

Thumbnail guidelines

Cannes Lions 2024



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*“People decide what to watch,
depending primarily on which
thumbnail they like.”*

GoVisually, 2021. *Thumbnail Artwork: How It's Helping Million Dollar
Businesses*



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But why do I need a thumbnail?

We need a thumbnail image to display your Talk on The Work. This image should represent your Talk and not be centred on a company logo, although the logo can be included.

The team will review everything before it's published on The Work, our on-demand website – but please note that it is your responsibility to ensure you are happy with the information and your session's visual image before saving it on the Speaker Portal.





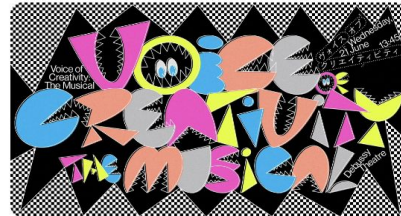
The Work



2023 Debussy Theatre

Shaping Culture for 50 Years: Behind the...

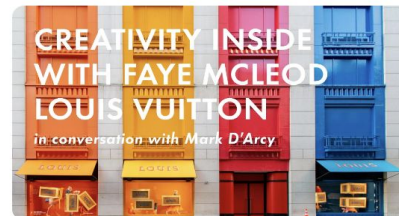
Willie Geist, Ego Nwodim, Mikey Day, Bowen Yang, Chloe Fineman, Lorne Michaels



2023 Debussy Theatre

Voice of Creativity: The Musical

Aoi Yamada, Makoto Nagahisa, Hideaki Shirato



2023 Palais II Stage

Creativity Inside With Faye McLeod Louis...

Mark D'Arcy, Faye McLeod



2023 Palais II Stage

Decoding the Future: Your Consumer in 2025

Carla Buzasi

An example of how your thumbnail will appear on the LIONS The Work platform.

Thought starters

- ★ How can I show the story of my Talk through this one image?
 - ★ How will my thumbnail stick out from the rest?
 - ★ What's the first thing I want people to be drawn to?
 - ★ Am I utilising the space?
 - ★ What is my colour palette?
-



Important: If you do include text, please try and avoid using a repetition of the title as this will be displayed underneath your thumbnail.

Screen-grabbed images can be more captivating than posed headshots.

Use of large overlaid text can make a bold statement (*but no more than a few words!*)



Use contrasting colours and drop shadows to make images and text pop.

File type: JPEG

Size: 550px width and 309px height

Top Tip:
Layer up your thumbnail with textures/shapes and patterns for a captivating thumbnail!



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Do this...





Don't do this...



To do...

Upload your thumbnail directly to the Speaker Portal by **31 May 2024**. If you have any issues, please reach out to your content operations manager.



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Questions?

Check out our brand-new [Speaker Hub](#) for thumbnail details and any other information in regards to your Speaker journey.

If you still have a question, please contact a member of the content operations team or email content@canneslions.com



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