered into category 'A04. Product Design' must be available for purchase in order to be eligible.
- All case films, films, demo films and original content must be subtitled in English.

<b>A. Brand Design</b> Excellence in visual communication and design that effectively conveys messages across various platforms.	<b>Materials</b>
<b>A01. Brand/Corporate Identity</b> Creation of a new brand or corporate identity for any product, service or organisation. This can include, but not be limited to, logos, stationery, and other branded materials.  <i>Please note this must be for a new brand or corporate identity.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> <li>• Physical support material</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A02. Rebrand/Refresh of an Existing Brand</b> Rebrand/refresh of an existing brand identity for any product, service or organisation.  <i>Please provide examples of the previous branding for comparison.</i>	
<b>A03. Packaging Design NEW</b> Celebrates innovative and effective packaging that enhances the brand experience.  <i>Please send physical samples for the jury to experience. Please also provide a demo film of the physical samples for the jury to experience.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> <li>• Demo film</li> <li>• Physical support material</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A04. Product Design NEW</b> Design that increases brand value through functional and aesthetic resolution demonstrating brand qualities/product identity through form, function, usability, aesthetics, problem-solving, production, research and manufacturability.  <i>The product must have been available for purchase between 08 February 2024 and 10 April 2025. Please send physical samples for the jury to experience. Please also provide a demo film of the physical samples for the jury to experience.</i>	
<b>A05. Publications &amp; Editorial Design</b> This could include, but not be limited to, magazines, newspapers, brochures or articles.  <i>Online publications should be entered into A07. Digital Design.</i>	
<b>A06. Books</b> Including editorial and cover design for printed books. The submission should indicate whether only the cover or the whole book should be considered/judged.  <i>E-books should be entered into A07. Digital Design.</i>	
<b>A07. Digital Design</b> The execution of design to aid the function and use of the digital product. This may include, but is not limited to, websites, online publications, digital installations, apps, data visualisation, virtual worlds, etc. Does not include prototypes of early-stage technology.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> <li>• Demo film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>

<p><b>A08. Brand Environment &amp; Experience Design</b></p> <p>Work focused on the design, construction and personal experience of the brand story or message, demonstrating why the target audience found the experience remarkable, meaningful and memorable. This may include, but not be limited to, retail environments, pop-up stores, exhibition stands or branded interiors, etc.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> <li>Demo film</li> <li>Physical support material</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>A09. Design-Driven Effectiveness</b></p> <p>Work that has produced measurable, tangible business results. The work should detail how effectiveness was measured and evaluated and should demonstrate how the work was instrumental to cultural change or integral to achieving a brand's purpose.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> <li>Physical support material</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>A10. Brand Collateral</b></p> <p>Collection of media used to promote the brand and support the sales and marketing of a product or service. This could include, but not be limited to, press/media kits, games, branded stationery, etc.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul>
<p><b>A11. Special Editions &amp; Bespoke Items</b></p> <p>Domestic consumer objects and products that are produced in a low-volume series, as well as bespoke, one-off items.</p>	<p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> <li>Demo film</li> <li>Physical support material</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>A12. Social Media Design</b></p> <p>The execution of design with the intention of increasing engagement through social media platforms. This may include, but is not limited to, Facebook, Instagram, X, Snapchat, TikTok and other social media platforms.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> <li>URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>A13. Posters</b></p> <p>Poster design for the use of promotion and brand communication.</p> <p><i>Poster campaigns of more than two executions should be entered together as a single entry. Concepts developed for another medium and applied to a poster format are not eligible in this category.</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> <li>Physical support material</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>

<p><b>A14. Promotional Items/Promotional Printed Media</b></p> <p>This could include, but not be limited to, calendars, invitations, postcards, tickets and seasonal greeting cards, clothing, promotional gifts and samples, etc.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> <li>Demo film</li> <li>Physical support material</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
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<p><b>B. Transformative Design</b></p> <p>Transformational design focusing on innovative, impactful, and forward-thinking work that goes beyond traditional approaches to create meaningful change.</p>	<p><b>Materials</b></p>
<p><b>B01. Inclusive Design NEW</b></p> <p>Design work that prioritises inclusivity, ensuring accessibility and engagement for a diverse audience. The work should demonstrate a deep understanding of inclusive design principles, embracing diverse perspectives and needs, including those of individuals with disabilities, underrepresented communities, and varying socio-cultural backgrounds.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>B02. Sustainability-Focused Design NEW</b></p> <p>Design work that champions sustainability through innovative design and messaging. The work should demonstrate a clear commitment to environmental stewardship, ethical practices, and social responsibility, integrating these values into the core of the work.</p>	
<p><b>B03. Innovation in Design NEW</b></p> <p>Groundbreaking or experimental design that pushes the boundaries of traditional design work, utilising new technologies, mediums or creative approaches.</p>	
<p><b>B04. Use of Emerging Technology NEW</b></p> <p>Recognises the integration of cutting-edge technologies, such as AI, AR/VR, etc, to create innovative and transformative design experiences.</p>	
<p><b>B05. Design for Behavioural Change NEW</b></p> <p>Design solutions that successfully influence and inspire positive behavioural change. The work should demonstrate how design, through visual communication, user experience, or product innovation, has been strategically used to alter habits, attitudes, or actions toward a desired outcome—whether social, safety, or health-related.</p>	
<p><b>B06. Brand Transformation NEW</b></p> <p>Exceptional design work that has played a pivotal role in transforming a brand's identity. The work should demonstrate how design-led thinking has been strategically used to revitalise or reinvent a brand, whether through a complete rebrand, a visual refresh, or a shift in communication style.</p>	

# Craft: Digital Craft Lions

The Digital Craft Lions celebrate technological artistry.

The work should demonstrate exceptional form and function in a digital context. It should have a flawless design and masterful execution and offer an outstanding user experience created for all digital environments that moves a brand forward.

- The main criteria considered during judging will be the execution and experience.
- There is no overall limit to how many times the same piece of work can be entered into Digital Craft.
- All case films, films, demo films and original content must be subtitled in English.

<b>A. Form</b> The overall creative aesthetic value of the work entered in both sound and visuals.	<b>Materials</b>
<b>A01. Digital Illustration &amp; Image Design</b> Creative application of illustration within a digital context and digital manipulation of still imagery including photography.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> <li>• URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Demo film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• AR/VR files</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A02. Video/Moving Image</b> Creative use of online video and digital footage with technical skill involved. This includes but is not limited to 360 and interactive video.	
<b>A03. Motion Graphics Design &amp; Animation</b> Creative use of motion graphics design and animation in a digital context.	
<b>A04. Music/Sound Design</b> Creative use of music and/or sound design. This includes but is not limited to sonic branding, music/brand partnerships and music-initiated work.	
<b>A05. Overall Aesthetic Design (incl. UI)</b> The overall achievement in aesthetic composition and fluidity of digital/graphic design.	
<b>A06. UX &amp; Journey Design</b> Design practice focused on the emotional and behavioural response to a digital product or service with relevant, seamless and consistent user experience at every point of interaction, with particular focus on the overall support, structure and usability.	
<b>A07. Experience Design: Multi-Platform</b> Immersive large- or small-scale digital experiences and events that are set up to engage and strengthen relationships with the consumer. This may include but is not limited to VR, AR, installations, voice-activated technologies, multiscreen /multidimensional experiences, the metaverse and virtual worlds. Does not include prototypes of early-stage technology.	

<b>B. Content</b> The creative use of content, placement and delivery of messages in a digital context.	<b>Materials</b>
<b>B01. Cross-Channel Storytelling</b> Creation of cross-platform digital content that develops or embodies a brand identity. This may include, but is not limited to, desktop, rich media, mobile, wearable technology, outdoor installations, billboards, retail experiences, etc.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> <li>• URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Demo film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• AR/VR files</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>B02. Real-Time Contextual Content</b> Creation of real-time or near-real-time content allowing brands to respond to world events, public affairs and other real-world, real-time activity in an immediate and meaningful way.	
<b>B03. Personalised Storytelling &amp; Experience</b> Dynamic, intuitive, targeted and highly relevant content or digital experiences created for specific audiences.	

<p><b>B04. Excellence in Image Description NEW</b></p> <p>Beautifully crafted and effective image descriptions used to convey information, establish a mood and express a brand for people who are blind and partially sighted.</p> <p><i>The image description should be complete, accurate, and concise and all work must have run within the eligibility period.</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> <li>URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
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<b>C. Data &amp; AI</b>	<b>Materials</b>
<p>The presentation of data and artificial intelligence used to enhance brand experience.</p>	
<p><b>C01. Data Storytelling</b></p> <p>The creative use of data to convey a brand story. The work should demonstrate how the curated data/insight was used in order to engage or develop a meaningful relationship with a specific audience, culture or community.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> <li>URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>C02. Real-Time Usage &amp; Targeting</b></p> <p>The creative application of real-time near-real-time contextual data. This could include, but not be limited to, GPS, time, weather, real-time social trends and transactional data to deliver an experience in a creatively engaging way.</p>	
<p><b>C03. Data Visualisation</b></p> <p>Creative visual representation and presentation of digital data and insights.</p>	
<p><b>C04. Curation of Data</b></p> <p>The creative collection, tracking and use of multiple sources of data to deliver a strategically and creatively insightful user experience or piece of design/content in a unique and significant way. This may include, but is not limited to, non-traditional interfaces, user data capture, artificial intelligence, machine learning, social listening/analytics, GPS, internet of things, biometrics, etc.</p>	
<p><b>C05. AI Storytelling</b></p> <p>The creative use of artificial intelligence to engage or develop a meaningful relationship with a specific audience or community. The work should demonstrate how true intelligence or machine learning was utilised.</p>	

<b>D. Technology</b>	<b>Materials</b>
<p>The value of applied technology as a platform for creative digital content and how it is executed to enhance the user experience.</p>	
<p><b>D01. Innovative Use of Technology</b></p> <p>Existing or new technology used to enhance the user experience and/or brand communication. This could include, but not be limited to, smart automation, AI applications, chatbots, avatars, virtual influencers, utility apps, on-demand services, content crowdsourcing/distribution, cloud services and marketplaces. Does not include prototypes of early-stage technology.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> <li>URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>D02. Native &amp; Built-In Feature Integration</b></p> <p>The creative use of built-in and existing integral features of a mobile/desktop or other digital device. This includes cameras, microphones, touchscreens, Bluetooth, mobile sensors, GPS, etc.</p>	
<p><b>D03. Technological Achievement in Digital Craft</b></p> <p>Digital creative work that balances beautifully executed aesthetic craft with an unparalleled level of technical understanding/advancement in order to contribute to the overall progress of digital communications/experiences.</p>	
<p><b>D04. New Realities &amp; Emerging Tech</b></p> <p>The creative application of immersive experiences that creatively push the boundaries of technology within digital craft. This could include, but not be limited to, AI, AR, VR, XR, wearable tech and mobile devices, voice technology, video mapping, blockchain technology, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.</p>	

# Craft: Film Craft Lions

The Film Craft Lions celebrate on-screen artistry.

The work should demonstrate exceptional filmmaking. It should showcase technical skill and prowess in production/post-production, elevating an idea or dramatically enhancing its execution.

- The main criterion considered during judging will be the execution.
- Each execution constitutes one entry.
- There is no overall limit to how many times the same piece of work can be entered into Film Craft.
- All case films, films, demo films and original content must be subtitled in English.

A. Production	Materials
<b>A01. Direction</b> The vision and achievement of the direction, including the translation of the creative brief through a director's vision and how well that vision has been achieved. This may include but is not limited to the way that casting, set design, sound design and cinematography have been used to bring that vision to life.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• AR/VR files</li> <li>• Demo film</li> <li>• Digital supporting content</li> </ul>
<b>A02. Script</b> The film's script, as written. Analysis of the script will include dialogue, voiceovers, scene setting, movement, actions and expressions. This analysis will also look at how successfully the script delivers on the creative idea and supports the final execution.  <i>You're required to provide a written English translation of the script as part of your submission.</i>	
<b>A03. Casting</b> The vision and achievement of the casting. This Includes but is not limited to the pre-production selection of actors, dancers, singers, models, non-professionals, animals and other talent.  <i>It's highly recommended to provide a two-minute demo film showcasing the casting process in addition to the film as it aired.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Film</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Demo film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• AR/VR files</li> <li>• Digital supporting content</li> </ul>
<b>A04. Production Design/Art Direction</b> The aesthetic of the production design/art direction. This includes set design and location builds, as well as the overall look, feel and atmosphere of the piece and how the narrative has been enhanced by the artful management of the visual components.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• AR/VR files</li> <li>• Demo film</li> <li>• Digital supporting content</li> </ul>
<b>A05. Cinematography</b> The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered.	
<b>A06. Use of Original Music</b> The impact and success of original music compositions, created specifically for film advertisements. The artistic achievement of the track itself will be considered, along with its contribution to the piece as a whole.	
<b>A07. Use of Licensed/Adapted Music</b> The selection of licensed or adapted music. The way a track supports the script, creates the necessary atmosphere or otherwise delivers on the creative brief will be considered.	
<b>A08. Achievement in Production</b> The overall success of a film, assessed within the context of its individual ambitions and challenges. Scale of production, budget constraints, technical issues, challenges faced during the production process and how the production team made best use of resources available to them to achieve the final execution will be considered.  <i>It's highly recommended to provide a two-minute demo film showcasing the production process, e.g. a 'making-of' or 'behind the scenes' film, in addition to the film as it aired.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Film</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Demo film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• AR/VR files</li> <li>• Digital supporting content</li> </ul>

B. Post-Production	Materials
<p><b>B01. Editing</b></p> <p>The technical and creative success of the edit. All aspects of the film's edit will be considered. This includes but is not limited to timing, pace, visual dynamics, dialogue dynamics, sound integration and overall storytelling.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Demo film</li> <li>Digital supporting content</li> </ul>
<p><b>B02. Colour Correction/Grading</b></p> <p>The overall achievement in colour correction and grading to create consistent and stylised colour schemes that evoke a specific emotion and transform the final look of the film. This could include, but not be limited to, how the grading works cohesively with the lighting, production design and direction to affect and enhance the mood, feel and interpretation of the final footage.</p> <p><i>It's highly recommended to provide a two-minute demo film showcasing the before and after effects of correction /grading.</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Film</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Digital supporting content</li> </ul>
<p><b>B03. Sound Design</b></p> <p>The creative use of sound design within film advertising. Technical excellence in recording, mixing and the synthesis of samples and sound effects will be considered, along with the cohesion of the edit and its impact on the overall piece.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Demo film</li> <li>Digital supporting content</li> </ul>
<p><b>B04. Animation</b></p> <p>The use and aesthetic of animation in film. All types of animation, including cell, stop-motion, graphic, silhouette and computer animation in 2D or 3D, will be accepted. For films that include both animation and live action, it will be the animation that is judged.</p>	
<p><b>B05. Visual Effects</b></p> <p>The creation of film environments and other visual effects, including the aesthetic and technical excellence of the effects themselves along with the success of their integration into real footage.</p> <p><i>It's highly recommended to provide a two-minute demo film showcasing how the visual effects were created.</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Film</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Digital supporting content</li> </ul>



# Craft: Industry Craft Lions

The Industry Craft Lions celebrate the creative artistry, talent and skill required to deliver a beautifully executed solution and bring a creative idea to life.

The work should demonstrate the highest levels of expertise and vision in the application of creative techniques.

- The main criterion considered during judging will be the execution.
- Single executions of Packaging, Print & Publishing and Outdoor should only be entered into the relevant category. However if they form part of a wider campaign, they will be accepted into Brand & Communications Design.
- For Standard Print and Outdoor entries, each execution constitutes one entry.
- For Packaging and Brand & Communications Design entries, whole campaigns should be entered as one entry.
- There is no overall limit to how many times the same piece of work can be entered into Industry Craft.
- All case films, films, demo films and original content must be subtitled in English.

<b>A. Typography</b> Design aesthetics and storytelling conveyed through the use of typography.	<b>Materials</b>
<b>A01. Typography: Brand &amp; Communications Design</b> Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes.  <i>Standalone Packaging, Print &amp; Publishing and Outdoor poster design work should not be submitted here. Please send physical samples for the Jury to experience.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Demo film</li> <li>• Physical support material</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A02. Typography: Outdoor</b> Any outdoor work. This could include, but not be limited to, traditional billboards, posters, digital outdoor screens or ambient work.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital proof - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Demo film</li> </ul>
<b>A03. Typography: Print &amp; Publishing</b> Any print or published work.	<b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A04. Typography: Packaging Design</b> Any packaging.  <i>Please send physical samples for the Jury to experience.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Demo film</li> <li>• Physical support material</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>

<b>B. Art Direction</b> The overall design, direction and visual execution.	<b>Materials</b>
<b>B01. Art Direction: Brand &amp; Communications Design</b> Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes.  <i>Standalone Packaging, Print &amp; Publishing and Outdoor poster design work should not be submitted here. Please send physical samples for the Jury to experience.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo film</li> <li>Physical support material</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>B02. Art Direction: Outdoor</b> Any outdoor work. This could include, but not be limited to, traditional billboards, posters, digital outdoor screens or ambient work.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital proof - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>B03. Art Direction: Print &amp; Publishing</b> Any print or published work.	
<b>B04. Art Direction: Packaging Design</b> Any packaging.  <i>Please send physical samples for the Jury to experience.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo film</li> <li>Physical support material</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>

<b>C. Illustration</b> The creative impact of the illustration.	<b>Materials</b>
<b>C01. Illustration: Brand &amp; Communications Design</b> Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes.  <i>Standalone Packaging, Print &amp; Publishing and Outdoor poster design work should not be submitted here. Please send physical samples for the Jury to experience.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo film</li> <li>Physical support material</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>

<b>C02. Illustration: Outdoor</b> Any outdoor work. This could include, but not be limited to, traditional billboards, posters, digital outdoor screens or ambient work.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital proof - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>C03. Illustration: Print &amp; Publishing</b> Any print or published work.	
<b>C04. Illustration: Packaging Design</b> Any packaging.  <i>Please send physical samples for the Jury to experience.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo film</li> <li>Physical support material</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>

<b>D. Photography</b> Engagement through creative expression.	<b>Materials</b>
<b>D01. Photography: Brand &amp; Communications Design</b> Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes.  <i>Standalone Packaging, Print &amp; Publishing and Outdoor poster design work should not be submitted here. Please send physical samples for the Jury to experience.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo film</li> <li>Physical support material</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>D02. Photography: Outdoor</b> Any outdoor work. This could include, but not be limited to, traditional billboards, posters, digital outdoor screens or ambient work.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital proof - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>D03. Photography: Print &amp; Publishing</b> Any print or published work.	

<b>E. Copywriting</b> Creative ideas brought to life through copywriting.	<b>Materials</b>
<b>E01. Copywriting: Brand &amp; Communications Design</b> Including brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes.  <i>Standalone Packaging, Print &amp; Publishing and Outdoor poster design work should not be submitted here. Please send physical samples for the Jury to experience.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo film</li> <li>Physical support material</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>E02. Copywriting: Outdoor</b> Any outdoor work, this could include, but not be limited to, traditional billboards, posters, digital outdoor screens or ambient work.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital proof - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>E03. Copywriting: Print &amp; Publishing</b> Any print or published work.	
<b>E04. Copywriting: Packaging Design</b> Any packaging.  <i>Please send physical samples for the Jury to experience.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo film</li> <li>Physical support material</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>E05. Copywriting: Excellence in Image Description <span style="color: red;">NEW</span></b> Beautifully crafted and effective image descriptions used to convey information, establish a mood and express a brand for people who are blind and partially sighted.  <i>The image description should be complete, accurate, and concise and all work must have run within the eligibility period.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>

# Engagement: Creative B2B Lions

The Creative B2B Lions celebrates a business product, proposition, service, solution or experience whose primary buyer is a business decision-maker or group of decision-makers/buyers who make purchases/transactions on behalf of another businesses.

The work should demonstrate a blend of short-term tactics and long-term brand-building strategies that connect with customers, improve brand health and ultimately drive growth.

- A number of criteria will be considered during judging, weighted as follows: 20% creative idea; 30% strategy; 20% execution; 30% results.
- There's no overall limit to how many times the same piece of work can be entered into Creative B2B Lions as long as the categories chosen are relevant.
- For Creative B2B Lions, the eligibility dates are 08 February 2024 – 10 April 2025. The work being judged should have first been implemented within this eligibility period. Exceptionally, category A06. Long-term Brand Building has an eligibility period of 08 February 2022 – 10 April 2025.
- All case films, films, demo films and original content must be subtitled in English.

<b>A. Creative B2B</b> Any product or service that is bought by professionals on behalf of businesses.	<b>Materials</b>
<b>A01. Cross-Channel Storytelling</b> Online or offline multichannel experiences made to engage and amplify a brand's message, product or service.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> <li>• Information deck</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A02. Brand Experience</b> Physical or digital experiences that are set up to engage and strengthen relationships and make the brand more memorable. This may include but is not limited to immersive brand storytelling, experiential marketing, live events, use of mobile, VR/AR, installations, virtual worlds and multiscreen and multidimensional experiences. Does not include prototypes of early-stage technology.	
<b>A03. Innovative use of Content</b> Creative use of content to increase business or customer activity. This could include, but not be limited to, film, audio and radio, branded content, PR, etc.	
<b>A04. Targeting &amp; Engagement</b> Work that effectively attracts new customers, drives engagement or strengthens existing customer relationships through targeting. The work should show innovative use of data and insights leading to an increase in new business or customer activity.	
<b>A05. Effectiveness &amp; Measurement</b> Work that demonstrates deliberate and thoughtful introduction of measurement techniques that have had real impact on the performance of an organisation. This could include, but not be limited to, traffic, conversion rates, renewal rate, brand awareness, salience, consideration, innovation in measurement, etc.	
<b>A06. Long-Term Brand Building</b> Customised brand positioning strategies that demonstrate long-term brand affinity, growth and effectiveness. Methods should demonstrate how a long-running campaign was instrumental in achieving a brand's strategic objectives.  <i>There is an increased eligibility for this category of over 3 years: 08 February 2022 – 10 April 2025</i>	
<b>A07. Breakthrough on a Budget</b> Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
<b>A08. Challenger Brand</b> Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
<b>A09. Corporate Purpose &amp; Social Responsibility</b> Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture.	

<p><b>A10. Market Disruption</b> Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> <li>Information deck</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>A11. Craft in B2B</b> Creative B2B ideas brought to life through exceptional craft. This could include, but not be limited to, art direction, digital craft, film craft, copywriting, illustration, typography, photography, etc.</p>	
<p><b>A12. Integrated Campaigns</b> Work that successfully carries a brand's message across multiple platforms/channels, both online and offline. The work should demonstrate how B2B content featuring a brand's message, product or service has been seamlessly implemented on various channels to amplify meaningful experiences and customer engagement.</p>	
<p><b>A13. B2B Influencer Marketing</b> Creative use of influencers to drive industry conversation and purchase decisions and improve brand perception and impact business objectives, community or consumers.</p>	

# Engagement: Creative Data Lions

The Creative Data Lions celebrate the interplay of ideas and information.

The work should demonstrate how it was enhanced or driven by the creative use, interpretation, analysis or application of data. The creative use of data must sit at the core of the idea, and the results/impact must be clear and robust.

- A number of criteria will be considered during judging, weighted as follows: 20% creative idea/data solution; 30% data driven strategy; 30% use of data; 20% data driven results.
- There's no overall limit to how many times the same piece of work can be entered into Creative Data as long as the categories chosen are relevant.
- All case films, films, demo films and original content must be subtitled in English.

A. Creative Data	Materials
<b>A01. Data-Enhanced Creativity</b> Creative work elevated through the use of data or data-driven methods. This may include, but not be limited to, personalisation and interactivity. The enhancement should demonstrably improve both the customer experience and the outcome.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A02. Data-Driven Targeting</b> The creative use or interpretation of data to deliver effective targeting. The work should demonstrate how data either contributed to programmatic targeting or provided a key quantitative insight that helped define the target, brand message or channel, allowed for better personalisation or increased a brand's position in the market.	
<b>A03. Data-Driven Consumer Product</b> Physical or digital products created using data and research. Work that clearly demonstrates how data has contributed to the development of the product and how the product met business objectives. Sales data and ongoing data based product improvements will be considered.	
<b>A04. Data Storytelling</b> The creative use of data to convey a powerful brand narrative. The work should show how data-driven insight increased consumer engagement or how messages derived from data were presented to provide successful brand/consumer stories.	
<b>A05. Data Visualisation</b> Bespoke visualisations of complex data that communicates information clearly and efficiently to consumers in a way that led to a change in behaviour. This includes but is not limited to online dynamic, static, interactive or real-time infographics and offline visualisations such as visual installations and activations.	
<b>A06. Data Technology</b> All forms of data-driven technology. This may include, but is not limited to, models, tools, platforms, apps and algorithms. The work should demonstrate how the application or invention of data technology enhanced a creative message and clearly illustrate how the data technology improved a campaign, including a breakdown of audience, message, channels and delivery.	
<b>A07. Use of Real-Time Data</b> Data created or used in real time that provides dynamic content or enables an ongoing consumer relationship. The work should clearly demonstrate the responsive relationship between real-time data and the creative output, showing how the data improved the consumer experience by making the creative more relevant, timelier or more personalised.	
<b>A08. Social Data &amp; Insight</b> The creative interpretation of data specifically generated from social media platforms in order to target, engage or develop a relationship with a specific audience or community. Insights gained through the strategic use of social data and associated targeting methods will be considered.	
<b>A09. Creative Data Collection &amp; Research</b> Data-driven research (including market research), data sourcing and/or data aggregation, carried out in order to deliver a stronger brand strategy. The work should thoroughly outline how the selected processes, research methodologies, technologies, channels and/or resources influenced the overall outcome.	
<b>A10. Data Integration</b> The integration of multiple data streams to provide new insights from planning through to delivery of a creative campaign or brand strategy. This may include but is not limited to data collection or fusion and technology-enabled integration of data from various sources and the connection of data streams.	

<b>B. Culture &amp; Context</b> Creative data work that is brought to life through cultural insights and regional context.	<b>Materials</b>
<b>B01. Local Brand NEW</b> Data-driven work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>B02. Challenger Brand NEW</b> Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo. Work that uses innovative applications or interpretations of data to produce impactful work that disrupts their segment.	
<b>B03. Single-Market Campaign NEW</b> Data-driven work that aired or ran in a single country / region / market. The work should describe how the campaign was designed for the specific target market.	
<b>B04. Social Behaviour NEW</b> Work that leverages data inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
<b>B05. Use of Humour NEW</b> Data-driven work that celebrates the art of humour in branded communications, infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
<b>B06. Breakthrough on a Budget NEW</b> Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how the creative use of data, fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
<b>B07. Corporate Purpose &amp; Social Responsibility NEW</b> Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the creative use of data helped to elevate the brand's purpose and created value by connecting customers to culture.	
<b>B08. Market Disruption NEW</b> Brands that have creatively adapted their strategy in response to local / regional / global issues. The work should demonstrate how the creative use of data helped embrace new ways of delivering their brand while showing consideration for the consumer.	
<b>B09. Cultural Engagement NEW</b> Data-driven work that honours marketers who craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	



# Engagement: Direct Lions

The Direct Lions celebrate targeted and response-driven creativity.

The work should demonstrate how insights and/or data were used as part of the strategy to engage specific target audience groups and develop customer relationships, inspiring action and producing measurable results.

- A number of criteria will be considered during judging, weighted as follows: 30% idea; 20% strategy; 20% execution; 30% impact and results.
- The same piece of work can be entered up to four times in Direct. However, the same piece of work may only be entered once in 'A. Direct: Sectors'.
- All case films, films, demo films and original content must be subtitled in English.

<b>A. Direct: Sectors</b> The same entry can be submitted only once in this section.	<b>Materials</b>
<b>A01. Consumer Goods</b> All fast-moving and durable consumer goods, including but not limited to food and beverages, toiletries, cleaning products, other household goods, other FMCGs, clothing and accessories, furniture, and consumer electronics.  <i>All fast-food entries should be entered into A04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A02. Healthcare</b> Pharma, OTC drugs, wellness.  <i>If the work has been created for a Charity/NFP then this should be entered into A07.</i>	
<b>A03. Automotive</b> Vehicles, other automobiles.	
<b>A04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains</b> All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
<b>A05. Media/Entertainment</b> Music, film, television, publications and media, books, news, digital platforms and other media.	
<b>A06. Consumer Services/Business to Business</b> All commercial public services, legal, financial, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
<b>A07. Not-for-Profit / Charity / Government</b> Government, public information, NGOs, military, charities, non-profit organisations.  <i>All corporate social responsibility work should be entered in the relevant sector and/or F07. Corporate Purpose &amp; Social Responsibility category in section F. Culture &amp; Context.</i>	

<b>B. Channels</b> Work in these categories will be judged on how the channel was used as a piece of direct communication for a brand.	<b>Materials</b>
<b>B01. Mailing/Programmatic Mail</b> Celebrating targeted and programmatic mailing campaigns. The work in this category should demonstrate efficiency in the technology and processes used, effective placement and evidence of results.  <i>Please send physical samples for the jury to experience.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> <li>• Demo film</li> <li>• Physical support material</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>B02. Small-Scale Media</b> Non-mail and print collateral, including small physical objects and all other hand-held (or equivalent in size) items.  <i>'Small-scale' refers to the physical size of the ambient item, not the scale of the distribution. Please send physical samples for the jury to experience.</i>	

<b>B03. Large-Scale Media</b> Non-traditional media. This includes but is not limited to direct response stunts, street teams, direct response events, outdoor/ambient media and other mediums that encourage direct interaction and seek a measurable response.  <i>Large-scale' refers to the physical size of the ambient item, not the scale of the distribution.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>B04. Use of Broadcast</b> Direct work using cinema, TV or radio. The work should demonstrate how the chosen medium led the other direct elements within the work.	
<b>B05. Use of Print/Outdoor</b> Direct work using print or outdoor. This may include, but is not limited to, newspapers, magazines, inserts, trade journals, traditional billboard or poster sites, bus shelters and transit advertising using standard advertising space.  <i>Augmented billboards should be entered into B03. Channels: Large-Scale Media.</i>	
<b>C. Data &amp; Technology</b> Work driven by the creative use of data or technology that enhanced the customer experience and led to measurable business results.	<b>Materials</b>
<b>C01. Data-Driven Direct Strategy</b> The application of data and insights that significantly forms the basis of the direct strategy, demonstrating how the data-driven strategy helped to profile customers' behaviours and segmentation, that ultimately led to successful direct marketing activities.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>C02. Data-Driven Targeting</b> Work where the interpretation and analysis of data was used to build a targeted communication for a specific audience. This may include but is not limited, to hyper-targeting, precision targeting, audience mapping and targeting segmentation.	
<b>C03. Use of Real-Time Data</b> Work where real-time data creatively enhanced engagement with a target audience or was utilised in promoting an ongoing relationship with the consumer. Entries should clearly demonstrate how the use of real-time data led to measurable and meaningful results.	
<b>C04. New Realities &amp; Emerging Tech</b> The creative application of immersive experiences that push the boundaries of technology within direct strategies to engage and strengthen relationships with consumers. This could include, but not be limited to, AI, AR, VR, XR, wearable tech and mobile devices, GPS, NFC, facial recognition, voice technology, blockchain technology, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>C05. Gaming</b> Celebrating the use of gaming and games to effectively target a specific audience. The work should demonstrate how the chosen game or gaming platform drove engagement and brand affinity within the target audience.	

<b>D. Digital &amp; Social</b> Digital and social mediums/techniques used as a piece of direct communication for a brand.	<b>Materials</b>
<b>D01. Use of Digital Platforms</b> Work that uses online platforms or associated technologies to enhance relationships with a specific audience. This may include, but is not limited to, websites, games, search engines, ecommerce platforms, banner ads and instant messaging, mobile apps etc. Does not include prototypes of early-stage technology.  <i>Social media-led work should be entered in D03, D04 and D05.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> <li>URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>D02. Use of Mobile</b> Targeted communication work delivered through mobile/portable devices such as mobile phones, mobile technology, etc.	
<b>D03. Use of Social Platforms</b> Work that uses social media, streaming platforms, blogs, Wikis, video-sharing sites, hosted services etc. to create and/or enhance relationships with a community/consumers.  <i>Work entered in this category should be planned and executed on social platforms as opposed to campaigns that went social.</i>	
<b>D04. Real-Time Response</b> Targeted social activity that responds to world events, public affairs and other real-world, real-time activity prompting social sharing and a measurable response.	
<b>D05. Co-Creation &amp; User-Generated Content</b> Social activity designed to encourage a community/fanbase to contribute to or collaborate with a brand initiative through a clear call to action.	

<b>E. Excellence in Direct</b>	<b>Materials</b>
<b>E01. Copywriting</b> Work showcasing outstanding copywriting skill that has led to a successful and measured response.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>E02. Art Direction/Design</b> Work that showcases the outstanding design of a customer experience that has led to a successful and measured response.	
<b>E03. Experience Design</b> Work showcasing outstanding design in the customer experience that has led to a successful and measured response.	
<b>E04. Launch/Relaunch</b> Direct marketing campaigns created to launch or relaunch a product or service on the market. This can also include work aiming to acquire new customers, and reinvigorate lapsed customers.	
<b>E05. Personalised Campaigns</b> Dynamic work based on consumer data and insight. This includes but is not limited to content from websites, videos, emails, social and blogs. The work should demonstrate how the campaign enriched the user's experience by driving engagement and achieving results.	

<b>F. Culture &amp; Context</b> Work that is brought to life through cultural insights and regional context.	<b>Materials</b>
<b>F01. Local Brand</b> Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>F02. Challenger Brand</b> Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
<b>F03. Single-Market Campaign</b> Work that aired or ran in a single country / region / market. The work should describe how the campaign was designed for the specific target market.	
<b>F04. Social Behaviour</b> Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
<b>F05. Use of Humour</b> Work that celebrates the art of humour in branded communications, infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
<b>F06. Breakthrough on a Budget</b> Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
<b>F07. Corporate Purpose &amp; Social Responsibility</b> Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture.	
<b>F08. Market Disruption</b> Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
<b>F09. Cultural Engagement <span style="color: red;">NEW</span></b> Work that honours marketers who craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

# Engagement: Media Lions

The Media Lions celebrate the context of creativity.

The work should demonstrate an inspiring and innovative implementation of media ideas. It should be enhanced and amplified by a game-changing channel strategy that takes consumers on new journeys and unlocks new experiences.

- A number of criteria will be considered during judging, weighted as follows: 30% insight and idea; 30% media strategy and targeting; 20% media execution; 20% impact and results.
- The same piece of work can be entered up to four times in Media, not including section 'E: Excellence in Media Craft'. However, the same piece of work may only be entered once in 'A. Media: Sectors'.
- The work in Section E: Excellence in Media Craft can only be submitted and paid for by independent media agencies or companies owned by a media network or independent media network. The same piece of work can be entered only once in each category within this section.
- All case films, films, demo films and original content must be subtitled in English.

<b>A. Media: Sectors</b> The same entry can be submitted only once in this section.	<b>Materials</b>
<b>A01. Consumer Goods</b> All fast-moving and durable consumer goods, including but not limited to food and beverages, toiletries, cleaning products, other household goods, other FMCGs, clothing and accessories, furniture, and consumer electronics.  <i>All fast-food entries should be entered into A04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A02. Healthcare</b> Pharma, OTC drugs, wellness.  <i>If the work has been created for a Charity/NFP then this should be entered into A07.</i>	
<b>A03. Automotive</b> Vehicles, other automobiles.	
<b>A04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains</b> All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
<b>A05. Media/Entertainment</b> Music, film, television, publications and media, books, news, digital platforms and other media.	
<b>A06. Consumer Services/Business to Business</b> All commercial public services, legal, financial, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
<b>A07. Not-for-Profit / Charity / Government</b> Government, public information, NGOs, military, charities, non-profit organisations.  <i>All corporate social responsibility work should be entered in the relevant sector and/or D07. Corporate Purpose &amp; Social Responsibility category in section D. Culture &amp; Context.</i>	

<b>B. Channels</b> Work in these categories will be judged on media creativity and channel innovation. Work should unleash the media opportunities beyond existing formats to effectively communicate the brand message.	<b>Materials</b>
<b>B01. Use of Screens &amp; Audio Visual Platforms</b> This includes but is not limited to TV, video-on-demand platforms (VODs), streaming platforms and other online service providers. Screens other than TV might include, but are not limited to, touchscreens, dynamic digital screens, interactive screens and responsive displays.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>B02. Use of Audio Platforms</b> This includes but is not limited to radio, podcasts, social audio platforms and other audio technology.	

<p><b>B03. Use of Print</b></p> <p>The work in this category may include, but is not limited to, newspapers, magazines, inserts and trade journals, print work with digital and interactive elements such as downloadable applications, QR codes, AR and 3D printing.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> <li>Physical support material</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>B04. Use of Outdoor</b></p> <p>Including traditional billboard or poster sites, bus shelters, wallsapes and transit advertising using standard advertising space.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>B05. Small-Scale Media</b></p> <p>Non-mail and print collateral, including small physical objects and all other hand-held (or equivalent in size) items.</p> <p><i>'Small-scale' refers to the physical size of the ambient item, not the scale of the distribution. Please send physical samples for the Jury to experience.</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> <li>Demo film</li> <li>Physical support material</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>B06. Large-Scale Media</b></p> <p>Non-traditional outdoor/billboards. This includes but is not limited to 3D and non-standard shaped sites, ticket barriers, signage, wallscape, digital billboards, window clings, building wrapping, helicopter banners and other executions that utilise a space or an existing permanent feature.</p> <p><i>'Large-scale' refers to the physical size of the ambient item or execution, not the scale of the distribution.</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul>
<p><b>B07. Use of Events &amp; Stunts</b></p> <p>Work that uses stunts, events, event sponsorship, competitions, promotional games, street art, guerrilla marketing, launch parties, live shows, live streamed events, festivals, concerts, sporting events, etc. within traditional, digital and new emerging environments.</p>	<p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>B08. Use of Digital Platforms</b></p> <p>Online platforms or associated technologies and the harnessing of a digital environment in a media campaign. These might include, but are not limited to, websites, search engines, ecommerce platforms, banner ads, instant messaging, mobile apps, etc.</p> <p><i>Social-media-led campaigns should be entered in B10. Use of Social Platforms.</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> <li>URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul>
<p><b>B09. Use of Mobile</b></p> <p>Mobile technology including smartphones, tablets, Bluetooth, SMS, MMS, WAP, GPS, mobile games and applications, etc.</p>	<p><b>Optional</b></p> <ul style="list-style-type: none"> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>

<p><b>B10. Use of Social Platforms</b></p> <p>Work that uses social media, vlogs, blogs, wikis, content-sharing sites, hosted services etc. to create and/or enhance relationships with a community/consumers. Insights gained through the strategic use of social data and associated targeting methods will also be considered.</p> <p><i>Work entered in this category should be planned and executed on social platforms as opposed to campaigns that went social.</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> <li>URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul>
<p><b>B11. Innovative Use of Influencers/Creators</b></p> <p>The creative and innovative use of influencers/creators to drive brand message and awareness to a specific audience and/or to drive business results.</p>	<p><b>Optional</b></p> <ul style="list-style-type: none"> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>B12. New Realities &amp; Emerging Tech</b></p> <p>Use of existing or new technology to execute or support a media campaign that creatively pushes the boundaries of existing platforms or media formats. This could include, but not be limited to, AI, AR, VR, XR, wearable tech and mobile devices, voice technology, blockchain technology, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>B13. Retail Media <span style="color: red;">NEW</span></b></p> <p>Brands that strategically harness retailer-owned channels (such as websites, apps and in-store displays) to engage consumers at crucial decision-making moments, using targeted insights to enhance brand relevance and drive measurable business outcomes.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>

<p><b>C. Insights &amp; Media Strategy</b></p> <p>Work in these categories should demonstrate how insights and data contributed to the successful placement and media execution of content used to engage with consumers. The work will be judged on how successfully it demonstrates target-audience-related engagement.</p> <p>Please note that the work in these categories will not be judged on the content itself, but the role of media in creating, leveraging and amplifying the content.</p>	<p><b>Materials</b></p>
<p><b>C01. Audience Insights</b></p> <p>The use of audience insights and understanding of consumer behaviours or needs in order to develop a customised media strategy. The work in this category should demonstrate how these insights contributed to the effectiveness of the media campaign and generated real impact.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>C02. Use of Brand or Product Integration into a Programme or Platform</b></p> <p>This includes but is not limited to product placement and branding in film, TV, miniseries, web series, music video, streaming services, sponsorship, etc.</p>	
<p><b>C03. Data-Driven Targeting</b></p> <p>The creative use or interpretation of data-driven effective targeting. The work should demonstrate how data either contributed to programmatic targeting or provided a key quantitative insight that helped define the target, brand message or channel.</p>	
<p><b>C04. Use of Branded Content Created for Digital or Social</b></p> <p>This includes but is not limited to branded social media, websites, microsites, mobile applications, games, native advertising, etc.</p>	
<p><b>C05. Data Integration</b></p> <p>The creative interpretation of data to demonstrate how different streams were integrated to provide new insights from planning through to delivery of a creative campaign or brand strategy.</p>	
<p><b>C06. Co-Creation of Branded IP</b></p> <p>The creation of a new and shared piece of IP by a brand or product in collaboration with its media partners to drive engagement and specific business results. The work should demonstrate how effective and mutually beneficial the unified working relationship was.</p>	



<b>D. Culture &amp; Context</b> Work that is brought to life through cultural insights and regional context.	<b>Materials</b>
<b>D01. Local Brand</b> Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>D02. Challenger Brand</b> Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
<b>D03. Single-Market Campaign</b> Work that aired or ran in a single country / region / market. The work should describe how the campaign was designed for the specific target market.	
<b>D04. Social Behaviour</b> Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
<b>D05. Use of Humour</b> Work that celebrates the art of humour in branded communications, infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
<b>D06. Breakthrough on a Budget</b> Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
<b>D07. Corporate Purpose &amp; Social Responsibility</b> Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture.	
<b>D08. Market Disruption</b> Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
<b>D09. Cultural Engagement <span style="color: red;">NEW</span></b> Work that honours marketers who craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

<p><b>E. Excellence in Media Craft</b></p> <p>Work that exhibits ingenuity and outstanding craftsmanship in harnessing media to deliver a brand message, change behaviour or engage consumers at scale.</p> <p>The work in this section can only be submitted and paid for by Independent Media Agencies or companies owned by a Media Network or Independent Media Network. The same piece of work can be entered only once in each category within this section.</p>	<p><b>Materials</b></p>
<p><b>E01. Media Insights &amp; Strategy</b></p> <p>The use of unlocked insights and understanding of consumer behaviours/needs in order to develop a customised media strategy to meet a brand's specific business objectives, marketing goals and overall positioning.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>E02. Media Planning</b></p> <p>Sourcing and selection of media platforms to deliver a brand's message based on deep audience insight and creative use of media channels. The work should detail the reach, penetration and frequency of the message to generate the desired response.</p>	
<p><b>E03. Media Execution</b></p> <p>The work should demonstrate how media thinking and skilful negotiations with media owners contributed to the execution of a campaign strategy across selected channels and achieved business goals. Consideration will be given to effective use of media channels as part of the brand storytelling and to the creative delivery.</p>	
<p><b>E04. Use of Channel Integration</b></p> <p>Work that connects multiple brand touchpoints, successfully blurring the line between chosen media channels and demonstrating how the different mediums complement and build on each other to cut through and deliver results on clear brand objectives.</p> <p><i>The work in this category must show that multiple types of media were used in the campaign (e.g. screens, social, outdoor, print, new realities).</i></p>	
<p><b>E05. Use of Data &amp; Analytics</b></p> <p>The application of data and analytics to form the basis of a media strategy or drive insights that help define the target, brand message or channel. The work should provide evidence of research or insight, quality of thinking and the development of a strategy.</p>	

# Engagement: PR Lions

The PR Lions celebrate the craft of strategic and creative communication.

The work should demonstrate how original thinking, transformative insight and a strategy rooted in earned media have influenced opinion and driven progress and change in business, society or culture. The work should have storytelling at its core and establish, protect and enhance the reputation and business of an organisation or brand.

- A number of criteria will be considered during judging, weighted as follows: 20% idea; 30% PR strategy; 20% PR execution; 30% impact and results.
- The same piece of work can be entered up to four times in PR. However, the same piece of work may only be entered once in 'A. PR: Sectors'.
- The work in Section E: Excellence in PR Craft can only be submitted and paid for by independent PR agencies or companies owned by a PR network or independent PR network. The same piece of work can be entered only once in each category within this section.
- All case films, films, demo films and original content must be subtitled.

<b>A. PR: Sectors</b> The same entry can be submitted only once in this section.	<b>Materials</b>
<b>A01. Consumer Goods</b> All fast-moving and durable consumer goods, including but not limited to, food and beverages, toiletries, cleaning products, other household goods, other FMCGs, clothing and accessories, furniture, and consumer electronics.  <i>All fast-food entries should be entered into A04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A02. Healthcare</b> Pharma, OTC drugs, wellness.  <i>If the work has been created for a Charity/NFP then this should be entered into A07.</i>	
<b>A03. Automotive</b> Vehicles, other automobiles.	
<b>A04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains</b> All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
<b>A05. Media/Entertainment</b> Music, film, television, publications and media, books, news, digital platforms and other media.	
<b>A06. Consumer Services/Business to Business</b> All commercial public services, legal, financial, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
<b>A07. Not-for-Profit / Charity / Government</b> Government, public information, NGOs, military, charities, non-profit organisations.  <i>All corporate social responsibility work should be entered in the relevant sector and/or F07. Corporate Purpose &amp; Social Responsibility category in section F. Culture &amp; Context.</i>	

<b>B. Social Engagement &amp; Influencer Marketing</b> In these categories, your entry will be judged on how well social/digital platforms were leveraged to support or execute the PR campaign.	<b>Materials</b>
<b>B01. Social Engagement</b> Celebrating public relations and social media storytelling that build brand awareness and advocacy. The work should demonstrate how social media was harnessed to increase brand awareness and relevance.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> <li>URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>B02. Community Management</b> Recognising the development, maintenance and nurturing of brand relationships. The work should demonstrate how engaging with a brand's online community/targeted audience built its reputation and established trust and authority within the online community.	
<b>B03. Real-Time Response</b> Real-time social activity designed to respond to and engage in the conversation around world events, public affairs and other real-world, real-time activity in a creative and meaningful way.	
<b>B04. Content Creation &amp; Production</b> Content created and produced to entertain, inspire or educate. The work should demonstrate how the content created was audience-relevant and engaging as well as in line with brand messaging.	
<b>B05. Content Discovery &amp; Amplification</b> Recognising a creative approach to content amplification and distribution in order to reach the largest potential audience. The work should demonstrate how a combination of earned, paid, shared and owned media contributed to increased brand engagement and awareness.	
<b>B06. Innovative Use of Influencers/Creators</b> The creative and innovative use of influencers/creators to drive brand message and awareness to a specific audience.	
<b>C. Insights &amp; Measurement</b> These categories showcase effectiveness in using data to drive creative inspiration and communications strategies. The work will be judged on the deliberate and thoughtful introduction of insights and measurements to develop campaigns that have had real impact on the performance of an organisation. The work should demonstrate the success of activities that tackle the wide range of reputational and stakeholder challenges that non-advertising communications have to address.	<b>Materials</b>
<b>C01. Research, Data &amp; Analytics</b> Research and data-led or actionable insights that provide a meaningful contribution or input to a public relations programme. The work should provide evidence of research or insight, quality of thinking and the development of a strategy.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>C02. PR Effectiveness</b> Recognises creative work that has a proven impact on business and reputation. The work should provide results data, as well as details of measurement tools and analysis methods used to evaluate results. Consideration will be given to tangible business results and the quality and quantity of media.	

<b>D. PR Techniques</b> In these categories, your entry will be judged on the creative implementation of your chosen PR technique in order to increase reach and achieve desired campaign outcomes.	<b>Materials</b>
<b>D01. Media Relations</b> PR that puts journalism at the forefront of the campaign, with evidence of a high degree of innovation intended to engage, educate or influence editorial. The work should explain the relevance of media outcomes, including depth, quality and messaging. Consideration will be given to how this strategy achieved or supported the desired campaign outcome.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>D02. Use of Events &amp; Stunts</b> Work that uses stunts, events, event sponsorship, competitions, promotional games, street art, guerrilla marketing, launch parties, live shows, live streamed events, festivals, concerts, sporting events, etc. within traditional, digital and new emerging environments to build the value and reputation of a brand or communication project as part of a wider public relations strategy.	
<b>D03. Launch/Relaunch</b> Work created to launch or relaunch a product or service.	
<b>D04. Brand Voice &amp; Strategic Storytelling</b> Customised strategies designed to communicate a particular point of view/story of a brand/organisation in a consistently relevant way and to build an emotional connection with employees, shareholders and customers alike.	
<b>D05. Use of Technology</b> Existing or new technology that pushes the boundaries of digital innovation to execute or support a PR campaign. This could include but is not limited to artificial intelligence, virtual reality, virtual worlds, robotics, gadgets and electronics, wearable and interactive technology, etc. Does not include prototypes of early-stage technology.	
<b>D06. Employee Engagement <span style="color: red;">NEW</span></b> Communications programmes or initiatives designed to inform, educate or inspire employees - engaging internal communities and cultivating strong team dynamics. The work should demonstrate innovative approaches to engaging staff, driving organisational goals and building employee loyalty and satisfaction.	
<b>E. Excellence in PR Craft</b> Work in these categories will be judged on the demonstration of exceptional and creative best practice within the chosen PR specialism.  Entries in this section can only be submitted and paid for by Independent PR agencies or companies owned by a PR network or independent PR network. The same piece of work can be entered only once in each category within this section.	<b>Materials</b>
<b>E01. Corporate Image, Communication &amp; Reputation Management</b> Work that builds the image/raises the profile and shapes the perceptions of a corporate brand, organisation or corporation.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>E02. Public Affairs &amp; Lobbying</b> Work planned to influence or inform the public policy agenda using either lobbying or wider public affairs strategies, as well as political or ballot initiatives.	
<b>E03. Crisis Communications &amp; Issue Management</b> The planning and/or handling of the consequences of a crisis or an issue that may affect a company's credibility and reputation. The work should demonstrate evidence of the planning and/or implementation of a crisis communication strategy and how the desired outcome was achieved.  <i>The content of entries in this category can be kept entirely confidential and used for judging purposes only.</i>	
<b>E04. Internal Communications</b> Engaging internal communications and activities. This may include, but is not limited to, change management, intended to connect employees with a company identity or message. The work should demonstrate how activities translated into measurable results, employee satisfaction and business growth.	
<b>E05. Sponsorship &amp; Brand Partnership</b> Work that utilised sponsorship and/or partnership programmes in order to meet specific awareness/business goals as well as to enhance the image of a brand, organisation or corporation.	

<b>F. Culture &amp; Context</b> Work that is brought to life through cultural insights and regional context.	<b>Materials</b>
<b>F01. Local Brand</b> Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>F02. Challenger Brand</b> Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
<b>F03. Single-Market Campaign</b> Work that aired or ran in a single country / region / market. The work should describe how the campaign was designed for the specific target market.	
<b>F04. Social Behaviour</b> Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
<b>F05. Use of Humour</b> Work that celebrates the art of humour in branded communications, infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
<b>F06. Breakthrough on a Budget</b> Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
<b>F07. Corporate Purpose &amp; Social Responsibility</b> Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture.	
<b>F08. Market Disruption</b> Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
<b>F09. Cultural Engagement <span style="color: red;">NEW</span></b> Work that honours marketers who craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

# Engagement: Social & Creator Lions

The Social & Creator Lions celebrate creative social thinking and strategic influencer marketing solutions.

The work should demonstrate how levels of engagement, social reach and the creative use of social media, brand ambassadors, creators, celebrities and influencers led to commercial success.

- A number of criteria will be considered during judging, weighted as follows: 30% idea; 20% strategy; 20% execution; 30% results.
- There is no overall limit to how many times the same piece of work can be entered into Social & Creator as long as the categories chosen are relevant. However, the same piece of work may only be entered once in 'A. Social & Creator: Sectors'.
- All case films, films, demo films and original content must be subtitled in English.

<b>A. Social &amp; Creator: Sectors</b> The same entry can be submitted only once in this section.	<b>Materials</b>
<b>A01. Consumer Goods</b> All fast-moving and durable consumer goods, including but not limited to food and beverages, toiletries, cleaning products, other household goods, other FMCGs, clothing and accessories, furniture, and consumer electronics.  <i>All fast-food entries should be entered into A04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> <li>• URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A02. Healthcare</b> Pharma, OTC drugs, wellness.  <i>If the work has been created for a Charity/NFP then this should be entered into A07.</i>	
<b>A03. Automotive</b> Vehicles, other automobiles.	
<b>A04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains</b> All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
<b>A05. Media/Entertainment</b> Music, film, television, publications and media, books, news, digital platforms and other media.	
<b>A06. Consumer Services/Business to Business</b> All commercial public services, legal, financial, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
<b>A07. Not-for-Profit / Charity / Government</b> Government, public information, NGOs, military, charities, non-profit organisations.  <i>All corporate social responsibility work should be entered in the relevant sector and/or F07. Corporate Purpose &amp; Social Responsibility category in section F. Culture &amp; Context.</i>	

<b>B. Social Insights &amp; Engagement</b> Work in these categories will be judged on how successfully social was used to engage with online communities and deliver measurable and meaningful results for a brand.	<b>Materials</b>
<b>B01. Community Management</b> Social activity that is designed to engage, build or maintain an online social community. Engagement levels and the relevance of targeted communications directed at active/non-active users will all be considered.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> <li>URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>B02. Audience Targeting/Engagement Strategies</b> Social activity customised for predefined communities, groups or individuals based on social insights such as behaviour, interests, geolocation, etc. This may include, but is not limited to, native advertising and programmatic campaigns, the customisation of messages, their relevance and creative execution, etc.	
<b>B03. Real-Time Response</b> Targeted social activity that utilises social platforms to respond to world events, public affairs and other real-time activity in a meaningful, time-sensitive and creative way that prompts social sharing and engagement.	
<b>B04. Social Listening &amp; Insight</b> Social campaigns that are elevated through their use of data and insights to engage or develop a meaningful relationship with a specific audience or community. Insights gained through the strategic application of social data / listening / analytics will be considered.	
<b>B05. Brand Storytelling</b> Social campaigns that use exceptional brand/consumer stories to drive meaningful engagement with a specific audience. This could be through creators, influencers or communities (where brands speak indirectly to audiences through creators/influencers).	
<b>B06. Innovative Engagement of Community</b> Creative use of existing social platforms and/or online communities to impact business objectives or enhance relationships with a brand, community or consumers. This may also include the use of new functions built for existing social platforms, levels of engagement, social reach and the creative strategy, etc.	
<b>B07. New Realities &amp; Emerging Tech</b> Immersive experiences that creatively push the boundaries of technology within social media. This could include, but not be limited to, AI, AR, VR, XR, wearable tech and mobile devices, voice technology, blockchain technology, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> <li>URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>B08. Creator &amp; Influencer Sourced Insight</b> The creative interpretation of data specifically generated from creator or influencer campaigns in order to target, engage or develop a relationship with a specific audience or community.	



<b>C. Creator &amp; Influencer Marketing</b> The work in this category should demonstrate how a social campaign was enhanced through the use of social influencers and content creators.	<b>Materials</b>
<b>C01. Organic Reach &amp; Influence</b> Brand-led social campaigns that become part of popular culture and as a result are picked up by a celebrity, social ambassador or influencer, further expanding the campaign's reach and impact. Entries must state which celebrities, social ambassadors or influencers picked up the campaign (organic and paid results to be provided separately in the Results field).	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> <li>URL</li> </ul>
<b>C02. Creator Cross-Channel Storytelling NEW</b> Brands or agencies that have successfully partnered with content creators to develop cohesive stories that seamlessly span digital, social and traditional media, creating a unified brand message. The work should demonstrate how creators' unique voices and authentic content have been effectively integrated to engage diverse audiences, amplify reach and drive meaningful brand impact across various touchpoints.	<b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul>
<b>C03. Creator Collaboration NEW</b> Impactful and creative collaborations between a creator and a brand. The work should demonstrate a blend of the creator's unique voice with the brand's identity to produce compelling, authentic, and engaging narratives. These partnerships should showcase strong synergy, creativity and a seamless integration of the brand's message through the creator's storytelling, resulting in a mutually beneficial and memorable campaign.	<b>Optional</b> <ul style="list-style-type: none"> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>C04. Creator-Led Content Strategy NEW</b> Content strategies driven by creators, where the creator plays a pivotal role in shaping the overall long-term vision for a brand's content. The strategy should demonstrate a deep understanding of audience engagement, innovative content planning and a clear alignment with the brand's goals.	
<b>C05. Excellence in Craft NEW</b> Work which demonstrates a creator's ability to craft a distinctive, cohesive vision that aligns with a brand or platform's objectives while showcasing the creator's skill in guiding the overall aesthetic, tone, and execution of content, resulting in a compelling and memorable audience experience.	
<b>C06. Community Building NEW</b> Work that fosters vibrant, engaged and loyal creator communities around a brand or campaign. The work should demonstrate how the creator community was effectively nurtured, how authentic collaboration and communication were encouraged and how the community positively impacted the brand.	

<b>D. Social Content Marketing</b> Work in these categories will be judged on how successfully content was used to engage with consumers and target audiences.	<b>Materials</b>
<b>D01. Content Placement</b> Content and editorial strategy and placement using social channels. The strategic arrangement and curation of appropriate content that may either drive or enhance a wider social campaign.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> <li>URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>D02. Social Film</b> One-off social film specifically created for online social platforms that are intended for widespread sharing. Results and number of views will be taken into consideration.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Film</li> <li>URL</li> </ul>
<b>D03. Social Film Series</b> Social film series specifically created for online social platforms that are intended for widespread sharing. Results and number of views will be taken into consideration during the judging process.  <i>Please upload all executions in a single video file with slates denoting the start of the next execution.</i>	<b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>

<b>D04. Co-Creation &amp; User Generated Content</b> Social activity designed to encourage a community/fanbase to contribute or collaborate with a brand initiative to enhance loyalty and engagement.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> <li>URL</li> </ul>
<b>D05. Social Commerce</b> Work that harnesses social media, social platforms and virtual communities for e-commerce and m-commerce to drive business results.	<b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>

<b>E. Excellence in Social &amp; Creator</b>	<b>Materials</b>
<b>E01. Multi-Platform Social Campaign</b> Social campaigns that utilise multiple media online and/or offline platforms and live events. The work should illustrate that these elements drive or are inherently necessary to the overall execution of the social campaign.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> <li>URL</li> </ul>
<b>E02. Sponsorship &amp; Brand Partnership</b> Social campaigns that utilise sponsorship and/or partnership programmes to support a product or service in order to meet specific awareness/business goals and to enhance the image of a corporate brand, organisation or corporation.	<b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul>
<b>E03. Social Purpose</b> Social campaigns specifically designed to engage consumers through authentic alignments with a social purpose/cause. The work should demonstrate how the core values of the brand align with the cause or wider social purpose. This may include, but is not limited to, nonprofit social responsibility initiatives.	<b>Optional</b> <ul style="list-style-type: none"> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>

<b>F. Culture &amp; Context</b> Work that is brought to life through cultural insights and regional context.	<b>Materials</b>
<b>F01. Local Brand</b> Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> <li>URL</li> </ul>
<b>F02. Challenger Brand</b> Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	<b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul>
<b>F03. Single-Market Campaign</b> Work that aired or ran in a single country / region / market. The work should describe how the campaign was designed for the specific target market.	<b>Optional</b> <ul style="list-style-type: none"> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>F04. Social Behaviour</b> Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
<b>F05. Use of Humour</b> Work that celebrates the art of humour in branded communications, infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
<b>F06. Breakthrough on a Budget</b> Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
<b>F07. Corporate Purpose &amp; Social Responsibility</b> Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture.	

<p><b>F08. Market Disruption</b></p> <p>Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> <li>• URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<p><b>F09. Cultural Engagement <span style="color: red;">NEW</span></b></p> <p>Work that honours marketers who craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.</p>	

# Entertainment: Entertainment Lions

The Entertainment Lions celebrate creativity that turns branded content into culture.

The work should demonstrate ideas that are unskippable. It should captivate in order to cut through, communicating a brand message or connecting with consumers in a new way.

- A number of criteria will be considered during judging, weighted as follows: 30% creative idea; 20% strategy & insight; 30% craft & execution; 20% results.
- Brands refers to talent, artists, creators, influencers, streamers, athletes, teams, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the entertainment industry.
- There is no overall limit to how many times the same piece of work can be entered into Entertainment as long as the categories chosen are relevant.
- All case films, films, demo films and original content must be subtitled in English.

<b>A. Branded Content</b> Creative content crafted to build awareness for a brand by associating it with culture and values through entertainment.	<b>Materials</b>
<b>A01. Fiction Film: Up to 5 minutes</b> Branded fiction films or series created for cinema, TV, online or video-on-demand platforms.  <i>If you're submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode. Traditional film advertising should be entered into the Film Lions.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Original content</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A02. Non-Fiction Film: Up to 5 minutes</b> Factual film, series or documentary/reality film created for cinema, TV, online or video-on-demand platforms.  <i>If you're submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode. Traditional film advertising should be entered into the Film Lions.</i>	
<b>A03. Fiction Film: 5–30 minutes</b> Branded fiction films or series created for cinema, TV, online or video-on-demand platforms.  <i>If you're submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode. Traditional film advertising should be entered into the Film Lions.</i>	
<b>A04. Non-Fiction Film: 5–30 minutes</b> Factual film, series or documentary/reality film created for cinema, TV, online or video-on-demand platforms.  <i>If you're submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode. Traditional film advertising should be entered into the Film Lions.</i>	
<b>A05. Fiction Film: Over 30 minutes</b> Branded fiction films or series created for cinema, TV, online or video-on-demand platforms.  <i>If you're submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode. Traditional film advertising should be entered into the Film Lions.</i>	
<b>A06. Non-Fiction Film: Over 30 minutes</b> Factual film, series or documentary/reality film created for cinema, TV, online or video-on-demand platforms.  <i>If you're submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode. Traditional film advertising should be entered into the Film Lions.</i>	
<b>A07. Broadcast/Live Streaming</b> Cinema, TV or online live content, including live coverage of events and use of live streaming platforms.  <i>Please provide a sample film file of up to 30 minutes.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Original content</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>

<b>A08. Audio Content</b> Content created for radio, podcasts or other audio platforms.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>MP3 original version</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>A09. Brand Integration</b> Integration of brands into existing content such as films, documentaries, series, live streams, TV or audio/radio shows.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul>
<b>A10. Promotional Content for Publishers &amp; Networks</b> Original content/programming created to promote a media company, network, broadcaster or publisher. The work will be judged not just on the content, but also on how it communicated or evolved the identity of the publisher.	<b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>

<b>B. Entertainment-led Brand Experience</b> Meaningful, engaging experiences and activations created to attract or maintain an audience.	<b>Materials</b>
<b>B01. Live Entertainment</b> Live entertainment, including concerts, live streams, stunts and festivals held physically or within virtual worlds, crafted to amplify a brand's message and increase engagement with an audience.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>B02. New Realities &amp; Emerging Tech</b> Immersive experiences that creatively push the boundaries of technology within entertainment. This could include, but not be limited to, AI, AR, VR, XR, voice technology, blockchain technology, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul>
<b>B03. 360 Integrated Brand Experience</b> Experiences that successfully carry a brand's message across multiple platforms/channels, both online and offline. The work should demonstrate how content featuring a brand's message, product or service has been seamlessly implemented on various platforms to continue and amplify meaningful consumers' experience and engagement.	<b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>

<b>C. Community</b> Work that focuses on the development, maintenance and nurturing of a community or fanbase.	<b>Materials</b>
<b>C01. Audience Engagement/Distribution Strategy</b> Audience engagement and distribution strategies that creatively and effectively further the content's reach.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>C02. Influencer &amp; Co-Creation</b> The creative and innovative use of content creators, streamers and/or influencers to drive a brand's message and engage with a specific audience through entertainment. This may include, but is not limited to, collaborations, sponsored content and user-generated content.	
<b>D. Partnerships</b> Exceptional strategic partnerships between brands and entertainment entities.	<b>Materials</b>
<b>D01. Brand Partnerships, Sponsorships &amp; Collaborations</b> Strategic brand partnerships and collaborations that leverage branded content and entertainment to meet specific business goals and mutually benefit everyone involved.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>D02. Partnerships with Talent</b> Strategic partnerships between a brand and a talent. The work will be judged on how effective and mutually beneficial the partnership was.	
<b>E. Challenges &amp; Breakthroughs</b> Creative and innovative work that is brought to life through deep cultural insight, regional context and progressive thinking.	<b>Materials</b>
<b>E01. Diversity &amp; Inclusion in Entertainment</b> Brand-led creative work that tackles and confronts disparities based on sex, sexuality, disability, age, race, ethnicity, origin, religion or other status within the entertainment industry.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>E02. Innovation in Branded Content</b> Ground-breaking and unparalleled branded content.	

<p><b>E03. Challenger Brand</b></p> <p>Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul>
<p><b>E04. Social Behaviour</b></p> <p>Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.</p>	<p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul>
<p><b>E05. Use of Humour</b></p> <p>Work that celebrates the art of humour in branded communications, infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.</p>	<p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>E06. Cultural Engagement <span style="color: red;">NEW</span></b></p> <p>Work that honours marketers who craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.</p>	

# Entertainment: Entertainment Lions for Gaming

The Entertainment Lions for Gaming celebrate creative work that connects people to brands through gameplay.

The work should demonstrate how brands successfully tapped into complex gaming communities and seamlessly added real value to the overall gaming experience while driving commercial success.

- A number of criteria will be considered during judging, weighted as follows: 30% creative idea; 20% strategy & insight; 30% craft & execution; 20% results.
- Brands refers to talent, artists, creators, influencers, streamers, athletes, teams, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the gaming industry.
- Esports may be entered across all categories within Entertainment Lions for Gaming.
- There is no overall limit to how many times the same piece of work can be entered into Entertainment Lions for Gaming as long as the categories chosen are relevant.
- All case films, films, demo films and original content must be subtitled in English.

<b>A. Branded Content for Gaming</b> Creative content crafted to build awareness for a brand by associating it with culture and values through the use of gaming and storytelling.	<b>Materials</b>
<b>A01. Audio-Visual Content</b> Branded film, key art and audio and radio content. This could include, but not be limited to, trailers, documentaries, series, posters and original music content with gaming at their core that aim to amplify a brand's message or promote a new game or gaming product.  <i>If you're submitting a series of films, please upload all executions in a single video file with slates denoting the start of the next execution.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Original content</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• AR/VR files</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A02. Broadcast/Live Streaming</b> Brand or sponsor integration into live coverage of gaming events and esports, e.g. the use of live streaming platforms, where a brand contributes a unique narrative or expertise that clearly enhances the overall quality of the content.  <i>Please provide a sample film file of up to 30 minutes.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Original content</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• AR/VR files</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>



<b>B. Gaming-Led Brand Experience</b> Meaningful, engaging experiences and activations created to attract or maintain an audience.	<b>Materials</b>
<b>B01. In-Person Gaming Experience</b> Any in-person gaming-related experience or activation that was held at a consumer or B2B event for product launch or promotion. This could include, but not be limited to, installations, festivals, conventions, esports competitions etc.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>B02. New Realities &amp; Emerging Tech</b> Immersive experiences that creatively push the boundaries of technology within gaming. This could include, but not be limited to, AI, AR, VR, XR, wearable tech and mobile devices, virtual worlds, live service games and all other emerging platforms. Does not include prototypes of early-stage technology.	
<b>B03. Mobile Games</b> Mobile games either specifically made for a brand or the strategic and creative integration of a brand into a game designed for and played on a mobile device.	
<b>B04. Brand Integration for Games</b> The seamless integration of a brand into a game or gaming platform, enhancing the overall gaming experience and delivering tangible business results. This could include, but not be limited to, one-off stunts and events, temporary environments or permanent brand installations within existing or new gaming platforms.	
<b>B05. Use of Gaming/Streaming Platforms</b> Innovative use of gaming/streaming platforms to effectively promote a brand, product or service.	
<b>B06. Launch/Relaunch</b> Immersive gaming experiences created to launch or relaunch a game or gaming product.	
<b>C. Community</b> Work that focuses on the development, maintenance and nurturing of a community or fanbase.	<b>Materials</b>
<b>C01. Community Management/Social Engagement</b> Work that focuses on the development, maintenance and nurturing of a gaming audience. The work should demonstrate how engaging with a gaming community has increased social engagement, enhancing the brand reputation and trust within the community.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>C02. Influencer &amp; Co-Creation</b> The creative and innovative use of content creators, streamers and/or influencers to drive a brand's message and engage with a specific audience within the gaming community. This may include, but is not limited to, collaborations, sponsored content and user-generated content.	
<b>D. Partnerships</b> Exceptional strategic partnerships between brands and gaming-related entities.	<b>Materials</b>
<b>D01. Brand Partnerships, Sponsorships &amp; Collaborations</b> Strategic partnerships and collaborations between gaming brands and non-gaming brands that leverage gaming experiences, branded content and entertainment to meet specific business goals and mutually benefit everyone involved.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>D02. Partnerships with Gaming Talent</b> Strategic partnerships between a brand and a known gaming talent.	

<b>E. Challenges &amp; Breakthroughs</b> Creative and innovative work that is brought to life through deep cultural insight, regional context and progressive thinking.	<b>Materials</b>
<b>E01. Diversity &amp; Inclusion in Gaming</b> Gaming work that tackles and confronts disparities based on sex, sexuality, disability, age, race, ethnicity, origin, religion or other status within the gaming community.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>E02. Innovation in Gaming</b> The innovative use of new or existing technology, platforms, media or channels to create branded products and content that enhance the gaming experience, comfort, performance, safety and accessibility for gamers.	
<b>E03. Challenger Brand</b> Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
<b>E04. Social Behaviour</b> Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
<b>E05. Use of Humour</b> Work that celebrates the art of humour in branded communications, infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
<b>E06. Breakthrough on a Budget</b> Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
<b>E07. Cultural Engagement <span style="color: red;">NEW</span></b> Work that honours marketers who craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

# Entertainment: Entertainment Lions for Music

The Entertainment Lions for Music celebrate creative musical collaborations and branded music content.

The work should demonstrate original production, promotion or distribution of music for brands. It should creatively leverage a recording artist or platform to communicate with consumers.

- A number of criteria will be considered during judging, weighted as follows: 30% creative idea; 20% strategy & insight; 30% craft & execution; 20% results.
- Brands refers to talent, artists, creators, influencers, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the music industry.
- There is no overall limit to how many times the same piece of work can be entered into Entertainment Lions for Music as long as the categories chosen are relevant.
- All case films, films, demo films and original content must be subtitled in English.

<b>A. Branded Content for Music</b> Creative music content to promote a track, album, artist or brand.	<b>Materials</b>
<b>A01. Excellence in Music Video</b> Exceptional examples of original music videos and interactive music videos.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Original content</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A02. Brand or Product Integration into Music Content</b> Relevant and symbiotic brand integration into music videos or other music content.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Original content</li> </ul>
<b>A03. Use of Original Composition</b> The impact and success of original music compositions created specifically for a brand's use. The artistic achievement of the track itself will be considered, as well as its successful use in branded content.	<b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul>
<b>A04. Use of Licensed/Adapted Music</b> Placement of a track that has been licensed or adapted by, but not specifically created for, a brand for use in its communications. The sourcing and suitability of the music for the brand and content will be considered.	<b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>

<b>B. Music-Led Brand Experience</b> Meaningful, engaging experiences and activations created to attract or maintain an audience.	<b>Materials</b>
<b>B01. Live Music Experience</b> The design and production of experiences with music at the core. This may include but is not limited to concerts, stunts, installations and activations held physically or within virtual worlds.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul>
<b>B02. New Realities &amp; Emerging Tech</b> Immersive experiences that creatively push the boundaries of technology within music entertainment. This could include, but not be limited to, AI, AR, VR, XR, wearable tech and mobile devices, voice technology, blockchain technology, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	<b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• AR/VR files</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>

<b>C. Community</b> Work that focuses on the development, maintenance and nurturing of a community or fanbase.	<b>Materials</b>
<b>C01. Fan Engagement/Community Building</b> Strategic initiatives designed to build and engage an artist's fanbase, enhancing community activity and brand affinity.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul>
<b>C02. Influencer &amp; Co-Creation</b> The creative and innovative use of content creators, streamers and/or influencers to drive a brand's message and engage with a specific audience through music. This may include, but is not limited to, collaborations, sponsored content and user-generated content.	<b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>D. Partnerships</b> Exceptional strategic partnerships between brands and music entities.	<b>Materials</b>
<b>D01. Brand Partnerships, Sponsorships &amp; Collaborations</b> Strategic brand partnerships and collaborations that leverage music, branded content and entertainment to meet specific business goals and mutually benefit everyone involved.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul>
<b>D02. Partnerships with Music Talent</b> Strategic partnerships between a brand and a known music artist or personality to co-create and develop branded content or products to further a brand's reach, increase engagement and drive business. The work will be judged on how effective and mutually beneficial the partnership was.	<b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>E. Challenges &amp; Breakthroughs</b> Creative and innovative work that is brought to life through deep cultural insight, regional context and progressive thinking.	<b>Materials</b>
<b>E01. Diversity &amp; Inclusion in Music</b> Brand-led creative work that leverages music to tackle and confront disparities based on sex, sexuality, disability, age, race, ethnicity, origin, religion or other status within the music industry.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>E02. Innovation in Music</b> The innovative use of music platforms and technology for a brand or artist. This could include, but not be limited to, streaming platforms, video hosting services, virtual worlds, playlist strategies, apps and wearables. Focus will be placed on the creative application of technology to enrich a brand's content and its product or service. Does not include prototypes of early-stage technology.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>

<b>E03. Challenger Brand</b> Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>E04. Social Behaviour</b> Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
<b>E05. Use of Humour</b> Work that celebrates the art of humour in branded communications, infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
<b>E06. Breakthrough on a Budget</b> Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
<b>E07. Cultural Engagement <span style="color: red;">NEW</span></b> Work that honours marketers who craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

# Entertainment: Entertainment Lions for Sport

The Entertainment Lions for Sport celebrate creativity that taps into fan culture and leverages the power of sports and esports in connecting people to brands.

The work should demonstrate excellence in breakthrough creativity within the sports and esports ecosystem through the use of effective strategic planning, sponsorship, brand management, media, entertainment and/or talent.

- A number of criteria will be considered during judging, weighted as follows: 30% creative idea; 20% strategy & insight; 30% craft & execution; 20% results.
- Brands refers to talent, artists, creators, influencers, streamers, athletes, teams, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the sport industry.
- Esports may be entered across all categories within Entertainment Lions for Sports.
- There is no overall limit to how many times the same piece of work can be entered into Entertainment Lions for Sport as long as the categories chosen are relevant.
- All case films, films, demo films and original content must be subtitled in English.

<b>A. Branded Content for Sport</b> Creative content crafted to build awareness for a brand by associating it with culture and values through sport.	<b>Materials</b>
<b>A01. Film Series and Audio</b> Branded film, audio and radio content, including documentaries and series, with sports at its core that aims to amplify a sports organisation's or brand's message.  <i>If you're submitting a series of films, please upload all executions in a single video file with slates denoting the start of the next execution.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Original content</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A02. Broadcast/Live Streaming</b> Brand or sponsor integration into live coverage of sport events, including the use of live streaming platforms, where a brand contributes a unique narrative or expertise that clearly enhances the overall quality of the content.  <i>Please provide a sample film file of up to 30 minutes.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Original content</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A03. Promotional Content for Publishers &amp; Networks</b> Sport-related content/programming created to promote a media company, network, broadcaster or publisher. The work will be judged not just on the content, but also on how it communicated or evolved the identity of the publisher.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Original content</li> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A04. Brand Storytelling</b> Sport initiatives/campaigns that demonstrate brand narratives to drive meaningful fan/consumer engagement across relevant platforms.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>

<b>B. Sport-Led Brand Experience</b> Meaningful, engaging experiences and activations created to attract or maintain an audience.	<b>Materials</b>
<b>B01. Sports Live Experience</b> Brand or sponsor integration into live sport or esports events, shows, stunts and installations held physically or within virtual worlds, enabling a brand to provide message amplification and engage with an audience.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>B02. New Realities &amp; Emerging Tech</b> Immersive experiences that creatively push the boundaries of technology within sport entertainment. This could include, but not be limited to, AI, AR, VR, XR, wearable tech and mobile devices, voice technology, blockchain technology, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	
<b>B03. Esports &amp; Gaming</b> Esports, games and gaming initiatives created to communicate a brand, teams or sports organisation through the creative production, promotion and distribution of content with sport-related gaming at the core. This includes but is not limited to the use of brand integration within existing gaming platforms.	
<b>B04. 360 Integrated Brand Experience</b> Experiences that successfully carry a brand's message across multiple platforms/channels, both online and offline. The work should demonstrate how content featuring a brand's message, product or service has been seamlessly implemented on various platforms to continue and amplify meaningful consumers' experience and engagement.	
<b>C. Community</b> Work that focuses on the development, maintenance and nurturing of a community or fanbase.	<b>Materials</b>
<b>C01. Fan Engagement/Distribution Strategy</b> Audience engagement and distribution strategies designed to build and engage a sports-related fanbase, enhancing community activity and brand affinity.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>C02. Influencer &amp; Co-Creation</b> The creative and innovative use of content creators, streamers and/or influencers to drive a brand's message and engage with a specific audience within sport. This may include, but is not limited to, collaborations, sponsored content and user-generated content.	
<b>D. Partnerships</b> Exceptional strategic partnerships between brands and sports-related entities.	<b>Materials</b>
<b>D01. Brand Partnerships, Sponsorships &amp; Collaborations</b> Strategic brand partnerships and collaborations that leverage sports, branded content and entertainment to meet specific business goals and mutually benefit everyone involved.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>D02. Partnerships with Sports Talent</b> Strategic partnerships between a brand and a known sports personality, team or sports organisation. The work will be judged on how effective and mutually beneficial the partnership was.	

<b>E. Challenges &amp; Breakthroughs</b> Creative and innovative work that is brought to life through deep cultural insight, regional context and progressive thinking.	<b>Materials</b>
<b>E01. Diversity &amp; Inclusion in Sport</b> Brand-led creative work that leverages sport to tackle and confront disparities based on sex, sexuality, disability, age, race, ethnicity, origin, religion or other status within a sport or sports-related community.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>E02. Innovation in Sport</b> The innovative use of new or existing technology, platforms, media or channels to create branded products and content that enhance the sports experience, comfort, performance, safety of athletes and fans.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>E03. Challenger Brand</b> Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul>
<b>E04. Social Behaviour</b> Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	<b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul>
<b>E05. Use of Humour</b> Work that celebrates the art of humour in branded communications, infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	<b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>E06. Breakthrough on a Budget</b> Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
<b>E07. Cultural Engagement <span style="color: red;">NEW</span></b> Work that honours marketers who craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	



# Experience: Brand Experience & Activation Lions

The Brand Experience & Activation Lions celebrate creative, comprehensive brand building through the next level use of experience design, activation, immersive, retail and 360° customer engagement.

The work should demonstrate how the customer journey, experience of the brand and optimisation of every touchpoint led to increased brand affinity and commercial success.

- A number of criteria will be considered during judging and weighted as follows: 20% idea; 20% strategy; 30% execution; 30% results.
- The same piece of work can be entered up to four times in Brand Experience & Activation. However, the same piece of work may only be entered once in 'A. Brand Experience & Activation: Sectors'.
- All case films, films, demo films and original content must be subtitled in English.

<b>A. Brand Experience &amp; Activation: Sectors</b> The same entry can be submitted only once in this section.	<b>Materials</b>
<b>A01. Consumer Goods</b> All fast-moving and durable consumer goods, including but not limited to food and beverages, toiletries, cleaning products, other household goods, other FMCGs, clothing and accessories, furniture, and consumer electronics.  <i>All fast-food entries should be entered into A04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A02. Healthcare</b> Pharma, OTC drugs, wellness.  <i>If the work has been created for a Charity/NFP then this should be entered into A07.</i>	
<b>A03. Automotive</b> Vehicles, other automobiles.	
<b>A04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains</b> All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
<b>A05. Media/Entertainment</b> Music, film, television, publications and media, books, news, digital platforms and other media.	
<b>A06. Consumer Services/Business to Business</b> All commercial public services, legal, financial, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
<b>A07. Not-for-Profit / Charity / Government</b> Government, public information, NGOs, military, charities, non-profit organisations.  <i>All corporate social responsibility work should be entered in the relevant sector and/or E07. Corporate Purpose &amp; Social Responsibility category in section E. Culture &amp; Context.</i>	

<b>B. Touchpoints &amp; Technology</b> The use of technology and multiple touchpoints across a brand experience or activation.	<b>Materials</b>
<b>B01. Social Engagement &amp; Integration for Live Experience</b> Work that harnesses social media to enhance an online or offline live experience or activation.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>B02. Use of Mobile &amp; Devices</b> Work that uses a mobile app, portable device or mobile technology to create or enhance interaction with consumers at a brand experience or activation.	
<b>B03. Use of Website/Microsites</b> Work that uses branded websites or micro sites to drive engagement with customers and increase the overall brand experience.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> <li>URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>B04. New Realities &amp; Emerging Tech</b> Immersive experiences, large and small scale activations, digital and live events that creatively push the boundaries of technology and engage with consumers. This could include, but not be limited to, AI, AR, VR, XR, wearable tech and mobile devices, voice technology, blockchain technology, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	
<b>B05. Gaming-Led Brand Experience</b> Immersive brand experiences with gaming at the core, including the strategic and creative brand integration within existing gaming platforms. This may include but is not limited to console, online, mobile games and apps.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>B06. Digital Installations</b> Immersive large- or small-scale digital experiences and events that are set up to engage with consumers. This may include but is not limited to VR/AR, multiscreen and multidimensional experiences.	
<b>B07. Tangible &amp; Spatial Technology</b> Any brand experience or activation leveraging a space or using a more permanent spatial feature to drive customer engagement. This may include but is not limited to exhibitions, fairs, trade shows and signage.	
<b>B08. Interactive Brand Video</b> The creative use of digital footage or online video to create or enhance a brand experience or activation. This could include, but not be limited to, mobile-based VR and 360° video experiences.	
<b>B09. Tech-Led Brand Experience</b> Work that uses new or existing technology to enhance a brand experience or activation.	
<b>B10. Cross-Platform Digital Experience</b> Creation of digital content across multiple platforms and devices that enhances a brand experience to develop and amplify meaningful consumer engagement. This may include but is not limited to desktop, mobile, wearable technology, virtual worlds, outdoor installations, billboards, retail experiences, etc. Does not include prototypes of early-stage technology.	

<b>C. Retail Experience &amp; Activation</b> The work in these categories must have taken place within a retail environment.	<b>Materials</b>
<b>C01. Customer Retail/In-store Experience</b> In-store and retail activities. This may include but is not limited to product launches, demonstrations, sampling activities and pop-ups that engage and guide shoppers on all channels of their path to purchase.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>C02. Retail Promotions &amp; Competitions</b> Online or offline promotional competitions or incentives used to drive customer engagement with a brand. This may include but is not limited to social media competitions, gamified experiences, in-store promotional activations, etc.	
<b>C03. Customer Acquisition &amp; Retention</b> Work that creates meaningful, engaging experiences and activations in order to attract or maintain customers, encourage customer activity and increase overall transaction value.	

<b>D. Excellence in Brand Experience</b>	<b>Materials</b>
<b>D01. Live Brand Experience or Activation</b> Any live brand experience or activation that was held at a consumer or B2B event. This may include, but is not limited to, installations, product demos, trade shows, expos and pop-ups.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>D02. Guerrilla Marketing &amp; Stunts</b> Any brand experience or activation using guerrilla marketing, short/one-off live executions, street teams, publicity stunts and street stunts to drive customer engagement.	
<b>D03. Brand-Owned Experiences</b> Brand-specific physical and digital standalone live experience or activation that is not part of a wider event. This may include, but is not limited to, permanent installations, pop-ups, venue takeovers, immersive experiences within virtual worlds and brand-owned music festivals/concerts.	
<b>D04. Sponsorship &amp; Brand Partnership</b> Sponsorships and partnerships that create immediate and long-term brand experiences or activations. The work will be judged on how effective the sponsorship/partnership was.	
<b>D05. Launch/Relaunch</b> Brand experiences or activations created to launch or relaunch a brand, product or service.	
<b>D06. 360 Integrated Brand Experience</b> Online and offline multichannel experiences made to engage and amplify a brand's message, product or service.	

<b>E. Culture &amp; Context</b> Work that is brought to life through cultural insights and regional context.	<b>Materials</b>
<b>E01. Local Brand</b> Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>E02. Challenger Brand</b> Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
<b>E03. Single-Market Campaign</b> Work that aired or ran in a single country / region / market. The work should describe how the campaign was designed for the specific target market.	
<b>E04. Social Behaviour</b> Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
<b>E05. Use of Humour</b> Work that celebrates the art of humour in branded communications, infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
<b>E06. Breakthrough on a Budget</b> Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
<b>E07. Corporate Purpose &amp; Social Responsibility</b> Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture.	
<b>E08. Market Disruption</b> Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
<b>E09. Cultural Engagement <span style="color: red;">NEW</span></b> Work that honours marketers who craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

# Experience: Creative Business Transformation Lions

The Creative Business Transformation Lions celebrate the creativity that drives businesses forward – creative transformation that changes thinking, buying and behaviour.

The work should demonstrate how creative change has been achieved across core business functions and has delivered a positive impact and growth for business, staff or stakeholders. This could include, but not be limited to, the reinvention of operations and stakeholder experiences, the innovative use of technology and business design and the creation of new products and services in order to generate transformative change.

- A number of criteria will be considered during judging, weighted as follows: 30% strategy & process; 35% experience & implementation; 35% business results & impact.
- The same piece of work can be entered up to four times in Creative Business Transformation.
- For Creative Business Transformation Lions the eligibility dates are 08 February 2022 - 10 April 2025 where the transformation being judged was first implemented within the eligibility period, except for category 'E01 End-End Transformation', which has an eligibility period of 08 February 2020 - 10 April 2025, and category 'F01 Long-Term Brand Platform', which must have been in the market for at least 3 years.
- All case films, films, demo films and original content must be subtitled in English.

<b>A. Transformative Strategy</b> Work that transforms human insights into strategic advantages, converting innovative concepts into tangible business outcomes.	<b>Materials</b>
<b>A01. Transformative Strategy <span style="color: red;">NEW</span></b> Work that transforms human insights into strategic advantages, converting innovative concepts into tangible business outcomes.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Information deck</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Appendix</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>

<b>B. Customer Experience Design</b> Customer-facing creative experience focused design that has created new ways for brands to interact with their customers.	<b>Materials</b>
<b>B01. Customer Experience Design</b> Creative design of the customer experience. Initiatives that strengthen customer relationships by creating seamless journeys that span the digital and physical worlds, characterised by timely and personalised touchpoints.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Information deck</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Appendix</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>B02. Product</b> A new or reinvented physical or digital product, launched by an existing brand which has transformed the offer of that brand and addresses evolving customer needs and changes to a competitive marketplace.	
<b>B03. Service Design</b> New or reinvented cross-channel service design, launched by an existing brand, which embodies a brand's vision and delivers a frictionless customer journey that is integrated across multiple touchpoints.	
<b>B04. Brand Purpose &amp; Impact</b> Transformation of a brand's ethical or socially driven purpose that authentically connects with customers, culture and society. How purpose has been embedded across core business functions. This could include, but not be limited to, product development, customer experience, marketing, people management, supply chains, etc.	

<b>C. Business Operations and Technology</b> Redesign of internal operations and technology to drive results, engage employees and build culture.	<b>Materials</b>
<b>C01. Operational Transformation</b> Wholesale, internal transformation that has created value through the scaled adoption of new or modified ways of working, such as operating models, processes or tools. Changes may involve staff, suppliers, distributors, consumers, regulators/governments.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Information deck</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Appendix</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>C02. New Relationship Models</b> Reinvention of the way customers use existing products/services, through the creation of new routes to market and delivery methods, such as direct-to-customer models, subscriptions and service-based propositions, often that blend digital and physical behaviours to create long-term customer relationships.	
<b>C03. Marketing Technology for Growth</b> The strategic application of marketing technology to improve efficiency, reach more customers, strengthen engagement and deliver results, such as retention and conversion of customers. May include, for example, use of third-party platforms (CRM, CMS, payments systems, etc.).	
<b>C04. Creative Application of Emerging Technology</b> Application of new or emerging technology that transformed how a brand/business and its customers interact. This could include, but not be limited to, the application of AI, data intelligence, cognitive tools, voice assistance, etc.	
<b>C05. Venture Models &amp; Corporate Innovation</b> Solving business problems through an outside-in approach. The successful creation and launch of new products /services developed in venture models. This could include, but not be limited to, use of incubators, accelerators, R&D and investments in start-ups, etc.	
<b>C06. Experience Transformation <span style="color: red;">NEW</span></b> Organisations that have reimagined their internal culture, workplace environment, and employee engagement strategies in ways that improve job satisfaction, productivity, and retention driving meaningful business transformation. The work should demonstrate how implementing creative solutions—whether through communication, technology, or organisational design, created a more dynamic, inclusive, and supportive workplaces, resulting in positive shifts in business performance and employee well-being.	
<b>D. Data &amp; Analytics</b> Transformative approaches to customer insight and targeting to effectively build new products/services or scale existing ones. Work that uncovers behavioural truths that enable businesses to capture new audiences and/or create more relevant experiences.	<b>Materials</b>
<b>D01. Targeting, Insights &amp; Personalisation</b> Transformative approaches to customer insight and targeting to effectively build new products/services or scale existing ones. Work that uncovers behavioural truths that enable businesses to capture new audiences and/or create more relevant experiences.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Information deck</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Appendix</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>

<b>E. Business Operations and Technology</b> Celebrating how a business successfully transforms inside and out.	<b>Materials</b>
<p><b>E01. End-to-End Transformation</b>          Celebrating how a business successfully transforms inside and out – from internal operations, teams, training programmes and policies to the choice of suppliers and partners, and how all this impacts the products and services, communications and customer experience. The work should demonstrate tangible results within every stage or touchpoint of the transformation.</p> <p><i>There is an increased eligibility for this category of over 5 years: 08 February 2020 – 10 April 2025.</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Information deck</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Appendix</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>F. Long-Term Brand Platform</b>	<b>Materials</b>
<p><b>F01. Long-Term Brand Platform NEW</b>          Brand platforms that have demonstrated enduring impact over time. The brand platform must show long-term effectiveness in building brand equity, fostering loyalty and delivering measurable business results through continuous, creative communication efforts.</p> <p><i>Three or more distinct campaigns as part of an overarching brand strategy. One of which must have been implemented after 8th feb 2024. The platform must have been in the market for at least three years.</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Information deck</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Appendix</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>

# Experience: Creative Commerce Lions

The Creative Commerce Lions celebrate the innovative and creative approach to online and offline commerce and payment solutions.

The work should demonstrate how innovation and optimisation at any point of the end-to-end customer journey led to increased consumer engagement and commercial success.

- A number of criteria will be considered during judging, weighted as follows: 30% idea; 20% strategy; 20% execution; 30% results.
- The same piece of work can be entered up to four times in Creative Commerce. However, the same piece of work may only be entered once in 'A. Creative Commerce: Sectors'.
- All case films, films, demo films and original content must be subtitled in English.

<b>A. Creative Commerce: Sectors</b> The same entry can be submitted only once in this section.	<b>Materials</b>
<b>A01. Consumer Goods</b> All fast-moving and durable consumer goods, including but not limited to food and beverages, toiletries, cleaning products, other household goods, other FMCGs, clothing and accessories, furniture, and consumer electronics.  <i>All fast-food entries should be entered into A04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A02. Healthcare</b> Pharma, OTC drugs, wellness.	
<b>A03. Automotive</b> Vehicles, other automobiles.	
<b>A04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains</b> All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
<b>A05. Media/Entertainment</b> Music, film, television, publications and media, books, news, digital platforms and other media.	
<b>A06. Consumer Services/Business to Business</b> All commercial public services, legal, financial, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	

<b>B. Commerce Channels</b> Work in these categories will be judged on commerce creativity and channel innovation.	<b>Materials</b>
<b>B01. Social/Influencer Commerce</b> Work that harnesses social platforms to engage consumers and drive business results.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>B02. Mobile-Led Commerce</b> The creative application of mobile commerce solutions that led to optimisation of the customer journey, increased engagement and commercial success. This may include, but is not limited to, apps, wallets, reward programmes and hyper-convenience.	
<b>B03. Entertainment Commerce</b> The seamless integration of transactional commerce and entertainment content through unexpected partnerships and brand experiences. This could include, but not be limited to, long-form content, retail theatre, gaming, sports, music, virtual worlds, etc.	
<b>B04. Omnichannel Commerce</b> Work that effectively integrates multiple conversion touchpoints in Social, digital and/or physical channels	
<b>B05. Innovative use of Commerce Channel</b> Commerce work that demonstrates the inventive use of new or existing technology, platforms, media or channels.	
<b>B06. Retail Media <span style="color: red;">NEW</span></b> Brands that strategically harness retailer-owned channels (such as websites, apps, and in-store displays) to engage consumers at crucial decision-making moments, using targeted insights to enhance brand relevance and drive measurable business outcomes.	



<b>C. Engagement</b> Creative commerce work in this section should focus on engaging and captivating audiences both online and offline.	<b>Materials</b>
<b>C01. Targeting, Insights and Personalisation</b> Dynamic content that enriches the user's shopping experience and drives engagement to achieve business results.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>C02. Conversational Commerce</b> Work that uses messaging services, chatbots, voice assistants, customer assistance, etc. to improve the online shopping experience through real-time, personalised customer engagement.	
<b>C03. In-Store Experiences</b> This could include, but not be limited to, offline retail promotions, store displays, pop-up stores and events, product sampling/trials, limited-edition products, etc.	
<b>C04. Customer Acquisition &amp; Retention</b> Online and offline work designed to attract or maintain customers, encourage customer activity and increase overall transaction value. This may include but is not limited to promotions, competitions, geofencing, app and social integration, etc.	
<b>C05. New Realities &amp; Emerging Tech</b> Immersive experiences that creatively push the boundaries of technology within commerce. This may include but not be limited to AI, AR, VR, wearable tech and mobile devices, voice technology, blockchain technology, Web3, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>C06. Brand Strategy</b> Innovative strategic solutions to brand challenges that have a tangible impact on customer experience and engagement.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>D. User Experience</b> Commerce work in this section should focus on the customer journey, ensuring a seamless experience at every touchpoint.	<b>Materials</b>
<b>D01. End-to-End Commerce</b> Celebrating the entire customer journey, from initial awareness through to post-purchase. This could include, but not be limited to, UX, UI, user experience patterns, conventions, preferences, branding, etc.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>

<b>D02. eCommerce Websites/Apps</b> The creation of exceptional e-commerce B2B or B2C websites or apps. This may include, but is not limited to, the seamless user experience, functionality and the conversion rate of the website/app in order to drive sales.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> <li>URL</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>D03. Payment Solutions</b> Creative use of payment solutions. This could include, but not be limited to, software and apps, blockchain technology, cryptocurrencies, NFTs, mobile wallet and reward programme automation, delegated authority, hyper-convenience and order buttons. Does not include prototypes of early-stage technology.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul>
<b>D04. Sustainable Commerce</b> This could include, but not be limited to, responsible consumption and production, packaging, economic models (i.e. replenishment), environmentally friendly shipping options, waste management, commerce for good, etc.	<b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>D05. Inclusive Commerce NEW</b> Initiatives that have successfully designed and implemented commerce strategies prioritising inclusivity and accessibility for diverse audiences. Work that embraces inclusivity whether through product innovation, technology, or distribution, driving equitable economic participation and fostering a more diverse and empowered consumer base.	

<b>E. Challenges &amp; Breakthroughs</b> Creative and innovative work that's brought to life through deep cultural insight, regional context and progressive thinking.	<b>Materials</b>
<b>E01. Challenger Brand</b> Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul>
<b>E02. Social Behaviour</b> Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	<b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul>
<b>E03. Breakthrough on a Budget</b> Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	<b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>E04. Corporate Purpose &amp; Social Responsibility</b> Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture.	
<b>E05. Use of Humour NEW</b> Work that celebrates the art of humour in branded communications, infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
<b>E06. Market Disruption</b> Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
<b>E07. Cultural Engagement NEW</b> Work that honours marketers who craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

# Experience: Innovation Lions

The Innovation Lions celebrate ground-breaking innovation, technology and problem solving ideas that turn imagination into impactful reality.

- The same piece of work may only be entered in either section A or B. Work can be entered up to two times in section 'B. Innovation'. However, the same piece of work may only be entered once in 'A. Early-Stage Technology'.
- Work entered into 'A01. Early-Stage Technology' may be at prototype/pre-production stage. However pre-development ideas/concepts are not eligible. Entrants in all categories must be in a position to fully demonstrate any technology entered. Concepts alone will not be permitted.
- Shortlisted entrants will be required to present their work to the jury.
- All case films, films, demo films and original content must be subtitled in English.

A. Early-Stage Technology	Materials
<b>A01. Early-Stage Technology</b> Work that showcases technology still in the prototype and beta stages of its creation. It may still be attracting funding or only operating at a fraction of its projected scale.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>

B. Innovation	Materials
<b>B01. Brand-Led Innovation</b> Brand-aligned, breakthrough and revolutionary ideas, and forward-thinking methods that are rooted in finding solutions to specific brand challenges and/or propelling a brand forward.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>B02. Product Innovation</b> Products created and developed in response to a business or consumer challenge. This could include, but is not limited to, solutions-driven products, consumer experience, integration of technology into daily life and sustainability.	
<b>B03. Environmental Innovation</b> Work that demonstrates a positive environmental contribution. Innovative approaches to being regenerative and work that creates a long-term sustainable impact on the environment.	
<b>B04. Societal Innovation</b> Work that addresses complex societal challenges. Innovative solutions that seek to drive positive and transformative change. This could include, but not be limited to, education, healthcare, equality, financial inclusion, social justice and cultural norms.	
<b>B05. Technology</b> Breakthrough technology or solutions that aim to advance, enrich or improve a brand. This could include, but not be limited to, data-led technologies, innovative platforms, tools, models, programmes, hardware, software, bespoke products and solutions.	
<b>B06. Fintech</b> Work that demonstrates innovative opportunities that aim to reshape the financial landscape. This could include, but not be limited to, expanding access in emerging markets by reducing costs, pioneering financial products that empower consumers and revolutionising payments to reshape how consumers handle their finances.	

# Experience: Luxury Lions

Celebrating creative communications for luxury goods and experiences with work that brings an aspirational lifestyle to life.

The Luxury Lions will recognise branded communications and solutions that drive business performance and brand loyalty.

The Lion will also recognise creativity and innovation that are rooted in craftsmanship. Work that should aim to set a new benchmark for the luxury sector, including the creative evolution of business models and broader transformation.

- A number of criteria will be considered during judging, weighted as follows: 20% creative idea; 20% strategy; 30% execution; 30% results
- There is no overall limit to how many times the same piece of work can be entered into Luxury Lions as long as the categories chosen are relevant.
- All case films, films, demo films and original content must be subtitled in English.

A. Luxury	Materials
<b>A01. Experience</b> Physical or digital luxury experiences that are set up to engage and strengthen relationships and make the brand more memorable. This may include, but is not limited to, immersive experiences, live events, AR/VR, installations, virtual worlds, multiscreen and multidimensional experiences. Does not include prototypes of early-stage technology.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A02. Sustainable Luxury</b> Work that demonstrates a long-term impactful environmental contribution. Innovative approaches to being sustainable and work that creates a long-term positive impact on the environment.	
<b>A03. Craft</b> Luxury work brought to life through exceptional craft. This may include, but is not limited to, art direction, digital craft, film craft, copywriting, illustration, typography, photography, etc.	
<b>A04. 360 Campaign</b> Work that successfully carries a luxury brand's message across multiple platforms/channels, both online and offline. The work should demonstrate how luxury content featuring a brand's message and/or product has been seamlessly implemented across various channels to amplify meaningful experiences and customer engagement.	
<b>A05. Data &amp; Targeting</b> Work that effectively attracts new customers, drives engagement or strengthens existing customer relationships. The work should show innovative use of data and insights leading to an increase in new business or customer activity.	
<b>A06. Brand Storytelling</b> Luxury campaigns that use exceptional brand/consumer stories to drive meaningful engagement with a specific audience.	
<b>A07. Transformation</b> Creative transformation of the luxury consumer experience. Initiatives that strengthen customer relationships by creating seamless journeys that span the digital and physical worlds, characterised by timely and personalised touchpoints.	
<b>A08. Partnerships/Collaborations</b> Partnerships/sponsorships that create immediate and long-term brand experiences or activations.	
<b>A09. Technology</b> Immersive luxury experiences that creatively push the boundaries of technology and engage with consumers. This may include, but is not limited to, AI, AR, VR, XR, wearable tech and mobile devices, voice technology, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• AR/VR files</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>

<p><b>A10. Social Campaign</b> Celebrating social media storytelling that builds brand awareness and drives impact. The work should demonstrate how social media was harnessed by luxury brands to increase awareness and relevance.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> <li>• URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<p><b>A11. Diversity, Equity &amp; Inclusion</b> Luxury work that tackles and confronts disparities based on sex, sexuality, disability, age, race, ethnicity, origin, religion or other status within the luxury space.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul>
<p><b>A12. Commerce</b> Luxury commerce work focusing on the customer journey, ensuring a seamless experience at every touchpoint.</p>	<p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>

# Good: Glass: The Lion for Change

Glass: The Lion for Change recognises creative work that addresses inequality and prejudice by consciously representing and empowering marginalised communities. This can include, but not be limited to, disabled people, Black and Indigenous people, refugees, asylum seekers, displaced individuals, minority religious groups, marginalised ethnic groups, LGBTQ+ communities, underserved socioeconomic groups and people of all ages, especially those underrepresented or stigmatised in society.

Celebrating brands that use creative excellence to drive cultural shifts, create systemic change, and set new standards for positive impact for the communities it serves.

- A number of criteria will be considered during judging and weighted as follows: 25% idea; 25% strategy; 50% impact and results.
- The same piece of work can only be entered two times into Glass.
- To be eligible for category 'B01. Long-Term Brand Platform', the work must have been in the market for at least 3 years.
- The work entered into Glass can be for any commercial or non-commercial client, regardless of the product or service or the medium of communication.
- Shortlisted entrants will be required to present their work to the jury.
- All case films, films, demo films and original content must be subtitled in English.
- All entry fees for Glass are donated to related charities that will be announced after the festival has taken place.

A. Technology	Materials
<b>A01. Technology NEW</b> Technology and technological solutions that enhance, facilitate, or improve the way individuals, groups, and ideas are represented in digital and physical spaces. The work should demonstrate how diversity and inclusion are embedded in the technology's design, execution, and impact, driving positive social change and innovation.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A02. Product/Service NEW</b> Products and services designed to uplift and accurately represent individuals and communities from varied backgrounds, cultures, and identities. The work should show that by reducing bias and promoting fairness, these products and services enable brands to better serve and connect with audiences, fostering a more inclusive and respectful environment.	
<b>A03. Initiatives NEW</b> Programmes, campaigns, and movements aimed at improving how people and communities are represented across media and public spaces. The work should demonstrate how the initiative has been implemented to drive systemic change, and promote the equitable portrayal of diverse identities, experiences, and perspectives.	
<b>A04. Internal Practices and Values NEW</b> Policies, standards, and cultural practices that organisations implement to ensure fair, inclusive, and authentic representation within their internal operations and workforce. This may include but is not limited to fostering an inclusive culture, and embedding equitable representation in decision-making processes across an organisation.	

B. Long-Term Brand Platform	Materials
<b>B01. Long-Term Brand Platform NEW</b> Brand platforms that have demonstrated enduring impact over time. The brand platform must show long-term effectiveness in building brand equity, fostering loyalty and delivering measurable business results through continuous, creative communication efforts.  <i>Three or more distinct campaigns as part of an overarching brand strategy. One of which must have been implemented after 8th feb 2024. The platform must have been in the market for at least three years.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>

# Good: Sustainable Development Goals Lions

The Sustainable Development Goals Lions celebrate creative problem solving, solutions or other initiatives that harness creativity and seek to have a positive impact on the world.

The work should demonstrate how it contributed to or advanced the 2030 Agenda for Sustainable Development across people, planet, prosperity, peace and partnerships.

- A number of criteria will be considered during judging, weighted as follows: 20% idea; 20% strategy; 20% execution; 40% impact and results.
- The same piece of work can be entered up to four times in Sustainable Development Goals.
- For Sustainable Development Goals Lions the eligibility dates are 08 February 2020 - 10 April 2025 where the work being judged was first implemented within the eligibility period, except for category 'F01 Long-Term Brand Platform' which must have been in the market for at least 3 years.
- All case films, films, demo films and original content must be subtitled in English.
- All entry fees for Sustainable Development Goals are donated to related-charities that will be announced after the festival has taken place.

A. People	Materials
<b>A01. Poverty</b> The work in this category will represent efforts to end poverty in all its forms everywhere. Its manifestations include hunger and malnutrition, disaster-prone geographies, social discrimination, limited access to education and other basic services.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A02. Hunger</b> Work here should demonstrate efforts to end hunger, achieve food security, improve nutrition and promote sustainable agriculture and food production systems.	
<b>A03. Good Health and Well-being</b> Work in this category will work towards ensuring healthy lives and the promotion of well-being for all. Examples here can include campaigns that address maternal mortality, disease epidemics, substance abuse, sexual and reproductive healthcare, services and access.	
<b>A04. Quality Education</b> Work that contributes to the establishment of inclusive and quality education for all and the promotion of lifelong learning opportunities. Includes efforts towards affordable, equal and safe access to education – regardless of race, gender or disability.	
<b>A05. Gender Equality</b> Work that contributes to the eradication of deeply rooted gender-based discrimination and the achievement of gender equality and empowerment for all.	

B. Planet	Materials
<b>B01. Clean Water and Sanitation</b> Work that contributes towards the availability and sustainable management of water and sanitation for all.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>B02. Affordable and Clean Energy</b> Work that promotes the necessity of access to affordable, reliable, sustainable and modern energy for all.	
<b>B03. Sustainable Cities and Communities</b> Work that represents efforts to make cities and human settlements completely inclusive, safe, resilient and sustainable. Common urban challenges include congestion, lack of funds to provide basic services, a shortage of adequate housing, declining infrastructure, accessibility and rising air pollution within cities.	
<b>B04. Responsible Consumption and Production</b> Work that contributes towards the implementation of sustainable consumption and production patterns for all. The work should focus on promoting resource and energy efficiency through reduction of natural resource consumption across the supply chain, involving everyone from producer to final consumer.	
<b>B05. Climate Action</b> Work that reflects the necessity of the urgent action required to combat climate change and its impacts.	
<b>B06. Life Below Water</b> Work that promotes the need to conserve and manage our oceans, seas and marine resources for sustainable development. The work may focus on various issues such as temperature, chemistry, currents and life.	
<b>B07. Life on Land</b> Work that promotes the protection, restoration and sustainable use of our land-based ecosystems, e.g. sustainable management of forests, prevention of desertification and the termination and reversal of land degradation and biodiversity loss.	

C. Prosperity	Materials
<b>C01. Decent Work and Economic Growth</b> Work that promotes sustained, inclusive and sustainable economic growth. This could include, but not be limited to, work that demonstrates efforts to reach safe, productive and equal employment for all, increased access to financial services to manage incomes, accumulate assets and make productive investments, and effective eradication of forced labour and modern slavery.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>C02. Industry, Innovation and Infrastructure</b> Work that reflects attempts to build resilient infrastructure, promote inclusive and sustainable industrialisation and nurture investment and innovation in transport, irrigation, energy and information and communication technology.	
<b>C03. Reduced Inequalities</b> Work that demonstrates efforts to reduce inequality within and among countries. Inequalities can refer to disparity in incomes as well as those based on age, sex, sexuality, disability, race, ethnicity, origin, religion or economic or other status within a country.	

D. Peace	Materials
<b>D01. Peace, Justice and Strong Institutions</b> Work that is aimed at the promotion of peaceful and inclusive societies for sustainable development. It will show attempts to provide access to justice for all and build effective, accountable and inclusive institutions at all levels.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>



E. Partnership	Materials
<p><b>E01. Partnerships for the Goals</b></p> <p>Work that contributes to the revitalisation and enhancement of global partnerships. Work that endeavours to bring together governments, civil society and the private sector to help in the implementation of sustainable development.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
F. Long-Term Brand Platform	Materials
<p><b>F01. Long-Term Brand Platform <span style="color: red;">NEW</span></b></p> <p>Brand platforms that have demonstrated enduring impact over time. The brand platform must show long-term effectiveness in building brand equity, fostering loyalty and delivering measurable business results through continuous, creative communication efforts.</p> <p><i>Three or more distinct campaigns as part of an overarching brand strategy. One of which must have been implemented after 8th feb 2024. The platform must have been in the market for at least three years.</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>

# Health: Health & Wellness Lions

The Health and Wellness Lions celebrate creativity for personal wellbeing.

The work should demonstrate an inspired approach to consumer healthcare. It should be exceptionally engaging work that promotes non-prescription products and services, publically educates to allow self-diagnosis or facilitates pro-active personal care.

- The same piece of work may only be entered in either Health & Wellness Lions or Pharma Lions.
- There is no overall limit to how many times the same piece of work can be entered into Health & Wellness as long as the categories and mediums chosen are relevant.
- All case films, films, demo films and original content must be subtitled in English.

## A. Consumer Products Promotion

Work created to drive choice for a specific branded product that does not require prescription but provides either a meaningful health benefit or supports personal wellbeing.

### A01. OTC Oral Medicines

Non-prescription drugs, OTC medicines and tablets, digestive health.

*Choose your Health & Wellness mediums from the list below.*

### A02. OTC Applications

Insect repellents, skin remedies (non-cosmetic), corn treatments, wart and verruca treatments, athlete's foot treatments, eye drops, ear drops, heat creams, nail treatments, foot treatments, hand sanitiser, toothpaste, mouthwash, medicated shampoo, hair loss products.

*Choose your Health & Wellness mediums from the list below.*

### A03. OTC Products

Condoms, contact lenses, prescription glasses, dental floss, adhesive plasters, heat pads, first aid kit items, orthotics, back supports, incontinence products, pregnancy tests, fertility testing kits/products, drug-free pain relief, other health and wellness products.

*Choose your Health & Wellness mediums from the list below.*

### A04. Nutraceuticals

Vitamins, minerals, herbal remedies, supplements, functional food, micronutrients, omega-3s, antioxidants, probiotics, effervescent vitamin drinks.

*Choose your Health & Wellness mediums from the list below.*

### A05. Health & Wellness Tech

Branded communication focusing on digital products, apps, wearables and gadgets that aid a healthy lifestyle. This could include, but not be limited to, fitness, diet, stress and sleep.

*Choose your Health & Wellness mediums from the list below.*

## B. Health Awareness & Advocacy

Work that promotes general health awareness, encourages proactive personal care or inspires advocacy and donations for legitimate health related causes.

### B01. Brand-Led Education & Awareness

Brand-funded communications to promote health awareness and encourage proactive personal care. This could include, but not be limited to, self-examination, anti-smoking, anti-drugs, health and hygiene information, AIDS awareness, alcohol abuse awareness, sexual health awareness, dietary information, cardiovascular care, exercise and wellbeing. This category will also include unbranded disease awareness.

*Choose your Health & Wellness mediums from the list below.*

### B02. Non-profit/Foundation-led Education & Awareness

Public health awareness messages and nonprofit cause marketing such as self-examination, anti-smoking, anti-drugs, health and hygiene information, AIDS awareness, alcohol abuse awareness, sexual health awareness, dietary information, cardiovascular care, exercise and wellbeing.

*Choose your Health & Wellness mediums from the list below.*

### B03. Fundraising & Advocacy

Customer-oriented health and wellness charity and institutions fundraising, patient advocacy (to the general public), disease and condition advocacy, treatment literature, blood and organ donations, volunteers, etc.

*Choose your Health & Wellness mediums from the list below.*

## C. Health Services & Corporate Communications

Work created to communicate a health brand ethos through public-facing corporate image campaigns or directly promote public health services and facilities, medical insurance and financial plans.

### C01. Corporate Image & Communication

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

*Choose your Health & Wellness mediums from the list below.*

### C02. Health Services & Facilities

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

*Choose your Health & Wellness mediums from the list below.*

### C03. Insurance

Medical insurance and financial plans.

*Choose your Health & Wellness mediums from the list below.*

## D. Animal Health

### D01. Animal Health

Pets and other animal health products and services for the attention of consumers that show a meaningful health benefit. Includes veterinary clinics and surgeries, fundraising for animal charities and facilities, animal wellbeing.

*Choose your Health & Wellness mediums from the list below.*

# Health & Wellness Mediums

Audio & Radio	Materials
<p><b>Audio &amp; Radio</b></p> <p>Work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling across the airwaves and digital streams.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging will predominantly be the idea, the execution and the impact.</li> <li>Each execution constitutes one entry.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>MP3 original version</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> <li>Private case film (pharma only)</li> </ul>
Brand Experience & Activation	Materials
<p><b>Brand Experience &amp; Activation</b></p> <p>Creative, comprehensive brand building through the next-level use of experience design, activation, immersive, retail and 360° customer engagement. The work should demonstrate how the customer journey, experience of the brand and optimisation of every touchpoint led to increased brand affinity and commercial success.</p> <ul style="list-style-type: none"> <li>A number of criteria will be considered during judging and weighted as follows: 20% idea; 20% strategy; 30% execution; 30% results.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> <li>Private case film (pharma only)</li> </ul>
Creative Data	Materials
<p><b>Creative Data</b></p> <p>Work enhanced or driven by the creative use, interpretation, analysis or application of data. The creative use of data must sit at the core of the idea, and the results/impact must be clear and robust.</p> <ul style="list-style-type: none"> <li>A number of criteria will be considered during judging and weighted as follows: 30% strategy; 30% use of data; 20% idea; 20% impact and results.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> <li>Private case film (pharma only)</li> </ul>

Digital Craft	Materials
<p><b>Digital Craft: Interface &amp; Navigation (UI)/User Experience (UX)</b></p> <p>Work focused on the interactive journey and exceptional form and function within digital healthcare. Work that demonstrates flawless design, expert execution and outstanding user experiences across all digital platforms to drive progress in healthcare.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging will predominantly be the execution and experience.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> <li>URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
Direct	Materials
<p><b>Direct</b></p> <p>Targeted and response-driven creativity. The work should demonstrate how insights and/or data were used as part of the strategy to engage specific target audience groups and develop customer relationships, inspiring action and producing measurable results.</p> <ul style="list-style-type: none"> <li>A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% impact and results.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> <li>Private case film (pharma only)</li> </ul>
Entertainment	Materials
<p><b>Entertainment</b></p> <p>Ideas that are unskippable, engaging users through entertainment platforms such as music, sport and gaming, communicating a brand message or connecting with consumers in a new way.</p> <ul style="list-style-type: none"> <li>A number of criteria will be considered during judging and weighted as follows: 20% strategy &amp; insight; 30% creative idea; 30% craft &amp; execution; 20% results.</li> <li>Brands refers to talent, artists, creators, influencers, streamers, athletes, teams, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the entertainment industry.</li> <li>If you're submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode.</li> <li>Traditional film advertising should be entered into the Film medium.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Original content</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> <li>Private case film (pharma only)</li> </ul>
Film	Materials
<p><b>Film: Cinema, TV and Digital Film Content</b></p> <p>Creativity of the moving image. The work should demonstrate brilliant brand storytelling intended for a screen. Includes filmed content created for TV, cinema, online and out-of-home experiences.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging will predominantly be the idea, the execution and the impact.</li> <li>Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.</li> <li>Each film execution constitutes one entry.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> </ul>

Film Craft	Materials
<p><b>Film Craft: Animation/Visual Effects</b></p> <p>All forms and styles of animation and visual effects created for film.</p> <ul style="list-style-type: none"> <li>• Criteria considered during judging will predominantly be the idea and the execution.</li> <li>• Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.</li> <li>• Each film execution constitutes one entry.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Film</li> </ul>
<p><b>Film Craft: Cinematography</b></p> <p>The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered.</p> <ul style="list-style-type: none"> <li>• Criteria considered during judging will predominantly be the idea and the execution.</li> <li>• Work that's not in English should be subtitled so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.</li> <li>• Each film execution constitutes one entry.</li> </ul>	<p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Demo film</li> </ul>
<p><b>Film Craft: Direction</b></p> <p>The vision and achievement of the direction, including the translation of the creative brief through a director's vision and how well that vision has been achieved. This may include but is not limited to the way that casting, set design, sound design and cinematography have been used to bring that vision to life.</p> <ul style="list-style-type: none"> <li>• Criteria considered during judging will predominantly be the idea and the execution.</li> <li>• Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.</li> <li>• Each film execution constitutes one entry.</li> </ul>	<p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• AR/VR files</li> <li>• Digital supporting content</li> </ul>
<p><b>Film Craft: Production Design/Art Direction</b></p> <p>The aesthetic of the production design/art direction. This includes set design and location builds, as well as the overall look, feel and atmosphere of the piece. The Jury will consider how the narrative has been enhanced by the artful management of the visual components.</p> <ul style="list-style-type: none"> <li>• Criteria considered during judging will predominantly be the idea and the execution.</li> <li>• Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.</li> <li>• Each film execution constitutes one entry.</li> </ul>	
<p><b>Film Craft: Script</b></p> <p>The film's script, as written. Analysis of the script will include dialogue, voiceovers, scene setting, movement, actions and expressions. The Jury will consider how successfully the script delivers on the creative idea, while also considering the effectiveness in conveying important health-related information.</p> <ul style="list-style-type: none"> <li>• Criteria considered during judging will predominantly be the idea and the execution.</li> <li>• Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.</li> <li>• Each film execution constitutes one entry.</li> </ul>	
<p><b>Film Craft: Use of Music/Sound Design</b></p> <p>The impact and success of original/licensed music and/or the creative use of sound design within film advertising.</p> <ul style="list-style-type: none"> <li>• Criteria considered during judging will predominantly be the idea and the execution.</li> <li>• Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.</li> <li>• Each film execution constitutes one entry.</li> </ul>	

Healthcare Product Innovation	Materials
<p><b>Healthcare Product Innovation</b> Products, devices and service innovations that have helped solve a business or patient issue for a health brand or have been produced/developed in order to meet a brand's communication needs.</p> <ul style="list-style-type: none"> <li>A number of criteria will be considered during judging and weighted as follows: 40% idea; 40% execution, form and function; 20% results.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> <li>Private case film (pharma only)</li> </ul>
Industry Craft	Materials
<p><b>Industry Craft: Art Direction</b> The overall design, direction and visual execution.</p> <ul style="list-style-type: none"> <li>Brand &amp; Communications Design, Packaging Design, Print &amp; Publishing &amp; Outdoor.</li> <li>Criteria considered during judging will predominantly be the execution.</li> <li>For Standard Print and Outdoor entries, each execution constitutes one entry.</li> <li>For Packaging &amp; Brand Communication &amp; Design entries, whole campaigns should be entered as one entry.</li> <li>There's no overall limit to how many times the same piece of work can be entered into Industry Craft.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital proof - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>Industry Craft: Copywriting</b> How the copywriting brings the creative idea to life.</p> <ul style="list-style-type: none"> <li>Brand &amp; Communications Design, Packaging Design, Print &amp; Publishing &amp; Outdoor.</li> <li>Criteria considered during judging will predominantly be the execution.</li> <li>For Standard Print and Outdoor entries, each execution constitutes one entry.</li> <li>For Packaging &amp; Brand Communication &amp; Design entries, whole campaigns should be entered as one entry.</li> <li>There's no overall limit to how many times the same piece of work can be entered into Industry Craft.</li> </ul>	
<p><b>Industry Craft: Illustration</b> The creative impact of the illustration.</p> <ul style="list-style-type: none"> <li>Brand &amp; Communications Design, Packaging Design, Print &amp; Publishing &amp; Outdoor.</li> <li>The criterion considered during judging will predominantly be the execution.</li> <li>For Standard Print and Outdoor entries, each execution constitutes one entry.</li> <li>For Packaging &amp; Brand Communication &amp; Design entries, whole campaigns should be entered as one entry.</li> <li>There's no overall limit to how many times the same piece of work can be entered into Industry Craft.</li> </ul>	
<p><b>Industry Craft: Photography</b> Engagement through use of photography and creative expression.</p> <ul style="list-style-type: none"> <li>Brand &amp; Communications Design, Packaging Design, Print &amp; Publishing &amp; Outdoor.</li> <li>Criteria considered during judging will predominantly be the execution.</li> <li>For Standard Print and Outdoor entries, each execution constitutes one entry.</li> <li>For Packaging &amp; Brand Communication &amp; Design entries, whole campaigns should be entered as one entry.</li> <li>There's no overall limit to how many times the same piece of work can be entered into Industry Craft.</li> </ul>	
<p><b>Industry Craft: Typography</b> Design aesthetics and storytelling conveyed through the use of typography.</p> <ul style="list-style-type: none"> <li>Brand &amp; Communications Design, Packaging Design, Print &amp; Publishing &amp; Outdoor.</li> <li>The criterion considered during judging will predominantly be the execution.</li> <li>For Standard Print and Outdoor entries, each execution constitutes one entry.</li> <li>For Packaging &amp; Brand Communication &amp; Design entries, whole campaigns should be entered as one entry.</li> <li>There's no overall limit to how many times the same piece of work can be entered into Industry Craft.</li> </ul>	

Integrated	Materials
<p><b>Integrated</b></p> <p>Work that uses multiple media platforms. The work should demonstrate the integration of chosen elements or channels throughout the campaign and how the different media complemented and built on each other to drive tangible business results and were instrumental to cultural change or integral in the achievement of brand purpose.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging will predominantly be the idea, strategy, execution and results.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> <li>Private case film (pharma only)</li> </ul>
Mobile	Materials
<p><b>Mobile</b></p> <p>Device-driven creativity. Entries should demonstrate performance in portable platforms. Includes work where a handheld or wearable environment is central to the idea and experience and enables key aspects of the execution.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging include idea, execution, platform relevance, impact and results.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> <li>Demo film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> <li>Private case film (pharma only)</li> </ul>
Outdoor	Materials
<p><b>Outdoor: Ambient</b></p> <p>Nonstandard and free-format outdoor advertising that leverages the use of public spaces, objects and environments in an unconventional manner. This could include, but not be limited to, small-scale solutions, special build, installations, live advertising and events.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging will predominantly be the idea, the execution and the impact.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>Outdoor: Standard</b></p> <p>Content intended for static and digital billboards, posters, bus stops, in-store posters, point of sale, signage, transit solutions, banners, etc.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging will predominantly be the idea, the execution and the impact.</li> <li>For Standard Outdoor entries, each execution constitutes one entry.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital proof - JPG</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting images - JPG</li> </ul>



PR	Materials
<p><b>PR</b></p> <p>Strategic and creative communication that demonstrates how original thinking, transformative insight and a strategy rooted in earned media have influenced opinion and driven business, societal and/or cultural change. Work with storytelling at its core, which established, protected and enhanced the reputation and business of an organisation or brand.</p> <ul style="list-style-type: none"> <li>A number of criteria will be considered during judging and weighted as follows: 20% idea; 30% strategy; 20% execution; 30% impact and results.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> <li>Private case film (pharma only)</li> </ul>
Print & Publishing	Materials
<p><b>Print &amp; Publishing: Collateral</b></p> <p>Brochures, booklets, leave behinds, custom sales materials, detail aids, promotional items, brand reminders, calendars, newsletters, annual reports and press releases.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging will predominantly be the idea, the execution and the impact.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>Print &amp; Publishing: Standard</b></p> <p>Content intended for published printed media. This could include, but not be limited to; newspaper, magazines, medical journals and inserts.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging will predominantly be the idea, the execution and the impact.</li> <li>For Standard Print entries, each execution constitutes one entry.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital proof - JPG</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting images - JPG</li> </ul>
Social & Creator	Materials
<p><b>Social &amp; Creator</b></p> <p>Creative social thinking and strategic influencer marketing specifically created for healthcare solutions to engage with online communities, enhance meaningful relations and deliver measurable results for a brand.</p> <ul style="list-style-type: none"> <li>A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% results.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> <li>URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> <li>Private case film (pharma only)</li> </ul>

Use of Technology	Materials
<p><b>Use of Technology</b></p> <p>Use of existing or new technology to execute or support a brand campaign. This could include, but not be limited to, AI, AR and VR, robotics, gadgets and electronics, wearable and interactive technology, etc. Does not include prototypes of early-stage technology.</p> <ul style="list-style-type: none"> <li>Criteria considered will predominantly be the idea, execution and results of the technology on the brand, product or service.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> <li>Private case film (pharma only)</li> </ul>

# Health: Pharma Lions

The Pharma Lions celebrate creative communications for pharmaceutical clients and services with work that brings science and innovation to life.

All work entered into Pharma Lions must be aimed at specific practitioners and patient groups in relation to the management of a disease or medical condition diagnosed and treated by a healthcare professional.

- There is no overall limit to how many times the same piece of work can be entered into Pharma as long as the mediums chosen are relevant.
- The same piece of work may only be entered in either the Pharma Lions or the Health & Wellness Lions.
- Only products and services prescribed by healthcare professionals should be entered in the Pharma Lions. However, the same piece of work can only be entered in either section 'A. Direct to Consumer', 'B. Regulated', 'C. Non-regulated' or 'D. Veterinary'.
- If you wish to enter an OTC or general wellbeing product or service, please see the Health & Wellness Lions.
- Please read the Supporting Material Guide before entering.
- All case films, films, demo films and original content must be subtitled in English.

## A. Direct to Consumer

### A01. Branded Product or Service Promotion

Direct-to-consumer branded work created to launch and/or promote a specific regulated prescription product, service or therapy.

*The work here must have aired in New Zealand, the USA or, in some circumstances, Canada, due to regulatory restraints. Choose your Pharma mediums from the list below.*

### A02. Unbranded Product or Service Promotion

Direct-to-consumer unbranded work created to launch and/or promote a specific regulated prescription product, service or therapy.

*Choose your Pharma mediums from the list below.*

## B. Regulated

Work created for a specific regulated branded product, service, therapy or company to drive choice, progress healthcare advancement and raise awareness and understanding of a disease or medical condition.

Only work for products or services that must adhere to strict regulatory compliance and compulsory fair balance copy can be entered in section B. Regulated.

All entrants within this section must provide regulatory requirements for your region in relation to your submission.

### B01. Product or Service Promotion: Direct to Patient

Direct-to-patient work created to launch and/or promote a specific branded regulated prescription product, service or therapy.

*Choose your Pharma mediums from the list below.*

### B02. Product or Service Promotion: Healthcare Professional

Work targeted directly at healthcare professionals created to launch and/or promote a specific branded regulated prescription product, service or therapy.

*Choose your Pharma mediums from the list below.*

### B03. Disease Awareness & Understanding: Direct to Patient or Healthcare Professional

Work created to raise awareness and understanding of a disease or medical condition for patients or healthcare professionals.

*Choose your Pharma mediums from the list below.*

### B04. Healthcare Professional Engagement

Work aimed at healthcare professionals, influencers, researchers and key opinion leaders to establish and continue scientific education, drive industry advancement and adopt technologies and programmes associated with the development and distribution of research and treatment options.

*Work that is created to raise understanding and awareness of diseases and medical conditions should be entered into B03 Disease Awareness & Understanding: Direct to Patient or Healthcare Professional. Choose your Pharma mediums from the list below.*

## CANNES LIONS AWARDS 2025

### ENTRY KIT 1: PHARMA LIONS

#### B05. Patient Engagement

Work aimed at patients intended to support adherence; drive proper, responsible usage of treatment; improve patient experience; and drive better outcomes while building a positive reputation for a client and/or brand.

Approaches may include, but are not limited to, the use of data analytics and connective technology to enhance the patient journey, compliance programmes, screening services and psychosocial support services.

*Work that is created to raise understanding and awareness of diseases and medical conditions should be entered into B03 Disease Awareness & Understanding: Direct to Patient or Healthcare Professional. Choose your Pharma mediums from the list below.*

#### B06. Innovative Use of Technology: Patient or Healthcare Professional

Innovative uses of technology solutions for patients or healthcare professionals. Approaches may include, but not be limited to, the treatment, diagnosis and data collection of patients; technology; software and hardware; clinical trial tools; treatment products; etc.

*Pre-development ideas/concepts are not eligible. Entrants must be in a position to fully demonstrate the technology. Choose your Pharma mediums from the list below.*

### C. Non-Regulated

Work created for a non-regulated branded product, service, therapy or company.

Only work for products or services that are utilised by specific practitioners and patient groups in relation to the management of a disease or medical condition diagnosed and treated by a healthcare professional can be entered into C. Non-Regulated.

If you wish to enter an OTC or general wellbeing product or service, please see the Health & Wellness Lions.

#### C01. Product or Service Promotion: Direct-to-Patient

Direct-to-patient work created to launch and/or promote a specific branded non-regulated prescription product, service or therapy.

*The work here must be in relation to the management of a disease or medical condition diagnosed and treated by a healthcare professional. Choose your Pharma mediums from the list below.*

#### C02. Product or Service Promotion: Healthcare Professional

Work targeted directly at healthcare professionals created to launch and/or promote a specific branded non-regulated prescription product, service or therapy.

*The work here must be in relation to the management of a disease or medical condition diagnosed and treated by a healthcare professional. Choose your Pharma mediums from the list below.*

#### C03. Disease Awareness & Understanding: Direct to Patient or Healthcare Professional

Work created to raise awareness and understanding of a disease or medical condition, change perceptions or overcome social stigma.

*Choose your Pharma mediums from the list below.*

#### C04. Healthcare Professional Engagement

Work aimed at healthcare professionals, influencers, researchers and key opinion leaders to establish and continue scientific education, drive industry advancement and adopt technologies and programmes associated with the development and distribution of research and treatment options.

*Work that is created to raise understanding and awareness of diseases and medical conditions should be entered into C03 Disease Awareness & Understanding: Direct to Patient or Healthcare Professional Choose your Pharma mediums from the list below.*

#### C05. Patient Engagement

Work aimed at patients intended to support adherence; drive proper, responsible usage of treatment; improve patient experience; and drive better outcomes while building a positive reputation for a client and/or brand. Approaches may include, but are not limited to, the use of data analytics and connective technology to enhance the patient journey, compliance programmes, screening services, psychosocial support services.

*Work that is created to raise understanding and awareness of diseases and medical conditions should be entered into C03 Disease Awareness & Understanding: Direct to Patient or Healthcare Professional Choose your Pharma mediums from the list below.*

#### C06. Innovative Use of Technology: Patient or Healthcare Professional

Innovative uses of technology solutions for patients or healthcare professionals. Approaches may include, but not limited to, the treatment, diagnosis and data collection of patients; technology; software and hardware; clinical trial tools, treatment products, etc.

*Pre-development ideas/concepts are not eligible. Entrants must be in a position to fully demonstrate the technology. Choose your Pharma mediums from the list below.*

## D. Veterinary

### D01. Veterinary

Products and solutions created for animals requiring veterinary diagnosis, prescription and treatment.

*Choose your Pharma mediums from the list below.*

# Pharma Mediums

Audio & Radio	Materials
<p><b>Audio &amp; Radio</b></p> <p>Work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling across the airwaves and digital streams.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging will predominantly be the idea, the execution and the impact.</li> <li>Each execution constitutes one entry.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>MP3 original version</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> <li>Private case film (pharma only)</li> </ul>
Brand Experience & Activation	Materials
<p><b>Brand Experience &amp; Activation</b></p> <p>Creative, comprehensive brand building through the next-level use of experience design, activation, immersive, retail and 360° customer engagement. The work should demonstrate how the customer journey, experience of the brand and optimisation of every touchpoint led to increased brand affinity and commercial success.</p> <ul style="list-style-type: none"> <li>A number of criteria will be considered during judging and weighted as follows: 20% idea; 20% strategy; 30% execution; 30% results.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> <li>Private case film (pharma only)</li> </ul>
Creative Data	Materials
<p><b>Creative Data</b></p> <p>Work enhanced or driven by the creative use, interpretation, analysis or application of data. The creative use of data must sit at the core of the idea, and the results/impact must be clear and robust.</p> <ul style="list-style-type: none"> <li>A number of criteria will be considered during judging and weighted as follows: 30% strategy; 30% use of data; 20% idea; 20% impact and results.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> <li>Private case film (pharma only)</li> </ul>

Digital Craft	Materials
<p><b>Digital Craft: Interface &amp; Navigation (UI)/User Experience (UX)</b></p> <p>Work focused on the interactive journey and exceptional form and function within digital healthcare. Work that demonstrates flawless design, expert execution and outstanding user experiences across all digital platforms to drive progress in healthcare.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging will predominantly be the execution and experience.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> <li>URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
Direct	Materials
<p><b>Direct</b></p> <p>Targeted and response-driven creativity. The work should demonstrate how insights and/or data were used as part of the strategy to engage specific target audience groups and develop customer relationships, inspiring action and producing measurable results.</p> <ul style="list-style-type: none"> <li>A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% impact and results.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> <li>Private case film (pharma only)</li> </ul>
Entertainment	Materials
<p><b>Entertainment</b></p> <p>Ideas that are unskippable, engaging users through entertainment platforms such as music, sport and gaming, communicating a brand message or connecting with consumers in a new way.</p> <ul style="list-style-type: none"> <li>A number of criteria will be considered during judging and weighted as follows: 20% strategy &amp; insight; 30% creative idea; 30% craft &amp; execution; 20% results.</li> <li>Brands refers to talent, artists, creators, influencers, streamers, athletes, teams, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the entertainment industry.</li> <li>If you're submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode.</li> <li>Traditional film advertising should be entered into the Film medium.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Original content</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> <li>Private case film (pharma only)</li> </ul>
Film	Materials
<p><b>Film: Cinema, TV and Digital Film Content</b></p> <p>Creativity of the moving image. The work should demonstrate brilliant brand storytelling intended for a screen. Includes filmed content created for TV, cinema, online and out-of-home experiences.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging will predominantly be the idea, the execution and the impact.</li> <li>Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.</li> <li>Each film execution constitutes one entry.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> </ul>

Film Craft	Materials
<p><b>Film Craft: Animation/Visual Effects</b></p> <p>All forms and styles of animation and visual effects created for film.</p> <ul style="list-style-type: none"> <li>• Criteria considered during judging will predominantly be the idea and the execution.</li> <li>• Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.</li> <li>• Each film execution constitutes one entry.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Film</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>• Demo film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• AR/VR files</li> <li>• Digital supporting content</li> </ul>
<p><b>Film Craft: Cinematography</b></p> <p>The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered.</p> <ul style="list-style-type: none"> <li>• Criteria considered during judging will predominantly be the idea and the execution.</li> <li>• Work that's not in English should be subtitled so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.</li> <li>• Each film execution constitutes one entry.</li> </ul>	
<p><b>Film Craft: Direction</b></p> <p>The vision and achievement of the direction, including the translation of the creative brief through a director's vision and how well that vision has been achieved. This may include but is not limited to the way that casting, set design, sound design and cinematography have been used to bring that vision to life.</p> <ul style="list-style-type: none"> <li>• Criteria considered during judging will predominantly be the idea and the execution.</li> <li>• Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.</li> <li>• Each film execution constitutes one entry.</li> </ul>	
<p><b>Film Craft: Production Design/Art Direction</b></p> <p>The aesthetic of the production design/art direction. This includes set design and location builds, as well as the overall look, feel and atmosphere of the piece. The Jury will consider how the narrative has been enhanced by the artful management of the visual components.</p> <ul style="list-style-type: none"> <li>• Criteria considered during judging will predominantly be the idea and the execution.</li> <li>• Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.</li> <li>• Each film execution constitutes one entry.</li> </ul>	
<p><b>Film Craft: Script</b></p> <p>The film's script, as written. Analysis of the script will include dialogue, voiceovers, scene setting, movement, actions and expressions. The Jury will consider how successfully the script delivers on the creative idea, while also considering the effectiveness in conveying important health-related information.</p> <ul style="list-style-type: none"> <li>• Criteria considered during judging will predominantly be the idea and the execution.</li> <li>• Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.</li> <li>• Each film execution constitutes one entry.</li> </ul>	
<p><b>Film Craft: Use of Music/Sound Design</b></p> <p>The impact and success of original/licensed music and/or the creative use of sound design within film advertising.</p> <ul style="list-style-type: none"> <li>• Criteria considered during judging will predominantly be the idea and the execution.</li> <li>• Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed.</li> <li>• Each film execution constitutes one entry.</li> </ul>	



Healthcare Product Innovation	Materials
<p><b>Healthcare Product Innovation</b> Products, devices and service innovations that have helped solve a business or patient issue for a health brand or have been produced/developed in order to meet a brand's communication needs.</p> <ul style="list-style-type: none"> <li>A number of criteria will be considered during judging and weighted as follows: 40% idea; 40% execution, form and function; 20% results.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> <li>Private case film (pharma only)</li> </ul>
Industry Craft	Materials
<p><b>Industry Craft: Art Direction</b> The overall design, direction and visual execution.</p> <ul style="list-style-type: none"> <li>Brand &amp; Communications Design, Packaging Design, Print &amp; Publishing &amp; Outdoor.</li> <li>Criteria considered during judging will predominantly be the execution.</li> <li>For Standard Print and Outdoor entries, each execution constitutes one entry.</li> <li>For Packaging &amp; Brand Communication &amp; Design entries, whole campaigns should be entered as one entry.</li> <li>There's no overall limit to how many times the same piece of work can be entered into Industry Craft.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital proof - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>Industry Craft: Copywriting</b> How the copywriting brings the creative idea to life.</p> <ul style="list-style-type: none"> <li>Brand &amp; Communications Design, Packaging Design, Print &amp; Publishing &amp; Outdoor.</li> <li>Criteria considered during judging will predominantly be the execution.</li> <li>For Standard Print and Outdoor entries, each execution constitutes one entry.</li> <li>For Packaging &amp; Brand Communication &amp; Design entries, whole campaigns should be entered as one entry.</li> <li>There's no overall limit to how many times the same piece of work can be entered into Industry Craft.</li> </ul>	
<p><b>Industry Craft: Illustration</b> The creative impact of the illustration.</p> <ul style="list-style-type: none"> <li>Brand &amp; Communications Design, Packaging Design, Print &amp; Publishing &amp; Outdoor.</li> <li>The criterion considered during judging will predominantly be the execution.</li> <li>For Standard Print and Outdoor entries, each execution constitutes one entry.</li> <li>For Packaging &amp; Brand Communication &amp; Design entries, whole campaigns should be entered as one entry.</li> <li>There's no overall limit to how many times the same piece of work can be entered into Industry Craft.</li> </ul>	
<p><b>Industry Craft: Photography</b> Engagement through use of photography and creative expression.</p> <ul style="list-style-type: none"> <li>Brand &amp; Communications Design, Packaging Design, Print &amp; Publishing &amp; Outdoor.</li> <li>Criteria considered during judging will predominantly be the execution.</li> <li>For Standard Print and Outdoor entries, each execution constitutes one entry.</li> <li>For Packaging &amp; Brand Communication &amp; Design entries, whole campaigns should be entered as one entry.</li> <li>There's no overall limit to how many times the same piece of work can be entered into Industry Craft.</li> </ul>	
<p><b>Industry Craft: Typography</b> Design aesthetics and storytelling conveyed through the use of typography.</p> <ul style="list-style-type: none"> <li>Brand &amp; Communications Design, Packaging Design, Print &amp; Publishing &amp; Outdoor.</li> <li>The criterion considered during judging will predominantly be the execution.</li> <li>For Standard Print and Outdoor entries, each execution constitutes one entry.</li> <li>For Packaging &amp; Brand Communication &amp; Design entries, whole campaigns should be entered as one entry.</li> <li>There's no overall limit to how many times the same piece of work can be entered into Industry Craft.</li> </ul>	

Integrated	Materials
<p><b>Integrated</b></p> <p>Work that uses multiple media platforms. The work should demonstrate the integration of chosen elements or channels throughout the campaign and how the different media complemented and built on each other to drive tangible business results and were instrumental to cultural change or integral in the achievement of brand purpose.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging will predominantly be the idea, strategy, execution and results.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> <li>Private case film (pharma only)</li> </ul>
Mobile	Materials
<p><b>Mobile</b></p> <p>Device-driven creativity. Entries should demonstrate performance in portable platforms. Includes work where a handheld or wearable environment is central to the idea and experience and enables key aspects of the execution.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging include idea, execution, platform relevance, impact and results.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> <li>Demo film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>AR/VR files</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> <li>Private case film (pharma only)</li> </ul>
Outdoor	Materials
<p><b>Outdoor: Ambient</b></p> <p>Nonstandard and free-format outdoor advertising that leverages the use of public spaces, objects and environments in an unconventional manner. This could include, but not be limited to, small-scale solutions, special build, installations, live advertising and events.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging will predominantly be the idea, the execution and the impact.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>Outdoor: Standard</b></p> <p>Content intended for static and digital billboards, posters, bus stops, in-store posters, point of sale, signage, transit solutions, banners, etc.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging will predominantly be the idea, the execution and the impact.</li> <li>For Standard Outdoor entries, each execution constitutes one entry.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital proof - JPG</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting images - JPG</li> </ul>

PR	Materials
<p><b>PR</b></p> <p>Strategic and creative communication that demonstrates how original thinking, transformative insight and a strategy rooted in earned media have influenced opinion and driven business, societal and/or cultural change. Work with storytelling at its core, which established, protected and enhanced the reputation and business of an organisation or brand.</p> <ul style="list-style-type: none"> <li>A number of criteria will be considered during judging and weighted as follows: 20% idea; 30% strategy; 20% execution; 30% impact and results.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> <li>Private case film (pharma only)</li> </ul>
Print & Publishing	Materials
<p><b>Print &amp; Publishing: Collateral</b></p> <p>Brochures, booklets, leave behinds, custom sales materials, detail aids, promotional items, brand reminders, calendars, newsletters, annual reports and press releases.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging will predominantly be the idea, the execution and the impact.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Demo film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<p><b>Print &amp; Publishing: Standard</b></p> <p>Content intended for published printed media. This could include, but not be limited to; newspaper, magazines, medical journals and inserts.</p> <ul style="list-style-type: none"> <li>Criteria considered during judging will predominantly be the idea, the execution and the impact.</li> <li>For Standard Print entries, each execution constitutes one entry.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital proof - JPG</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting images - JPG</li> </ul>
Social & Creator	Materials
<p><b>Social &amp; Creator</b></p> <p>Creative social thinking and strategic influencer marketing specifically created for healthcare solutions to engage with online communities, enhance meaningful relations and deliver measurable results for a brand.</p> <ul style="list-style-type: none"> <li>A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% results.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> <li>URL</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> <li>Private case film (pharma only)</li> </ul>

Use of Technology	Materials
<p><b>Use of Technology</b></p> <p>Use of existing or new technology to execute or support a brand campaign. This could include, but not be limited to, AI, AR and VR, robotics, gadgets and electronics, wearable and interactive technology, etc. Does not include prototypes of early-stage technology.</p> <ul style="list-style-type: none"> <li>Criteria considered will predominantly be the idea, execution and results of the technology on the brand, product or service.</li> </ul>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital presentation image - JPG</li> </ul> <p><b>Highly Recommended (Optional)</b></p> <ul style="list-style-type: none"> <li>Case film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>URL</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> <li>Private case film (pharma only)</li> </ul>

# Strategy: Creative Effectiveness Lions

The Creative Effectiveness Lions celebrate the measurable impact of creative work.

The work should demonstrate how an effective strategy rooted in creativity has met its chosen business objectives, generated positive customer outcomes and driven sustainable business impact over time.

- A number of criteria will be considered during judging, weighted as follows: 25% idea; 25% strategy; 50% impact and results.
- To be eligible your work must have won or been shortlisted at Cannes Lions in 2022, 2023 or 2024.
- The same piece of work can be entered up to four times in Creative Effectiveness. However, the same piece of work may only be entered once in 'A. Creative Effectiveness: Sectors'.
- To be eligible for 'D01 Long-Term Brand Platform', the work must include at least three distinct campaigns within a broader brand strategy that has been in the market for at least three years. Additionally, at least one campaign must have won or been shortlisted at Cannes Lions in 2022, 2023, or 2024.
- All case films, films, demo films and original content must be subtitled in English.

<b>A. Creative Effectiveness: Sectors</b> Work in this section should focus on effectiveness achieved in a particular sector, and whether the work achieved or exceeded its objectives and goals.  The same entry can be submitted only once in this section.	<b>Materials</b>
<b>A01. Consumer Goods</b> All fast-moving and durable consumer goods, including but not limited to food and beverages, toiletries, cleaning products, other household goods, other FMCGs, clothing and accessories, furniture, and consumer electronics.  <i>All fast-food entries should be entered into A04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Written Explanation</li> <li>• Client approval letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Appendix</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A02. Healthcare</b> Pharma, OTC drugs, wellness.  <i>If the work has been created for a Charity/NFP then this should be entered into A07.</i>	
<b>A03. Automotive</b> Vehicles, other automobiles.	
<b>A04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains</b> All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
<b>A05. Media/Entertainment</b> Music, film, television, publications and media, books, news, digital platforms and other media.	
<b>A06. Consumer Services/Business to Business</b> All commercial public services, legal, financial, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
<b>A07. Not-for-Profit / Charity / Government</b> Government, public information, NGOs, military, charities, non-profit organisations.  <i>All corporate social responsibility work should be entered in the relevant sector and/or B04. Creative Effectiveness for Good category in section B. Market.</i>	

<b>B. Market</b> Work in this section should demonstrate how it enabled the brand to effectively achieve their objectives in a chosen market.	<b>Materials</b>
<b>B01. Single Market</b> Work that has been implemented in a single market with a single target market at its core. The work should describe how it was designed for the target market and how the tangible business results were achieved.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Written Explanation</li> <li>• Client approval letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Appendix</li> <li>• Digital supporting images - JPG</li> </ul>
<b>B02. Multi-Market</b> Work that has been implemented across multiple markets. The work should describe how it was designed for multiple markets and how the tangible business results were achieved.	
<b>B03. Global Market</b> Work that has been implemented globally. The work should describe how it was creatively designed to run globally and how the tangible business results were achieved.	
<b>B04. Creative Effectiveness for Good</b> Celebrating the measurable impact of creative work with social purpose at the heart. The work should be for a charity, non-profit or government body or for brands who can demonstrate they worked in partnership with a not-for-profit organisation. The work should illustrate how the campaign drove tangible results and was instrumental to cultural change or integral to achieving a brand's purpose.	

<b>C. Brand Challenges &amp; Opportunities</b> Work in these categories should focus on the brand challenge or opportunity identified. The work should explain its strategic response, as well as specific channels and touchpoints chosen and why.	<b>Materials</b>
<b>C01. Launch</b> Work created to launch a product or service.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Written Explanation</li> <li>• Client approval letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Appendix</li> <li>• Digital supporting images - JPG</li> </ul>
<b>C02. Rebrand</b> Rebrand/refresh of an existing brand identity for any product, service or organisation.	
<b>C03. Acquisition</b> Work that effectively attracts new customers or drives new engagement. The work should show an increase in new business or customer activity.	
<b>C04. Retention</b> Work that enhances or strengthens existing customer relationships. The work should show an increase in new business or customer activity.	
<b>C05. Real-Time Response</b> Effective targeted work that responds to world events, public affairs and other real-world, real-time activity prompting social sharing and a measurable response.	
<b>C06. Sustained Success</b> Celebrating the long-term impact of creative work. The work should demonstrate how a long running campaign drove tangible business results, was instrumental to cultural change or integral to achieving a brand's purpose. The work in this category must show results over several years.	
<b>C07. Collaboration</b> Celebrating the measurable impact of creative work that is the result of a collaboration between brands and agencies or partner agencies to achieve a business goal. The work should demonstrate how the collaborative effort drove tangible business results.	
<b>C08. Breakthrough on a Budget</b> Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
<b>C09. Challenger Brand</b> Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
<b>C10. Market Disruption</b> Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

D. Long-Term Brand Platform	Materials
<p><b>D01. Long-Term Brand Platform <span>NEW</span></b></p> <p>Brand platforms that have demonstrated enduring impact over time. The brand platform must show long-term effectiveness in building brand equity, fostering loyalty and delivering measurable business results through continuous, creative communication efforts.</p> <p><i>Three or more distinct campaigns as part of an overarching brand strategy. One of which must have been implemented after 8th feb 2024. The platform must have been in the market for at least three years.</i></p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"><li>• Written Explanation</li><li>• Client approval letter</li></ul> <p><b>Optional</b></p> <ul style="list-style-type: none"><li>• URL</li><li>• Appendix</li><li>• Digital supporting images - JPG</li></ul>

# Strategy: Creative Strategy Lions

The Creative Strategy Lions celebrate the idea behind the idea – how strategic planning can redefine a brand, reinvent its business, and influence consumers or wider culture.

The work should demonstrate exceptional interpretation of the business/brand challenge, breakthrough thinking and transformational problem solving that led to a compelling creative strategy.

- A number of criteria will be considered during judging, weighted as follows: 30% interpretation of business/brand challenge; 30% insight/breakthrough thinking; 20% creative idea; 20% outcome/results.
- The same piece of work can be entered up to four times in Creative Strategy. However, the same piece of work may only be entered once in 'A. Sectors'.
- For Creative Strategy Lions the eligibility dates are 08 February 2022 - 10 April 2025 where the strategy being judged was first implemented within the eligibility period, except for category 'CO4 Long-term Strategy', which has an eligibility period of 08 February 2020 - 10 April 2025, and category 'FO1 Long-Term Brand Platform', which must have been in the market for at least 3 years.
- All case films, films, demo films and original content must be subtitled in English.

A. Creative Strategy: Sectors	Materials
The same entry can be submitted only once in this section.	
<b>A01. Consumer Goods</b> All fast-moving and durable consumer goods, including but not limited to food and beverages, toiletries, cleaning products, other household goods, other FMCGs, clothing and accessories, furniture, and consumer electronics.  <i>All fast-food entries should be entered into A04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Information deck</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Appendix</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>A02. Healthcare</b> Pharma, OTC drugs, wellness.  <i>If the work has been created for a Charity/NFP then this should be entered into A07.</i>	
<b>A03. Automotive</b> Vehicles, other automobiles.	
<b>A04. Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains</b> All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online retailers, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
<b>A05. Media/Entertainment</b> Music, film, television, publications and media, books, news, digital platforms and other media.	
<b>A06. Consumer Services/Business to Business</b> All commercial public services, legal, financial, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
<b>A07. Not-for-Profit / Charity / Government</b> Government, public information, NGOs, military, charities, non-profit organisations.  <i>All corporate social responsibility work should be entered in the relevant sector and/or CO5. Corporate Purpose &amp; Social Responsibility category in section C. Challenges &amp; Breakthroughs.</i>	

B. Insights & Research	Materials
<b>B01. Data &amp; Analytics</b> Strategy inspired by insightful analysis and interpretation of data, revealing a clear business problem/opportunity. This may include but is not limited to the use of data science, commissioned research, online behavioural data, statistical analysis, sales information, consumer first party data, etc.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• Information deck</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>• Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Appendix</li> <li>• Digital supporting content</li> <li>• Digital supporting images - JPG</li> </ul>
<b>B02. Audience Insight</b> How deep understanding of the audience/consumers has created a transformative effect on the business. Work that demonstrates the application of behavioural science in relation to building and creating the audience profile. This may include but isn't limited to behavioural economics, consumer insight, social listening, cultural trends, ethnography, experience mapping, neuroscience, etc.	



<b>C. Challenges &amp; Breakthroughs</b> Creative and innovative work that is brought to life through deep cultural insight, regional context and progressive thinking.	<b>Materials</b>
<b>C01. Challenger Brand Strategy</b> Celebrating brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity. The work should demonstrate the core strategic thought and its positive effect on brand value by challenging the dominant narrative conventions in their category.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Information deck</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Appendix</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>C02. Breakthrough on a Budget</b> Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
<b>C03. Multi-Market Strategy</b> Successful translation and integration of strategy across multiple markets. Entrants should demonstrate how a global strategy was applied to specific markets in order to drive tangible business results, or achieve a brand's purpose.  <i>Entries should identify a minimum of three countries/regions the strategy was applied to.</i>	
<b>C04. Long-Term Strategy</b> Celebrating the creativity of long-term strategy. The work should demonstrate how a long-running strategy was instrumental to achieving a brand's purpose, driving engagement and shaping brand identity.  <i>There is an increased eligibility for this category of over 5 years: 08 February 2020 – 10 April 2025</i>	
<b>C05. Corporate Purpose &amp; Social Responsibility</b> Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture.	
<b>C06. Market Disruption</b> Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
<b>C07. Cultural Engagement <span style="color: red;">NEW</span></b> Work that honours marketers who craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	
<b>D. Partnerships &amp; Perspectives</b>	<b>Materials</b>
<b>D01. Brave Brands</b> Rewarding outstanding brand bravery including progressive thinking relating to a brief. The work should demonstrate risk-taking that produced tangible results for the brand.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Information deck</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Appendix</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>D02. Collaboration</b> Celebrating the intersection between creative agency and/or media and/or brand. The work should demonstrate the focus on the existence of a deep shared understanding of the brand and a unified working relationship to achieve the best possible results.	

<b>E. Excellence in Creative Strategy</b> The work here should show strategic vision, planning and execution as part of a branded communication campaign.	<b>Materials</b>
<b>E01. Products/Services</b> Integration of a new or developed product/services to solve a problem, evolve the business, enhance the user experience, or grow the customer base. Entrants should give a breakdown of how the product/services was conceived, implemented and provide analysis of its ultimate impact.	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Information deck</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Appendix</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>
<b>E02. Experience and Relationship Models</b> Creative customer experience initiatives that strengthen relationships with customers by creating seamless journeys across digital and physical touchpoints and/or offer new routes of engagement between brand and consumer.	
<b>E03. Brand Strategy</b> Rewarding the core, strategic positioning of a brand. The work should demonstrate how the value proposition, mission, narrative and brand positioning was achieved, and ultimately led to renewed interest, higher brand affinity and commercial success.	
<b>F. Long-Term Brand Platform</b>	<b>Materials</b>
<b>F01. Long-Term Brand Platform <span style="color: red;">NEW</span></b> Brand platforms that have demonstrated enduring impact over time. The brand platform must show long-term effectiveness in building brand equity, fostering loyalty and delivering measurable business results through continuous, creative communication efforts.  <i>Three or more distinct campaigns as part of an overarching brand strategy. One of which must have been implemented after 8th feb 2024. The platform must have been in the market for at least three years.</i>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>Information deck</li> </ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"> <li>Case film</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Appendix</li> <li>Digital supporting content</li> <li>Digital supporting images - JPG</li> </ul>

# Titanium: Titanium Lions

The Titanium Lions celebrate game-changing creativity.

The work should break new ground in branded communications with provocative, boundary-busting, envy-inspiring work that marks a new direction for the industry and moves it forward.

- The same piece of work can only be entered once in Titanium.
- Shortlisted entrants will be required to present their work to the jury.
- All case films, films, demo films and original content must be subtitled in English.

A. Titanium	Materials
Breakthrough ideas that are provocative and point to a new direction in the industry.	
<b>A01. Titanium</b> There are no categories in Titanium Lions. The idea is everything, whether it's for a car or toothpaste, telecommunications or charity, with a big or low budget.	<b>Compulsory</b> <ul style="list-style-type: none"><li>• Digital presentation image - JPG</li></ul> <b>Highly Recommended (Optional)</b> <ul style="list-style-type: none"><li>• Case film</li></ul> <b>Optional</b> <ul style="list-style-type: none"><li>• URL</li><li>• Digital supporting content</li><li>• Digital supporting images - JPG</li></ul>

# GETTING READY TO ENTER

To enter a piece of work multiple times, simply add 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'll be required to submit common information that applies to all the Cannes Lions Awards and some specific information unique to the category you're 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.

**ALL THE QUESTIONS YOU NEED TO ANSWER ARE AVAILABLE TO DOWNLOAD ON THE ENTRY SYSTEM FOR EACH INDIVIDUAL CATEGORY.**

# COMMON INFORMATION

## 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'd like to enter this work into. If you're entering this work into multiple categories, the title you give here will be applied across all of those selected entries.

### CHOOSE AWARD AND 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.

You may add, remove or edit the Awards or categories selected at a later stage before payment. You can find all the details about the Cannes Lions Awards on our [website](#).

### MULTIPLE EXECUTIONS INFORMATION

A campaign of executions is a group of entries that are linked by the same overarching creative idea. To be eligible, each entry in the campaign will promote the same product or service using the same medium. Each execution is a standalone entry and must be paid for individually. You can choose a series of 2 or more variations of the creative concept to submit as part of a campaign of executions.

\*Only certain Awards and categories allow campaigns of executions. The Jury can choose to award just a single execution from the campaign, or they can choose to recognise the full series with a Campaign Award.

## COMPANIES

### WHICH COMPANIES WERE INVOLVED?

You are the Entrant Company and will be required to fill out your own information first. You may add as many additional companies as you wish. Each 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'd like them to be published, as this is how they'll 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 section to add more companies depending on the Cannes Lions Award and categories you select later (e.g. if you enter Media, you'll be asked to provide a company that played a 'Media Placement' role).

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

# COMMON INFORMATION

## 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 any questions arise about the work 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.

**BRAND CONTACT:** Contact details of the brand that commissioned the work.

You'll need to verify that this email address is a brand work email. We don't 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 being entered.

If you're not sure whether your work is eligible, please see our [Awards Support](#) page. We strongly recommend checking eligibility dates 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. Where did the work appear specifically? (e.g. on BBC1, Facebook, Times Square, Inside a shopping centre)

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

## CREATIVE EFFECTIVENESS ONLY

For the Creative Effectiveness Lions, you need to complete an extended mandatory section on media information. Please review the following sections.

- DURATION OF CAMPAIGN
- GENDER
- TARGET AUDIENCE
- SOCIOECONOMIC LEVEL
- LOCATION/REGION BUDGET

Please give an indication of the average total spend for this work in relation to media / agency / production costs.

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
	Telecommunications
FMCG	
	Beauty
	Household Goods
	Drinks
	Food
	Other FMCG
HEALTHCARE	
	OTC Drugs
	Pharma
	Wellness

Sector*	Subsector*
LEISURE	
	Gambling
	Gaming
	Live Events
	Museums & Galleries
	Other Recreation
	Sports
MEDIA / ENTERTAINMENT	
	Books
	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

## CREATIVE TEAM

### WHO WAS INVOLVED?

Enter the details of people who made a significant contribution to this entry in the order you'd like them to appear. This information will appear alongside your entry on the Cannes Lions website if your entry wins. Creative team credits can be altered until **03 July 2025**.

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

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

### SUSTAINABILITY CONTEXT (OPTIONAL)

You'll be asked to comment on whether the carbon emissions of this piece of work were measured. You'll also have the option to comment on what consideration was given to the sustainable development, production and running of the work.

As a proud member of Ad Net Zero, we believe that it's our collective responsibility to reduce the carbon impact of developing, producing and running advertising to real net zero. You can find more information [here](#).

Ad Net Zero is supported by LIONS, 4A's, the Advertising Association, the ANA, Dentsu, Diageo, the EACA, Google, Havas, the IAA, the IAB, IPG, the IPA, the ISBA, Meta, Omnicom Group, Publicis Groupe, PubMatic, Reckitt, Sky, Unilever, Procter & Gamble, Union des Marques, VoxComm, the WFA and WPP.

### DEI CONTEXT (IF APPROPRIATE)

You will have the option to comment on the following if appropriate:

- What consideration was given to the composition of the team(s) involved?
- What consideration was given to how individuals are represented in the work?
- What role did DEI thinking play throughout the development of the work?

### TEAM CREDITS

Include each individual who worked on the project. We won't share any details you provide with third parties.

### UPLOAD MEDIA

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

### DIGITAL MEDIA (COMPULSORY)

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 don't accept replacement files. You can only check out once you've uploaded the 'compulsory media'.

### DIGITAL SUPPORTING MEDIA (OPTIONAL)

You may also upload the following optional supporting digital materials with your entry. See the 'Video File Format Guidelines' for more information.

- case films
- digital supporting images
- demo films
- digital supporting content.



# SUPPORTING MATERIAL GUIDELINES

Supporting materials are the most important elements of your entry. This is what the judges will examine, watch and read during their decision-making. Each Lion has different material requirements. In some cases, they're mandatory and in some, they're recommended or optional.

It's important to remember there are strict rules about adding extra information or replacing files once you've submitted your entry. Please make sure you're absolutely ready to submit before you pay. If new results are collected after the entry has been paid for, we'll only accept additional written information in the results section of the entry form before 10 April 2025.

This does not apply to entry media, e.g. case films and JPGs, which cannot be updated under any circumstances. In order to avoid your work being withdrawn from the Festival, please adhere to the following guidelines:

- All case films and presentation images must be in English.
- Work that was not originally published in English (TVCs, print ads, billboards, etc.) can be translated or subtitled exactly as it was published or aired, so that it can be understood by the English-speaking Jury.
- If translating original video work, please note that dubbing is not allowed. Voice Overs can be translated, but visible speech must be kept in the original language and subtitled.
- Supporting materials must not contain any reference to your agency or any contributing creative companies or individuals.

# LABELLING AND DELIVERY GUIDELINES

## ● ENTRY LABELS:

The individual entry labels are provided with your confirmation email, after payment. Labels have individual entry numbers that are specific to your entries and are vital for us to identify your physical materials when they arrive, as they will be made available to the Jury in the latter stages of judging. The entry labels must be attached to the supporting materials, as appropriate.



Ascential Events (Europe) Limited  
Cannes Lions Awards  
Arch 370–372, Geffrye Street,  
Hoxton  
E2 8HZ

## ● PACKAGE ADDRESS LABELS:

On your confirmation email, there will be a package address label for the outside of your package(s). Instructions on where and how to attach them are in your confirmation email. You can also download them from your online account. We're unable to accept entry materials that are not labelled correctly.

## ● Please send us your physical materials within seven days of completing your submission.

## ● Any physical materials must arrive at the London address above before **15 May 2025**. After this date, any packages must be sent directly to the Palais des Festivals of Cannes at the entrant's sole responsibility. Any packages sent directly to the Palais des Festivals of Cannes must be pre-agreed with the Festival in writing.

## ● LARGE ITEMS:

If your physical support materials are oversized or require assembly instructions, please contact [awards@canneslions.com](mailto:awards@canneslions.com)

## ● We kindly ask you to refrain from sending us any boards as we are no longer accepting these as supporting materials.

## ● You must cover all courier and mailing costs in advance, to secure the delivery of your materials. The Festival organisers cannot accept responsibility for packages at any stage of transit. If entries are lost, held up at customs or require payment for delivery, resolution is the sole responsibility of the entrant.

## ● A Customs Invoice should be included in your consignment, saying: 'FESTIVAL MATERIAL - NO COMMERCIAL VALUE'. A nominal amount of money, e.g. €1.50 per material, can be stated if necessary.

## ● Products should be insured against damage or loss in transit or on Festival premises. We don't accept any liability for any loss, damage or expense incurred.

## ● Physical support material becomes the property of the Festival organisers once it has been received. We cannot return materials to entrants after judging. In exceptional circumstances and at the Festival's discretion, we may agree to return large or valuable items. However, this must be pre-agreed with the Festival in writing by **15 May 2025**, and all transit costs must be covered by the entrant and collection must be arranged before **31 July 2025**.

Please email [awards@canneslions.com](mailto:awards@canneslions.com) for more info.

# IMAGE FILE FORMAT GUIDELINES

## DIGITAL PRESENTATION IMAGE

A visual presentation of your work, including images and English text, concisely summarising the brief, execution and results.

### Specifications:

- JPG
- 7063 x 5008 pixels
- 5 - 15MB

7063 px

JPG

5008 px

## DIGITAL PROOF

The digital version of the original advertisement or execution, exactly as it ran.

### Specifications:

- JPG
- 7063 x 5008 pixels
- 5 - 15MB

7063 px

JPG

5008 px

WOMEN'S FOOTBALL | ORANGE



MARCEL, PARIS

GRAND PRIX, ENTERTAINMENT LIONS FOR SPORT

THE MOST FAMOUS 6-PACK MODEL | STELLA ARTOIS



GUT, MIAMI

GOLD, PRINT AND PUBLISHING LIONS

# IMAGE FILE FORMAT GUIDELINES

## SUPPORTING IMAGES

Digital images that may help support your entry in the Jury room. Maximum of 2. Only to be included if necessary and relevant.

### Specifications:

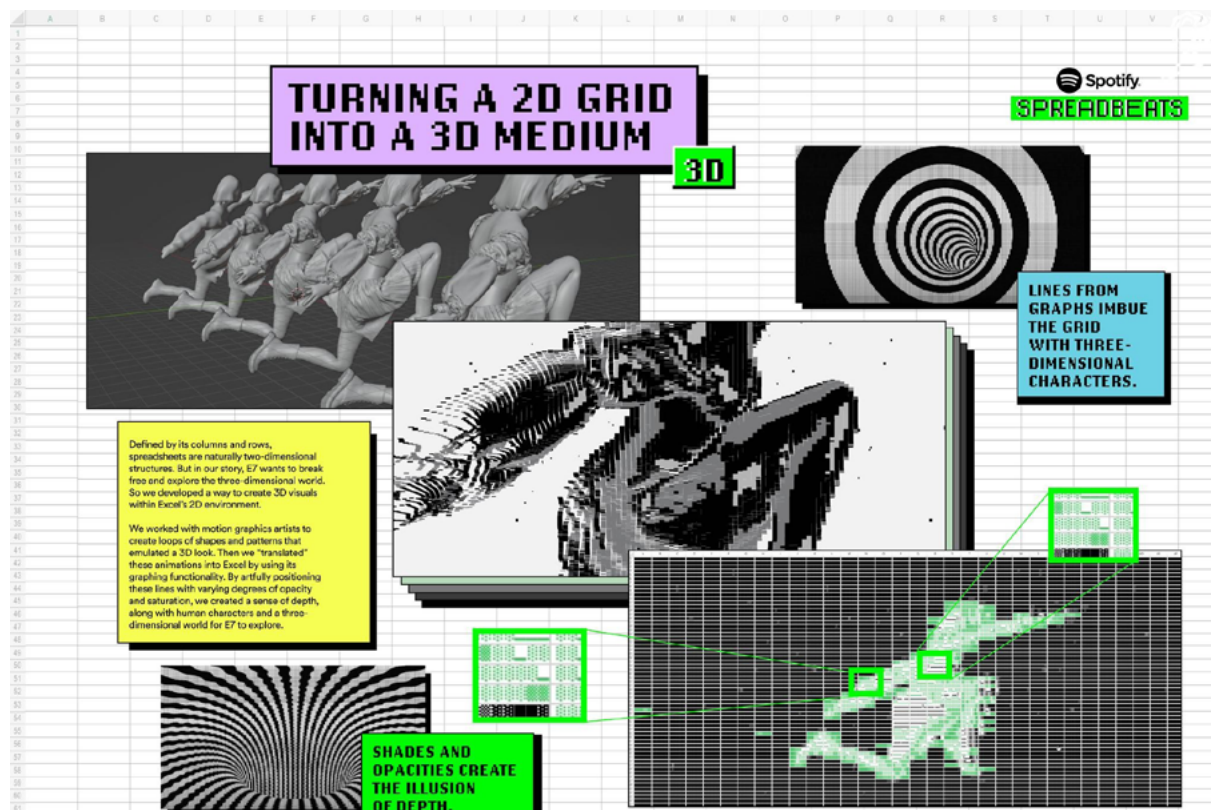
- JPG
- 7063 x 5008 pixels
- 5 - 15MB

7063 px

JPG

5008 px

SPREADBEATS | SPOTIFY



FCB NEW YORK, NEW YORK

GRAND PRIX, DIGITAL CRAFT LIONS

# VIDEO FILE FORMAT GUIDELINES

Please supply a high-quality video as .MOV or .MP4. The maximum file size is 350MB.

## CASE FILM (120 SECONDS MAXIMUM)

A short film explaining your work. Content includes the brief, execution and results. This will be used in judging and displayed publicly. All case films must be subtitled in English.

	Aspect Ratio	Resolution	Format / Codec	Audio
Preferred	Full HD 1080p	1920 x 1080	.MOV / H.264	AAC, Stereo, 48kHz
	HD 720p	1280 x 720		
Accepted	4:3 or 16:9	1024 x 576	.MP4 / H.264	AAC, Stereo, 48kHz
		720 x 576		
		854 x 480		
		640 x 480		

### Specifications:

- .MOV
- .MP4
- 350MB

[Example Case Film](#)

# VIDEO FILE FORMAT GUIDELINES

## FILM

The original film advertisement or content, exactly as it aired.  
No extra slates, frames or additional information. Work that is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. Voice Overs can be translated, but visible speech must be kept in the original language and subtitled. All films must be subtitled in English.

## DEMO FILM (120 SECONDS MAXIMUM)

Depending on the Lions being entered, this can be either a 'making of' video, a recording of the activation in action or a walk through showing the specific elements of your work. Demo films should be in English. All demo films must be subtitled in English.

### Specifications:

- .MOV
- .MP4
- 350MB

[Example Film Entry](#)

### Specifications:

- .MOV
- .MP4
- 350MB

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

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

## URLs

URLs may be compulsory or optional depending on the Cannes Lions Award being entered.

In order to avoid your work being withdrawn from the Festival, your URL must be accessible online until **30 September 2025**.

### 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.

URLs must start with 'http://' or 'https://' and preferably be accessible without a login or password.

- App name
- App Store/Google Play Username
- App Store/Google Play Password

### CONTENT URL

Direct link to your digital execution, e.g. website, microsite, app download page or social media page.

Example of a website / microsite entry

Example of an app download page

Example social media post

### VIDEO URL

Direct link to where the online video aired.

Example Video URL

### PRESENTATION WEB PAGE URL

If your direct link is not in English, you may provide a URL that leads to a page that explains your work in English.

Example Presentation Web Page URL

# OTHER FILE FORMATS

## AUDIO FILE

MP3 audio file of original audio/radio advertisement, as it aired.

## ORIGINAL CONTENT

The original branded content, exactly as it aired. Depending on the type of work and the specific category being entered, this can be either a film, an audio file or an image. All original content films must be subtitled in English.

## DIGITAL SUPPORTING CONTENT

Any supporting documents, videos, or audio files that are relevant to your entry.

## AR/VR FILES

A collection of .ZIP files containing the AR/VR element of the work entered into certain specific categories for the Jury to experience.

## APPENDIX

A collection of supplementary materials to support the written submission. Could include graphs, diagrams, press clippings, screen grabs or original source data submitted as a single PDF file.

## INFORMATION DECK

An information deck (PDF) containing all aspects of the work. This could include original objectives; the strategy and planning; information about how the work was designed and implemented; data sources and technology used; and a breakdown of the results and impact for business, brand and customer.

### Specifications:

- 258 kbps preferred
- 128 kbps = minimum accepted.

### File types accepted:

.MOV, MP4, MP3, .JPG, .JPEG.

### File types accepted:

.JPG, MP3, MP4, .MOV, .DOC, .DOCX, PDF, .XLS, .XLSX, .PPT, .PPTX.



# OTHER FILE FORMATS

## PHYSICAL SUPPORT MATERIAL

Any physical material central to the campaign's focus can be submitted for the jury to experience. Please note that these materials will be made available to the jury in the latter stages of judging.

## WRITTEN SUBMISSION

A series of questions on the entry portal under the written explanation section. This form captures all the essential context surrounding the success of the work and provides jurors with a comprehensive overview of the entry.

# PAYMENTS

At the checkout, please choose a payment method.

Card payment will direct you to put in your card details and pay immediately. You'll then be sent a confirmation email.

**Bank transfer will generate a proforma invoice to your email.**

- Payment must be raised immediately – ensure the OrderID is the payment reference.
- Note: we only have invoices and accept payments in EUR.
- We ask for a remittance to be emailed to [finance@canneslions.com](mailto:finance@canneslions.com) showing the full order IDs covered by the payment with a copy of the proforma invoice.
- A tax invoice will then be emailed to you within approximately two weeks.

# HOW TO CRAFT YOUR ENTRY FORMATS

## 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 that 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 are 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 longer we'll be able to offer you extra help if you need it.

### 7. Submit and pay

Remember the first late fee applies after **6 March 2025**.

### 8. Review and revise

We check all aspects of entries thoroughly, so we may be in touch to ask for 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 questions about 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.

### BE UPFRONT

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 buildup or stylistic filler. Treat your case film like a piece of editorial. All the key information early on – expansion of the idea to follow.

### 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 break it down to its core for a new audience.

### MAKE IT EASY FOR THEM

The idea should speak for itself. Avoid creating barriers with unnecessary and elaborate production values. Keep it straightforward.

### 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.

### 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.

### CULTURE AND CONTEXT

Our Juries are international, and English is not always their first language. Respect this diversity. Entries that rely on a cultural nuance or unfamiliar cultural context should come with additional information.

### TELL A STORY

Structure your explanation around a simple, powerful and succinct narrative. Storytelling is key.

### 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.

### RESULTS

Make sure you provide them and that 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.