



# LIONS CREATIVITY REPORT SERIES 2024

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## Cannes Lions Rankings

A series of reports bringing together insights from the 2024 Festival content streams and winning work



INTRODUCTION

1. The Special Awards, to which these additional terms and conditions apply, are as follows:
  - 1.1. Creative Company of the Year Special Award;
  - 1.2. Network of the Year Special Award;
  - 1.3. Media Network of the Year Special Award;
  - 1.4. Independent Network of the Year Special Award;
  - 1.5. Healthcare Network of the Year Special Award;
  - 1.6. Regional Network of the Year Special Award;
  - 1.7. Agency of the Year Special Award;
  - 1.8. Healthcare Agency of the Year Special Award;
  - 1.9. Agency of the Year per Track Special Award;
  - 1.10. Independent Agency of the Year Special Award;
  - 1.11. Independent Agency of the Year per Track Special Award;
  - 1.12. Palme d’Or Special Award; and
  - 1.13. Creative Brand of the Year Special Award.
2. The Lions Creativity Rankings, to which these additional terms and conditions apply, are as follows
  - 2.1. Agency of the Year by Geography
    - 2.1.1. Agency of the Year by Region
    - 2.1.2. Agency of the Year by Location
    - 2.1.3. Agency of the Year by City
  - 2.2. People of the Year
    - 2.2.1. Chief Creative Officer of the Year
    - 2.2.2. Chief Marketing Officer of the Year
    - 2.2.3. Creative Director of the Year
    - 2.2.4. Art Director of the Year
    - 2.2.5. Copywriter of the Year
    - 2.2.6. Film Director of the Year
  - 2.3. Geography Ranking
    - 2.3.1. Location Ranking
    - 2.3.2. City Ranking
  - 2.4. Brand of the Year by Sector
    - 2.4.1. Automotive
    - 2.4.2. Consumer Durables
    - 2.4.3. Consumer Services / Business to Business
    - 2.4.4. Food & Drink

2.4.5. Healthcare

2.4.6. Leisure

2.4.7. Media & Entertainment

2.4.8. Other FMCG

2.4.9. Retail

2.4.10. Travel

3. It may be necessary to ensure the integrity of the Cannes Lions Awards, Festival or our role in the same to withdraw or not publish all rankings on some occasions including to reflect the points awarded. Any decision to withdraw or not publish one or more rankings shall be in our absolute discretion.
4. Ascential may decide to publish additional rankings. Any decision to publish additional rankings will be in our absolute discretion.
5. The entry into, and awarding of, the Special Awards is governed by the Rules. In the event of any discrepancy between any of the different Parts of the Rules applying to Special Awards (i.e. Parts A, B and/or C), the order of precedence for Special Awards shall be as follows:
  - 5.1. Part B (Additional Terms and Conditions that apply to Special Awards only); then
  - 5.2. Part C (Special Awards Rules); then
  - 5.3. Part A (General Terms and Conditions that apply to all Lions and Special Awards).
6. Certain Entries will be shortlisted for or win Lions Awards. Those Companies which are shortlisted for or win Lions Awards will be given points which will count for all Special Awards for which those Companies are eligible, as set out in Part C of these Rules.
7. To ensure the integrity of the Special Awards, the Festival and/or Ascential's role in the same, it may be necessary for one or more Special Awards to be withdrawn or not awarded. Any such decision shall be at Ascential's absolute discretion.

#### COMPANY CREDITING RULES

8. All Companies that worked Significantly on an Entry must be credited in the appropriate role.
9. Each Company credit on your Entry must constitute one geographical office and business. For example, you cannot credit 'Company, United Kingdom', you must credit 'Company, London' or 'Company, Manchester'. If two Companies both worked Significantly, they must both be credited.
10. Each separate Company must be credited if they worked Significantly, even if they are geographically based in the same place. For example, if 'Company Health, Bristol' and 'Company, Bristol' both worked on an Entry they must both be credited, you cannot just credit 'Company Group, Bristol'.
11. The credited Company name must exactly match the Legal/Trading Name of the Company.
12. For all roles excluding Entrant the credited Company must be credited as they were branded/owned at the time of the execution of the Entry. For example, Company A and Company B have merged during the Eligibility Period to create Company C. If the campaign took place before the merger date the credited Company must be Company A or Company B, not the new Company C.

#### CREATIVE TEAM CREDITING

13. Each Entry must credit the creative team.
14. Creative team crediting will be used in the Lions Creativity Report as follows:
  - 14.1. rankings will be based on the Position & Role on this Entry field; and
  - 14.2. the Position Field may be cross checked against LinkedIn or other reputable sources to determine eligibility.
  - 14.3. For absolute clarity, a team member can only be ranked if their Position and Role on this Entry field is appropriate to the ranking.
  - 14.4. The following positions will be considered for rankings in the Lions Creativity Report:

Copywriter  
Art Director  
Creative Director  
Film Director

Chief Creative Officer  
Chief Marketing Officer (Brands only)

15. Ascential shall have absolute discretion in determining:

15.1. a person's eligibility for rankings in the Lions Creativity Report;

15.2. whether an Entrant has submitted false, deliberately misleading or fraudulent information; and

15.3. whether any correction is necessary to ensure the accuracy and integrity of the Lions Creativity Report or Ascential's role in the same.

16. You may submit creative credits up to and including the 3 July 2024. No further additions will be accepted after this date.

#### LIST OF CURRENT HOLDING COMPANIES AND NETWORKS

17. At time of writing, we consider the Holding Companies to be: Deloitte; Dentsu Group; Enero; Hakuhodo DY Holdings; Havas Group; Interpublic Group; Omnicom; Plus Company, Publicis Groupe; S4 Capital; Stagwell Inc.; and WPP.

18. At time of writing, we consider the Networks to be: 72andSunny; Accenture Song; AKQA; Anomaly; Asatsu-DK; Bartle Bogle Hegarty; BBDO Worldwide; BCW; BMF; Cheil Worldwide; Chime Communication; Citizen Relations; Cossette; CPB+; Daiko; DDB Worldwide; dentsu; Deloitte Digital; Design Bridge & Partners; FCB; Forsman & Bodenfors; Gut; Gyro; Havas; Hill + Knowlton; Hogarth; Hotwire; Innocean; Landor; Leo Burnett; KYU; M&C Saatchi; McCann Worldgroup; Mekanism; Mullenlowe Group; Ogilvy; Omnicom Advertising Collective; Omnicom Brand Consulting Group; Omnicom PR Group; Orchard; Publicis Worldwide; R/GA; Saatchi & Saatchi; Publicis Sapient; TBWA Worldwide; The Brandtech Group; The North Alliance; T&Pm; The&Partnership; VaynerMedia; We are Social; VML; Wunderman Thompson; and Yomiko.

19. At the time of writing, we consider the Healthcare Networks to be: CDM Group; DDB Health; FCB Health; Havas Health & You; McCann Health; Ogilvy Health; Publicis Health; Real Chemistry; TBWA\Worldhealth; VML Health; and Wunderman Thompson Health.

20. At the time of writing, we consider the Media Networks to be: Carat; Dentsu X; Digitas; Essence; EssenceMediacom; Havas Media Group; Hakuhodo DY Media Partners; Hearts & Science; Initiative; iProspect; Kinetic; Mediacom; Mediahub; MediaPlus, Mindshare; OMD Worldwide; Posterscope; PHD Worldwide; Starcom; The Spark Foundry; UM; Wavemaker; and Zenith.

21. At the time of writing, we consider the Independent Networks to be: and\_us; Edelman; Fred & Farid; Jung von Matt; Mother; Rethink; Serviceplan; Special Group and Wieden & Kennedy.

22. At the time of writing, we consider the Independent Healthcare Networks to be: Klick Health, Syneos Health and The Bloc Partners.

23. We may update the lists of Holding Companies and Networks set out in Clauses 17 to 22 inclusive of Part B of these Rules at our absolute discretion. For example, if we become aware that one of the Networks is involved in a sale, merger or acquisition that means that it is no longer a Network, we may remove it from the list. We will notify any Holding Company or Network that is added to or removed from the relevant list.

24. If you wish to propose any change to the lists of Holding Companies, Networks, Healthcare Networks, Media Networks, and/or Independent Healthcare Networks set out in Clauses 17 to 22 inclusive of Part B of these Rules, please contact us by no later than 31 March 2024. We shall have ultimate discretion to decide the status of any particular entity and our decision shall be final and binding.

## VALIDATION PROCESS AND PROCEDURE FOR SPECIAL AWARDS

25. Companies must declare, at the time of entry into the Cannes Lions Awards, which, if any, Network, Independent Network, Healthcare Network, Media Network and/or Holding Company each credited Company is Owned by or Affiliated with.
26. All Companies are required to make due and careful enquiry of their legal counsel, company secretary, or Chief Financial Officer to establish ownership and/or affiliation, in accordance with the applicable Ownership and/or Affiliation Tests.

## VALIDATION PROCESS

### 27. Stage 1: Up to and including, 21 March 2024:

- 27.1. During stage 1 of the Validation Process, Ascential will, in its absolute discretion, mandate that certain Holding Companies, Networks, Independent Networks, Media Networks, Independent healthcare Networks and Healthcare Networks nominate an authorised Representative of sufficient seniority to validate the information provided to Ascential during the Validation Process (the "Representative").
- 27.2. The relevant Holding Companies, Networks, Independent Networks, Media Networks and Healthcare Networks which must nominate a Representative will be informed by Ascential of this requirement by 12 March 2024 and will have until 21 March 2024 to inform Ascential of the identity of the Representative.
- 27.3. The Representative must be an individual of sufficient seniority to enable them to carry out the required function of verifying information. By way of example only, individuals will be deemed to be of sufficient seniority if they occupy the role of Chief Creative Officer, Chief Financial Officer or Chief Executive Officer, their direct reports or someone who is authorised to act by them.
- 27.4. Ascential reserves the right to reject the nominated Representative as being of insufficient seniority, and to request an alternative nominee.
- 27.5. Ascential will, in its absolute discretion, consider allowing more than one Representative to be nominated for each Holding Company, Network, Independent Network, Media Network, Independent healthcare Networks or Healthcare Network.
- 27.6. Once nominated, the Representatives cannot be changed by request of the relevant Holding Company, Network, Independent Network, Media Network and/or Healthcare Network save in exceptional circumstances (for example, death, termination of employment, or incapacity).

### 28. Stage 2: 28 March 2024 to 5pm GMT, 11 April 2024:

- 28.1. During stage 2, Ascential will create an initial list comprising all Companies that, in the last three years, were considered for, declared to form part of, or included in the rankings for, the Network, Healthcare Network, Media Network, Independent healthcare Networks and/or Holding Company Special Awards from their Holding Company and/or Network (the "Initial Validation List").
- 28.2. Ascential will publish on a secure online portal the list of Companies it considers Owned by and/or Affiliated to their applicable Holding Company, Network, Independent Network, Independent Healthcare Network, Media Network or Healthcare Network. During stage 2 of the Validation Process, Representatives may request the correction of Companies which are incorrect on the Initial Validation List due to mergers, acquisitions or other mitigating factors.
- 28.3. These requests must demonstrate that the relevant Company is Owned by and/or Affiliated to a specific Holding Company, Network, Independent Network, Independent Healthcare Network, Media Network or Healthcare Network, by providing evidence that the Company satisfies the Ownership and/or Affiliation Tests.

### 29. Stage 3: 11 April 2024 up to and including 17 April 2024:

- 29.1. During stage 3, Ascential will use its reasonable endeavours to validate the information contained in the Initial Validation List and/or provided to Ascential during stage 2 of the Validation Process. Such reasonable endeavours will include, but not be limited to, making use of independent sources such as Dun & Bradstreet or Companies House in the UK.
- 29.2. Ascential shall have the right to request that Representatives provide further information or assistance during this process (and/ or at any other point in time).
- 29.3. Ascential shall produce, at the end of this stage 3, a list of all those Companies which it considers to be Owned by or Affiliated with Holding Companies, Networks, Independent Networks, Independent Healthcare Networks, Media Networks, and/or Healthcare Networks (the "Full Validation List").

### 30. Stage 4: 18 April 2024 up to and including 5pm BST, 25 April 2024:

- 30.1. The Full Validation List will be published on a secure online portal such that all Representatives of the Holding Companies, Networks, Independent Networks, independent Healthcare Networks, Media Networks and Healthcare Networks will be able to view the Full Validation List.

- 30.2. Up until 5pm BST on 25 April 2024, Representatives will be allowed to submit to Ascential comments, corrections, or challenges to information on the Full Validation List. Representatives will be invited to address any valid challenges and permitted to submit to Ascential appropriate evidence (such as through invoices, terms and conditions, contracts, or website branding).
- 30.3. During this stage 4, and by no later than 5pm BST on 25 April 2024, Representatives must provide to Ascential a full list of acquisitions, mergers, investments and divestments which have taken place during the Eligibility Period. For the purpose of this provision, any acquisition, divestment, investment or merger relating to its group or any group member shall be treated as having taken place only on the date when legal completion of the transaction occurs. For the avoidance of doubt, where any such transaction is announced but completion remains subject to the satisfaction of any condition(s), the transaction shall only be treated as having occurred when completion occurs after all conditions have been satisfied or waived.
31. Stage 5: 16 May 2024 to 5pm BST, 7 June 2024:
- 31.1. Ascential will make available online to all Representatives the full available list of Companies credited to the 2024 Festival (the "2024 Festival Companies List").
- 31.2. During this stage 5 only, Representatives may submit to Ascential any comments, corrections, or challenges to the 2024 Festival Companies List. Such submissions will not be considered by Ascential unless they are accompanied by appropriate evidence (whether through invoices, terms and conditions, contracts, or website branding).
32. Stage 6: 10 June 2024 to 5pm BST, 13 June 2024:
- 32.1. By 5pm BST on 13 June 2024 (the "Final Deadline"), each Representative must submit the relevant, signed Declaration Form(s) to Ascential. The failure by a Representative (or Representatives, as the case may be) to submit a signed Declaration Form by the Final Deadline will result in the automatic exclusion from the calculation of the Special Awards of the relevant Holding Company, Network, Independent Network, Independent Healthcare Network, Media Network or Healthcare Network.
- 32.2. Ascential may, in exceptional circumstances (and in Ascential's absolute discretion), stipulate an extension to the Final Deadline for a given Representative if strictly necessary to uphold the Guiding Principles. For the avoidance of doubt, Ascential will not consider the disadvantage of the Representative's represented entity in itself as an exceptional circumstance.
33. Subject to Clause 34 of this Part B of these Rules, after the Final Deadline, all information regarding Companies will be considered 'locked in' and no further information or requests for amendments to Company data will be considered for the purposes of calculations for Special Awards.
34. If a Company is not listed in the 2024 Festival Companies List, and Ascential does not receive a request before the Final Deadline to include that Company in the 2024 Festival Companies List, Ascential shall have no obligation to include that Company in calculation of the Special Awards.

#### DISQUALIFICATION AND DISCRETION

35. Companies must cooperate with Ascential and Representatives must provide Ascential with:
- 35.1. accurate information;
- 35.2. sufficient evidence to enable Ascential to determine whether a Company is Affiliated with or Owned by a Network, Independent Network, Independent Healthcare Network, Holding Company, Media Network and/or Healthcare Network (examples of appropriate information may include contracts, ownership documents or change of branding on websites); and
- 35.3. the relevant, signed Declaration Form(s) in each case, by the Final Deadline.
36. Ascential shall have absolute discretion in determining:
- 36.1. a Company's eligibility for a Special Award;
- 36.2. whether a Company falls within a Network, Holding Company, Independent Healthcare Network, Independent Network, Media Network and/or Healthcare Network;
- 36.3. whether a Company has submitted false, deliberately misleading or fraudulent information; and
- 36.4. whether any correction is necessary to ensure the accuracy and integrity of the Special Awards or Ascential's role in the same.
37. Further to Clause 36.4 above, we reserve the right to amend Entrant details, at our absolute discretion, where in our reasonable opinion the Entrant details are incorrect, due to an administrative error on the part of the Entrant.
38. Ascential will not be responsible for omissions or wrongful inclusions caused by it being provided with inaccurate or insufficient information.

39. Ascential shall have the right to disqualify at any time any Company which has submitted false, deliberately misleading or fraudulent information.

#### CONFIDENTIALITY

40. Ascential will not divulge to any person, except to its professional representatives or advisers or as may be required by law or any legal or regulatory authority, any information received during the Validation Process or otherwise which is identified by the Representative (acting reasonably), at the time of provision, as confidential.

41. For the avoidance of doubt, if information is provided to Ascential without being identified as confidential, Ascential shall not treat that information as confidential.



CREATIVE COMPANY OF THE YEAR SPECIAL AWARD

1. Overview and Criteria: The Creative Company of the Year Special Award is given to the Holding Company whose members are the most successful overall for Entries in the 2024 Cannes Lions Awards (in accordance with the below allocation of points).
  - 1.1. Members of a Holding Company shall be those Companies which satisfy the Holding Company Ownership Test.
  - 1.2. For points to be allocated to a Holding Company the ownership of the Company by the Holding Company (for the purpose of the Holding Company Ownership Test) must have occurred before the Execution of the Entry
2. Points: Members of a Holding Company will be allocated the following number of points for each of the following Lions Awards:
  - 35 points for a Titanium and Creative Effectiveness Grand Prix Lions Award
  - 30 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
  - 30 points for a Titanium Lions Award
  - 15 points for all other Lions Awards
  - 15 points for a Gold Lions Award
  - 7 points for a Silver Lions Award
  - 3 points for a Bronze Lions Award
  - 1 point for a shortlist position
  - 2.1. All Companies credited with an Idea Creation Role on this Entry form for all shortlisted or winning Lions Awards are eligible to accrue points towards the Creative Company of the Year Special Award.
  - 2.2. Companies credited with a PR Role in PR Lions or the PR Medium in Lions Health, and Companies credited with a Media Placement Role in Media Lions are also eligible to accrue points towards the Creative Company of the Year Special Award.
  - 2.3. Points accrued by Companies are only assigned to a Holding Company if the Company satisfies the Holding Company Ownership Test.
3. Calculation: The winner of the Creative Company of the Year Special Award will be the Holding Company whose members obtain the most points in aggregate, in accordance with the above allocation of points.
  - 3.1. The total number of points accrued by each Holding Company is calculated by adding:
    - 3.1.1. the total points from Lions Awards awarded to members of a Holding Company; and
    - 3.1.2. the total points from the shortlisted Entries of members of a Holding Company.
  - 3.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
4. Shared Points: If a shortlisted or winning Entry has been credited to more than one Company with an Idea Creation Role, a Media Placement Role in Media Lions, a PR Role in PR Lions or a PR Role in the PR Medium within Lions Health, the points awarded to the Entry will be divided equally among each of the credited Companies (for example, where multiple Companies are credited as having had (a) a Media Placement Role in Media Lions, (b) a PR Role in PR Lions, (c) an Idea Creation Role in all Lions or (d) the PR Medium in Lions Health).
  - 4.1. If a shortlisted or winning Entry has been credited to more than one Company:
    - 4.1.1. from the same Holding Company, the full points awarded to the Entry will go to that Holding Company;
    - 4.1.2. from different Holding Companies, the points awarded to the Entry will be shared equally between both Holding Companies (for example, if Agency A belonging to Holding Company A wins a Gold Lion co-credited with Agency B, which belongs to Holding Company B, then the points will be shared equally between both Holding Companies); and
    - 4.1.3. where one of the Companies is not affiliated with a Holding Company, then only half of the points awarded to the Entry (or the relevant equal proportion of points if there are more than two credited Companies) belonging to the Company that does belong to a Holding Company will be awarded to that Holding Company (for example, if Agency A belonging to Holding Company A wins a Gold Lion and is co-credited with Independent Agency B, then only half of the total points will count for the purposes of the Creative Company of the Year Special Award and will be given to Holding Company A).
  - 4.2. In the event of a Mixed Ownership Company winning or being shortlisted for a Lions Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).
5. Campaign Points
  - 5.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.



- 5.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part multiple Executions of Works that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).
6. Total Tied Points: In the case of a tie between Holding Companies in the number of points accrued, the winner will be determined in accordance with the following formula:
  - 6.1. the Holding Company with the highest overall number of Lions Awards is the winner. If there is still a tie between Holding Companies, then;
  - 6.2. the Holding Company with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Holding Companies, then;
  - 6.3. the Holding Company with the most Campaign Points is the winner. If there is still a tie between Holding Companies, then;
  - 6.4. the Holding Company with the most shortlist points is the winner.

## NETWORK OF THE YEAR SPECIAL AWARD

1. Overview and Criteria: The Network of the Year Special Award is given to the Network Parent Company of the Network, Healthcare Network, Independent Network or Independent Healthcare Network whose members are the most successful overall for Entries in the 2024 Cannes Lions Awards (in accordance with the below allocation of points).
  - 1.1. If a Network or Independent Network owns a Healthcare Network or Independent Healthcare Network, or is affiliated with a Healthcare Network or Agency or Independent Healthcare Network or Agency through its Legal/Trading Name, the Network or Independent Network will include the Healthcare Network or Independent Healthcare Network points in their total. For example, any points accumulated by Havas Health & You will be added to the havas Creative points total.
  - 1.2. Members of a Network, Healthcare Network, Independent Network or Independent Healthcare Network for the Network of the Year Special Award shall be those Companies which satisfy either:
    - 1.2.1. the Ownership Test; or
    - 1.2.2. the Affiliation Test.
  - 1.3. For points to be allocated to a Network, the ownership of, or affiliation with, the Company by the Network (for the purpose of the Ownership Test or Affiliation Test, as applicable) must have occurred before the Execution of the Entry
2. Points: Members of a Network, Healthcare Network, Independent Network or Independent Healthcare Network will be allocated the following number of points for each of the following Lions Awards:

35 points for a Titanium and Creative Effectiveness Grand Prix Lions Award  
30 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award  
30 points for a Titanium Lions Award  
15 points for all other Lions Awards  
15 points for a Gold Lions Award  
7 points for a Silver Lions Award  
3 points for a Bronze Lions Award  
1 point for a shortlist position

  - 2.1. All Companies credited with an Idea Creation Role on all shortlisted or winning Lions Awards are eligible to accrue points towards the Network of the Year Special Award. Points accrued by Companies credited are only assigned to a Network, Healthcare Networks, Independent Network or Independent Healthcare Network if the company satisfies the Ownership Test or the Affiliation Test.
3. Calculation: The winner of the Network of the Year Special Award will be the Network, Healthcare Network, Independent Network or Independent Healthcare Network whose members obtain the most points for shortlisted and awarded Entries in aggregate in accordance with the above allocation of points.
  - 3.1. The total is calculated by adding:
    - 3.1.1. the total points from Lions Awards won by members of a Network, Healthcare Network, Independent Network or Independent Healthcare Network; and
    - 3.1.2. the total points from the remaining shortlisted Entries of members of a Network, Healthcare Network, Independent Healthcare Network or Independent Network, save that a Network, Healthcare Network, Independent Healthcare Network or Independent Network member's points will only count towards the overall total if the Company in question was a Network, Healthcare Network, Independent Healthcare Network or Independent Network member on the date that its Lions Award-winning or shortlisted Entry or Campaign was initially launched, released, published or aired.
  - 3.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
4. Shared Points: If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.
  - 4.1. If a shortlisted or winning Entry has been credited in the Idea Creation Role to more than one Company:
    - 4.1.1. from the same Network, Healthcare Network, Independent Healthcare Network or Independent Network, the full points awarded to the Entry will go to that Network, Healthcare Network, Independent Healthcare Network or Independent Network;
    - 4.1.2. from different Network, Healthcare Network, Independent Healthcare Network or Independent Network, the points awarded to the Entry will be shared equally between both Network, Healthcare Network, Independent Healthcare Network or Independent Network (for example, if Agency A belonging to Network A wins a Gold Lions Award co-credited with Agency B, which belongs to Network B, then the points will be shared equally between both Networks); and

- 4.1.3. if one Company is not affiliated to a Network, Healthcare Network, Independent Healthcare Network or Independent Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Company that is from a Network, Healthcare Network, Independent Healthcare Network or Independent Network) will count for the purposes of the Network of the Year Special Award and will be awarded to the relevant Network, Healthcare Network, Independent Healthcare Network or Independent Network (for example, if Agency A belonging to Network A wins a Gold Lions Award and is co-credited with Independent Agency B, then only half of the total points will count for the purposes of the Network of the Year Special Award and will be given to Network A).
  - 4.2. In the event of a Mixed Ownership Company winning or being shortlisted for a Lions Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).
5. Campaign Points
  - 5.1. If an entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
  - 5.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Execution of Work that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).
6. Total Tied Points: In the case of a tie between Network, Healthcare Network, Independent Healthcare Network or Independent Network in the number of points won by their respective Companies, the winner will be determined in accordance with the following formula:
  - 6.1. the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the highest overall number of Lions Awards is the winner. If there is still a tie between Networks/Independent Networks, then;
  - 6.2. the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Networks/Independent Networks, then;
  - 6.3. the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the most Campaign Points is the winner. If there is still a tie between Networks/Independent Networks, then;
  - 6.4. the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the most shortlist points is the winner.

## MEDIA NETWORK OF THE YEAR SPECIAL AWARD

1. Overview and Criteria: The Media Network of the Year Special Award is given to the Network Parent Company of the Media Network whose members are the most successful overall for Entries in the 2024 Cannes Lions Awards for Entries in Media Lions (in accordance with the below allocation of points).
  - 1.1. Members of a Media Network for the purposes of the Media Network of the Year Special Award shall be those Companies which satisfy either:
    - 1.1.1. the Media Network Ownership Test; or
    - 1.1.2. the Media Network Affiliation Test.
  - 1.2. All Entries in Media Lions with a credited Company in the Media Placement Role are eligible to accrue points, regardless of the Entrant.
  - 1.3. Any Company submitting an Entry to Media Lions where the services of an external Company were used to provide strategy and/or for the purchase of media placement must credit that Company in the Entry submission.
  - 1.4. Notwithstanding this, Ascential shall have absolute discretion in determining a Media Network's eligibility for this Special Award.
  - 1.5. For points to be allocated to a Media Network, the ownership of, or affiliation with, the Company by the Media Network (for the purpose of the Media Network Ownership Test or Media Network Affiliation Test, as applicable) must have occurred before the Execution of the Entry
2. Points: The allocation of points used to calculate the Media Network of the Year Special Award is as follows:
  - 30 points for a Grand Prix Lions Award
  - 15 points for a Gold Lions Award
  - 15 points for all other Lions Awards
  - 7 points for a Silver Lions Award
  - 3 points for a Bronze Lions Award
  - 1 point for a shortlist position
  - 2.1. Media Companies credited with a Media Placement Role on all shortlisted or winning Media Lions are eligible to accrue points towards the Media Network of the Year Special Award. Points accrued by Companies credited are only assigned to a Media Network if the company satisfies the Media Network Ownership Test or the Media Network Affiliation Test.
3. Calculation: The winner of the Media Network of the Year Special Award will be the Media Network whose members accrue the most points for shortlisted and awarded Entries in Media Lions, in accordance with the above allocation of points.
  - 3.1. The total points accrued by each Media Network is calculated by adding:
    - 3.1.1. the total points from Media Lions Awards awarded to members of a Media Network; and
    - 3.1.2. the total points from the remaining shortlisted Entries of members of a Media Network, save that a Media Network member's points will only count towards the Media Network's overall total if the Company in question was a Network member on the date that its Lions Award-winning or shortlisted Entry was initially launched, released, published or aired.
  - 3.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
4. Shared Points: If a shortlisted or winning Entry has been credited to more than one Company in the Media Placement Role, the points awarded to the Entry will be divided equally among the Agencies and Companies.
  - 4.1. If a shortlisted or winning Entry has been credited in the Media Placement Role to more than one Company:
    - 4.1.1. from the same Media Network, the full points awarded to the Entry will go to that Media Network;
    - 4.1.2. from different Media Networks, the points awarded to the Entry will be shared equally between both Media Networks (for example, if Media Agency A belonging to Media Network A wins a Gold Lions Award credited with Media Agency B, which belongs to Media Network B, then the points will be shared equally between both Networks); and
    - 4.1.3. if one Company is not affiliated to a Media Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Company that is from a Media Network) will count for the purposes of the Media Network of the Year Special Award and will be awarded to the relevant Network (for example, if Media Agency A belonging to Media Network A wins a Gold Lions Award and is co-credited with Independent Media Agency B, then only half of the total points will count for the purposes of the Media Network of the Year Special Award and will be given to Media Network A).

- 4.2. In the event of a Mixed Ownership Company winning or being shortlisted for a Lions Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).
5. Total Tied points: In the case of a tie between Media Networks in the number of points won by their respective members, the winner will be determined in accordance with the following formula:
  - 5.1. the Media Network with the highest overall number of Lions Awards is the winner. If there is still a tie between Networks, then;
  - 5.2. the Media Network with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Networks, then;
  - 5.3. the Media Network with the most shortlist points is the winner.

## INDEPENDENT NETWORK OF THE YEAR SPECIAL AWARD

1. Overview and Criteria: The Independent Network of the Year Special Award is given to the Network Parent Company of the Independent Network whose members are the most successful overall for Entries in the 2024 Cannes Lions Awards (in accordance with the below allocation of points).
  - 1.1. If an Independent Network owns an Independent Healthcare Network or is affiliated with an Independent Healthcare Network through its Legal/Trading Name, the Independent Network will include the Independent Healthcare Network points in their total.
  - 1.2. Members of an Independent Network for the Independent Network of the Year Special Award shall be those Companies which satisfy either:
    - 1.2.1. the Independent Network Ownership Test; or
    - 1.2.2. the Independent Network Affiliation Test.
  - 1.3. For points to be allocated to an Independent Network, the ownership of, or affiliation with, the Company by the Independent Network (for the purpose of the Independent Network Ownership Test or Independent Network Affiliation Test, as applicable) must have occurred before the Execution of the Entry
2. Points: Members of an Independent Network will be allocated the following number of points for each of the following Lions Awards:

35 points for a Titanium and Creative Effectiveness Grand Prix Lions Award  
30 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award  
30 points for a Titanium Lions Award  
15 points for all other Lions Awards  
15 points for a Gold Lions Award  
7 points for a Silver Lions Award  
3 points for a Bronze Lions Award  
1 point for a shortlist position

  - 2.1. All Companies credited with an Idea Creation Role on all shortlisted or winning Lions Awards are eligible to accrue points towards the Independent Network of the Year Special Award. Points accrued by Companies credited are only assigned to an Independent Network if the company satisfies the Independent Network Ownership Test or the Independent Network Affiliation Test.
3. Calculation: The winner of the Independent Network of the Year Special Award will be the Independent Network whose members obtain the most points for shortlisted and awarded Entries in aggregate in accordance with the above allocation of points.
  - 3.1. The total is calculated by adding:
    - 3.1.1. the total points from Lions Awards won by members of an Independent Network; and
    - 3.1.2. the total points from the remaining shortlisted Entries of members of a Network Independent Network, save that an Independent Network member's points will only count towards the independent Network's overall total if the Company in question was an Independent Network member on the date that its Lions Award-winning or shortlisted Entry or Campaign was initially launched, released, published or aired.
  - 3.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
4. Shared Points: If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.
  - 4.1. If a shortlisted or winning Entry has been credited in the Idea Creation Role to more than one Company:
    - 4.1.1. from the same Independent Network, the full points awarded to the Entry will go to that Independent Network;
    - 4.1.2. from different Independent Networks, the points awarded to the Entry will be shared equally between both Independent Networks (for example, if Agency A belonging to Independent Network A wins a Gold Lions Award co-credited with Agency B, which belongs to Independent Network B, then the points will be shared equally between both Independent Networks); and
    - 4.1.3. if one Company is not affiliated to an Independent Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Company that is from an Independent Network) will count for the purposes of the independent Network of the Year Special Award and will be awarded to the relevant Independent Network (for example, if Agency A belonging to Network A wins a Gold Lions Award and is co-credited with Independent Network B, then only half of the total points will count for the purposes of the Independent Network of the Year Special Award and will be given to Network B).

- 4.2. In the event of a Mixed Ownership Company winning or being shortlisted for a Lions Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).
5. Campaign Points
    - 5.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
    - 5.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Execution of Work that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).
  6. Total Tied Points: In the case of a tie between Independent Networks in the number of points won by their respective Companies, the winner will be determined in accordance with the following formula:
    - 6.1. the Independent Network with the highest overall number of Lions Awards is the winner. If there is still a tie between Independent Networks, then;
    - 6.2. the Independent Network with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Independent Networks, then;
    - 6.3. the Independent Network with the most Campaign Points is the winner. If there is still a tie between Independent Networks, then;
    - 6.4. the Independent Network with the most shortlist points is the winner.



## HEALTHCARE NETWORK OF THE YEAR SPECIAL AWARD

1. Overview and Criteria: The Healthcare Network of the Year Special Award is given to the Healthcare Network or Independent Healthcare Network that obtains the most points overall for Entries in the 2024 Cannes Lions Awards for Entries in Health & Wellness Lions, Lions Health Grand Prix for Good and Pharma Lions, according to the below allocation of points.
  - 1.1. Members of a Healthcare Network or Independent Healthcare Network for the Healthcare Network of the Year Special Award shall be those Companies which satisfy either:
    - 1.1.1. the Healthcare Network Ownership Test; or
    - 1.1.2. the Healthcare Network Affiliation Test.
  - 1.2. Ascential shall have absolute discretion in determining a Healthcare Network's eligibility for this Special Award.
  - 1.3. For points to be allocated to a Healthcare Network, the ownership of, or affiliation with, the Company by the Healthcare Network (for the purpose of the Healthcare Network Ownership Test or Healthcare Network Affiliation Test, as applicable) must have occurred before the Execution of the Entry
2. Points: The allocation of points used to calculate the Healthcare Network of the Year Special Award is as follows:

30 points for a Grand Prix Lions Award  
15 points for a Gold Lions Award  
15 points for all other Lions Awards  
7 points for a Silver Lions Award  
3 points for a Bronze Lions Award  
1 point for a shortlist position

  - 2.1. Companies credited with an Idea Creation Role on all shortlisted or winning Health & Wellness Lions, Lions Health Grand Prix for Good and Pharma Lions are eligible to accrue points towards the Healthcare Network of the Year Special Award. Points accrued by Companies credited are only assigned to a Healthcare Network or Independent Healthcare Network if the Company is a member of the Healthcare Network or Independent Healthcare Network, as defined at paragraph 1 above.
3. Calculation: The winner of the Healthcare Network of the Year Special Award will be the Healthcare Network or Independent Healthcare Network whose members obtain the most points for shortlisted or awarded Entries in the Health & Wellness Lions, Lions Health Grand Prix for Good and Pharma Lions in accordance with the above allocation of points.
  - 3.1. The total is calculated by adding:
    - 3.1.1. the total points from Lions Awards that have been awarded to members of a Healthcare Network or Independent Healthcare Network; and
    - 3.1.2. the total points from the remaining shortlisted Entries of members of a Healthcare Network or Independent Healthcare Network. save that a Healthcare Network or Independent Healthcare Network member's points will only count towards the Healthcare Network's or Independent Healthcare Network overall total if the Company in question was a Healthcare Networks or Independent Healthcare Networks member on the date that its Lions Award-winning or shortlisted Entry or Campaign was initially launched, released, published or aired.
  - 3.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
4. Shared Points: If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies.
  - 4.1. If a shortlisted or winning Entry has been credited to more than one Healthcare Company:
    - 4.1.1. from the same Healthcare Network or Independent Healthcare Network, the full points awarded to the Entry will go to that Healthcare Network or Independent Healthcare Network;
    - 4.1.2. from different Healthcare Networks or Independent Healthcare Network, the points awarded to the Entry will be shared equally between all the Healthcare Networks or Independent Healthcare Network (for example, if Healthcare Agency A belonging to Healthcare Network A wins a Gold Lion co-credited with Healthcare Agency B, which belongs to Healthcare Network B, then the points will be shared equally between both Healthcare Networks); and
    - 4.1.3. where one of the Companies is not affiliated to a Healthcare Network or Independent Healthcare Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Healthcare Agency that is from a Healthcare Network or Independent Healthcare Network) will count for the purposes of the Healthcare Network of the Year Special Award and will be awarded to the relevant Healthcare Network or Independent Healthcare Network (for example, if Healthcare Agency A belonging to Healthcare Network A wins a Gold Lion and is co-credited with Healthcare Agency B, which is independent, then only half the points will count for the purposes of the Healthcare Network of the Year Special Award and will be given to Healthcare Network A).

- 4.2. If (a) a shortlisted or winning Entry has been credited to more than one Company and only one is a Healthcare Agency; and (b) that Healthcare Agency is affiliated to a Healthcare Network or Independent Healthcare Network; then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Healthcare Agency) will count for the purposes of the Healthcare Network of the Year Special Award and will be awarded to the relevant Healthcare Network or Independent Healthcare Network (for example, if Healthcare Agency A wins a Gold Lion and is co-credited with Company B, then only half of the total points will count for the purposes of the Healthcare Network of the Year Special Award and will be given to Healthcare Network Agency A).
- 4.3. In the event of a Mixed Ownership Company winning or being shortlisted for a Lions Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).
5. Campaign Points: If a Multiple Executions of Works wins a Lions Award, Entries will also be awarded Campaign Points.
  - 5.1. In the case of a tie between Healthcare Networks or Independent Healthcare Network, the Campaign Points from the winning Campaign are valued higher than regular shortlist points.
  - 5.2. Where different Companies have been credited to separate Executions of an awarded Multiple Executions of Works, the points will be divided pro rata. For example, if Agency A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).
6. Total Tied Points: In the case of a tie between Healthcare Networks or Independent Healthcare Network in the number of points won by their respective Companies, the winner will be determined in accordance with the following formula:
  - 6.1. the Healthcare Network or Independent Healthcare Network with the highest overall number of Lions Awards is the winner. If there is still a tie between Healthcare Networks, then;
  - 6.2. the Healthcare Network or Independent Healthcare Network with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Healthcare Networks, then;
  - 6.3. the Healthcare Network or Independent Healthcare Network with the most Campaign Points is the winner. If there is still a tie between Healthcare Networks, then;
  - 6.4. the Healthcare Network or Independent Healthcare Network with the most shortlist points is the winner.

## REGIONAL NETWORK OF THE YEAR SPECIAL AWARD

1. Overview and Criteria: The Regional Network of the Year Special Award is given to the Network Parent Company of the Network, Healthcare Network, Independent Healthcare Network or Independent Network whose members are the most successful overall for Entries in the 2024 Cannes Lions Awards within each region (in accordance with the below allocation of points).
  - 1.1. If a Network or Independent Network owns a Healthcare Network or Independent Healthcare Network, or is affiliated with a Healthcare Network or Agency or Independent Healthcare Network or Agency through its Legal/Trading Name, the Network, Healthcare Network, Independent Healthcare Network or Independent Network will include the Healthcare Network or Independent Healthcare Network points in their total. For example, any points accumulated by Havas Health & You will be added to the havas Creative points total.
  - 1.2. Members of a Network, Healthcare Network, Independent Healthcare Network or Independent Network for the Network of the Year Special Award shall be those Companies which satisfy either:
    - 1.2.1. the Ownership Test; or
    - 1.2.2. the Affiliation Test.
  - 1.3. For points to be allocated to a Network, Healthcare Network, Independent Healthcare Network or Independent Network the ownership of, or affiliation with, the Company by the relevant Network, Healthcare Network, Independent Healthcare Network or Independent Network must have occurred before the Execution of the Entry
  - 1.4. For the avoidance of doubt the regions which are awarded are:
    - Asia
    - Europe
    - MENA
    - Latin America
    - North America
    - Pacific
    - Sub-Sahara Africa
2. Points: Members of a Network, Healthcare Network, Independent Healthcare Network or Independent Network will be allocated the following number of points for each of the following Lions Awards:
  - 35 points for a Titanium and Creative Effectiveness Grand Prix Lions Award
  - 30 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
  - 30 points for a Titanium Lions Award
  - 15 points for a Gold Lions Award
  - 15 points for all other Lions Awards
  - 7 points for a Silver Lions Award
  - 3 points for a Bronze Lions Award
  - 1 point for a shortlist position
  - 2.1. Companies credited with an Idea Creation Role on all shortlisted or winning Lions Awards are eligible to accrue points towards the Network of the Year Special Award. Points accrued by Companies credited are only assigned to a Network, Healthcare Network, Independent Healthcare Network or Independent Network if the company satisfies the Network Ownership Test or the Network Affiliation Test.
3. Calculation: The winner of the Regional Network of the Year Special Award will be the Regional Network, Healthcare Network, Independent Healthcare Network or Independent Network whose members obtain the most points for shortlisted and awarded Entries in aggregate in accordance with the above allocation of points.
  - 3.1. The total is calculated by adding:
    - 3.1.1. the total points from Lions Awards won by members of a Network, Healthcare Network, Independent Healthcare Network or Independent Network located in the relevant region; and
    - 3.1.2. the total points from the remaining shortlisted Entries of members of a Network, Healthcare Network, Independent Healthcare Network or Independent Network located in the relevant region, save that a Network, Healthcare Network, Independent Healthcare Network or Independent Network member's points will only count towards the Network's overall total if the Company in question was a Network, Healthcare Network, Independent Healthcare Network or Independent Network member on the date that its award-winning or shortlisted Entry or Campaign was initially launched, released, published or aired.
  - 3.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
4. Shared Points: If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.

- 4.1. If a shortlisted or winning Entry has been credited in the Idea Creation Role to more than one Company:
    - 4.1.1. from the same Network, Healthcare Network, Independent Healthcare Network or Independent Network, the full points awarded to the Entry will go to that Network, Healthcare Network, Independent Healthcare Network or Independent Network;
    - 4.1.2. from different Networks or Independent Networks, the points awarded to the Entry will be shared equally between both Networks or Independent Networks (for example, if Agency A belonging to Network A wins a Gold Lions Award co-credited with Agency B, which belongs to Network B, then the points will be shared equally between both Networks); and
    - 4.1.3. if one Company is not affiliated to a Network, Healthcare Network, Independent Healthcare Network or Independent Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Company that is from a Network, Healthcare Network, Independent Healthcare Network or Independent Network) will count for the purposes of the Network of the Year Special Award and will be awarded to the relevant Network, Healthcare Network, Independent Healthcare Network or Independent Network (for example, if Agency A belonging to Network A wins a Gold Lions Award and is co-credited with Independent Agency B, then only half of the total points will count for the purposes of the Network of the Year Special Award and will be given to Network A).
  - 4.2. In the event of a Mixed Ownership Company winning or being shortlisted for a Lions Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).
5. Campaign Points
- 5.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
  - 5.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).
6. Total Tied Points: In the case of a tie between Networks/Independent Networks in the number of points won by their respective Companies, the winner will be determined in accordance with the following formula:
- 6.1. the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the highest overall number of Lions Awards is the winner. If there is still a tie between Networks/Independent Networks, then;
  - 6.2. the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Networks/Independent Networks, then;
  - 6.3. the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the most Campaign Points is the winner. If there is still a tie between Networks/Independent Networks, then;
  - 6.4. the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the most shortlist points is the winner.

## AGENCY OF THE YEAR SPECIAL AWARD

1. Overview and Criteria: The Agency of the Year Special Award is given to the Agency that obtains the most points overall for Entries in the 2024 Cannes Lions Awards, according to the below allocation of points.
2. Points: The allocation of points used to calculate the Agency of the Year Special Award is as follows:
  - 35 points for a Titanium and Creative Effectiveness Grand Prix Lions Award
  - 30 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
  - 30 points for a Titanium Lions Award
  - 15 points for a Gold Lions Award
  - 15 points for all other Lions Awards
  - 7 points for a Silver Lions Award
  - 3 points for a Bronze Lions Award
  - 1 point for a shortlist position
- 2.1. Companies credited in an Idea Creation Role on all shortlisted or winning Awards are eligible to accrue points towards the Agency of the Year Special Award. The exact method for points calculation is outlined in the calculation section below.
3. Calculation: The winner of the Agency of the Year Special Award will be the Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
  - 3.1. The total is calculated by adding:
    - 3.1.1. the total points from Awards that have been awarded to Agencies; and
    - 3.1.2. the total points from the remaining shortlisted Entries of Agencies.
  - 3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.
  - 3.3. The maximum number of points awarded to an Agency for shortlisted Entries is 10.
4. Multiple Entries:
  - 4.1. If the same creative Work or Execution is entered more than once within one Lion and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lion are counted. If the Work or Execution is only shortlisted within an Individual Lion, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Lion.
    - 4.1.1. For example, if a piece of creative Work wins a Lions Award and the same Work also wins another Lions Award within that Lion, only the highest scoring Lions Award counts. This rule is applied only within each Lion; that is, if work wins a Silver Lions Award and a Gold Lions Award in Direct Lions, only the Gold points are counted. However, if the same Work wins a Silver Lions Award in Direct Lions and a Gold Lions Award in PR Lions, both the Silver and Gold points are counted.
  - 4.2. If the same creative Work or Execution is entered more than once within one Medium Grouping in Health & Wellness Lions or Pharma Lions and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lions Award are counted. If the Work or Execution is only shortlisted within an Individual Medium Grouping, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Medium Grouping.
  - 4.3. For the avoidance of doubt the Medium Groupings within Health & Wellness Lions and Pharma Lions are classed as:
    - Audio & Radio
    - Brand Experience & Activation and Direct
    - Creative Data
    - Digital Craft
    - Entertainment
    - Film Craft
    - Film
    - Healthcare Product Innovation
    - Integrated
    - Lions Health Grand Prix for Good
    - Mobile
    - Print & Publishing, Outdoor and Industry Craft
    - PR
    - Social & Influencer
    - Use of Technology
5. Shared Points: If a shortlisted or winning Entry has been credited to more than Company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.
6. Campaign Points

- 6.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
- 6.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).
7. Total Tied Points: In the case of a tie between the total number of points won by Agencies, the winner will be determined in accordance with the following formula:
  - 7.1. the Agency with the highest overall number of deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
  - 7.2. the Agency with the highest number of highest-ranking deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
  - 7.3. the Agency with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Agencies, then;
  - 7.4. the Agency with the highest overall number of Awards, including the deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
  - 7.5. the Agency with the most Campaign Points is the winner. If there is still a tie between Agencies, then;
  - 7.6. the Agency with the most shortlist points, disregarding the cap of 10, is the winner.

## HEALTHCARE AGENCY OF THE YEAR SPECIAL AWARD

1. Overview and Criteria: The Healthcare Agency of the Year Special Award is given to the Healthcare Agency that obtains the most points overall for Entries in the 2024 Cannes Lions Awards for Entries in the Health & Wellness Lions, Lions Health, Grand Prix for Good and Pharma Lions, according to the below allocation of points.
2. Points: The allocation of points used to calculate the Healthcare Agency of the Year Special Award is as follows:
  - 30 points for a Grand Prix Lions Award
  - 15 points for a Gold Lions Award
  - 15 points for all other Lions Awards
  - 7 points for a Silver Lions Award
  - 3 points for a Bronze Lions Award
  - 1 point for a shortlist position
  - 2.1. Companies credited in an Idea Creation Role on all shortlisted or winning Health & Wellness Lions, Lions Health, Grand Prix for Good and Pharma Lions are eligible to accrue points towards the Healthcare Agency of the Year Special Award. The exact method for points calculation is outlined in the calculation section below.
3. Calculation: The winner of the Healthcare Agency of the Year Special Award will be the Healthcare Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
  - 3.1. The total is calculated by adding:
    - 3.1.1. the total points from Awards that have been awarded to a Healthcare Agencies; and
    - 3.1.2. the total points from the remaining shortlisted Entries of Healthcare Agencies.
  - 3.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
  - 3.3. The maximum number of points awarded to a Healthcare Agency for shortlisted Entries is 10.
4. Multiple Entries
  - 4.1. If the same creative Work or Execution is entered more than once within one Medium Grouping in Health & Wellness Lions or Pharma Lions and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lions Award are counted. If the Work or Execution is only shortlisted within an Individual Medium Grouping, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Medium Grouping.
  - 4.2. For the avoidance of doubt the Medium Groupings within Healthcare Award are classed as:
    - Audio & Radio
    - Brand Experience & Activation and Direct
    - Creative Data
    - Digital Craft
    - Entertainment
    - Film Craft
    - Film
    - Healthcare Product Innovation
    - Integrated
    - Lions Health Grand Prix for Good
    - Mobile
    - Print & Publishing, Outdoor and Industry Craft
    - PR
    - Social & Influencer
    - Use of Technology
5. Shared Points: If a shortlisted or winning Entry has been credited to more than Company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.
6. Campaign Points
  - 6.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
  - 6.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).
7. Total Tied Points: In the case of a tie between the total number of points won by Agencies, the winner will be determined in accordance with the following formula:



- 7.1. the Agency with the highest overall number of deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
- 7.2. the Agency with the highest number of highest-ranking deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
- 7.3. the Agency with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Agencies, then;
- 7.4. the Agency with the highest overall number of Awards, including the deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
- 7.5. the Agency with the most Campaign Points is the winner. If there is still a tie between Agencies, then;
- 7.6. the Agency with the most shortlist points, disregarding the cap of 10, is the winner.

## AGENCY OF THE YEAR PER TRACK SPECIAL AWARD

1. Overview and Criteria: The Agency of the Year per Track Special Award is given to the Agency that obtains the most points overall for Entries in 2024 Cannes Lions Awards within certain Tracks, according to the below allocation of points.
2. For the avoidance of doubt the Tracks that will award an Agency of the Year per Track Special Award are:
  - Classic
  - Craft
  - Engagement
  - Entertainment
  - Experience
  - Good
  - Strategy
3. Points: The allocation of points used to calculate the Agency of the Year Special Award is as follows:
  - 35 points for a Titanium Grand Prix Lions Award
  - 30 points for all other Grand Prix Lions Awards
  - 30 points for a Titanium Lions Award
  - 15 points for a Gold Lions Award
  - 15 points for all other Lions Awards
  - 7 points for a Silver Lions Award
  - 3 points for a Bronze Lions Award
  - 1 point for a shortlist position
  - 3.1. Companies credited in an Idea Creation Role on all shortlisted or winning Awards are eligible to accrue points towards the Agency of the Year Special Award. The exact method for points calculation is outlined in the calculation section below.
  - 3.2. For the avoidance of doubt, the Grand Prix for Good is excluded from the calculation of this Special Award. No points allocated in connection with the Grand Prix for Good will be considered for this Special Award.
4. Calculation: The winner of the Agency of the Year per Track Special Award will be the Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
  - 4.1. The total is calculated by adding:
    - 4.1.1. the total points from Awards that have been awarded to Agencies; and
    - 4.1.2. the total points from the remaining shortlisted Entries of Agencies.
  - 4.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.
  - 4.3. The maximum number of points awarded to an Agency for shortlisted Entries is 10.
5. Multiple Entries:
  - 5.1. If the same creative Work or Execution is entered more than once within one Lion and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lions Award are counted. If the Work or Execution is only shortlisted within an Individual Lion, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Lion.
    - 5.1.1. For example, if a piece of creative Work wins a Lions Award and the same Work also wins another Lions Award within that Lion, only the highest scoring Lions Award counts. This rule is applied only within each Lion; that is, if Work wins a Silver Lions Award and a Gold Lions Award in Direct Lions, only the Gold points are counted. However, if the same Work wins a Silver Lions Award in Direct Lions and a Gold Lions Award in PR Lions, both the Silver and Gold points are counted.
6. Shared Points: If a shortlisted or winning Entry has been credited to more than Company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.
7. Campaign Points
  - 7.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
  - 7.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).
8. Total Tied Points: In the case of a tie between the total number of points won by Agencies, the winner will be determined in accordance with the following formula:

- 8.1. the Agency with the highest overall number of deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
- 8.2. the Agency with the highest number of highest-ranking deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
- 8.3. the Agency with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Agencies, then;
- 8.4. the Agency with the highest overall number of Awards, including the deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
- 8.5. the Agency with the most Campaign Points is the winner. If there is still a tie between Agencies, then;
- 8.6. the Agency with the most shortlist points, disregarding the cap of 10, is the winner.

## INDEPENDENT AGENCY OF THE YEAR SPECIAL AWARD

1. Overview and Criteria: The Independent Agency of the Year Special Award is given to the Independent Agency that obtains the most points overall for Entries in the 2024 Cannes Lions Awards, according to the below allocation of points.
2. Points: The allocation of points used to calculate the Independent Agency of the Year Special Award is as follows:
  - 35 points for a Titanium and Creative Effectiveness Grand Prix Lions Award
  - 30 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
  - 30 points for a Titanium Lions Award
  - 15 points for a Gold Lions Award
  - 15 points for all other Lions Awards
  - 7 points for a Silver Lions Award
  - 3 points for a Bronze Lions Award
  - 1 point for a shortlist position
- 2.1. Companies credited with an Idea Creation Role on all shortlisted or winning Lions Awards are eligible to accrue points towards the Independent Agency of the Year Special Award. Only independent agencies as outlined in the Rules for Special Awards are eligible to accrue points towards the Independent Agency of the Year Special Award.
3. Calculation: The winner of the Independent Agency of the Year Special Award will be the Independent Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
  - 3.1. The total is calculated by adding:
    - 3.1.1. the total points from Lions Awards that have been won by Independent Agencies; and
    - 3.1.2. the total points from the remaining shortlisted Entries of Independent Agencies.
  - 3.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
4. Shared Points:
  - 4.1. If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role the points awarded to the Entry will be divided equally among the Companies eligible. For the avoidance of doubt Independent PR Agencies and Independent Media Agencies are eligible to receive points for Independent Agency of the Year Special Award.
  - 4.2. If a shortlisted or winning Entry has been credited to more than one Company and one is not an Independent Agency, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Independent Agency) will count for the purposes of the Independent Agency of the Year Special Award and will be awarded to the relevant Independent Agency (for example, if Independent Agency A wins a Gold Lions Award and is co-credited with non-independent Company B, then only half of the total points will count for the purposes of the Independent Agency of the Year Award and will be given to Independent Agency A).
5. Campaign Points
  - 5.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
  - 5.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).
6. Total Tied Points: In the case of a tie between the total number of points won by Independent Agencies, the winner will be determined in accordance with the following formula:
  - 6.1. the Independent Agency with the highest overall number of Lions Awards, is the winner. If there is still a tie between Independent Agencies, then;
  - 6.2. the Independent Agency with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Independent Agencies, then;
  - 6.3. the Independent Agency with the most Campaign Points is the winner; If there is still a tie between Independent Agencies, then;
  - 6.4. the Independent Agency with the most shortlist points is the winner.

## INDEPENDENT AGENCY OF THE YEAR PER TRACK SPECIAL AWARD

1. Overview and Criteria: The Independent Agency of the Year per Track Special Award is given to the Independent Agency that obtains the most points overall for Entries in the 2024 Cannes Lions Awards within certain tracks, according to the below allocation of points.
2. For the avoidance of doubt the Tracks which will award an Independent Agency of the Year per Track Special Award are:
  - Classic
  - Craft
  - Engagement
  - Entertainment
  - Experience
  - Good
  - Strategy
3. Points: The allocation of points used to calculate the Independent Agency of the Year Special Award is as follows:
  - 35 points for a Titanium Grand Prix Award
  - 30 points for all other Grand Prix Awards
  - 30 points for a Titanium Lions Award
  - 15 points for a Gold Lions Award
  - 15 points for all other Lions Awards
  - 7 points for a Silver Lions Award
  - 3 points for a Bronze Lions Award
  - 1 point for a shortlist position
  - 3.1. Companies credited with an Idea Creation Role on all shortlisted or winning Lions Awards are eligible to accrue points towards the Independent Agency of the Year per Track Special Award. Only independent agencies as outlined in the Rules for Special Awards are eligible to accrue points towards the Independent Agency of the Year Special Award.
  - 3.2. For the avoidance of doubt the Grand Prix for Good is excluded from the calculation of this Special Award. No points allocated in connection with the Grand Prix for Good will be considered for this Special Award.
4. Calculation: The winner of the Independent Agency of the Year per Track Special Award will be the Independent Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
  - 4.1. The total is calculated by adding:
    - 4.1.1. the total points from Lions Awards that have been won by Independent Agencies; and
    - 4.1.2. the total points from the remaining shortlisted Entries of Independent Agencies.
  - 4.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
5. Shared Points:
  - 5.1. If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role the points awarded to the Entry will be divided equally among the Companies eligible. For the avoidance of doubt Independent PR Agencies and Independent Media Agencies are eligible to receive points for Independent Agency of the Year Special Award.
  - 5.2. If a shortlisted or winning Entry has been credited to more than one Company and one is not an Independent Agency, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Independent Agency) will count for the purposes of the Independent Agency of the Year Special Award and will be awarded to the relevant Independent Agency (for example, if Independent Agency A wins a Gold Lions Award and is co-credited with non-independent Company B, then only half of the total points will count for the purposes of the Independent Agency of the Year Special Award and will be given to Independent Agency A).
6. Campaign Points
  - 6.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
  - 6.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).
7. Total Tied Points: In the case of a tie between the total number of points won by Independent Agencies, the winner will be determined in accordance with the following formula:
  - 7.1. the Independent Agency with the highest overall number of Lions Awards, is the winner. If there is still a tie between Independent Agencies, then;

- 7.2. the Independent Agency with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Independent Agencies, then;
- 7.3. the Independent Agency with the most Campaign Points is the winner; If there is still a tie between Independent Agencies, then;
- 7.4. the Independent Agency with the most shortlist points is the winner.

## PALME D'OR SPECIAL AWARD

55. Overview and Criteria: The Palme d'Or honours the Production Company that obtains the most points overall for Entries in the Digital Craft, Entertainment (Categories A01 – A06), Entertainment Lions for Gaming (Category A01), Entertainment Lions for Music (Category A01), Entertainment Lions for Sport (Category A01), Film & Film Craft Lions as well as Digital Craft, Entertainment, Film, Film Craft & Mobile Mediums in Health & Wellness and Pharma Lions in the 2024 Cannes Lions Awards, according to the below allocation of points.
56. If an entry from the Lions, Category of Mediums above is the Grand Prix for Good or Lions Health Grand Prix for Good Winner, they will receive the Grand Prix points towards the Palme D'Or Special Award.
57. If a Production Company has more than one office in a country, points from those offices will be aggregated. Points will be aggregated where: (a) the offices share a Legal/Trading Name (e.g. 'Production Company A, New York' and 'Production Company A, Chicago'); or (b) the offices share the same Owner and are different branches of the same Company.
58. Points: The allocation of points used to calculate the Palme d'Or Special Award is as follows:
- 30 points for a Grand Prix Lions Award, including Grand Prix for Good Lions Award
  - 15 points for a Gold Lions Award
  - 15 points for all other Lions Awards
  - 7 points for a Silver Lions Award
  - 3 points for a Bronze Lions Award
  - 1 point for a shortlist position
- 58.1. Production Companies credited in the Production Role in Digital Craft, Entertainment (Categories A01 – A06), Entertainment Lions for Gaming (Category A01), Entertainment Lions for Music (Category A01), Entertainment Lions for Sport (Category A01), Film & Film Craft Lions will automatically contribute to the Palme d'Or Special Award; and
- 58.2. Production Companies credited in the Production Role in Digital Craft, Entertainment, Film, Film Craft & Mobile Mediums within Health & Wellness and Pharma Lions will also automatically contribute to the Palme d'Or Special Award.
- 58.3. For the avoidance of doubt Companies credited in the Post-production Role are not eligible to accrue points for the Palme d'Or Special Award.
59. Calculation: The winner of the Palme d'Or Special Award will be the Production Company that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
- 59.1. The total is calculated by adding:
- 59.1.1. the total points from Lions Awards that have been won by Production Companies; and
  - 59.1.2. the total points from the remaining shortlisted Entries of Production Companies.
- 59.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
- 59.3. The maximum number of points awarded to a Production Company for shortlisted Entries is 10.
60. Shared Points: If a shortlisted or winning Entry has been credited to more than one Company the points awarded to the Entry will be divided equally among the Companies credited.
61. Campaign Points
- 61.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
- 61.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Production Company A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Lions Award, then Production Company A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).
62. Total Tied Points: In the case of a tie between the total number of points won by Production Companies, the winner will be determined in accordance with the following formula:
- 62.1. the Production Company with the highest overall number of Lions Awards, is the winner. If there is still a tie between Production Companies, then;
  - 62.2. the Production Company with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Production Companies, then;
  - 62.3. the Production Company with the most Campaign Points is the winner. If there is still a tie between Production Companies, then;



the Production Company with the most shortlist points is the winner.

1. Overview and Criteria: The Creative Brand of the Year Special Award is given to the Brand who is the most successful overall for Entries in the 2024 Cannes Lions Awards (in accordance with the below allocation of points).
  - 1.1. 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.
    - 1.1.1. If a Brand has a portfolio or services which sit under two or more different Sectors, then they will be treated as individual Brands for the purpose of this Special Award. For Example, Apple (Consumer Durables) will be treated as a separate Brand to Apple (Media & Entertainment)
    - 1.1.2. For the avoidance of doubt the Sectors which are considered are:  
  
Automotive  
Consumer Durables  
Consumer Services / Business to Business  
Food & Drink  
Healthcare  
Leisure  
Media & Entertainment  
Other FMCG  
Retail  
Travel
    - 1.1.3. The following categories of person, company or other legal entity are not eligible for this Special Award:  
  
Agencies;  
Charity, not-for-profit or NGO Brands;  
Healthcare Networks;  
Healthcare Agencies;  
Holding Companies;  
Independent Agencies;  
Independent Healthcare Networks;  
Media Networks;  
Multi-Brand organisations whose portfolio of products and services are marketed under more than one Brand;  
Networks; and  
Production Companies.
  - 1.2. Ascential shall have absolute discretion in determining a Brand’s eligibility for this Special Award and which Sector or Sectors a Brand is part of.
2. Points: The allocation of points used to calculate the Creative Brand of the Year Special Award is as follows:  
  
35 points for a Titanium and Creative Effectiveness Grand Prix Lions Award  
30 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award  
30 points for a Titanium Lions Award  
15 points for a Gold Lions Award  
15 points for all other Lions Awards  
7 points for a Silver Lions Award  
3 points for a Bronze Lions Award  
1 point for a shortlist position
  - 2.1. Commissioning Brands credited in the Brand or Product/Service Field and Brands that receive tangible PR or sales through the campaign on all shortlisted or winning Lions Awards are eligible to accrue points towards the Creative Brand of the Year Special Award.
3. Calculation: The winner of the Creative Brand of the Year Special Award will be the Brand who obtains the most points in aggregate for shortlisted or Lions Awarded Entries in accordance with the above allocation of points.
  - 3.1. The total is calculated by adding:
    - 3.1.1. the total points from Lions Awards that have been won by a Brand; and
    - 3.1.2. the total points from the remaining shortlisted Entries of a Brand.
  - 3.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
4. Campaign Points:
  - 4.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.

5. Total Tied Points: In the case of a tie between the total number of points won a Brand, the winner will be determined in accordance with the following formula:
  - 5.1. the Brand with the highest overall number of Lions Awards, is the winner. If there is still a tie between Brands, then;
  - 5.2. the Brand with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Brands, then;
  - 5.3. the Brand with the most Campaign Points is the winner. If there is still a tie between Brands, then;
  - 5.4. the Brand with the most shortlist points is the winner.

1. Overview and Criteria: The Agency of the Year by Geography ranks Agencies based on the points allocated for Entries in 2024 Cannes Lions Awards within certain regions, locations and cities, according to the below allocation of points.

- 1.1. For the avoidance of doubt the regions that have rankings are:

Asia  
Europe  
Latin America  
MENA  
North America  
Pacific  
Sub-Saharan Africa

- 1.2. For the avoidance of doubt the locations that have rankings are:

Argentina  
Australia  
Brazil  
Canada  
France  
Germany  
India  
Japan  
South Africa  
Spain  
United Arab Emirates  
United Kingdom  
USA

- 1.3. For the avoidance of doubt the cities that have rankings are:

Dubai  
Johannesburg  
London  
New York  
Paris  
Sao Paulo  
Sydney  
Tokyo

2. Points: The allocation of points used to calculate the Rankings are as follows:

35 points for a Titanium and Creative Effectiveness Grand Prix Lions Award  
30 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award  
30 points for a Titanium Lions Award  
15 points for a Gold Lions Award  
15 points for all other Lions Awards  
7 points for a Silver Lions Award  
3 points for a Bronze Lions Award  
1 point for a shortlist position

- 2.1. Companies credited in an Idea Creation Role on all shortlisted or winning Awards are eligible to accrue points towards the rankings. The exact method for points calculation is outlined in the calculation section below.

3. Calculation: Agencies obtains points for shortlisted or awarded Entries in accordance with the above allocation of points.

- 3.1. The total is calculated by adding:

- 3.1.1. the total points from Awards that have been awarded to Agencies; and

- 3.1.2. the total points from the remaining shortlisted Entries of Agencies.

- 3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.

- 3.3. The maximum number of points awarded to an Agency for shortlisted Entries is 10.

4. Multiple Entries:

- 4.1. If the same creative Work or Execution is entered more than once within one Lion and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lion are counted. If the Work or Execution is only shortlisted within an Individual Lion, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Lion.

4.1.1 For example, if a piece of creative Work wins a Lions Award and the same Work also wins another Lions Award within that Lion, only the highest scoring Lions Award counts. This rule is applied only within each Lion; that is, if work wins a Silver Lions Award and a Gold Lions Award in Direct Lions, only the Gold points are counted. However, if the same Work wins a Silver Lions Award in Direct Lions and a Gold Lions Award in PR Lions, both the Silver and Gold points are counted.

4.2 If the same creative Work or Execution is entered more than once within one Medium Grouping in Health & Wellness Lions or Pharma Lions and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lions Award are counted. If the Work or Execution is only shortlisted within an Individual Medium Grouping, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Medium Grouping.

4.3 For the avoidance of doubt the Medium Groupings within Health & Wellness Lions and Pharma Lions are classed as:

Audio & Radio  
Brand Experience & Activation and Direct  
Creative Data  
Digital Craft  
Entertainment  
Film Craft  
Film  
Healthcare Product Innovation  
Integrated  
Lions Health Grand Prix for Good  
Mobile  
Print & Publishing, Outdoor and Industry Craft  
PR  
Social & Influencer  
Use of Technology

5. Shared Points: If a shortlisted or winning Entry has been credited to more than Company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.

6. Campaign Points

6.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.

6.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).

7. Total Tied Points: In the case of a tie between the total number of points won by Agencies, the winner will be determined in accordance with the following formula:

7.1. the Agency with the highest overall number of deduped Lions Awards is the winner. If there is still a tie between Agencies, then;

7.2. the Agency with the highest number of highest-ranking deduped Lions Awards is the winner. If there is still a tie between Agencies, then;

7.3. the Agency with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Agencies, then;

7.4. the Agency with the highest overall number of Awards, including the deduped Lions Awards is the winner. If there is still a tie between Agencies, then;

7.5. the Agency with the most Campaign Points is the winner. If there is still a tie between Agencies, then;

7.6. the Agency with the most shortlist points, disregarding the cap of 10, is the winner.

1. Overview and Criteria: The People of the Year by Geography ranks People based on the points allocated for Entries in 2024 Cannes Lions Awards for certain job titles, according to the below allocation of points.
2. Rankings will be based on the Position Field and Role on this Entry; and
  - 2.1. the Position Field may be cross checked against LinkedIn or other reputable sources to determine eligibility.
  - 2.2. For absolute clarity, a team member can only be ranked if their Position Field and Role on this Entry is appropriate to the ranking.
  - 2.3. The following positions will be considered for rankings in the Lions Creativity Report:
    - Copywriter
    - Art Director
    - Creative Director
    - Film Director
    - Chief Creative Officer
    - Chief Marketing Officer (Brands only)
3. Ascential shall have absolute discretion in determining:
  - 3.1. a person's eligibility for rankings in the Lions Creativity Report;
  - 3.2. whether an Entrant has submitted false, deliberately misleading or fraudulent information; and
  - 3.3. whether any correction is necessary to ensure the accuracy and integrity of the Lions Creativity Report or Ascential's role in the same.
4. Points: The allocation of points used to calculate the Rankings are as follows:
  - 35 points for a Titanium and Creative Effectiveness Grand Prix Lions Award
  - 30 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
  - 30 points for a Titanium Lions Award
  - 15 points for a Gold Lions Award
  - 15 points for all other Lions Awards
  - 7 points for a Silver Lions Award
  - 3 points for a Bronze Lions Award
  - 1 point for a shortlist position
  - 4.2 People credited on all shortlisted or winning Awards are eligible to accrue points towards the rankings. The exact method for points calculation is outlined in the calculation section below.
5. Calculation: People obtains points for shortlisted or awarded Entries in accordance with the above allocation of points.
  - 5.1 The total is calculated by adding:
    - 5.1.1 the total points from Awards that have been awarded; and
    - 5.1.2 the total points from the remaining shortlisted Entries.
  - 5.2 If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.
  - 5.3 The maximum number of points awarded to a person for shortlisted Entries is 10.
6. Multiple Entries:
  - 6.1 If the same creative Work or Execution is entered more than once within one Lion and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lion are counted. If the Work or Execution is only shortlisted within an Individual Lion, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Lion.
    - 6.1.1 For example, if a piece of creative Work wins a Lions Award and the same Work also wins another Lions Award within that Lion, only the highest scoring Lions Award counts. This rule is applied only within each Lion; that is, if work wins a Silver Lions Award and a Gold Lions Award in Direct Lions, only the Gold points are counted. However, if the same Work wins a Silver Lions Award in Direct Lions and a Gold Lions Award in PR Lions, both the Silver and Gold points are counted.
  - 6.2 If the same creative Work or Execution is entered more than once within one Medium Grouping in Health & Wellness Lions or Pharma Lions and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lions Award are counted. If the Work or Execution is only shortlisted within an Individual Medium Grouping, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Medium Grouping.

6.3 For the avoidance of doubt the Medium Groupings within Health & Wellness Lions and Pharma Lions are classed as:

- Audio & Radio
- Brand Experience & Activation and Direct
- Creative Data
- Digital Craft
- Entertainment
- Film Craft
- Film
- Healthcare Product Innovation
- Integrated
- Lions Health Grand Prix for Good
- Mobile
- Print & Publishing, Outdoor and Industry Craft
- PR
- Social & Influencer
- Use of Technology

7. Campaign Points

7.1 If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.

7.2 Where different people have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Person A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Lions Award, then Person A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).

8. Total Tied Points: In the case of a tie between the total number of points won by People, the winner will be determined in accordance with the following formula:

8.1 the person with the highest overall number of deduped Lions Awards is the winner. If there is still a tie between people, then;

8.2 the person with the highest number of highest-ranking deduped Lions Awards is the winner. If there is still a tie between people, then;

8.3 the person with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between people, then;

8.4 the person with the highest overall number of Awards, including the deduped Lions Awards is the winner. If there is still a tie between people, then;

8.5 the person with the most Campaign Points is the winner. If there is still a tie between people, then;

8.6 the person with the most shortlist points, disregarding the cap of 10, is the winner.



## GEOGRAPHY RANKINGS

1. Overview and Criteria: The Geography Rankings ranks Locations and cities based on the number of Lions Awards won in 2024 Cannes Lions Awards
2. Rankings will be based on the Lion Awards won by Companies from a Location and City credited in the Idea Creation Role Field
3. Ascential shall have absolute discretion in determining:
  - 3.1. The Location and city a company is based in;
  - 3.2. whether an Entrant has submitted false, deliberately misleading or fraudulent information; and
  - 3.3. whether any correction is necessary to ensure the accuracy and integrity of the Lions Creativity Report or Ascential's role in the same.
4. Points: Each Lion Award is worth 1 Point
5. Calculation: Locations and cities obtains points for awarded Entries in accordance with the above allocation of points.
  - 5.1. The total is calculated by the total points from Awards that have been awarded;
6. Multiple Location & cities:
  - 6.1 If more than one Company is Credited in the Idea Creation Role for an entry and they are from the same Location or City then only one point will be awarded per entry. For example,
    - 6.1.1 if a piece of Work wins a Lions Award and Company A, New York, USA and Company B, New York, USA are both credited then USA and New York will receive one point.
    - 6.1.2 if a piece of Work wins a Lions Award and Company A, New York, USA and Company B, Chicago, USA are both credited then USA, New York & Chicago will receive one point.
    - 6.1.3 if a piece of Work wins a Lions Award and Company A, New York, USA and Company B, London, United Kingdom are both credited then USA, United Kingdom, London and New York will receive one point.
7. Campaign Points
  - 7.1 If an Entry is awarded a Campaign Lions Award, this counts as one point
8. Total Tied Points: In the case of a tie between the total number of points won by a Location or City, then they will both be awarded that spot in the ranking

## BRAND OF THE YEAR BY SECTOR

1. Overview and Criteria: The Creative Brand of the Year by Sector is given to the Brand within certain Sectors who is the most successful overall for Entries in the 2024 Cannes Lions Awards in accordance with the below allocation of points.
  - 1.1. 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.
    - 1.1.1. If a Brand has a portfolio or services which sit under two or more different Sectors, then they will be treated as individual Brands for the purpose of this Award. For Example, Apple (Consumer Durables) will be treated as a separate Brand to Apple (Media & Entertainment)
    - 1.1.2. For the avoidance of doubt the Sectors which are considered are:  
  
Automotive  
Consumer Durables  
Consumer Services / Business to Business  
Food & Drink  
Healthcare  
Leisure  
Media & Entertainment  
Other FMCG  
Retail  
Travel
    - 1.1.3. The following categories of person, company or other legal entity are not eligible for this Ranking:  
  
Agencies;  
Charity, not-for-profit or NGO Brands;  
Healthcare Networks;  
Healthcare Agencies;  
Holding Companies;  
Independent Agencies;  
Independent Healthcare Networks;  
Media Networks;  
Multi-Brand organisations whose portfolio of products and services are marketed under more than one Brand;  
Networks; and  
Production Companies.
  - 1.2. Ascential shall have absolute discretion in determining a Brand’s eligibility for this Ranking and which Sector or Sectors a Brand is part of.
2. Points: The allocation of points used to calculate the Creative Brand of the Year by Sector Ranking is as follows:  
  
35 points for a Titanium and Creative Effectiveness Grand Prix Lions Award  
30 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award  
30 points for a Titanium Lions Award  
15 points for a Gold Lions Award  
15 points for all other Lions Awards  
7 points for a Silver Lions Award  
3 points for a Bronze Lions Award  
1 point for a shortlist position
  - 2.1. Commissioning Brands credited in the Brand or Product/Service Field and Brands that receive tangible PR or sales through the campaign on all shortlisted or winning Lions Awards are eligible to accrue points towards the Creative Brand of the Year by Sector Ranking.
3. Calculation: Brands obtain points for the Rankings for shortlisted or Lions Awarded Entries in accordance with the above allocation of points.
  - 3.1. The total is calculated by adding:
    - 3.1.1. the total points from Lions Awards that have been won by a Brand; and
    - 3.1.2. the total points from the remaining shortlisted Entries of a Brand.
  - 3.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
4. Campaign Points:
  - 4.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.

5. Total Tied Points: In the case of a tie between the total number of points won a Brand, the winner will be determined in accordance with the following formula:
  - 5.1. the Brand with the highest overall number of Lions Awards, is the winner. If there is still a tie between Brands, then;
  - 5.2. the Brand with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Brands, then;
  - 5.3. the Brand with the most Campaign Points is the winner. If there is still a tie between Brands, then;
  - 5.4. the Brand with the most shortlist points is the winner.