



CANNES LIONS RANKINGS REPORT

Methodology

METHODOLOGY FOR JUROR AND PRESIDENT
APPOINTMENTS, ENTRIES PROCESSING AND JUDGING, AND
SPECIAL AWARDS CALCULATIONS FOR THE 2024 CANNES
LIONS FESTIVAL OF CREATIVITY



CANNES LIONS

The Cannes Lions Festival of Creativity:

The Cannes Lions Festival of Creativity (the “Festival” or “Cannes Lions”) is the world’s largest awards event for creativity in communications. Cannes Lions Awards (the “Awards” or “Lions”) are highly coveted within the industry and the prestige of our awards continues to increase, with approximately 27,000 entries submitted for the 2024 competition.

VERIFICATION BY THE PROCESS INTEGRITY PARTNER:

To demonstrate Cannes Lions commitment to transparent and accurate results, the application of specific procedures (i) - (xiv) has been verified by the Process Integrity Partner. The specific procedures (i) – (xiv) relate to:

1. Juror and president appointments
2. Entries processing and judging
3. Calculation and reporting of the top 1-10 places for each of the “Special Awards”:
 - i. Creative Company of the Year Special Award
 - ii. Network of the Year Special Award
 - iii. Media Network of the Year Special Award
 - iv. Independent Network of the Year Special Award
 - v. Healthcare Network of the Year Special Award
 - vi. Regional Network of the Year Special Award
 - vii. Agency of the Year Special Award
 - viii. Healthcare Agency of the Year Special Award
 - ix. Independent Agency of the Year Special Award
 - x. Palme d’Or Special Award
 - xi. Creative Brand of the Year Special Award

And the following special awards by track:

- a. Agency of the Year per Track Special Award
- b. Independent Agency of the Year per Track Special Award

The specific procedures (i) – (xiv) that have been verified by the Process Integrity Partner are set out in this document, and are provided in the table on page 10.

Important links:

- 2024 Cannes Lions Rules (including Special Awards) - <https://www.canneslions.com/support/awards-support/entry-kit>
- 2024 Cannes Lions: The Lions Ranking Report -<https://www.lovethe.com/reports-rankings/reports>

1. JUROR AND PRESIDENT APPOINTMENTS

- a. Juror allocation, nomination, selection, code of conduct
- b. President appointment

1.A. JUROR APPOINTMENT: ALLOCATION; NOMINATION; SELECTION; CODE OF CONDUCT

Juror allocation

The appointment process described below applies to the following all established Cannes Lions juries:

- Audio & Radio
- Brand Experience & Activation
- Creative B2B
- Creative Business Transformation
- Creative Commerce
- Creative Data
- Creative Effectiveness
- Creative Strategy
- Design
- Digital Craft
- Direct
- Entertainment
- Entertainment Lions for Gaming
- Entertainment Lions for Music
- Entertainment Lions for Sport
- Film
- Film Craft
- Glass: The Lion for Change
- Health & Wellness
- Industry Craft
- Innovation
- Luxury & Lifestyle
- Media
- Outdoor
- Pharma
- PR
- Print & Publishing
- Social & Influencer
- Sustainable Development Goals
- Titanium

For all Juries, a target number of jurors from each continental region is set by Cannes Lions using global population and participation in previous year awards. The allocation of jurors to individual countries within each of the continental regions is then determined by Cannes Lions based on the participation & success of each country in the previous year awards.

For all juries, places are allocated through suitable recommendations of specialists in these fields. The Cannes Lions team makes the ultimate selection of jurors on these categories, ensuring that each jury contains an even balance of geography, network and most importantly, skill. In certain cases, when one country is exceptionally strong, there may be more than one juror allocated to that country.

The appropriate number of jurors per jury is decided in advance according to the expected number of entries and the time allocated for judging.

JUROR NOMINATION AND JUROR SELECTION

JURORS MUST MEET THE FOLLOWING CRITERIA:

Jurors must be well known and well respected in the industry (i.e. won previous industry awards, preferably Lions or hold a senior role in the industry);

Jurors must be able to communicate confidently in English;

On all juries, there must be a selection of jurors who are specialists;

Procedure (i): Juries may not be dominated by any single agency, network or holding company i.e. no agency, network or holding company should be over-represented on the jury; and

Procedure (ii): Juries may not be dominated by jurors from any single country.

Cannes Lions country & network representatives are requested to provide nominations for all juries where they have appropriate nominations based on the above criteria. Jurors are selected from the nominations provided by country & network representatives.

Dominance is defined as having more than 40% of jurors on a given jury or having 35% of jurors on a given jury plus the president. Jury includes both awarding and shortlisting jurors.

The Festival has the right to veto unsuitable nominations from the representatives and has final say on the juries.

Juror code of conduct

Procedure (iii): All jurors are required to electronically sign a code of conduct via an electronic form to which they have access via an online portal. By signing the code of conduct they confirm that they will:

Uphold the integrity and standards of the Cannes Lions Awards;

Not influence the fairness of voting;

Participate actively in the debate and listen to the arguments of fellow judges without prejudice; and

Maintain confidentiality of decisions and results.

1.B. PRESIDENT APPOINTMENT

Each jury has a nominated president, who chairs the jury and checks the smooth running of the jury throughout the review and voting process.

Procedure (iv): No holding company has more than 20% of presidents across the 30 juries.

Presidents of juries are selected by Cannes Lions. To prevent bias, no holding company should have disproportionate president representation.

2. ENTRIES PROCESSING AND JUDGING

- a. Entries processing
- b. Determining the “pre-judging shortlist” and “shortlist”
- c. Determining the Lions to be awarded (the “adjudication phase”)

2.A. ENTRIES PROCESSING

There are 30 juries:

- Audio & Radio
- Brand Experience & Activation
- Creative B2B
- Creative Business Transformation
- Creative Commerce
- Creative Data
- Creative Effectiveness
- Creative Strategy
- Design
- Digital Craft
- Direct
- Entertainment
- Entertainment Lions for Gaming
- Entertainment Lions for Music
- Entertainment Lions for Sport
- Film
- Film Craft
- Glass: The Lion for Change
- Health & Wellness
- Industry Craft
- Innovation
- Luxury & Lifestyle
- Media
- Outdoor
- Pharma
- PR
- Print & Publishing
- Social & Influencer
- Sustainable Development Goals
- Titanium

All entries are submitted through the Festival intranet. During the entry processing stage, the name of the entrant, as well as other key information relating to the entrant (including agency, network and holding company, where applicable) is matched to information held in a master database. Entrant contact details are confirmed for validity before the entry is accepted. All entries must have valid entrant contact details.

Procedure (v): All entries must have valid entrant contact details.

Assets submitted for review (physical or electronic) are then checked for quality and to check they are within the rules specified for each Lion (e.g. the correct digital assets have been provided). Any questions relating to information on the assets submitted as part of entry are raised directly with the entrant.

Once all queries (if any are raised) have been resolved, the date of the campaign launch is reviewed to check it is within the Festival Eligibility Period ("2024 Work Eligibility Period" - 11 February 2023 - 11 April 2024, save for some Lions specific exceptions) and to check it was not entered in previous awards within the same Lion. Cannes Lions perform automated checks to check eligibility across the entry criteria which is subsequently reviewed by the Cannes Lions Awards team.

Finally, the assets submitted as part of the entry will be reviewed to ensure there is no inappropriate branding (e.g. agency name) included in the submission. The only branding permitted is that of the Brand or Brand Owner except in the case of entries submitted as self-promotion. This review also checks there are no other elements that could reveal to the juror which agency or individuals are responsible for the asset.

Once each of these stages has been completed, the Awards team perform a review of the entry details on the Festival intranet database to check that all the key elements set out above are accurate and that all the entry criteria have been fulfilled, as set out at <https://www.canneslions.com/support/awards-support/entry-kit>

Procedure (vi): A sample of entries are checked for conformity to the eligibility requirements for each of the Lions as set out at:

<https://www.canneslions.com/support/awards-support/entry-kit>

2.B. DETERMINING THE "SHORTLIST"

The objective of the first round of judging for each category within a Lion is to decide a "shortlist" from which awards are awarded.

Due to the large number of entries, all 30 Lions have a preliminary round of judging digitally using the Cannes Lions judging portal to create a shortlist. For the largest Lions, juries are split into sub-juries to review entries.

For first round judging each jury member is assigned a unique log-in to the preliminary judging portal to access the entries that they are assigned to judge. Entries are scored 1-9 by each of the members of the sub-jury, and the average score is calculated for each entry.

Procedure (vii): Jurors are manually flagged in the system for entries in which they have an interest (e.g. from their own agency in their own country). The votes pertaining to those entries will not be included when creating the average mark.

The scores allocated by each member of the sub-jury are reviewed by the award managers to check for “deviant” (i.e. collusive or aggressive) or “patriotic” voting by individual jurors. Reports are run that highlight potential instances of:

- Collusive voting
- Aggressive voting
- Patriotic voting
- Extreme voting

Procedure (viii): Reports of potentially “deviant” voting behaviour by individual jurors are available to the Awards managers to assess.

The designated Awards manager and jury president exercise judgement in deciding whether to investigate further. When deviant voting is investigated and deemed not to be innocent (i.e. deliberately deviant rather than statistical chance) the designated Awards manager and management use their judgement to determine whether to exclude a juror’s scores from the average.

Based on the average score, a top percentage of entries within a category within each Lion is selected for the shortlist to be calibrated by the jury during an in person session. This percentage is then applied to each category within that Lion to determine the threshold score from preliminary judging that entries must achieve to be added to the “shortlist”.

Once all category shortlists have been determined and aggregated into a Lion shortlist, each juror enjoys the personal discretionary privilege of proposing one entry to be added to the shortlist. Jurors can nominate an entry if they gave the entry a mark of 7 or above and they do have a “Jury Interest” on the entry.

The proposing juror can explain to their fellow jurors any special local or national nuance relating to the entry, for instance if it has suffered from not being properly translated or needs background explanation. The jury will then vote on these proposals to decide if they will now become shortlisted. To add such entries to the Lion shortlist, there must be 2/3 majority voting to do so within the jury. Jurors may also remove entries from the shortlist with a 2/3 majority. If necessary, the president has a casting vote. After this has been done, the jury may not make any more changes to the Lion shortlist.

2.C. DETERMINING THE LIONS TO BE AWARDED (THE “ADJUDICATION PHASE”)

After a shortlist has been determined for the Lion, the jury is presented with the listing of scores for the shortlist in descending order. The jury then discusses the shortlist to determine whether or not it will be awarded an award. The awards comprise bronze, silver and gold Lions, Grand Prix awards and Titanium Lions. After each discussion, voting is performed by using the voting platform as to whether:

- A gold Lion should be awarded, or
- A silver Lion should be awarded, or
- A bronze Lion should be awarded, or
- An entry does not win a Lion but remains on the shortlist

There must be a minimum 2/3 majority voting for all awards decisions. The President of the jury does not vote but has the casting vote if required.

Once all Lions have been awarded, the jurors will then review and discuss the entries which have won a gold Lion and, from these, they must select the entry/entries they wish to award a Grand Prix. Entries for public awareness messages, non-profit organisations and charities are not eligible to win the Grand Prix. Instead the Titanium jury will view and/or listen to all the gold Lion winners across all entry Lions except Health & Wellness Lions and Pharma Lions that were ineligible to win the Grand Prix as per above and select one to be the Grand Prix for Good. Grand Prix are also determined by a 2/3 majority vote.

The Lions Health Grand Prix for Good jury will view and/or listen to all the gold Lion winners across Health & Wellness Lions and Pharma Lions that were ineligible to win the Grand Prix as per above and select one to be the Lions Health Grand Prix for Good. Grand Prix are also determined by a 2/3 majority vote.

3. DCALCULATION AND REPORTING OF THE TOP 1-10 PLACES FOR EACH OF THE “SPECIAL AWARDS”

(based on results of judging process set out in 2.B. and 2.C.)

Calculation and reporting of the Special Awards Rankings

Procedure (ix): Once all Lions have been awarded, the published rules are used to calculate the rankings of the Special Awards:

Creative Company of the Year
Network of the Year (including Regional Network of the Year and Independent Network of the Year)
Agency of the Year (including by track)
Independent Agency of the Year (including by track)
Palme d’Or
Media Network of the Year
Healthcare Network of the Year
Healthcare Agency of the Year
Creative Brand of the Year

The specific rules for each Special Awards Ranking are located on the Cannes Lions website at: <https://www.canneslions.com/support/awards-support/entry-kit>

All information on Lions awarded at the Festival is held in a database that calculates the initial results for each of the Special Awards Rankings. The following are then checked:

Procedure (x): Where rules stipulate that only the highest award points for a multi-category entry may contribute to the Special Awards, duplicate entries are identified and only the highest points awarded entry or campaign of executions is included (see Cannes Lions 2024 Rules for duplication identification);

Points are allocated correctly between multiple companies attributed to winners;
Campaigns of executions are correctly identified and correctly attributed to contributing companies; and
Shortlist points are appropriately included/excluded based on results of awards.

After these checks the results are re-reviewed before finalisation of the Special Awards.

Procedure (xi): The Special Awards are accurately reported within the Cannes Lions 2024: Global Creativity Report and reflect the Special Awards Rankings calculated, as per the Cannes Lions Part 3: The Rules 2024

The Creative Brand of the Special Award is given to the Brand who is the most successful overall for Entries in the Awards. A “Brand” is defined as a product or service – or closely linked set of products or services – represented by a single brand name or logo.

SPECIFIC PROCEDURES PERFORMED:

Procedure number	Methodology section	Procedure description
(i)	Juror and president appointment	Juries may not be dominated by any single agency, network or holding company i.e. no agency, network or holding company should be over-represented on the jury. “Dominance” is defined as more than 40% of a jury, or more than 35% plus a president.
(ii)		Juries may not be dominated by jurors from any single country. “Dominance” is defined as more than 40% of a jury, or more than 35% plus a president.
(iii)		All jurors are required to electronically sign a code of conduct.
(iv)		No holding company has more than 20% of presidents across the 30 Lions juries.
(v)	Entries processing and judging	All entries must have valid entrant contact details.
(vi)		A sample of entries are checked for conformity to the eligibility requirements for each of the Lions.
(vii)		Jurors are manually flagged in the system for entries in which they have an interest (e.g. from their own agency in their own country). The votes pertaining to those entries will not be included when creating the average mark.
(viii)		Reports of potentially “deviant” voting behaviour by individual jurors are available to the Awards managers to assess.
(ix)	Calculation and reporting of Special Awards Rankings	Once all Lions have been awarded, the published rules are used to calculate the rankings of the Special Awards.
(x)		Duplicate entries are identified and only the highest points awarded entry or campaign of executions is included.
(xi)		The Special Awards are accurately reported within the Cannes Lions 2024: Lions Ranking Report and reflect the Special Awards Rankings calculated, as per the Cannes Lions Part 2: The Rules 2024.