



FAQS

Who can enter The Brief?

The Brief is open to subscribers to The Work, Contagious, WARC, and LIONS Learning Alumni.

How are teams created?

LIONS will assign entrants to their respective teams. When putting these teams together, professional experience, company, and job type are all taken into account. To reduce the problems that occur with working across several time zones, location is also taken into account.

How do we work on The Brief?

Working remotely will require self-management, which is why we highly recommend that teams appoint a team coordinator.

How much time can I expect to spend on the Brief?

In the past, teams have mentioned spending around 10-15 hours on the project, with some evenly distributing their time over the 4-week sprint and others focusing more towards the end of the period. Ultimately, the amount of time spent on the project will depend on how the team decides to work together, which is why we suggest having a meet & greet call before the live client briefing.

How do we present our work?

Shortlisted teams will have 7 minutes to present to our jury of senior industry specialists, followed by 7 minutes of Q&A. Your presentation must demonstrate how you have answered the clients brief and how you believe it will help them successfully achieve their goal.

What's the prize?

Winners of The Brief will receive complimentary tickets to the Cannes Lions International Festival of Creativity (travel and accommodation are not included).

Am I eligible to enter?

If you are a Subscriber to The Work, Contagious, WARC, or a LIONS Learning Alumni, then you are eligible to enter.

Is there an entry fee?

There is no fee to enter.

Who can I contact for help?

Email competitions@canneslions.com