

# Cannes Lions 2020

## What's New?

Fiorenza Plinio  
Head of Creative Excellence,  
Cannes Lions





# AWARDS



# 2020 Award Tracks

## Reach

The insight, strategy and planning enabling brands to effectively engage consumers, at scale, and be heard amid the ongoing battle for attention



Creative Data Lions



Creative Strategy Lions



Direct Lions



Media Lions



PR Lions



Social & Influencer Lions

## Communication

The big creative idea – where campaigns are brought to life through brilliant partnerships, people and storytelling.



Design Lions



Film Lions



Mobile Lions



Outdoor Lions



Print & Publishing Lions



Radio & Audio Lions



Titanium Lions

## Craft

Focusing on the artistry, skill, talent and flair required to deliver beautifully executed ideas with the power to cut through and bring the creative idea to life.



Digital Craft Lions



Film Craft Lions



Industry Craft Lions

## Experience

Focusing on the powerful brand currency of intelligent customers journeys and immersive experiences - captivating audiences at every touch point.



Brand Experience & Activation Lions



Creative eCommerce Lions



New

Creative Business Transformation Lions

## Innovation

Showcasing the conception and application of product development, business transformation and the new data-driven, tech-enabled creativity re-shaping the conversation between brand and consumer.



Innovation Lions



Creative Effectiveness Lions

## Good

Going beyond brand purpose to use creative communications to shift culture, create change and positively impact the world.



Glass: The Lion for Change



Sustainable Development Goals Lions

## Entertainment

Celebrating creativity that goes beyond branded communications to create authentic entertainment that engages consumers and impacts culture.



Entertainment Lions



Entertainment Lions for Sport



Entertainment Lions for Music

## Health

Celebrating creativity in branded communications in this highly innovative but fiercely regulated sector with the unique power to truly change lives.



Health & Wellness Lions



Pharma Lions

# 2020 Award Tracks

## Reach

The insight, strategy and planning enabling brands to effectively engage consumers, at scale, and be heard amid the ongoing battle for attention



Creative Data Lions



Creative Strategy Lions



Direct Lions



Media Lions



PR Lions



Social & Influencer Lions

## Communication

The big creative idea – where campaigns are brought to life through brilliant partnerships, people and storytelling.



Design Lions



Film Lions



Mobile Lions



Outdoor Lions



Print & Publishing Lions



Radio & Audio Lions



Titanium Lions

## Craft

Focusing on the artistry, skill, talent and flair required to deliver beautifully executed ideas with the power to cut through and bring the creative idea to life.



Digital Craft Lions



Film Craft Lions



Industry Craft Lions

## Experience

Focusing on the powerful brand currency of intelligent customers journeys and immersive experiences - captivating audiences at every touch point.



Brand Experience & Activation Lions



Creative eCommerce Lions



**New**  
Creative Business Transformation Lions

## Innovation

Showcasing the conception and application of product development, business transformation and the new data-driven, tech-enabled creativity re-shaping the conversation between brand and consumer.



Innovation Lions



Creative Effectiveness Lions

## Good

Going beyond brand purpose to use creative communications to shift culture, create change and positively impact the world.



Glass: The Lion for Change



Sustainable Development Goals Lions

## Entertainment

Celebrating creativity that goes beyond branded communications to create authentic entertainment that engages consumers and impacts culture.



Entertainment Lions



Entertainment Lions for Sport



Entertainment Lions for Music

## Health

Celebrating creativity in branded communications in this highly innovative but fiercely regulated sector with the unique power to truly change lives.



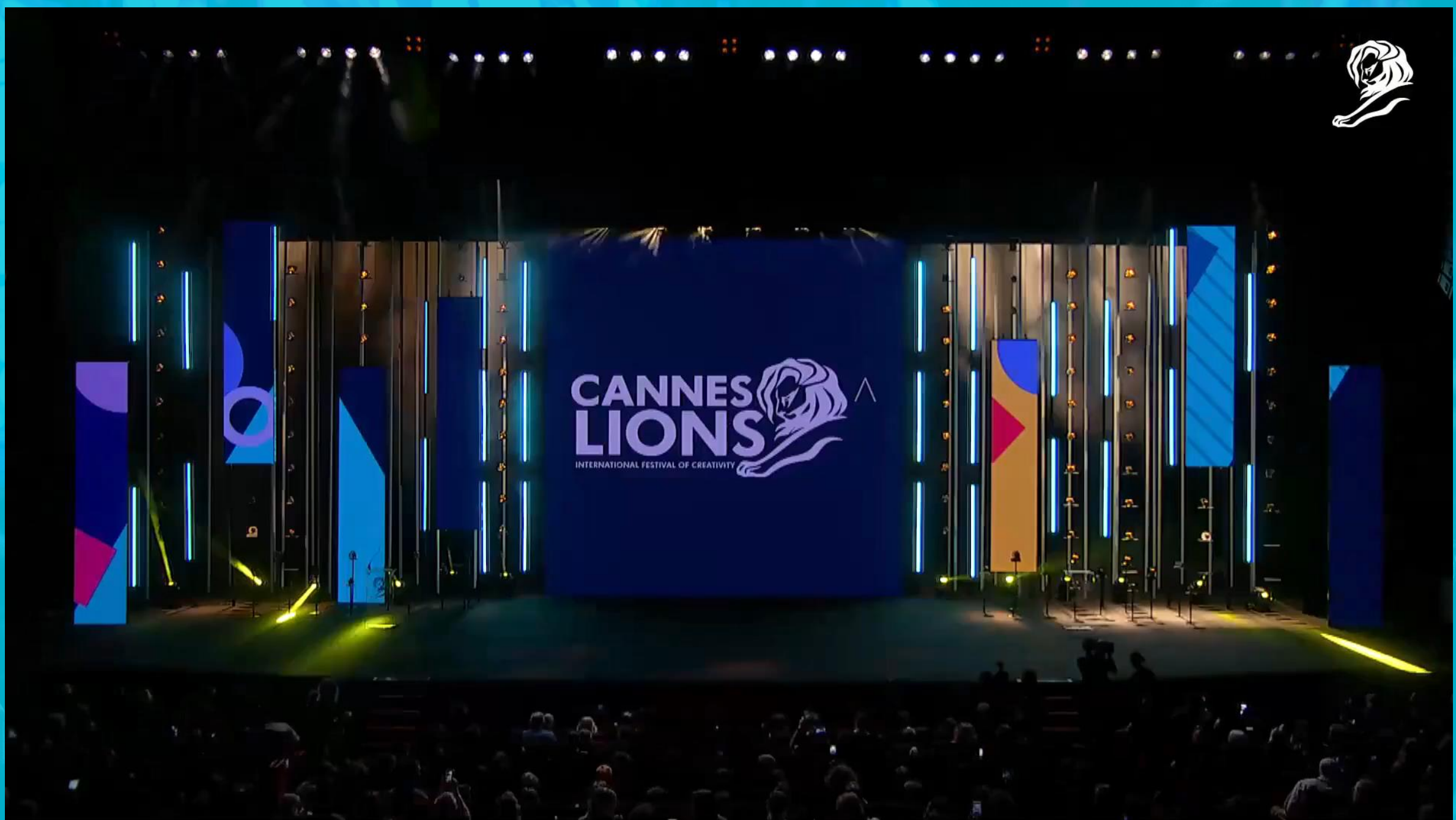
Health & Wellness Lions



Pharma Lions



**CANNES  
LIONS**  
INTERNATIONAL FESTIVAL OF CREATIVITY





# CREATIVE BUSINESS TRANSFORMATION LION



## Track: Experience

The Creative Business Transformation Lions celebrate the creativity that drives businesses forward – creative thinking that changes how brands organise themselves, how people work and how customers engage with them.

Entries should demonstrate how creative change has been achieved across core business functions.

Eligibility dates: 1 March 2017 - 30 April 2020







# PR

Updated sections & categories

## **Social Engagement & Influencer Marketing**

- Content Creation
- Amplification and Production
- Social and Community Engagement
- Influencer Marketing

## **Excellence: PR Craft and PR Techniques**



# Film Craft

Evolved sections splitting categories into

## **Production**

## **Post-Production**

A new category in Post-Production:

## **Colour Correction / Grading**

# Expanded for 2020

## Culture & Context Section

Campaigns that are brought to life through cultural insights and regional context

Added to **Print & Publishing** and **Outdoor** for 2020

- **Local Brand**
- **Challenger Brand**
- **Single Market Campaign**
- **Social Behaviour**  
\*separated from Cultural Insight below. Space for behavioural science nudges too
- **Cultural Insight**  
\*separated from Social Behaviour above.
- **Breakthrough on a Budget**
- **Corporate Purpose & Social Responsibility**  
\*New: replaces CSR in Sectors



**Within  
these  
LIONS:**

**Brand Experience & Activation**  
**Creative eCommerce**  
**Creative Effectiveness**

**Creative Strategy**  
**Direct**  
**Film**

**Media**  
**Outdoor**  
**PR**

**Print & Publishing**  
**Radio & Audio**  
**Social & Influencer**



## Updates to existing Lions

Refreshed **all Lions** and categories to keep them in line with industry developments, including:

- 'Voice Activation' added to Mobile and Radio
- Extended data section in Media
- **3 year eligibility** - Creative Strategy and Creative Business Transformation Lions

# Not new but good to know...

- **Live Judging**

For shortlisted entrants in Glass, Innovation and Titanium

- **Charity / NGO work judged separately from brand-led work**

- **6 Lion limit + Titanium Lion**

A single piece of work can be entered into a maximum of 6 Lions\* across the tracks, plus Titanium as the only seventh Lion.

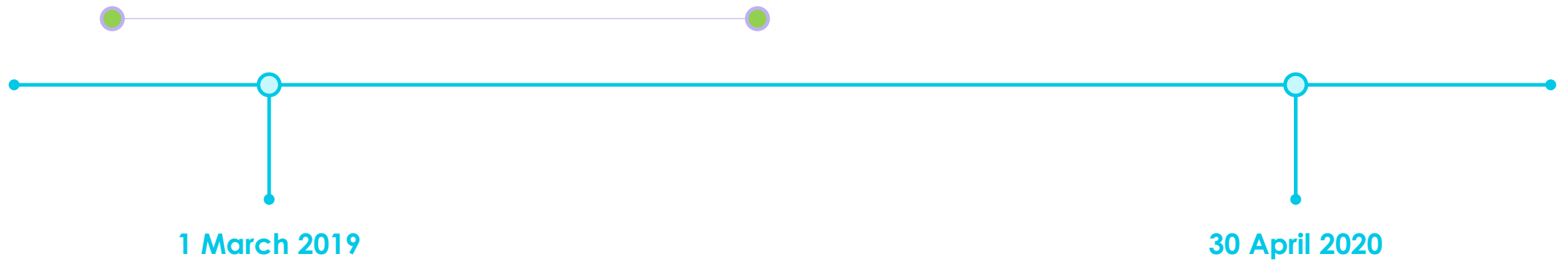
\* You are still able to enter multiple times into each Lion



# ELIGIBILITY PERIOD

Campaigns still eligible if they started earlier

So long as 2/3rds of campaign is within the eligibility period

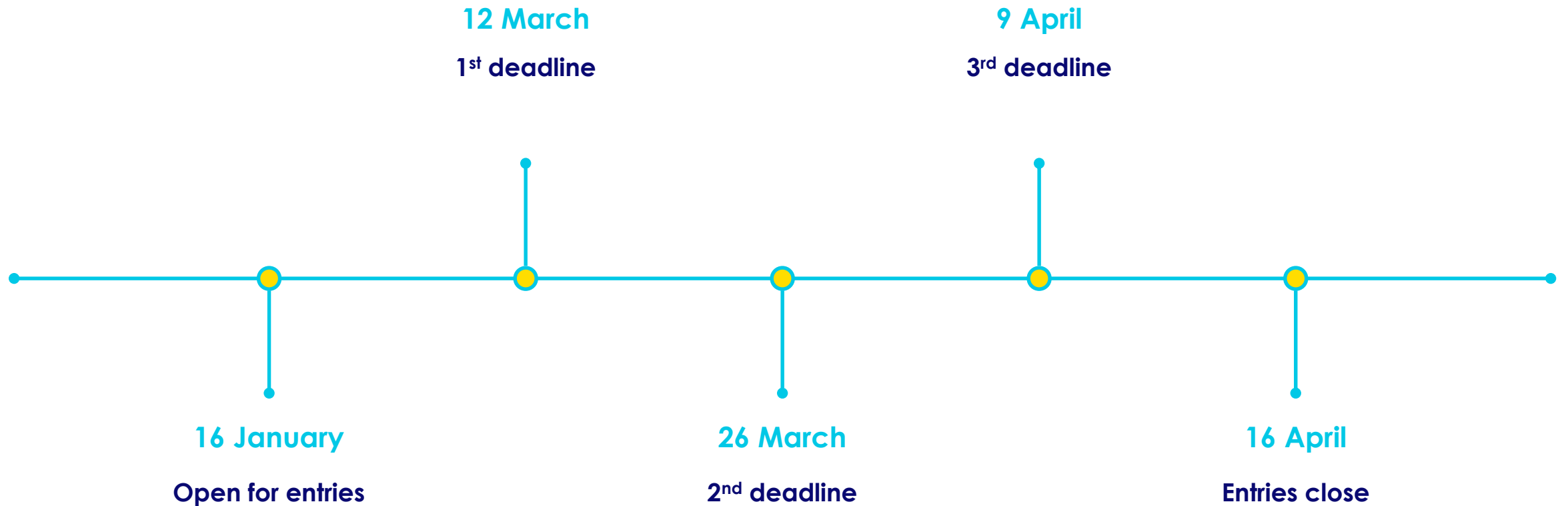


Campaigns of executions e.g. TV spots

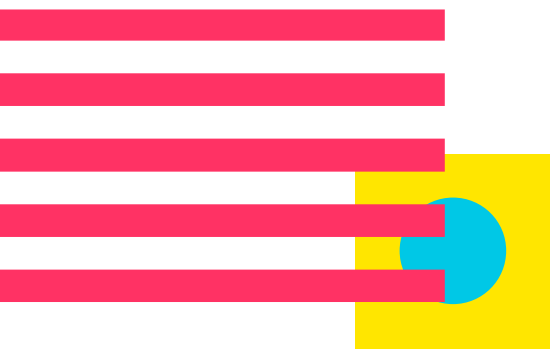
Only the executions within this eligibility period can be entered



# ENTERING TIMELINE



# Before entering your work..



# REMEMBER TO...

**1. Download entry kit, check rules and categories – ask our help ([awards@canneslions.com](mailto:awards@canneslions.com))**

Decide what you want to be known for, what you want to win?  
Consider the judging criteria...



**3. Results,**  
detail in  
written  
explanation  
as for some  
Lions count  
up to 30% of  
the mark

**2. Written explanation  
& media placement  
details**

The jury will read it  
..especially in the last  
rounds of judging





# CONTENT



**The 2020 agenda-setting  
themes are here.**

LEARN



# See It Be It 2020

A curated executive learning programme, including complimentary Festival Pass, accommodation and travel.

Participants will receive **mentoring sessions** with industry leaders, both male and female, close-knit international network of aspiring female creative directors, **access and exposure to the most influential leaders in the industry** and profile building opportunities and support as a See It Be It Advocate.

## Eligibility:

**See It Be It is open for women from all over the world.**

Typically we ask for **5-10 years' industry experience**, and select women who are on their way to becoming creative leaders in their companies. Historically the scheme has been open to women at creative agencies although in recent years we have accepted women in creative positions in other related businesses.

**See It Be It Chair: Madonna Badger, Founder & CCO, Badger & Winters**





# Young Lions Academies

World-class training for future stars, the **Young Lions Academies help rising young talent fast-track their careers and become the next generation of industry leaders.**

They combine inspiring classroom sessions with world-class speakers, hands-on learning and coaching from industry legends.

## Main Benefits:

**Grow your personal network** by connecting with like-minded peers, speakers, classroom mentors, award-winning creatives and festival delegates. **Realise your creative potential** by expanding your creativity and by developing a practical Creative Toolkit. **Uncover new ways of solving creative challenges.**

Future-proof your career with insights about the latest trends, themes, challenges and opportunities.

The Cannes Lions School is powered by Deloitte





# THANK YOU

Fiorenza Plinio  
Head of Creative Excellence  
Cannes Lions  
[fiorenzap@canneslions.com](mailto:fiorenzap@canneslions.com)

