



CANNES LIONS
SCHOOL



Lions Scholarship Entry Kit 2025



What is the LIONS Scholarship?



The LIONS Scholarship is designed to support the next generation of talent, placing an emphasis on diversity of location, gender, race, class, preference and perspective. With five places available in the Brand Marketers Academy and five in the Creative Academy, a total of 10 under-30s from 10 countries will be accepted for the Scholarship.



What does the Scholarship include?

If you're selected, you'll get a fully funded trip to the Cannes Lions Festival, 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 people born on or after 20 June 1994 to apply. The minimum age for applying is 18 years old, proof of age will be required. You need to have a minimum of two years' work experience in a role to be eligible. 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 creatives to create a shortlist. Our jurors are creative directors, art directors, creative partners and copywriters 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 capabilities that are essential for getting the most out of this scholarship. During the application process, we'll be judging your initial application answers and video submission on these three capabilities:

- **Creativity** You produce innovative work that stands out, and you bring fresh ideas and perspectives to your projects.
- **Empowerment** You are able to take initiative, make decisions, and work towards your full potential.
- **Learning Agility** You want to acquire new skills and knowledge, and are open to applying learnings to improve performance.

Application Form

Here's what to expect from the LIONS Scholarship application process:

A written answer to: Describe what creativity means to you (250 words)

A video, recorded in English, telling us who you are and why you deserve a space in the Academy (2 minutes max).

A character reference by your employer, your company's talent officer, a senior executive of your company or a previous LIONS Academy graduate (250 words)



When will I know if my application was successful?

All applicants will be notified of the outcome of their application by January 22nd 2025.

What could my LIONS Scholarship experience look like?

These are personalised sessions pulled from the Creative Academy and Brand Marketers 2024 programme schedule:

- **#madebyhumans: Own your Creativity in the Age of AI** with Natalia Talkowska, CEO, Natalka Design
- **Finding Your Unique Voice for Long-term Success** with Mark Miller, Chief Strategy Officer, Team One and Chris Graves, Chief Creative Officer, Team One
- **WhyNot As A Brand Philosophy** with Louise Mackinlay McKerrow, CMO, NotCo
- **I Put Ketchup On My Ketchup** with Diana Frost, Chief Growth Officer, Kraft Heinz
- **Graduation!**

Apply here.

[FAQs](#)

Accessibility

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 queries please contact talentprogrammes@canneslions.com.