CANNES LIONS
SCHOOL

LIONS Scholarship Entry Kit 2027



What is the LIONS Scholarship?

The LIONS Scholarship champions the next generation of talent, with a focus on increasing diversity across location, gender, race, class, preference and perspective. With five places available in the Brand Marketers Academy and five in the Creative Academy, the Scholarship will support 10 under-30s from 10 countries.

What does the Scholarship include?

If you're selected, you'll get a fully funded trip to Cannes Lions, including accommodation, travel and allowance. You'll also get a Young Lions Festival pass, which will give you access to inspiring classroom sessions with world-class speakers, hands-on learning and coaching from industry legends.

Who can apply?

The LIONS Scholarship applications are open to anyone working full time as a creative or marketer with at least two years' experience and aged 30 or under (specifically, born on or after 26 June 1996). Proof of age will be required. The LIONS Academies are presented in English.

How do you select who gets accepted?

Every year, we receive hundreds of applications for the LIONS Scholarship – and we judge every application on its own merits through a two-stage process.
After your initial application, we use a Jury of over 40 creatives and marketers to create a shortlist. Our Jurors are creative directors and brand marketing leaders from around the world, so they know exactly what creative excellence looks like and who has the potential to reach it.

We've outlined the three key capabilities that are essential for getting the most out of the Scholarship. Throughout the application process, we'll judge your answers and video submission against each one:

CREATIVITY

You produce innovative work that stands out, and you bring fresh ideas and perspectives to your projects.

EMPOWERMENT

You can take initiative, make decisions and work towards your full potential.

LEARNING AGILITY

You seek out new skills and knowledge and are open to applying what you learn to improve performance.

What's required?

As part of your LIONS Scholarship application, you'll be asked to submit:

1. A video, recorded in English, telling us who you are and what you would bring to the Academy.
   (Max. 2 minutes)

2. A written response to the question: *'How has creativity shaped your journey?'*
   (Max. 250 words)

3. a character reference from your employer, your company's talent officer, a senior executive of your company, a previous LIONS Academy graduate or a customer whose life has been impacted by your work.
   (Max. 250 words)

When will I know if my application was successful?

All applicants will be notified of the outcome of their application **by 1 February 2027.**





What could my LIONS Scholarship experience look like?

These are personalised sessions pulled from the Brand Marketer and Creative Academy 2026 programme schedules:

- **'Creativity Under Pressure:** How High-Stakes Systems Are Really Designed' with JaBaris Swain, Cardiothoracic Surgeon and Director of Innovation, Med Tech-Johnson & Johnson
- **'Netflix Exclusive:** Breakfast & Fireside Chat' with Marian Lee, Global Chief Marketing Officer, Netflix
- **'The Cultural Edge You Can't Buy:** Unlocking Your Unfair Advantage' with Rachel Lowenstein, Cultural Strategist and Content Creator and Aurélie Jacquemin, Global CMO, IPSOS BVA
- **'Advertising Your Ads – The Secrets to Selling Your Best Ideas'** with Ben Levy, Presentation Coach, Sell It Great

Advice from previous scholars

We asked 2026 Scholarship recipients:

‘If you could give one piece of advice to this year’s applicants, what would it be?’

“Cannes Lions is more than a once-in-a-lifetime experience.
Beyond the incredible knowledge, inspiration and connections, it gives you fresh perspectives that stay with you long after the Festival and make a real difference in your career.
My advice? Go all in. Show them who you are beyond your job title, portfolio or achievements. Be unapologetically yourself, share what drives you and let your unique perspective shine.”

LE NGOC THIEN TRANG
Business Development Manager,
Nestlé PURINA PetCare, Vietnam

”Don’t worry about sounding perfect or overly professional.
The people reading your application want to hear your real, unedited voice.
The genuine stories that shape who you are, and how these unique experiences fuel your creative view.
Ditch the buzzwords and talk about what genuinely excites you, what you’ve learned along the way and why you care.
Let your passion for creativity, curiosity and true personality shine through.”

MERLYN KOH
Product Marketing Manager, Export Marketing, Google Asia Pacific

Apply here	FAQs

The LIONS team can support you with filling out your application form if:

- you have a mental health condition, like depression, stress or anxiety
- you have a visual impairment, dyslexia, autism or cognitive difficulties
- you have another condition which makes filling in forms difficult.

If you have any further questions, please contact talentprogrammes@canneslions.com