

ENTRY KIT

Getting Ready to Enter

CANNES LIONS
by informa

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BRAND: CREATIVE BRAND LIONS

The Creative Brand Lions recognise excellence in the internal creative capabilities that drive sustained business success and exceptional creative output for brands.

This Lion recognises the intentional cultivation of infrastructure, talent and culture of an organisation, rather than individual campaigns or projects. Entries must demonstrate how this capability enabled the repeated delivery of market-leading creative work and embedded ways of working across the organisation.

The work should show how the brand strategically uses creativity across the organisation to deliver tangible business results: revenue growth, clear ROI, demand creation, meaningful audience engagement and long-term brand value.

- A number of criteria will be considered during judging and weighted as follows: 25% creative innovation & originality; 25% strategic alignment; 25% scalability & longevity; 25% commercial effectiveness.
- All relevant strategic or implementation partners (e.g. agency, consultancy, technology partner) should be credited, but the focus must remain on the brand's internal capability development.
- There are no specific eligibility dates for the project or initiative itself within this Lion. However, projects must demonstrate at least 12 months of implementation to show systematic impact, with evidence of ongoing activity within the current eligibility period (01 February 2026 - 08 April 2027).
- A project may be submitted across multiple categories, provided that each entry is specifically tailored to demonstrate relevance to that particular category. However, entries submitted to the Creative Brand Lion are not eligible for submission to any other Lions.
- Brands may submit the same capability-building initiative in consecutive years to reflect the reality that capability building is a continuous journey, rather than a one-off project.

See Examples

A. CREATIVE BRAND	MATERIALS
A01. Talent & Workplace Culture Recognising transformative projects that build creative capability within an organisation by investing in talent, leadership and culture at all levels and nurturing a culture of innovation. The work should highlight interventions that use creative methods to develop creative leadership, evolve internal culture and position the organisation for breakthrough thinking. The entry should demonstrate how specific projects developed creative leadership and skills, evolved internal culture, and delivered measurable transformation in how the organisation thinks and works.	Compulsory • Digital presentation image • Information deck • Proof of Impact Optional • Appendix • URL
A02. Collaboration and Partnership Models Celebrating pioneering partnerships that solve complex business challenges and reshape how organisations deliver value, access markets and unlock new opportunities that drive growth and innovation. Projects should show how the co-design or co-creation delivered enhanced market positioning, new market creation or entirely new value capture methods, enabling the organisation for breakthrough performance.	
A03. Creative Technology & Innovation Honouring the innovative use of technology to create new capabilities, experiences or business models. This could include but is not limited to AI-driven solutions, immersive experiences, platform builds and data visualisation tools. This category rewards inventive use of technology and while the technology itself does not need to be new, the application should be. The entry should showcase how technology was applied creatively to solve a business challenge, unlock new opportunities or enable new ways of working. Projects in this category should demonstrate originality and strategic impact over standard deployment.	
A04. Creative Operations & Process Innovation Recognising creative solutions that transform how an organisation operates, whether through creative operations or process innovation. This could include but is not limited to supply chain optimisation, marketing operating systems, service delivery excellence and internal workflow automation. The entry should demonstrate how the project changed organisational thinking, refined processes, improved agility and boosted market responsiveness across core business functions.	
A05. Customer Experience & Personalisation Celebrating projects that build internal capabilities in customer experience design and personalisation. Recognising how organisations develop the creative processes, strategic approaches and organisational infrastructure to deliver personalised, seamless and memorable customer interactions at scale. Entries must show how the brand built or transformed its customer experience capabilities, embedded customer-centricity into the organisation and delivered measurable improvements in how customers interact with the brand.	

A. CREATIVE BRAND	MATERIALS
A06. Marketing Effectiveness & Growth Celebrating the strategic discipline behind sustained brand growth. Recognising the rigour of measurement frameworks, test-and learn cultures, attribution models and investment strategies that enable long-term creative effectiveness. The entry should demonstrate how the team built the infrastructure for growth, including but not limited to the data systems, measurement approaches, budget allocation decisions and organisational commitment that allowed creative work to deliver cumulative brand building and commercial impact over time.	Compulsory • Digital presentation image • Information deck • Proof of Impact Optional • Appendix • URL
A07. Brand Positioning Honouring strategic brand positioning that embeds into the organisational DNA to transform market perception and unlock new audience segments. The entry should show how creative reinvention strengthened brand equity and enhanced market relevance by offering a unified brand foundation that delivers consistent, differentiated experiences across all touchpoints.	
A08. Small to Medium-Sized Business (SMB) NEW Recognising how resource-constrained organisations achieve disproportionate impact through ingenuity, agility and creative resourcefulness. Celebrating breakthrough thinking that is not a function of budget but of organisational commitment and inventive problem-solving. Entries should demonstrate how the organisation achieved outsized results relative to its resources by developing creative capabilities, evolving ways of working and delivering measurable business impact, whether in revenue, market share, customer growth, operational efficiency or brand awareness. Open to small to medium-sized business with annual revenue of under €50 million (or equivalent) and fewer than 250 employees.	

CLASSIC: AUDIO & RADIO LIONS

The Audio & Radio Lions celebrate creativity that is wired for sound - work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling across the airwaves and digital streams.

- The main criteria considered during judging will be the idea, the execution and the impact.
- There is no overall limit to how many times the same piece of work can be entered into Audio & Radio as long as the categories chosen are relevant. However, the same piece of work may only be entered once in 'D. Audio & Radio: Sectors'.
- In sections B and D each execution constitutes one entry and all executions must have run within the eligibility period.
- In sections A and C multiple executions may be entered as one entry. However all audio & radio executions must have run within the eligibility period.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. INNOVATION IN AUDIO & RADIO Innovative use of the audio medium to communicate a brand's message. Work that enhances and reinvigorates the consumers' experience by allowing them to engage with and respond to the audio content.	MATERIALS
A01. Use of Audio & Radio as a Medium The innovative or creative use of audio or radio as a medium, with evidence of how it was used in a creative and innovative way to communicate the brand's message.	Compulsory • Case film • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Audio File • Digital supporting content • Digital supporting images • Physical support material • URL
A02. Use of Audio & Radio Technology Forward-thinking ideas that directly enhance the experience of the listener. This could include, but not be limited to, use of apps or mobile/web technology, software development and technology that demonstrates a development in the production process and distribution of audio.	
A03. Voice Activation The innovative application and use of voice platforms and voice-activated technologies to create interactive/immersive storytelling that drives engagement and enhances the experience of the listener.	
A04. Branded Content/Podcasts Paid-for, sponsored or brand funded content/programming on all audio platforms including radio stations, streaming platforms, podcasts, programme sponsorship, etc. Content that exemplifies the brand message/ethos and enhances the experience of the listener. *Please provide a sample audio file of up to 30 minutes.*	
A05. Content Placement The contextually relevant creation and placement of sponsored messaging within appropriate programming.	
A06. Audio-Led Creativity The innovative integration of different audio driven elements or channels that complement and build on each other to communicate the brand's message and/or change consumer awareness and attitudes.	

B. EXCELLENCE IN AUDIO & RADIO	MATERIALS
B01. Use of Music Including, but not limited to, original composition, licensed recordings or adapted/altered versions of an existing recording. Sonic logos and brand mnemonics where music functions as a primary brand asset will also be considered.	Compulsory • Audio File • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
B02. Sound Design The process of specifying, acquiring, manipulating or generating audio elements, including sound effects, location recordings, 'Atmos', etc. May include UX/UI sound design and non-musical brand audio cues.	
B03. Script Recognises the ability of script to creatively transform a brand idea or message into an audio context that enhances the experience of the listener and meets the confines of the brief and regional regulations. *Scripts should be specific to the audio medium. Scripts for film work will not be accepted here unless the work ran as standalone audio content.*	
B04. Casting & Performance Recognises the overall delivery of the script through performance, where voice performance is integral to the success of the spot. This may include tone and pacing, use of accents or impersonation, etc.	

C. CULTURE & CONTEXT Audio work that is brought to life through cultural insights and regional context. If you're submitting more than one execution please upload all executions in a single file with a gap to denote each new execution.	MATERIALS
C01. Local Brand Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	Compulsory • Audio File • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
C02. Challenger Brand Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
C03. Single-Market Campaign Work that aired or ran in a single country / region / market. The work should describe how the campaign was designed for the specific target market.	
C04. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
C05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
C06. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
C07. Corporate Purpose & Social Responsibility Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture. *All not-for-profit, charity or government work should be entered in the relevant sector and/or D07. Not-for-profit / Charity / Government category in section D. Audio & Radio: Sectors.*	
C08. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
C09. Cultural Engagement Work that honours brands that craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

D. AUDIO & RADIO: SECTORS The same entry can be submitted only once in this section.	MATERIALS
D01. Consumer Goods All fast-moving and durable consumer goods, including but not limited to food and beverages, beauty products, toiletries, cleaning products, other household goods, other FMCGs, fashion, lifestyle, clothing and accessories, furniture, and consumer electronics. *All fast-food entries should enter into D04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains.*	Compulsory • Audio File • Proof of Impact Optional • Digital supporting content • Digital supporting images • URL
D02. Healthcare Pharma, OTC drugs, wellness. *If the work has been created for a Charity/NFP then this should be entered into D07.*	
D03. Automotive Vehicles, other automobiles.	
D04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
D05. Media/Entertainment Music, film, television, publications and media, books, news, digital platforms and other media.	
D06. Consumer Services/Business to Business All commercial public services, legal, financial, education, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
D07. Not-for-Profit/Charity/Government Government, public information, NGOs, military, charities, non-profit organisations. *All corporate social responsibility work should be entered in the relevant sector and/or C07. Corporate Purpose & Social Responsibility category in section C. Culture & Context.*	

CLASSIC: FILM LIONS

The Film Lions celebrate the creativity of the moving image.

The work should demonstrate brilliant brand storytelling intended for a screen; filmed content created for TV, cinema, streaming, online and out-of-home experiences.

- The main criteria considered during judging will be the idea, the execution and the impact.
- There is no overall limit to how many times the same piece of work can be entered into Film as long as the categories chosen are relevant. However, the same piece of work may only be entered once into section 'A. TV/Cinema Film: Sectors' and once into section 'B. Online Film: Sectors'.
- In sections A, B, C and D each execution constitutes one entry. In Sections E and F multiple executions may be entered as one entry. However all Film executions must have run within the eligibility period.
- Multiple microfilm executions can be entered as one entry up to a maximum of 60 seconds. Each microfilm should be a maximum of 15 seconds in length and all entries must have run within the eligibility period.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. TV/CINEMA FILM: SECTORS Films that aired on TV or in cinemas. All films must be 180 seconds or fewer. The same entry can be submitted only once in this section.	MATERIALS
A01. Consumer Goods All fast-moving and durable consumer goods, including but not limited to food and beverages, beauty products, toiletries, cleaning products, other household goods, other FMCGs, fashion, lifestyle, clothing and accessories, furniture, and consumer electronics. *All fast-food entries should be entered into A04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains.*	Compulsory • Film • Proof of Impact
A02. Healthcare Pharma, OTC drugs, wellness. *If the work has been created for a Charity/NFP then this should be entered into A07.*	
A03. Automotive Vehicles, other automobiles.	
A04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
A05. Media/Entertainment Music, film, television, publications and media, books, news, digital platforms and other media.	
A06. Consumer Services/Business to Business All commercial public services, legal, financial, education, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
A07. Not-for-Profit/Charity/Government Government, public information, NGOs, military, charities, non-profit organisations. *All corporate social responsibility work should be entered in the relevant sector and/or F07. Corporate Purpose & Social Responsibility category in section F. Culture & Context.*	

B. ONLINE FILM: SECTORS Films that aired online, including pre-roll adverts. The same entry can be submitted only once in this section.	MATERIALS
B01. Consumer Goods All fast-moving and durable consumer goods, including but not limited to food and beverages, beauty products, toiletries, cleaning products, other household goods, other FMCGs, fashion, lifestyle, clothing and accessories, furniture, and consumer electronics. *All fast-food entries should be entered into B04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains.*	Compulsory • Film • Proof of Impact • URL Optional • AR/VR files
B02. Healthcare Pharma, OTC drugs, wellness. *If the work has been created for a Charity/NFP then this should be entered into B07.*	
B03. Automotive Vehicles, other automobiles.	
B04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
B05. Media/Entertainment Music, film, television, publications and media, books, news, digital platforms, and other media.	
B06. Consumer Services/Business to Business All commercial public services, legal, financial, education, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
B07. Not-for-Profit/Charity/Government Government, public information, NGOs, military, charities, non-profit organisations. *All corporate social responsibility work should be entered in the relevant sector and/or F07. Corporate Purpose & Social Responsibility category in section F. Culture & Context.*	

C. VIRAL FILM	MATERIALS
C01. Viral Film Films created with the primary intention of being shared and/or distributed by users online.	Compulsory • Film • Proof of Impact • URL Highly Recommended (Optional) • Case film Optional • AR/VR files • Digital supporting content • Digital supporting images

D. SCREENS & EVENTS Films that aired on screens other than TV, cinema or online.	MATERIALS
D01. Screens & Events Films shown at public and private events. This could include, but not be limited to, sporting venues, festivals, expos, trade shows, award shows, seminars and internal presentations.	Compulsory • Film • Proof of Impact Highly Recommended (Optional) • Demo film Optional • AR/VR files • Digital supporting content • Digital supporting images • URL

D02. Microfilm Short-form films made for social platforms. This could include, but not be limited to, Facebook, X, TikTok, Instagram, Snapchat, etc. *Multiple executions can be entered as one entry up to a maximum of 60 seconds. Each microfilm should be a maximum of 15 seconds in length.*	Compulsory • Film • Proof of Impact • URL Optional • AR/VR files • Digital supporting content • Digital supporting images
D03. New Realities & Emerging Tech Video and computer-generated content created for immersive experiences that creatively push the boundaries within film. This could include, but not be limited to, photography, AR, VR, XR, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	Compulsory • Film • Proof of Impact Highly Recommended (Optional) • Demo film Optional • AR/VR files • Digital supporting content • Digital supporting images • URL

E. INNOVATION IN FILM Innovative use of the film medium to communicate a brand's message. If you're submitting a series of films, please upload all executions in a single video file with slates denoting the start of the next execution.	**MATERIALS**
E01. TV/Cinema Film Innovative use of TV/cinema to communicate a brand's message.	Compulsory • Film • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images
E02. Online & Viral Film Innovative use of online film to communicate a brand's message.	Compulsory • Film • Proof of Impact • URL Highly Recommended (Optional) • Demo film Optional • AR/VR files • Digital supporting content • Digital supporting images
E03. Screens & Events Innovative use of film content shown at public and private events to communicate a brand's message.	Compulsory • Film • Proof of Impact Highly Recommended (Optional) • Demo film Optional • AR/VR files • Digital supporting content • Digital supporting images • URL

F. CULTURE & CONTEXT Work that is brought to life through cultural insights and regional context. If you're submitting a series of films, please upload all executions in a single video file with slates denoting the start of the next execution.	MATERIALS
F01. Local Brand Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	Compulsory • Film • Proof of Impact Highly Recommended (Optional) • Case film Optional • AR/VR files • Digital supporting content • Digital supporting images • URL
F02. Challenger Brand Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
F03. Single-Market Campaign Work that aired or ran in a single country / region / market. The work should describe how the campaign was designed for the specific target market.	
F04. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
F05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
F06. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
F07. Corporate Purpose & Social Responsibility Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture. *All not-for-profit, charity or government work should be entered in the relevant sector and/or A07. Not-for-profit / Charity / Government category in section A. TV/Cinema Film: Sectors or B07. Not-for-profit / Charity / Government category in section B. Online Film: Sectors.*	
F08. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
F09. Cultural Engagement Work that honours brands that craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

CLASSIC: OUTDOOR LIONS

The Outdoor Lions celebrate creativity experienced out of home.

The work should demonstrate ideas that engage in the field. It should leverage public spaces to communicate a message or immerse consumers in a brand experience.

- The main criteria considered during judging will be the idea, the execution and the impact.
- There is no overall limit to how many times the same piece of work can be entered into Outdoor as long as the categories chosen are relevant. However, the same piece of work may only be entered once in 'A. Billboards: Sectors' and/or 'B. Posters: Sectors'.
- In sections A and B, each execution constitutes one entry and all executions must have run within the eligibility period.
- In Sections C, D and E, multiple executions may be entered as one entry. However, all Outdoor executions must have run within the eligibility period.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. BILLBOARDS: SECTORS Classic two-dimensional sheet and static digital billboards made for standard billboard spaces. This may include, but is not limited to, roadsides, highways and transit sides.	MATERIALS
A01. Consumer Goods All fast-moving and durable consumer goods, including but not limited to food and beverages, beauty products, toiletries, cleaning products, other household goods, other FMCGs, fashion, lifestyle, clothing and accessories, furniture, and consumer electronics. *All fast-food entries should be entered into A04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains.*	Compulsory • Digital proof • Proof of Impact
A02. Healthcare Pharma, OTC drugs, wellness. *If the work has been created for a Charity/NFP then this should be entered into A07.*	
A03. Automotive Vehicles, other automobiles.	
A04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
A05. Media/Entertainment Music, film, television, publications and media, books, news, digital platforms and other media.	
A06. Consumer Services/Business to Business All commercial public services, legal, financial, education, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
A07. Not-for-Profit/Charity/Government Government, public information, NGOs, military, charities, nonprofit organisations. *All corporate social responsibility work should be entered in the relevant sector and/or E07. Corporate Purpose & Social Responsibility category in section E. Culture & Context.*	

B. POSTERS: SECTORS Classic sheet and static digital posters made for public spaces. e.g. supermarkets, shopping malls, airports.	MATERIALS
B01. Consumer Goods All fast-moving and durable consumer goods, including but not limited to food and beverages, beauty products, toiletries, cleaning products, other household goods, other FMCGs, fashion, lifestyle, clothing and accessories, furniture, and consumer electronics. *All fast-food entries should be entered into B04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains.*	Compulsory • Digital proof • Proof of Impact
B02. Healthcare Pharma, OTC drugs, wellness. *If the work has been created for a Charity/NFP then this should be entered into B07.*	
B03. Automotive Vehicles, other automobiles.	
B04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
B05. Media/Entertainment Music, film, television, publications and media, books, news, digital platforms and other media.	
B06. Consumer Services/Business to Business All commercial public services, legal, financial, education, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
B07. Not-for-Profit/Charity/Government Government, public information, NGOs, military, charities, nonprofit organisations. *All corporate social responsibility work should be entered in the relevant sector and/or E07. Corporate Purpose & Social Responsibility category in section E. Culture & Context.*	

C. AMBIENT & EXPERIENTIAL All standard, non-standard and free-format out-of-home work that leverages the use of public spaces, objects and environments. For static digital billboards/posters please enter A. Billboards: Sectors or B. Posters: Sectors.	MATERIALS
C01. Displays Content on display including objects and promotional artwork designed to make a significant brand impact within the out of home environment. Work may be viewable in public spaces including exhibitions, installations and in-store displays.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images • URL
C02. Interactive/Dynamic Digital Screens Digital out of home (DOOH) that requires either linear motion picture/content or animation or interaction and active consumer engagement using digital touchscreens, motion technology, social media and mobile animation.	

C03. Special Build Physical constructions and adaptations of out-of-home sites such as building exteriors, street furniture, large-scale signage and the environment. This may include, but is not limited to, supersize sites, pop-up shops, 3D/non-standard shaped sites, ticket barriers and floor media.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
C04. Live Advertising and Events Out-of-home activations that involve something live and are witnessed by an audience in real-time. The work may include live performances, demonstrations, branded concerts and promotional events.	
C05. Interactive/Immersive Experiences Out-of-home activations that involve consumers. Including, but not limited to, experiential marketing, consumer and audience participation, physical interaction and interactive games, immersive storytelling, use of mobile, VR/AR, mixed reality, installations and multidimensional experiences.	
C06. Transit Non-standard or free-format advertising using vehicles or transit sites/locations. The work may include the use of cars, trains, buses, taxis, trucks, aeroplanes, etc. or of nonstandard transit and commuter advertising sites such as car parks, airports, bus and train stations, ferry ports, roads and driving tracks.	

D. INNOVATION IN OUTDOOR The creative and/or innovative use of an out-of-home medium to communicate the brand's message.	**MATERIALS**
D01. Standard Sites Work created for standard out-of-home sites that pushes boundaries or broadens the scope of traditional out-of-home mediums such as billboards, posters, transit advertising, commuter rail, wallscapes, displays or street advertising. *If you're submitting more than one execution please upload all executions in a single digital presentation image.*	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
D02. Ambient Outdoor Work created for nonstandard, ambient out-of-home sites that leverage public spaces, objects and environments and are forward-thinking in their innovation.	
D03. Technology Innovative use of technology to create out-of-home experiences. This could include, but not be limited to, the use of mobile with a strong out-of-home touch point, holographic images, drones, augmented reality, computer-generated imagery, algorithms and artificial intelligence.	

E. CULTURE & CONTEXT Work that is brought to life through cultural insights and regional context. If you're submitting more than one execution please upload all executions in a single digital presentation image.	MATERIALS
E01. Local Brand Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
E02. Challenger Brand Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
E03. Single-Market Campaign Work that aired or ran in a single country / region / market. The work should describe how the campaign was designed for the specific target market.	
E04. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
E05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
E06. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
E07. Corporate Purpose & Social Responsibility Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture. *All not-for-profit, charity or government work should be entered in the relevant sector and/or A07. Not-for-profit / Charity / Government category in section A. Billboards: Sectors or B07. Not-for-profit / Charity / Government category in section B. Posters: Sectors.*	
E08. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
E09. Cultural Engagement Work that honours brands that craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

CLASSIC: PRINT & PUBLISHING LIONS

The Print & Publishing Lions celebrate creativity in circulation.

The work will need to demonstrate ideas that leap off the page. Entries should showcase ingenuity and outstanding craftsmanship in published media including books, magazines, covers, printed materials, and digital publications for public distribution.

- The main criteria considered during judging will be the idea, the execution and the impact.
- Posters and billboards are not eligible here - please see Outdoor Lions for this work.
- There is no overall limit to how many times the same piece of work can be entered into Print & Publishing as long as the categories chosen are relevant. However, the same piece of work may only be entered once in 'A. Print: Sectors'.
- In section A, each execution constitutes one entry and all executions must have run within the eligibility period.
- In sections B, C, and D, multiple executions may be entered as one entry; however, all Print and Publishing executions must have run within the eligibility period.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. PRINT & PUBLISHING: SECTORS The same entry can be submitted only once in this section.	MATERIALS
A01. Consumer Goods All fast-moving and durable consumer goods, including but not limited to food and beverages, beauty products, toiletries, cleaning products, other household goods, other FMCGs, fashion, lifestyle, clothing and accessories, furniture, and consumer electronics. *All fast-food entries should be entered into A04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains.*	Compulsory • Digital proof • Proof of Impact
A02. Healthcare Pharma, OTC drugs, wellness. *If the work has been created for a Charity/NFP then this should be entered into A07.*	
A03. Automotive Vehicles, other automobiles.	
A04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
A05. Media/Entertainment Music, film, television, publications and media, books, news, digital platforms and other media.	
A06. Consumer Services/Business to Business All commercial public services, legal, financial, education, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
A07. Not-for-Profit/Charity/Government Government, public information, NGOs, military, charities, non-profit organisations. *All corporate social responsibility work should be entered in the relevant sector and/or D07. Corporate Purpose & Social Responsibility category in section E. Culture & Context.*	

B. PUBLICATIONS The creation of original printed or published media. This may include, but not be limited to, books, magazines, covers and digital publications. The submission should indicate whether only the cover or the whole publication should be considered/judged.	MATERIALS
B01. Commercial Publications Books and magazines created for commercial or promotional purposes to increase brand visibility or profile. *Please send physical samples for the jury to experience.*	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film • Physical support material Optional • Digital supporting content • Digital supporting images • URL
B02. Publications for Good Books and magazines created on behalf of charities, non-profit organisations, public sectors or NGOs. *Please send physical samples for the jury to experience.*	

C. INNOVATION IN PRINT & PUBLISHING Work that is materially or functionally altered beyond conventional printing and finishing to enable active behvaiours, interactions, or connected experience. the adaption should be integral to the idea and experience. If you're submitting more than one execution, please upload all executions in a single digital presentation image.	MATERIALS
C01. Innovative and Adapted Use of Print & Publishing Non-traditional and innovative print work that has been modified or adapted to have physically active elements. This may include, but is not limited to, print work with digital and interactive elements such as AI, AR, wearable tech, virtual worlds, gamification, downloadable applications, QR codes and 3D printing. *Please send physical samples for the jury to experience.*	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film • Physical support material Optional • Digital supporting content • Digital supporting images • URL

D. CULTURE & CONTEXT Work that is brought to life through cultural insights and regional context. If you're submitting more than one execution please upload all executions in a single digital presentation image.	MATERIALS
D01. Local Brand Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
D02. Challenger Brand Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
D03. Single-Market Campaign Work that aired or ran in a single country / region / market. The work should describe how the campaign was designed for the specific target market.	
D04. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
D05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
D06. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
D07. Corporate Purpose & Social Responsibility Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture. *All not-for-profit, charity or government work should be entered in the relevant sector and/or A07. Not-for-profit /Charity/Government category in section A. Pint & Publishing: Sectors.*	
D08. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
D09. Cultural Engagement Work that honours brands that craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

CRAFT: DESIGN LIONS

The Design Lions celebrate visual and functional craftsmanship.

The work should demonstrate creative approaches that use visual, functional and strategic design to solve problems, build strong brand connections, and leave lasting impressions through cohesive, impactful communication.

- A number of criteria will be considered during judging, weighted as follows: 40% idea; 40% execution; 20% results.
- There is no overall limit to how many times the same piece of work can be entered into Design as long as the categories chosen are relevant.
- All work entered into category 'A04. Product Design' must be available for purchase in order to be eligible.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. BRAND DESIGN Excellence in visual communication and design that effectively conveys messages across various platforms.	MATERIALS
A01. Brand/Corporate Identity Creation of a new brand or corporate identity for any product, service or organisation. This can include, but not be limited to, logos, stationery, and other branded materials. *Please note this must be for a new brand or corporate identity.*	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film • Physical support material Optional • Digital supporting content • Digital supporting images • URL
A02. Rebrand/Refresh of an Existing Brand Rebrand/refresh of an existing brand identity for any product, service or organisation. *Please provide examples of the previous branding for comparison.*	
A03. Packaging Design Celebrates innovative and effective packaging that enhances the brand experience. *Please send physical samples for the jury to experience. Please also provide a demo film of the physical samples for the jury to experience.*	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film • Demo film • Physical support material Optional • Digital supporting content • Digital supporting images • URL
A04. Product Design Design that increases brand value through functional and aesthetic resolution demonstrating brand qualities/product identity across consumer goods and medical products through form, function, usability, aesthetics, problem-solving, production, research and manufacturability. *The product must have been available for purchase between 06 February 2025 and 09 April 2026. Please send physical samples for the jury to experience. Please also provide a demo film of the physical samples for the jury to experience.*	
A05. Publications & Editorial Design This could include, but not be limited to, magazines, newspapers, brochures or articles. *Online publications should be entered into A07. Digital Design.*	
A06. Books This could include, but not be limited to, editorial and cover design for printed books. The submission should indicate whether only the cover or the whole book should be considered/judged. *E-books should be entered into A07. Digital Design.*	

A07. Digital Design The execution of design to aid the function and use of the digital product. This may include, but is not limited to, websites, online publications, digital installations, apps, data visualisation, virtual worlds, etc. Does not include prototypes of early-stage technology.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film • Demo film **Optional** • Digital supporting content • Digital supporting images • Physical support material • URL
A08. Brand Environment & Experience Design Work focused on the design, construction and personal experience of the brand story or message, demonstrating why the target audience found the experience remarkable, meaningful and memorable. This may include, but not be limited to, retail environments, pop-up stores, exhibition stands or branded interiors, etc.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film • Demo film • Physical support material **Optional** • Digital supporting content • Digital supporting images • URL
A09. Design-Driven Effectiveness Work that has produced measurable, tangible business results. The work should detail how effectiveness was measured and evaluated and should demonstrate how the work was instrumental to cultural change or integral to achieving a brand's purpose.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film • Physical support material **Optional** • Digital supporting content • Digital supporting images • URL
A10. Brand Collateral Collection of media used to promote the brand and support the sales and marketing of a product or service. This could include, but not be limited to, press/media kits, games, branded stationery, etc. **A11. Special Editions & Bespoke Items** Domestic consumer objects and products that are produced in a low-volume series, as well as bespoke, one-off items.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film • Demo film • Physical support material **Optional** • Digital supporting content • Digital supporting images • URL
A12. Social Media Design The execution of design with the intention of increasing engagement through social media platforms. This may include, but is not limited to, Facebook, Instagram, X, Snapchat, TikTok and other social media platforms.	**Compulsory** • Digital presentation image • Proof of Impact • URL **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material

A13. Posters Poster design for the use of promotion and brand communication. *Poster campaigns of more than two executions should be entered together as a single entry. Concepts developed for another medium and applied to a poster format are not eligible in this category.*	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film • Physical support material Optional • Digital supporting content • Digital supporting images • URL
A14. Promotional Items/Promotional Printed Media This could include, but not be limited to, calendars, invitations, postcards, tickets and seasonal greeting cards, clothing, promotional gifts and samples, etc.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film • Demo film • Physical support material Optional • Digital supporting content • Digital supporting images • URL
A15. IP-Led Brand Identity & Storytelling Work that uses intellectual property (IP) to create distinctive brand identities and compelling narratives. This could include, but is not limited to, the strategic use of trademarks, copyrights, patents, characters, or proprietary designs to enhance storytelling, drive audience engagement, and establish cultural resonance.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • URL

B. TRANSFORMATIVE DESIGN Transformational design focusing on innovative, impactful, and forward-thinking work that goes beyond traditional approaches to create meaningful change.	**MATERIALS**
B01. Inclusive Design Design work that prioritises inclusivity, ensuring accessibility and engagement for a diverse audience. The work should demonstrate a deep understanding of inclusive design principles, embracing diverse perspectives and needs, including those of individuals with disabilities, underrepresented communities, and varying socio-cultural backgrounds.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
B02. Sustainability-Focused Design Design work that champions sustainability through innovative design and messaging. The work should demonstrate a clear commitment to environmental stewardship, ethical practices, and social responsibility, integrating these values into the core of the work.	
B03. Innovation in Design Groundbreaking or experimental design that pushes the boundaries of traditional design work, utilising new technologies, mediums or creative approaches.	
B04. Use of Emerging Technology Recognises the integration of cutting-edge technologies, such as AI, AR/VR, etc, to create innovative and transformative design experiences.	

B05. Design for Behavioural Change Design solutions that successfully influence and inspire positive behavioural change. The work should demonstrate how design, through visual communication, user experience, or product innovation, has been strategically used to alter habits, attitudes, or actions toward a desired outcome—whether social, safety, or health-related.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • URL
B06. Brand Transformation Exceptional design work that has played a pivotal role in transforming a brand's identity. The work should demonstrate how design-led thinking has been strategically used to revitalise or reinvent a brand, whether through a complete rebrand, a visual refresh, or a shift in communication style.	
B07. AI-Powered Design Celebrating the creative application of artificial intelligence to deliver outstanding design solutions. Work should demonstrate how AI has been used to enhance user experiences, solve design challenges, or enable new forms of user-centred experiences. This includes, but is not limited to, AI-powered personalised user journeys, generative design for UX, AI-enabled accessibility programs that transform user experiences, and human-AI collaborative design work.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Demo film **Optional** • Case film • Digital supporting content • Digital supporting images • Physical support material • URL

CRAFT: DIGITAL CRAFT LIONS

The Digital Craft Lions celebrate technological artistry.

The work should demonstrate exceptional form and function in a digital context. It should have a flawless design and masterful execution and offer an outstanding user experience created for all digital environments that moves a brand forward.

- The main criteria considered during judging will be the execution and experience.
- There is no overall limit to how many times the same piece of work can be entered into Digital Craft.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. FORM The overall creative aesthetic value of the work entered in both sound and visuals.	MATERIALS
A01. Digital Illustration & Image Design Creative application of illustration within a digital context and digital manipulation of still imagery including photography.	Compulsory • Digital presentation image • Proof of Impact • URL Highly Recommended (Optional) • Demo film Optional • AR/VR files • Digital supporting content • Digital supporting images • Physical support material
A02. Video/Moving Image Creative use of online video and digital footage with technical skill involved. This includes but is not limited to 360 and interactive video.	
A03. Motion Graphics Design & Animation Creative use of motion graphics design and animation in a digital context.	
A04. Music/Sound Design Creative use of music and/or sound design. This includes but is not limited to sonic branding, music/brand partnerships and music-initiated work.	
A05. Overall Aesthetic Design (incl. UI) The overall achievement in aesthetic composition and fluidity of digital/graphic design.	
A06. UX & Journey Design Design practice focused on the emotional and behavioural response to a digital product or service with relevant, seamless and consistent user experience at every point of interaction, with particular focus on the overall support, structure and usability.	
A07. Experience Design: Multi-Platform Immersive large- or small-scale digital experiences and events that are set up to engage and strengthen relationships with the consumer. This may include but is not limited to VR, AR, installations, voice-activated technologies, multiscreen /multidimensional experiences, the metaverse and virtual worlds. Does not include prototypes of early-stage technology.	

B. CONTENT The creative use of content, placement and delivery of messages in a digital context.	MATERIALS
B01. Cross-Channel Storytelling Creation of cross-platform digital content that develops or embodies a brand identity. This may include, but is not limited to, desktop, rich media, mobile, wearable technology, outdoor installations, billboards, retail experiences, etc.	Compulsory • Digital presentation image • Proof of Impact • URL Highly Recommended (Optional) • Demo film Optional • AR/VR files • Digital supporting content • Digital supporting images • Physical support material
B02. Real-Time Contextual Content Creation of real-time or near-real-time content allowing brands to respond to world events, public affairs and other real-world, real-time activity in an immediate and meaningful way.	
B03. Personalised Storytelling & Experience Dynamic, intuitive, targeted and highly relevant content or digital experiences created for specific audiences.	

B04. Excellence in Image Description Beautifully crafted and effective image descriptions used to convey information, establish a mood and express a brand for people who are blind and partially sighted.	Compulsory • Digital presentation image • Proof of Impact • URL Highly Recommended (Optional) • Demo film Optional • AR/VR files • Digital supporting content • Digital supporting images

C. DATA & AI The presentation of data and artificial intelligence used to enhance brand experience.	**MATERIALS**
C01. Data Storytelling The creative use of data to convey a brand story. The work should demonstrate how the curated data/insight was used in order to engage or develop a meaningful relationship with a specific audience, culture or community.	Compulsory • Digital presentation image • Proof of Impact • URL Highly Recommended (Optional) • Demo film Optional • AR/VR files • Digital supporting content • Digital supporting images
C02. Real-Time Usage & Targeting The creative application of real-time or near-real-time contextual data. This could include, but not be limited to, GPS, time, weather, real-time social trends and transactional data to deliver an experience in a creatively engaging way.	
C03. Data Visualisation Creative visual representation and presentation of digital data and insights.	
C04. Curation of Data The creative collection, tracking and use of multiple sources of data to deliver a strategically and creatively insightful user experience or piece of design/content in a unique and significant way. This may include, but is not limited to, non-traditional interfaces, user data capture, artificial intelligence, machine learning, social listening/analytics, GPS, internet of things, biometrics, etc.	
C05. AI Craft Celebrating the creative application of AI to elevate digital craft. The work must demonstrate exceptional form and masterful execution in the use of AI to transform the creative output. This includes, but is not limited to, AI-powered storytelling, AI-powered design, and human-AI collaboration.	Compulsory • Digital presentation image • Proof of Impact • URL Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images

D. TECHNOLOGY The value of applied technology as a platform for creative digital content and how it is executed to enhance the user experience.	MATERIALS
D01. Innovative Use of Technology Existing or new technology used to enhance the user experience and/or brand communication. This could include, but not be limited to, smart automation, AI applications, chatbots, avatars, virtual influencers, utility apps, on-demand services, content crowdsourcing/distribution, cloud services and marketplaces. Does not include prototypes of early-stage technology.	Compulsory • Digital presentation image • Proof of Impact • URL Highly Recommended (Optional) • Demo film Optional • AR/VR files • Digital supporting content • Digital supporting images • Physical support material
D02. Native & Built-In Feature Integration The creative use of built-in and existing integral features of a mobile/desktop or other digital device. This includes cameras, microphones, touchscreens, Bluetooth, mobile sensors, GPS, etc.	
D03. Technological Achievement in Digital Craft Digital creative work that balances beautifully executed aesthetic craft with an unparalleled level of technical understanding/advancement in order to contribute to the overall progress of digital communications/experiences.	
D04. New Realities & Emerging Tech The creative application of immersive experiences that creatively push the boundaries of technology within digital craft. This could include, but not be limited to, AR, VR, XR, wearable tech and mobile devices, voice technology, video mapping, blockchain technology, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	

CRAFT: FILM CRAFT LIONS

The Film Craft Lions celebrate on-screen artistry.

The work should demonstrate exceptional filmmaking. It should showcase technical skill and prowess in production/post-production, elevating an idea or dramatically enhancing its execution.

- The main criterion considered during judging will be the execution.
- Each execution constitutes one entry.
- There is no overall limit to how many times the same piece of work can be entered into Film Craft.
- Multiple microfilm executions can be entered as one entry up to a maximum of 60 seconds. Each microfilm should be a maximum of 15 seconds in length and all entries must have run within the eligibility period.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. PRODUCTION	MATERIALS
A01. Direction The vision and achievement of the direction, including the translation of the creative brief through a director's vision and how well that vision has been achieved. This may include but is not limited to the way that casting, set design, sound design and cinematography have been used to bring that vision to life.	**Compulsory** • Film • Proof of Impact **Optional** • AR/VR files • Demo film • Digital supporting content • URL
A02. Script The film's script, as written. Analysis of the script will include dialogue, voiceovers, scene setting, movement, actions and expressions. This analysis will also look at how successfully the script delivers on the creative idea and supports the final execution. *You're required to provide a written English translation of the script as part of your submission.*	
A03. Casting The vision and achievement of the casting. This includes but is not limited to the pre-production selection of actors, dancers, singers, models, non-professionals, animals and other talent and the calibre of on-screen performances enabled by those casting choices. *It's highly recommended to provide a two-minute demo film showcasing the casting process in addition to the film as it aired.*	**Compulsory** • Film • Proof of Impact **Highly Recommended (Optional)** • Demo film **Optional** • AR/VR files • Digital supporting content • URL
A04. Production Design/Art Direction The aesthetic of the production design/art direction. This includes set design and location builds, as well as the overall look, feel and atmosphere of the piece and how the narrative has been enhanced by the artful management of the visual components.	**Compulsory** • Film • Proof of Impact **Optional** • AR/VR files • Demo film • Digital supporting content • URL
A05. Cinematography The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered.	
A06. Use of Original Music The impact and success of original music compositions, created specifically for film advertisements. The artistic achievement of the track itself will be considered, along with its contribution to the piece as a whole.	
A07. Use of Licensed/Adapted Music The selection of licensed or adapted music. The way a track supports the script, creates the necessary atmosphere or otherwise delivers on the creative brief will be considered.	

A08. Achievement in Production The overall success of a film, assessed within the context of its individual ambitions and challenges. Scale of production, budget constraints, technical issues, challenges faced during the production process and how the production team made best use of resources available to them to achieve the final execution will be considered. *It's highly recommended to provide a two-minute demo film showcasing the production process, e.g. a 'making-of' or 'behind the scenes' film, in addition to the film as it aired.*	Compulsory • Film • Proof of Impact Highly Recommended (Optional) • Demo film Optional • AR/VR files • Digital supporting content • URL

B. POST-PRODUCTION	MATERIALS
B01. Editing The technical and creative success of the edit. All aspects of the film's edit will be considered. This includes but is not limited to timing, pace, visual dynamics, dialogue dynamics, sound integration and overall storytelling.	Compulsory • Film • Proof of Impact Optional • AR/VR files • Demo film • Digital supporting content • URL
B02. Colour Correction/Grading The overall achievement in colour correction and grading to create consistent and stylised colour schemes that evoke a specific emotion and transform the final look of the film. This could include, but not be limited to, how the grading works cohesively with the lighting, production design and direction to affect and enhance the mood, feel and interpretation of the final footage. *It's highly recommended to provide a two-minute demo film showcasing the before and after effects of correction /grading.*	Compulsory • Film • Proof of Impact Highly Recommended (Optional) • Demo film Optional • AR/VR files • Digital supporting content • URL
B03. Sound Design The creative use of sound design within film advertising. Technical excellence in recording, mixing and the synthesis of samples and sound effects will be considered, along with the cohesion of the edit and its impact on the overall piece.	Compulsory • Film • Proof of Impact Optional • AR/VR files • Demo film • Digital supporting content • URL
B04. Animation The use and aesthetic of animation in film. All types of animation, including cell, stop-motion, graphic, silhouette and computer animation in 2D or 3D, will be accepted. For films that include both animation and live action, it will be the animation that is judged.	
B05. Visual Effects The creation of film environments and other visual effects, including the aesthetic and technical excellence of the effects themselves along with the success of their integration into real footage. *It's highly recommended to provide a two-minute demo film showcasing how the visual effects were created.*	Compulsory • Film • Proof of Impact Highly Recommended (Optional) • Demo film Optional • AR/VR files • Digital supporting content • URL
B06. AI Application The creative use of artificial intelligence as a distinct production technique within film advertising. All applications of AI across the production pipeline will be accepted. Entries will be judged on technical execution and the quality of integration into the final work. Work should demonstrate where AI has been used to generate, augment or automate elements of production.	

CRAFT: INDUSTRY CRAFT LIONS

The Industry Craft Lions celebrate the creative artistry, talent and skill required to deliver a beautifully executed solution and bring a creative idea to life.

The work should demonstrate the highest levels of expertise and vision in the application of creative techniques.

- The main criterion considered during judging will be the execution. Digital only work should be entered into digital craft and will not be eligible here.
- Single executions of Packaging, Print & Publishing and Outdoor should only be entered into the relevant category. However if they form part of a wider campaign, they will be accepted into 'F01. Brand & Communications Design' and 'G01. AI Craft'.
- For Standard Print & Publishing and Outdoor entries, each execution constitutes one entry.
- For Adapted Print, Brand & Communications Design, Outdoor: Ambient and Packaging entries, whole campaigns should be entered as one entry.
- There is no overall limit to how many times the same piece of work can be entered into Industry Craft.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. TYPOGRAPHY Digital-only work should be entered into digital craft and will not be eligible here.	MATERIALS
A01. Typography: Outdoor: Ambient Any ambient outdoor work. This could include, but not be limited to, environmental installations, building projections, guerrilla advertising, interactive public displays, or experiential activations.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
A02. Typography: Outdoor: Standard Any traditional outdoor work. This could include, but not be limited to, billboards, posters, transit advertising, digital outdoor screens, or conventional outdoor advertising formats.	Compulsory • Digital proof • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting images • Physical support material • URL
A03. Typography: Adapted Print Any typographic craft in non-traditional or adapted print and publishing, where type is the primary driver and the format, context or distribution departs from conventional pages or posters to alter how audiences encounter the work. This could include, but not be limited to, unconventional print placements, interactive print installations, guerrilla print, or experimental publishing that transforms how printed material is experienced or distributed.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images • Physical support material URL

A04. Typography: Print & Publishing: Standard Any standard print or published work. This could include, but not be limited to, magazines, newspapers, brochures, annual reports, books, catalogues, direct mail, or conventional print advertising formats that focus on traditional typographic communication.	Compulsory • Digital proof • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting images • Physical support material • URL
A05. Typography: Packaging Design Any packaging. *Please send physical samples for the Jury to experience.*	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film • Physical support material Optional • Digital supporting content • Digital supporting images • URL

B. ART DIRECTION Digital-only work should be entered into digital craft and will not be eligible here.	**MATERIALS**
B01. Art Direction: Outdoor: Ambient Any ambient outdoor work. This could include, but not be limited to, environmental installations, building projections, guerrilla advertising, interactive public displays, or experiential activations.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
B02. Art Direction: Outdoor: Standard Any traditional outdoor work. This could include, but not be limited to, billboards, posters, transit advertising, digital outdoor screens, or conventional outdoor advertising formats.	Compulsory • Digital proof • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting images • Physical support material • URL
B03. Art Direction: Adapted Print Recognising art direction in print that reimagines form, placement or sequencing beyond standard formats, using layout, composition and production choices to reshape how the printed work is experienced or circulated.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images • Physical support material • URL

B04. Art Direction: Print & Publishing: Standard Any standard print or published work. This could include, but not be limited to, magazines, newspapers, brochures, annual reports, books, catalogues, direct mail, or conventional print advertising formats that focus on traditional typographic communication.	Compulsory • Digital proof • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting images • Physical support material • URL
B05. Art Direction: Packaging Design Any packaging. *Please send physical samples for the Jury to experience.*	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film • Physical support material Optional • Digital supporting content • Digital supporting images • URL

C. ILLUSTRATION Digital-only work should be entered into digital craft and will not be eligible here.	**MATERIALS**
C01. Illustration: Outdoor: Ambient Any ambient outdoor work. This could include, but not be limited to, environmental installations, building projections, guerrilla advertising, interactive public displays, or experiential activations.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
C02. Illustration: Outdoor: Standard Any traditional outdoor work. This could include, but not be limited to, billboards, posters, transit advertising, digital outdoor screens, or conventional outdoor advertising formats.	Compulsory • Digital proof • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting images • Physical support material • URL
C03. Illustration: Adapted Print Recognising illustrative craft applied to adapted print or publishing, where the medium, context or distribution moves beyond the expected to create new ways of seeing and engaging with printed illustration.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images • Physical support material • URL

C04. Illustration: Print & Publishing: Standard Any standard print or published work. This could include, but not be limited to, magazines, newspapers, brochures, annual reports, books, catalogues, direct mail, or conventional print advertising formats that focus on traditional typographic communication.	Compulsory • Digital proof • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting images • Physical support material • URL
C05. Illustration: Packaging Design Any packaging. *Please send physical samples for the Jury to experience.*	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film • Physical support material Optional • Digital supporting content • Digital supporting images • URL

D. PHOTOGRAPHY Digital-only work should be entered into digital craft and will not be eligible here.	**MATERIALS**
D01. Photography: Outdoor: Ambient Any ambient outdoor work. This could include, but not be limited to, environmental installations, building projections, guerrilla advertising, interactive public displays, or experiential activations.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
D02. Photography: Outdoor: Standard Any traditional outdoor work. This could include, but not be limited to, billboards, posters, transit advertising, digital outdoor screens, or conventional outdoor advertising formats.	Compulsory • Digital proof • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting images • Physical support material • URL
D03. Photography: Adapted Print Recognising photographic print work that extends beyond typical placements, adapting format, surface or context so the image is encountered or distributed in a transformed way.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images • Physical support material • URL

D04. Photography: Print & Publishing: Standard Any standard print or published work. This could include, but not be limited to, magazines, newspapers, brochures, annual reports, books, catalogues, direct mail, or conventional print advertising formats that focus on traditional typographic communication.	Compulsory • Digital proof • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting images • Physical support material • URL

E. COPYWRITING Digital-only work should be entered into digital craft and will not be eligible here.	**MATERIALS**
E01. Copywriting: Outdoor: Ambient Any ambient outdoor work. This could include, but not be limited to, environmental installations, building projections, guerrilla advertising, interactive public displays, or experiential activations.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
E02. Copywriting: Outdoor: Standard Any traditional outdoor work. This could include, but not be limited to, billboards, posters, transit advertising, digital outdoor screens, or conventional outdoor advertising formats.	Compulsory • Digital proof • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting images • Physical support material • URL
E03. Copywriting: Adapted Print Recognising writing-led adaptations in print or publishing, where language and format work together in non-traditional contexts to change how the message is read, shared or used.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
E04. Copywriting: Print & Publishing: Standard Any standard print or published work. This could include, but not be limited to, magazines, newspapers, brochures, annual reports, books, catalogues, direct mail, or conventional print advertising formats that focus on traditional typographic communication.	Compulsory • Digital proof • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting images • Physical support material • URL

E05. Copywriting: Packaging Design Any packaging. *Please send physical samples for the Jury to experience.*	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film • Physical support material Optional • Digital supporting content • Digital supporting images • URL
E06. Copywriting: Excellence in Image Description Beautifully crafted and effective image descriptions used to convey information, establish a mood and express a brand for people who are blind and partially sighted. *The image description should be complete, accurate, and concise and all work must have run within the eligibility period.*	Compulsory • Digital proof • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images • Physical support material • URL

F. BRAND & COMMUNICATIONS DESIGN Digital-only work should be entered into digital craft and will not be eligible here.	**MATERIALS**
F01. Brand & Communications Design This can include, but not be limited to, brand identity, logo design, self-promotion, brand environment design, brand collateral, corporate communications, promotional items and other comprehensive branding programmes. *Standalone Packaging, Print & Publishing and Outdoor poster design work should not be submitted here. Please send physical samples for the Jury to experience.*	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film • Physical support material Optional • Digital supporting content • Digital supporting images • URL

ENGAGEMENT: CREATIVE B2B LIONS

The Creative B2B Lions celebrate creativity that understands how businesses buy. Recognising work where the primary buyer is a business decision-maker or group of decision-makers/buyers who make purchases/transactions on behalf of other businesses and where creativity enhances buyability.

The work should demonstrate an understanding of the specific nuances of B2B buying and showcase how creativity has been used to build preference, establish consensus and drive measurable business outcomes.

- A number of criteria will be considered during judging, weighted as follows: 20% creative idea; 30% strategy; 20% execution; 30% results.
- There is no overall limit to how many times the same piece of work can be entered into Creative B2B Lions as long as the categories chosen are relevant. However, the same piece of work can only be entered in either section 'A. B2B (Business-to-Business)', 'B. B2B2C (Business-to-Business-to-Consumer)' or 'C. B2C2B (Business-to-Consumer-to-Business)'.
- To recognise the nuanced dynamics of B2B marketing, work must have been live in the market between 01 February 2025 and 08 April 2027.
- For 'A06, B06 and C06. Long-term Brand Impact' the eligibility dates are 1 February 2024 – 08 April 2027.

See Examples

A. B2B (BUSINESS-TO-BUSINES Businesses providing products or services to other businesses.	MATERIALS
A01. Integrated Campaigns NEW Work that successfully carries a brand's message across multiple platforms and channels, both online and offline, to create a seamless and cohesive brand experience throughout the full campaign journey. This includes cross-channel storytelling, multichannel engagement and any work that demonstrates how B2B content featuring a brand's message, product or service has been seamlessly implemented across various touchpoints to amplify meaningful experiences and customer engagement.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film • Information deck Optional • Digital supporting content • Digital supporting images • Physical support material • URL
A02. Brand Experience NEW Physical or digital experiences that are set up to engage and strengthen relationships and make the brand more memorable. This may include but is not limited to immersive brand storytelling, experiential marketing, live events, use of mobile, VR/AR, installations, virtual worlds and multiscreen and multidimensional experiences. Does not include prototypes of early-stage technology.	
A03. Innovative use of Content NEW Creative use of content to increase business or customer activity throughout the full campaign journey. This could include, but not be limited to, film, audio and radio, branded content, PR, thought leadership etc.	
A04. Targeting & Engagement NEW Work that effectively attracts new customers, drives engagement or strengthens existing customer relationships through data-driven targeting and strategic audience engagement. This may include top-of-funnel demand generation designed to build broad awareness and interest, account-based marketing (ABM), as well as targeted campaigns that use innovative data and insights to convert prospects and grow customer activity. The work should demonstrate how audience understanding and strategic targeting led to measurable business outcomes.	
A05. B2B Influencer & Creator Marketing Creative use of influencers or creators to drive industry conversation and purchase decisions and improve brand perception and impact business objectives, community or consumers.	
A06. Long-Term Brand Impact NEW Brand-building campaigns and positioning strategies that created lasting business value over multiple years. Entries should demonstrate how sustained investment in a brand platform or strategic positioning delivered measurable growth in brand equity, customer loyalty, market position or revenue. Work should have been live in the market between 1 February 2024 – 08 April 2027. *There is an increased eligibility for this category of 3 years: 01 February 2024 – 08 April 2027*	

A. B2B (BUSINESS-TO-BUSINESS) Businesses providing products or services to other businesses.	MATERIALS
A07. Craft in B2B Creative B2B ideas brought to life through exceptional craft. This could include, but not be limited to, art direction, digital craft, film craft, copywriting, illustration, typography, photography, etc.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film • Information deck Optional • Digital supporting content • Digital supporting images • Physical support material • URL
A08. Challenger & Disruptor Brand NEW Brands that have creatively adapted their approach in response to market shifts, competitor pressure or local, regional or global issues by challenging the status quo. The work should demonstrate progressive thinking and innovative creativity that embraces new ways of delivering the brand, whether by disrupting established market norms, responding to external pressures or redefining category expectations. Entries should show how the brand's adaptive strategy created meaningful impact and consideration for its audience.	
A09. Corporate Purpose & Social Responsibility NEW Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture.	
A10. Enterprise B2B NEW Creative ideas developed for large enterprise organisations with more than 1,000 employees, designed to build preference, influence complex buying decisions and drive commercial growth. Work should demonstrate how creativity addresses the challenges of enterprise B2B marketing, from engaging multiple stakeholders and buying groups to building trust across extended buying cycles, differentiating brands in competitive markets. Entries should demonstrate how a creative idea, supported by strategy, influenced buyer behaviour, strengthened brand consideration, and contributed to measurable business outcomes.	

B. B2B2C (BUSINESS-TO-BUSINESS-TO-CONSUMER) A business selling to another business, which then delivers products or services to consumers.	MATERIALS
B01. Integrated Campaigns NEW Work that successfully carries a brand's message across multiple platforms/channels, both online and offline to create a seamless, cohesive brand experience reaching both business partners and end consumers. This may include cross-channel storytelling, multichannel engagement or any work that demonstrates how B2B content featuring a brand's message, product or service has been seamlessly implemented on various touchpoints to amplify meaningful experiences and engagement across the full value chain.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film • Information deck Optional • Digital supporting content • Digital supporting images • Physical support material • URL
B02. Brand Experience NEW Physical or digital experiences that strengthen relationships with both channel partners and end consumers, making the brand more memorable across the full value chain. This may include but is not limited to immersive brand storytelling, experiential marketing, live events, use of mobile, VR/AR, installations, virtual worlds and multiscreen and multidimensional experiences. Does not include prototypes of early-stage technology.	
B03. Innovative use of Content NEW Creative use of content to drive awareness, consideration or action among both business partners and end consumers. This could include, but not be limited to, film, audio and radio, branded content, PR, thought leadership etc.	
B04. Partner & Consumer Engagement NEW Work that effectively attracts, engages or strengthens relationships with both channel partners and end consumers through data-driven targeting and strategic audience engagement. The work should show innovative use of data and insights leading to an increase in conversion, new business or customer activity.	
B05. B2B Influencer & Creator Marketing NEW Creative use of influencers or creators to drive industry conversation, influence channel partners, improve brand perception among both business and consumer audiences to impact business objectives, community or consumers.	
B06. Long-Term Brand Impact NEW Brand-building campaigns and positioning strategies that created lasting business value over multiple years. Entries should demonstrate how sustained investment in a brand platform or strategic positioning delivered measurable growth in brand equity, customer loyalty, market position or revenue across both business and consumer audiences. Work should have been live in the market between 1 February 2024 – 08 April 2027. *There is an increased eligibility for this category of 3 years: 01 February 2024 – 08 April 2027*	
B07. Craft in B2B NEW Creative B2B ideas brought to life through exceptional craft that resonates with both business partners and end consumers. This could include, but not be limited to, art direction, digital craft, film craft, copywriting, illustration, typography, photography, etc.	
B08. Challenger & Disruptor Brand NEW Brands that creatively adapted their approach in response to market shifts, competitor pressure or local, regional or global issues by challenging the status quo across both business and consumer audiences. The work should demonstrate progressive thinking and innovative creativity that embraces new ways of delivering the brand across the full value chain, whether by disrupting established market norms, responding to external pressures or redefining category expectations.	
B09. Corporate Purpose & Social Responsibility NEW Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting business partners and consumers to culture.	

C. B2C2B (BUSINESS-TO-CONSUMER-TO- BUSINESS) Businesses that engage consumers who, in turn, influence or resell products/services to other businesses, often through platforms or partnerships.	MATERIALS
C01. Integrated Campaigns NEW Work that successfully carries a brand's message across multiple platforms/channels, both online and offline, using consumer engagement to create demand that flows back to business buyers. The work should demonstrate how B2B content featuring a brand's message, product or service has been seamlessly implemented across touchpoints to amplify meaningful experiences and customer engagement.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film • Information deck Optional • Digital supporting content • Digital supporting images • Physical support material • URL
C02. Brand Experience NEW Physical or digital experiences that engage consumers and build brand affinity, creating pull-through demand that influences purchasing decisions. This may include but is not limited to immersive brand storytelling, experiential marketing, live events, use of mobile, VR/AR, installations, virtual worlds and multiscreen and multidimensional experiences. Does not include prototypes of early-stage technology.	
C03. Innovative use of Content NEW Creative use of content to drive consumer awareness and consideration that translates into business demand. This could include, but not be limited to, film, audio and radio, branded content, PR, thought leadership etc.	
C04. Targeting & Engagement NEW Work that effectively attracts and engages consumers to create demand signals that drive business leads, pipelines or purchasing decisions through data-driven targeting and personalisation. The work should show innovative use of data and insights leading to an increase in new business or customer activity.	
C05. B2B Influencer & Creator Marketing NEW Creative use of influencers or creators to drive consumer conversation, improve brand perception and drive purchase decisions that ultimately influence business buyers and decision-makers.	
C06. Long-Term Brand Impact NEW Brand-building campaigns and positioning strategies that created lasting business value over multiple years. Entries should demonstrate how sustained investment in a brand platform or strategic positioning delivered measurable growth in brand equity, customer loyalty, market position or revenue. Work should have been live in the market between 1 February 2024 – 08 April 2027. *There is an increased eligibility for this category of 3 years: 01 February 2024 – 08 April 2027*	
C07. Craft in B2B NEW Creative B2B ideas brought to life through exceptional craft. This could include, but not be limited to, art direction, digital craft, film craft, copywriting, illustration, typography, photography, etc.	
C08. Challenger & Disruptor Brand NEW Brands that creatively adapted their approach in response to market shifts, competitor pressure or local, regional or global issues by challenging the status quo through consumer influence. The work should demonstrate progressive thinking and innovative creativity that uses consumer engagement to disrupt traditional purchasing patterns and industry norms, whether by redefining category expectations, responding to external pressures or challenging established market conventions.	
C09. Corporate Purpose & Social Responsibility NEW Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting consumers to culture to influence business purchasing decisions.	

ENGAGEMENT: CREATIVE DATA LIONS

The Creative Data Lions celebrate the transformative power of data-driven creativity.

Recognising work where sophisticated data science, strategic insights, and creative excellence converge to unlock breakthrough experiences and measurable business impact.

The work should demonstrate how the creative solution was data-native and that advanced data methodologies – whether through predictive modelling, behavioural analytics, real-time personalisation, or algorithmic creativity – became the strategic foundation that enabled exceptional creative outcomes.

- A number of criteria will be considered during judging, weighted as follows: 20% creative idea/data solution; 30% data driven strategy; 30% use of data; 20% data driven results.
- There's no overall limit to how many times the same piece of work can be entered into Creative Data as long as the categories chosen are relevant.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. CORE DATA-DRIVEN CREATIVITY	MATERIALS
A01. Data-Enhanced Creativity Creative work that uses data to fundamentally improve creative output and consumer experience. This can include, but not be limited to, personalisation, dynamic content, and interactive experiences where data demonstrably elevates the creative concept and delivers superior business outcomes.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
A02. Real-Time & Dynamic Creative Creative campaigns that leverage live data streams to deliver responsive, contextually relevant content. Work should demonstrate how real-time data integration creates more timely, personalised, or situationally appropriate creative experiences.	
A03. Creative Data Visualisation Innovative visual representations of complex data that drive consumer understanding and behaviour change. This can include, but not be limited to, interactive dashboards, data-driven installations, dynamic infographics, and immersive data experiences that make information compelling and actionable.	

B. DATA STRATEGY & INSIGHTS	MATERIALS
B01. Data-Driven Creative Strategy Strategic use of data insights to define target audiences, creative messaging, channel selection, or brand positioning. The work should show how quantitative insights fundamentally shaped creative direction and improved campaign effectiveness.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
B02. Creative Data Collection & Research Innovative approaches to gathering, sourcing, or aggregating data that unlock new creative opportunities. This can include, but not be limited to, novel research methodologies, creative data partnerships, or breakthrough data discovery that drives superior brand strategy.	
B03. Data Integration Creative campaigns that combine multiple data sources to generate new insights and creative opportunities. Work must demonstrate how connecting disparate data streams enabled breakthrough creative solutions or audience understanding.	
B04. Retail Media Work that strategically harness retailer-owned data and channels (such as websites, apps and in-store displays) to create targeted creative experiences at crucial decision-making moments, using first-party insights and purchase behaviour data to enhance brand relevance and drive measurable business outcomes.	

C. INFRASTRUCTURE & TECHNOLOGY	MATERIALS
C01. Data Infrastructure & Architecture Innovation Creative solutions enabled by breakthrough data infrastructure, systems architecture, or data management platforms. The work should demonstrate how innovative data infrastructure design, cloud solutions, API integrations, or data pipeline architecture unlocked new creative possibilities and campaign effectiveness at scale.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
C02. Data-Driven Media Innovation Creative use of data to transform media planning, buying, and optimisation. This can include, but not be limited to, breakthrough programmatic creative, audience discovery through media data, cross-platform attribution modelling, and innovative media measurement that drives creative effectiveness and media efficiency.	
C03. Creative Data Technology Development or application of data-driven tools, platforms, algorithms, or models that enhance creative capabilities. This can include, but not be limited to, predictive creative systems, or breakthrough technology that transforms how creative work is conceived or delivered.	
C04. Social Data & Community Insights Creative interpretation of social media data to build authentic connections with specific communities. The work should show how social listening, sentiment analysis, or community data drove creative solutions that resonate with target audiences.	
C05. Data Craft Celebrating the creative execution and artistry enabled by data. Work should demonstrate exceptional form, function, and user experience where data served as the strategic foundation for the creative execution. This includes, but is not limited to, AI predictive modelling, behavioural analytics, real-time personalisation and algorithmic logic.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Case film • Digital supporting content • Digital supporting images • URL

D. SPECIALISED APPLICATIONS	MATERIALS
D01. Data-Driven Product Innovation Physical or digital products created through data insights and research. The work must clearly demonstrate how data contributed to product development, user experience design, and measurable business success.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
D02. Data Storytelling & Narrative Work that transform data insights into compelling brand narratives. The work should show how data-driven stories increased engagement, changed perceptions, or drove meaningful consumer action.	

E. RESPONSIBLE DATA PRACTICES	MATERIALS
E01. Ethical Data & Privacy Innovation Creative solutions that demonstrate responsible data use while delivering exceptional consumer experiences. The work should demonstrate how privacy-first approaches, transparent data practices, ethical AI implementation, or consumer data empowerment created competitive advantage and built trust.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
E02. Purpose-Driven Data Solutions Data-driven work addressing social, environmental, or ethical issues. The work should demonstrate how creative use of data amplified brand purpose, drove social impact, or connected consumers to meaningful causes.	

F. STRATEGIC CONTEXTS	MATERIALS
F01. Breakthrough Innovation on a Budget Creative data solutions that achieved maximum impact despite budget constraints. The work must show how smart data strategy, innovative thinking, and efficient resource allocation solved significant business challenges.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • URL
F02. Market Disruption & Transformation Data-driven creative work that fundamentally changed market dynamics, consumer behaviour, or industry practices. Must demonstrate how creative data application created new market opportunities or disrupted established competitors.	
F03. Use of Humour Data-driven work that celebrates the art of humour in branded communications, infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
F04. Cultural Engagement Work that honours brands that craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

ENGAGEMENT: DIRECT LIONS

The Direct Lions celebrate targeted and response-driven creativity.

The work should demonstrate how insights and/or data were used as part of the strategy to engage specific target audience groups, prompting them to take action. It should show how the idea helped to develop customer relationships, inspire action and produce measurable results.

- A number of criteria will be considered during judging, weighted as follows: 30% idea; 20% strategy; 20% execution; 30% impact and results.
- The same piece of work can be entered up to four times in Direct. However, the same piece of work may only be entered once in 'A. Direct: Sectors'.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. DIRECT: SECTORS The same entry can be submitted only once in this section.	MATERIALS
A01. Consumer Goods All fast-moving and durable consumer goods, including but not limited to food and beverages, beauty products, toiletries, cleaning products, other household goods, other FMCGs, fashion, lifestyle, clothing and accessories, furniture, and consumer electronics. *All fast-food entries should be entered into A04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains.*	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
A02. Healthcare Pharma, OTC drugs, wellness. *If the work has been created for a Charity/NFP then this should be entered into A07.*	
A03. Automotive Vehicles, other automobiles.	
A04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
A05. Media/Entertainment Music, film, television, publications and media, books, news, digital platforms and other media.	
A06. Consumer Services/Business to Business All commercial public services, legal, financial, education, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
A07. Not-for-Profit/Charity/Government Government, public information, NGOs, military, charities, non-profit organisations. *All corporate social responsibility work should be entered in the relevant sector and/or F07. Corporate Purpose & Social Responsibility category in section F. Culture & Context.*	

B. CHANNELS Work in these categories will be judged on how the channel was used as a piece of direct communication for a brand.	MATERIALS
B01. Mailing/Programmatic Mail Celebrating targeted and programmatic mailing campaigns. The work in this category should demonstrate efficiency in the technology and processes used, effective placement and evidence of results. *Please send physical samples for the jury to experience.*	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film • Demo film • Physical support material Optional • Digital supporting content • Digital supporting images • URL
B02. Small-Scale Media Non-mail and print collateral, including small physical objects and all other hand-held (or equivalent in size) items. *'Small-scale' refers to the physical size of the ambient item, not the scale of the distribution. Please send physical samples for the jury to experience.*	

B03. Large-Scale Media Non-traditional media. This includes but is not limited to direct response stunts, street teams, direct response events, outdoor/ambient media and other mediums that encourage direct interaction and seek a measurable response. *Large-scale' refers to the physical size of the ambient item, not the scale of the distribution.*	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
B04. Use of Broadcast Direct work using cinema, TV or radio. The work should demonstrate how the chosen medium led the other direct elements within the work.	
B05. Use of Print/Outdoor Direct work using print or outdoor. This may include, but is not limited to, newspapers, magazines, inserts, trade journals, traditional billboard or poster sites, bus shelters and transit advertising using standard advertising space. *Augmented billboards should be entered into B03. Channels: Large-Scale Media.*	

C. DATA & TECHNOLOGY Work driven by the creative use of data or technology that enhanced the customer experience and led to measurable business results.	**MATERIALS**
C01. Data-Driven Direct Strategy The application of data and insights that significantly forms the basis of the direct strategy, demonstrating how the data-driven strategy helped to profile customers' behaviours and segmentation, that ultimately led to successful direct marketing activities.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
C02. Data-Driven Targeting Work where the interpretation and analysis of data was used to build a targeted communication for a specific audience. This may include but is not limited, to hyper-targeting, precision targeting, audience mapping and targeting segmentation.	
C03. Use of Real-Time Data Work where real-time data creatively enhanced engagement with a target audience or was utilised in promoting an ongoing relationship with the consumer. Entries should clearly demonstrate how the use of real-time data led to measurable and meaningful results.	
C04. New Realities & Emerging Tech The creative application of immersive experiences that push the boundaries of technology within direct strategies to engage and strengthen relationships with consumers. This could include, but not be limited to, AR, VR, XR, wearable tech and mobile devices, GPS, NFC, facial recognition, voice technology, blockchain technology, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • AR/VR files • Digital supporting content • Digital supporting images • Physical support material • URL
C05. Gaming Celebrating the use of gaming and games to effectively target a specific audience. The work should demonstrate how the chosen game or gaming platform drove engagement and brand affinity within the target audience.	

D. DIGITAL & SOCIAL Digital and social mediums/techniques used as a piece of direct communication for a brand.	MATERIALS
D01. Use of Digital Platforms Work that uses online platforms or associated technologies to enhance relationships with a specific audience. This may include, but is not limited to, websites, games, search engines, ecommerce platforms, banner ads and instant messaging, mobile apps etc. Does not include prototypes of early-stage technology. *Social media-led work should be entered in D03, D04 and D05.*	Compulsory • Digital presentation image • Proof of Impact • URL Highly Recommended (Optional) • Case film Optional • AR/VR files • Digital supporting content • Digital supporting images • Physical support material
D02. Use of Mobile Targeted communication work delivered through mobile/portable devices such as mobile phones, mobile technology, etc.	
D03. Use of Social Platforms Work that uses social media, streaming platforms, blogs, Wikis, video-sharing sites, hosted services etc. to create and/or enhance relationships with a community/consumers. *Work entered in this category should be planned and executed on social platforms as opposed to campaigns that went social.*	
D04. Real-Time Response Targeted social activity that responds to world events, public affairs and other real-world, real-time activity prompting social sharing and a measurable response.	
D05. Co-Creation & User-Generated Content Social activity designed to encourage a community/fanbase to contribute to or collaborate with a brand initiative through a clear call to action.	

E. EXCELLENCE IN DIRECT	MATERIALS
E01. Copywriting Work showcasing outstanding copywriting skill that has led to a successful and measured response.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
E02. Art Direction/Design Work that showcases the outstanding design of a customer experience that has led to a successful and measured response.	
E03. Experience Design Work showcasing outstanding design in the customer experience that has led to a successful and measured response.	
E04. Launch/Relaunch Direct marketing campaigns created to launch or relaunch a product or service on the market. This can also include work aiming to acquire new customers, and reinvigorate lapsed customers.	
E05. Personalised Campaigns Dynamic work based on consumer data and insight. This includes but is not limited to content from websites, videos, emails, social and blogs. The work should demonstrate how the campaign enriched the user's experience by driving engagement and achieving results.	

F. CULTURE & CONTEXT Work that is brought to life through cultural insights and regional context.	MATERIALS
F01. Local Brand Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
F02. Challenger Brand Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
F03. Single-Market Campaign Work that aired or ran in a single country / region / market. The work should describe how the campaign was designed for the specific target market.	
F04. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
F05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
F06. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
F07. Corporate Purpose & Social Responsibility Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture. *All not-for-profit, charity or government work should be entered in the relevant sector and/or A07. Not-for-profit / Charity / Government category in section A. Direct: Sectors.*	
F08. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
F09. Cultural Engagement Work that honours brands that craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

ENGAGEMENT: MEDIA LIONS

The Media Lions celebrate the context of creativity.

The work should demonstrate how the media context shaped the idea through inspiring and innovative media implementation. It should be enhanced and amplified by a game-changing channel strategy that takes consumers on new journeys and unlocks new experiences.

- A number of criteria will be considered during judging, weighted as follows: 30% insight and idea; 30% media strategy and targeting; 20% media execution; 20% impact and results.
- The same piece of work can be entered up to four times in Media, not including section 'E: Excellence in Media Craft'. However, the same piece of work may only be entered once in 'A. Media: Sectors'.
- The work in Section E: Excellence in Media Craft can only be submitted and paid for by independent media agencies or companies owned by a media network or independent media network. The same piece of work can be entered only once in each category within this section.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. MEDIA: SECTORS The same entry can be submitted only once in this section.	MATERIALS
A01. Consumer Goods All fast-moving and durable consumer goods, including but not limited to food and beverages, beauty products, toiletries, cleaning products, other household goods, other FMCGs, fashion, lifestyle, clothing and accessories, furniture, and consumer electronics. *All fast-food entries should be entered into A04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains.*	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
A02. Healthcare Pharma, OTC drugs, wellness. *If the work has been created for a Charity/NFP then this should be entered into A07.*	
A03. Automotive Vehicles, other automobiles.	
A04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
A05. Media/Entertainment Music, film, television, publications and media, books, news, digital platforms and other media.	
A06. Consumer Services/Business to Business All commercial public services, legal, financial, education, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
A07. Not-for-Profit/Charity/Government Government, public information, NGOs, military, charities, non-profit organisations. *All corporate social responsibility work should be entered in the relevant sector and/or D07. Corporate Purpose & Social Responsibility category in section D. Culture & Context.*	

B. CHANNELS Work in these categories will be judged on media creativity and channel innovation. Work should unleash the media opportunities beyond existing formats to effectively communicate the brand message.	MATERIALS
B01. Use of Screens & Audio Visual Platforms Recognising screen-led media ideas where the screen context is the creative insight and driver of impact. This includes but is not limited to TV, video-on-demand and streaming platforms, as well as unconventional screen environments such as digital out-of-home, retail screens, second-screen/synchronised experiences, interactive/responsive displays and multi-screen systems. **B02. Use of Audio Platforms** This includes but is not limited to radio, podcasts, social audio platforms and other audio technology.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
B03. Use of Print The work in this category may include, but is not limited to, newspapers, magazines, inserts and trade journals, print work with digital and interactive elements such as downloadable applications, QR codes, AR and 3D printing. *Please send physical materials for the Jury to experience*	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film • Physical support material Optional • Digital supporting content • Digital supporting images • URL
B04. Use of Outdoor Including traditional billboard or poster sites, bus shelters, wallscapes and transit advertising using standard advertising space.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
B05. Small-Scale Media Non-mail and print collateral, including small physical objects and all other hand-held (or equivalent in size) items. *'Small-scale' refers to the physical size of the ambient item, not the scale of the distribution. Please send physical samples for the Jury to experience.*	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film • Demo film • Physical support material Optional • Digital supporting content • Digital supporting images • URL
B06. Large-Scale Media Non-traditional outdoor/billboards. This includes but is not limited to 3D and non-standard shaped sites, ticket barriers, signage, wallscape, digital billboards, window clings, building wrapping, helicopter banners and other executions that utilise a space or an existing permanent feature. *'Large-scale' refers to the physical size of the ambient item or execution, not the scale of the distribution.* **B07. Use of Events & Stunts** Work that uses stunts, events, event sponsorship, competitions, promotional games, street art, guerrilla marketing, launch parties, live shows, live streamed events, festivals, concerts, sporting events, etc. within traditional, digital and new emerging environments.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL

B08. Use of Digital Platforms Online platforms or associated technologies and the harnessing of a digital environment in a media campaign. These might include, but are not limited to, websites, search engines, ecommerce platforms, banner ads, instant messaging, mobile apps, etc. *Social-media-led campaigns should be entered in B10. Use of Social Platforms.*	**Compulsory** • Digital presentation image • Proof of Impact • URL **Highly Recommended (Optional)** • Case film **Optional** • AR/VR files • Digital supporting content • Digital supporting images • Physical support material
B09. Use of Mobile Mobile technology including smartphones, tablets, Bluetooth, SMS, MMS, WAP, GPS, mobile games and applications, etc.	
B10. Use of Social Platforms Recognising platform-native media ideas that harness or reconfigure social platforms' behabviours, formats or mechanics. Work should show how the social environment itself shaped the idea and outcomes. This includes social networks, content-sharing platforms, vlogs/blogs, wikis and hosted services. Insights gained from social data and targeting will be considered where they directly inform platform behaviour or format selection. *Work entered in this category should be planned and executed on social platforms as opposed to campaigns that went social.*	**Compulsory** • Digital presentation image • Proof of Impact • URL **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material
B11. Innovative Use of Influencers/Creators The creative and strategic use of influencers or creators as a primary media lever, including creator led activations and orchestrated creator ecosystems, to drive brand messaging, awareness and business results.	
B12. New Realities & Emerging Tech Use of existing or new technology to execute or support a media campaign that creatively pushes the boundaries of existing platforms or media formats. This could include, but not be limited to, AR, VR, XR, wearable tech and mobile devices, voice technology, blockchain technology, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • AR/VR files • Digital supporting content • Digital supporting images • Physical support material • URL
B13. Retail Media Brands that strategically harness retailer-owned channels (such as websites, apps and in-store displays) to engage consumers at crucial decision-making moments, using targeted insights to enhance brand relevance and drive measurable business outcomes. The work should show how retail channels shaped creative/media choices across the funnel.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • URL

C. INSIGHTS & MEDIA STRATEGY Work in these categories should demonstrate how insights and data contributed to the successful placement and media execution of content used to engage with consumers. The work will be judged on how successfully it demonstrates target-audience-related engagement. Please note that the work in these categories will not be judged on the content itself, but the role of media in creating, leveraging and amplifying the content.	MATERIALS
C01. Audience Insights The use of audience insights and understanding of consumer behaviours or needs in order to develop a customised media strategy. The work in this category should demonstrate how these insights contributed to the effectiveness of the media campaign and generated real impact.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
C02. Use of Brand or Product Integration into a Programme or Platform This includes but is not limited to product placement and branding in film, TV, miniseries, web series, music video, streaming services, sponsorship, etc.	
C03. Data Strategy, Integration & targeting The creative use of data across the end-to-end journey, from the integration of multiple data streams and insight generation to programmatic targeting and message/channel optimisation. The work should demonstrate how data integration produced a meaningful, quanifiable insight and how that insght shaped audience definition, brand messaging and/or channel selection, leading to creative activation.	
C04. Use of Branded Content Created for Digital or Social This includes but is not limited to branded social media, websites, microsites, mobile applications, games, native advertising, etc.	
C05. Co-Creation of Branded IP The creation of a new and shared piece of IP by a brand or product in collaboration with its media partners to drive engagement and specific business results. The work should demonstrate how effective and mutually beneficial the unified working relationship was.	

D. CULTURE & CONTEXT Work that is brought to life through cultural insights and regional context.	MATERIALS
D01. Local Brand Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
D02. Challenger Brand Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
D03. Single-Market Campaign Work that aired or ran in a single country / region / market. The work should describe how the campaign was designed for the specific target market.	
D04. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
D05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
D06. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
D07. Corporate Purpose & Social Responsibility Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture. *All not-for-profit, charity or government work should be entered in the relevant sector and/or A07. Not-for-profit / Charity / Government category in section A. Media Sectors.*	
D08. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
D09. Cultural Engagement Work that honours brands that craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

E. EXCELLENCE IN MEDIA CRAFT Work that exhibits ingenuity and outstanding craftsmanship in harnessing media to deliver a brand message, change behaviour or engage consumers at scale. The work in this section can only be submitted and paid for by Independent Media Agencies or companies owned by a Media Network or Independent Media Network. The same piece of work can be entered only once in each category within this section.	MATERIALS
E01. Media Insights & Strategy The use of unlocked insights and understanding of consumer behaviours/needs in order to develop a customised media strategy to meet a brand's specific business objectives, marketing goals and overall positioning.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
E02. Media Planning Sourcing and selection of media platforms to deliver a brand's message based on deep audience insight and creative use of media channels. The work should detail the reach, penetration and frequency of the message to generate the desired response.	
E03. Media Execution The work should demonstrate how media thinking and skilful negotiations with media owners contributed to the execution of a campaign strategy across selected channels and achieved business goals. Consideration will be given to effective use of media channels as part of the brand storytelling and to the creative delivery.	
E04. Use of Channel Integration Work that connects multiple brand touchpoints, successfully blurring the line between chosen media channels and demonstrating how the different mediums complement and build on each other to cut through and deliver results on clear brand objectives. *The work in this category must show that multiple types of media were used in the campaign (e.g. screens, social, outdoor, print, new realities).*	
E05. Use of Data & Analytics The application of data and analytics to form the basis of a media strategy or drive insights that help define the target, brand message or channel. The work should provide evidence of research or insight, quality of thinking and the development of a strategy.	

ENGAGEMENT: PR LIONS

The PR Lions celebrate the craft of strategic and creative communication.

The work should demonstrate how original thinking, transformative insight and a strategy rooted in earned media have influenced opinion and driven progress and change in business, society or culture. The work should have storytelling at its core and establish, protect and enhance the reputation and business of an organisation or brand.

- A number of criteria will be considered during judging, weighted as follows: 20% idea; 30% PR strategy; 20% PR execution; 30% impact and results.
- The same piece of work can be entered up to four times in PR, not including section 'E: Excellence in PR Craft'. However, the same piece of work may only be entered once in 'A. PR: Sectors'.
- The work in Section E: Excellence in PR Craft can only be submitted and paid for by independent PR agencies or companies owned by a PR network or independent PR network. The same piece of work can be entered only once in each category within this section.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. PR: SECTORS The same entry can be submitted only once in this section.	MATERIALS
A01. Consumer Goods All fast-moving and durable consumer goods, including but not limited to food and beverages, beauty products, toiletries, cleaning products, other household goods, other FMCGs, fashion, lifestyle, clothing and accessories, furniture, and consumer electronics. *All fast-food entries should be entered into A04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains.*	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • URL
A02. Healthcare Pharma, OTC drugs, wellness. *If the work has been created for a Charity/NFP then this should be entered into A07.*	
A03. Automotive Vehicles, other automobiles.	
A04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
A05. Media/Entertainment Music, film, television, publications and media, books, news, digital platforms and other media.	
A06. Consumer Services/Business to Business All commercial public services, legal, financial, education, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
A07. Not-for-Profit/Charity/Government Government, public information, NGOs, military, charities, non-profit organisations. *All corporate social responsibility work should be entered in the relevant sector and/or F07. Corporate Purpose & Social Responsibility category in section F. Culture & Context.*	

B. SOCIAL ENGAGEMENT & INFLUENCER MARKETING In these categories, your entry will be judged on how well social/digital platforms were leveraged to support or execute the PR campaign.	MATERIALS
B01. Social Engagement Celebrating public relations and social media storytelling that build brand awareness and advocacy. The work should demonstrate how social media was harnessed to increase brand awareness and relevance.	Compulsory • Digital presentation image • Proof of Impact • URL Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material
B02. Community Management Recognising the development, maintenance and nurturing of brand relationships. The work should demonstrate how engaging with a brand's online community/targeted audience built its reputation and established trust and authority within the online community.	
B03. Real-Time Response Real-time social activity designed to respond to and engage in the conversation around world events, public affairs and other real-world, real-time activity in a creative and meaningful way.	
B04. Content Creation & Production Content created and produced to entertain, inspire or educate. The work should demonstrate how the content created was audience-relevant and engaging as well as in line with brand messaging.	
B05. Content Discovery & Amplification Recognising a creative approach to content amplification and distribution in order to reach the largest potential audience. The work should demonstrate how a combination of earned, paid, shared and owned media contributed to increased brand engagement and awareness.	
B06. Innovative Use of Influencers/Creators The creative and innovative use of influencers/creators to drive brand message and awareness to a specific audience.	

C. INSIGHTS & MEASUREMENT These categories showcase effectiveness in using data to drive creative inspiration and communications strategies. The work will be judged on the deliberate and thoughtful introduction of insights and measurements to develop campaigns that have had real impact on the performance of an organisation. The work should demonstrate the success of activities that tackle the wide range of reputational and stakeholder challenges that non-advertising communications have to address.	MATERIALS
C01. Research, Data & Analytics Research and data-led or actionable insights that provide a meaningful contribution or input to a public relations programme. The work should provide evidence of research or insight, quality of thinking and the development of a strategy.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
C02. PR Effectiveness Recognises creative work that has a proven impact on business and reputation. The work should provide results data, as well as details of measurement tools and analysis methods used to evaluate results. Consideration will be given to tangible business results and the quality and quantity of media.	

D. PR TECHNIQUES In these categories, your entry will be judged on the creative implementation of your chosen PR technique in order to increase reach and achieve desired campaign outcomes.	MATERIALS
D01. Media Relations PR that puts journalism at the forefront of the campaign, with evidence of a high degree of innovation intended to engage, educate or influence editorial. The work should explain the relevance of media outcomes, including depth, quality and messaging. Consideration will be given to how this strategy achieved or supported the desired campaign outcome.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
D02. Use of Events & Stunts Work that uses stunts, events, event sponsorship, competitions, promotional games, street art, guerrilla marketing, launch parties, live shows, live streamed events, festivals, concerts, sporting events, etc. within traditional, digital and new emerging environments to build the value and reputation of a brand or communication project as part of a wider public relations strategy.	
D03. Launch/Relaunch Work created to launch or relaunch a product or service.	
D04. Brand Voice & Strategic Storytelling Customised strategies designed to communicate a particular point of view/story of a brand/organisation in a consistently relevant way and to build an emotional connection with employees, shareholders and customers alike.	
D05. Use of Technology Existing or new technology that pushes the boundaries of digital innovation to execute or support a PR campaign. This could include, but is not limited to, artificial intelligence, virtual reality, virtual worlds, robotics, gadgets and electronics, wearable and interactive technology, etc. Does not include prototypes of early-stage technology.	
D06. Employee Engagement Communications programmes or initiatives designed to inform, educate or inspire employees - engaging internal communities and cultivating strong team dynamics. The work should demonstrate innovative approaches to engaging staff, driving organisational goals and building employee loyalty and satisfaction.	
D07. Creative Use of Generative Engine Optimisation NEW Work that uses creative, insight-led communications to improve how a brand, organisation, product or service is discovered, understood or recommended in generative AI environments. The work should demonstrate how earned influence, authoritative information and communciations strategy shaped AI-generated answers and delivered measurable impact on reputation, consideration or commercial performance.	

E. EXCELLENCE IN PR CRAFT Work in these categories will be judged on the demonstration of exceptional and creative best practice within the chosen PR specialism. Entries in this section can only be submitted and paid for by Independent PR agencies or companies owned by a PR network or independent PR network. The same piece of work can be entered only once in each category within this section.	MATERIALS
E01. Corporate Image, Communication & Reputation Management Work that builds the image/raises the profile and shapes the perceptions of a corporate brand, organisation or corporation.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
E02. Public Affairs & Lobbying Work planned to influence or inform the public policy agenda using either lobbying or wider public affairs strategies, as well as political or ballot initiatives.	
E03. Crisis Communications & Issue Management The planning and/or handling of the consequences of a crisis or an issue that may affect a company's credibility and reputation. The work should demonstrate evidence of the planning and/or implementation of a crisis communication strategy and how the desired outcome was achieved. *The content of entries in this category can be kept entirely confidential and used for judging purposes only.*	
E04. Internal Communications Engaging internal communications and activities. This may include, but is not limited to, change management, intended to connect employees with a company identity or message. The work should demonstrate how activities translated into measurable results, employee satisfaction and business growth.	
E05. Sponsorship & Brand Partnership Work that utilised sponsorship and/or partnership programmes in order to meet specific awareness/business goals as well as to enhance the image of a brand, organisation or corporation.	

F. CULTURE & CONTEXT Work that is brought to life through cultural insights and regional context.	MATERIALS
F01. Local Brand Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
F02. Challenger Brand Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
F03. Single-Market Campaign Work that aired or ran in a single country / region / market. The work should describe how the campaign was designed for the specific target market.	
F04. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
F05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
F06. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
F07. Corporate Purpose & Social Responsibility Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture. *All not-for-profit, charity or government work should be entered in the relevant sector and/or A07. Not-for-profit /Charity/Government category in section A. PR: Sectors.*	
F08. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
F09. Cultural Engagement Work that honours brands that craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

ENGAGEMENT: SOCIAL & CREATOR LIONS

The Social & Creator Lions celebrate social-first creative thinking and impactful creator collaborations.

The work should demonstrate how platform-native strategy, creator partnerships, and community engagement drove cultural impact, audience connection, or commercial success.

- A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% results.
- For creator-led work, the entry must focus on an individual whose influence and audience are built primarily through original content created for social platforms.
- There is no overall limit to how many times the same piece of work can be entered into Social & Creator as long as the categories chosen are relevant. However, the same piece of work may only be entered once in 'A. Social & Creator: Sectors'.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. SOCIAL & CREATOR: SECTORS The same entry can be submitted only once in this section.	MATERIALS
A01. Consumer Goods All fast-moving and durable consumer goods, including but not limited to food and beverages, beauty products, toiletries, cleaning products, other household goods, other FMCGs, fashion, lifestyle, clothing and accessories, furniture, and consumer electronics. *All fast-food entries should be entered into A04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains.*	**Compulsory** • Digital presentation image • Proof of Impact • URL **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material
A02. Healthcare Pharma, OTC drugs, wellness. *If the work has been created for a Charity/NFP then this should be entered into A07.*	
A03. Automotive Vehicles, other automobiles.	
A04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
A05. Media/Entertainment Music, film, television, publications and media, books, news, digital platforms and other media.	
A06. Consumer Services/Business to Business All commercial public services, legal, financial, education, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
A07. Not-for-Profit/Charity/Government Government, public information, NGOs, military, charities, non-profit organisations. *All corporate social responsibility work should be entered in the relevant sector and/or F07. Corporate Purpose & Social Responsibility category in section F. Culture & Context.*	

B. SOCIAL INSIGHTS & ENGAGEMENT Work in these categories will be judged on how successfully social was used to engage with online communities and deliver measurable and meaningful results for a brand.	MATERIALS
B01. Community Management Social activity that is designed to engage, build or maintain an online social community. Engagement levels and the relevance of targeted communications directed at active/non-active users will all be considered.	Compulsory • Digital presentation image • Proof of Impact • URL Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material
B02. Audience Targeting/Engagement Strategies Social activity customised for predefined communities, groups or individuals based on social insights such as behaviour, interests, geolocation, etc. This may include, but is not limited to, native advertising and programmatic campaigns, the customisation of messages, their relevance and creative execution, etc.	
B03. Real-Time Cultural Response Targeted social activity that demonstrates speed, cultural awareness and creative excellence by responding to real-time events, cultural moments or public conversations. Entries must demonstrate how the brand inserted themselves into the conversation in a way that prompted community interaction, organic sharing or social amplification.	
B04. Social Listening & Insight Social campaigns that are elevated through their use of data and insights to engage or develop a meaningful relationship with a specific audience or community. Insights gained through the strategic application of social data / listening / analytics will be considered.	
B05. Brand Storytelling Social campaigns that use exceptional brand/consumer stories to drive meaningful engagement with a specific audience. This could be through creators, influencers or communities (where brands speak indirectly to audiences through creators/influencers).	
B06. Innovative Engagement of Community Creative use of social platforms for entering and activating existing online communities a brand does not own, through authentic participation and cultural understanding. This may also include the use of new functions built for existing social platforms, levels of engagement, social reach and the creative strategy, etc.	
B07. Creator & Influencer Sourced Insight The creative interpretation of data specifically generated from creator or influencer campaigns in order to target, engage or develop a relationship with a specific audience or community.	Compulsory • Digital presentation image • Proof of Impact • URL Highly Recommended (Optional) • Case film Optional • AR/VR files • Digital supporting content • Digital supporting images • Physical support material

C. CREATOR & INFLUENCER MARKETING The work in this category should demonstrate how a social campaign was enhanced through the use of social influencers and content creators. For creator-led work, the entry must focus on an individual whose influence and audience are built primarily through original content created for social platforms.	MATERIALS
C01. Organic Reach & Cultural Breakthrough Brand-led social activity that become part of popular culture and is subsequently amplified by creators, celebrities or social ambassadors, further expanding the campaign's reach and impact through unpaid endorsement. Entries must state which creators, celebrities or social ambassadors picked up the campaign (organic and paid results to be provided separately in the Results field).	Compulsory • Digital presentation image • Proof of Impact • URL Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material
C02. Creator Cross-Channel Storytelling Brands or agencies that have successfully partnered with content creators to develop cohesive stories that seamlessly span digital, social and traditional media, creating a unified brand message. The work should demonstrate how creators' unique voices and authentic content have been effectively integrated to engage diverse audiences, amplify reach and drive meaningful brand impact across various touchpoints.	
C03. Creator Collaboration Impactful creative collaborations between a brand and a creator, whose influence and audience are built primarily through original content created for social platforms. The work should demonstrate the creator's involvement as a strategic partner, shaping creative direction, strategy or product development, and blend the creator's unique voice with the brand's identity to produce authentic, engaging narratives that go beyond a standard brief execution.	
C04. Creator-Led Content Strategy Content strategies driven by creators, where the creator plays a pivotal role in shaping the overall long-term vision for a brand's content. The strategy should demonstrate a deep understanding of audience engagement, innovative content planning and a clear alignment with the brand's goals.	
C05. Excellence in Craft Creative execution where a creator demonstrates mastery of their medium, from distinctive visual aesthetic and creative voice to pacing, editing and narrative structure. The work should demonstrate the intentional choices in composition, style and storytelling that elevate the content, resulting in a compelling and memorable audience experience.	
C06. Fandom & Community Building Work that fosters deep, passionate and self-sustaining fandom around a creator or brand-creator partnership. The work should demonstrate how the creator sparked fan identity, rituals, and sustained participation that delivered measurable brand value beyond a single campaign moment.	
C07. Creator-hosted Live Experiences NEW Live events (in-person or hybrid) hosted by, or built around creators that generate engagement on social media, deepens fan relationships and delivers brand impact.	

D. SOCIAL CONTENT MARKETING Work in these categories will be judged on how successfully content was used to engage with consumers and target audiences.	MATERIALS
D01. Content Placement Content and editorial strategy and placement using social channels. The strategic arrangement and curation of appropriate content that may either drive or enhance a wider social campaign.	Compulsory • Digital presentation image • Proof of Impact • URL Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material

D02. Social Film One-off social film specifically created for online social platforms that are conceived, structured and produced for the social environment. Results, engagement and number of views will be taken into consideration.	**Compulsory** • Film • Proof of Impact • URL **Highly Recommended (Optional)** • Demo film **Optional** • AR/VR files • Digital supporting content • Digital supporting images • Physical support material
D03. Social Film Series Social film series specifically created for online social platforms that are conceived, structured and produced for the social environment. Results, engagement and number of views will be taken into consideration during the judging process. *Please upload all executions in a single video file with slates denoting the start of the next execution.*	
D04. Co-Creation & User Generated Content Social activity designed to encourage a community/fanbase to contribute or collaborate with a brand initiative to enhance loyalty and engagement.	**Compulsory** • Digital presentation image • Proof of Impact • URL **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material
D05. Social Commerce Work that harnesses social media, social platforms and virtual communities for e-commerce and m-commerce to drive business results.	

E. EXCELLENCE IN SOCIAL & CREATOR	**MATERIALS**
E01. Multi-Platform Social Campaign Social campaigns that utilise multiple media online and/or offline platforms and live events. The work should illustrate that these elements drive or are inherently necessary to the overall execution of the social campaign.	**Compulsory** • Digital presentation image • Proof of Impact • URL **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material
E02. Sponsorship & Brand Partnership Social campaigns that utilise sponsorship or partnership programmes to support a product or service, meet specific awareness or business goals and enhance brand image. All partnership types are eligible, including work that leverages celebrities and creators.	
E03. Social Purpose Social campaigns specifically designed to engage consumers through authentic alignments with a social purpose/cause. The work should demonstrate how the core values of the brand align with the cause or wider social purpose. This may include, but is not limited to, nonprofit social responsibility initiatives.	

F. CULTURE & CONTEXT Work that is brought to life through cultural insights and regional context.	MATERIALS
F01. Local Brand Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	Compulsory • Digital presentation image • Proof of Impact • URL Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material
F02. Challenger Brand Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
F03. Single-Market Campaign Work that aired or ran in a single country / region / market. The work should describe how the campaign was designed for the specific target market.	
F04. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
F05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
F06. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
F07. Corporate Purpose & Social Responsibility Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture. *All not-for-profit, charity or government work should be entered in the relevant sector and/or A07. Not-for-profit / Charity / Government category in section A. Social & Creator: Sectors.*	
F08. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
F09. Cultural Engagement Work that honours brands that craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

ENTERTAINMENT: ENTERTAINMENT LIONS

The Entertainment Lions celebrate creativity that turns branded content into culture.

The work should demonstrate ideas that are unskippable. It should captivate in order to cut through, communicating a brand message or connecting with consumers in a new way.

- A number of criteria will be considered during judging, weighted as follows: 30% creative idea; 20% strategy & insight; 30% craft & execution; 20% results.
- Brands refers to talent, artists, creators, influencers, streamers, athletes, teams, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the entertainment industry.
- There is no overall limit to how many times the same piece of work can be entered into Entertainment as long as the categories chosen are relevant.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. BRANDED CONTENT Creative content crafted to build awareness for a brand by associating it with culture and values through entertainment.	MATERIALS
A01. Fiction Film: Up to 5 minutes Branded fiction films or series created for cinema, TV, online or video-on-demand platforms. *If you're submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode. Traditional film advertising should be entered into the Film Lions.*	**Compulsory** • Original content • Proof of Impact **Optional** • Digital supporting content • Digital supporting images • URL
A02. Non-Fiction Film: Up to 5 minutes Factual film, series or documentary/reality film created for cinema, TV, online or video-on-demand platforms. *If you're submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode. Traditional film advertising should be entered into the Film Lions.*	
A03. Fiction Film: Over 5 minutes Branded fiction films or series created for cinema, TV, online or video-on-demand platforms. *If you're submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode. Traditional film advertising should be entered into the Film Lions.*	
A04. Non-Fiction Film: Over 5 minutes Factual film, series or documentary/reality film created for cinema, TV, online or video-on-demand platforms. *If you're submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode. Traditional film advertising should be entered into the Film Lions.*	
A05. Original Entertainment IP NEW Original entertainment properties created by or with brands that deliver intrinsic audience value and demonstrate fan growth. This may include but is not limited to series or formats, franchises, audio originals, games or live formats. *If you're submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode. Traditional film advertising should be entered into the Film Lions.*	**Compulsory** • Original content • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • URL
A06. Food & Culinary Entertainment NEW Recognising entertainment-first content and experiences centred on food, drink and dining that create cultural participation and grow fan communities.	
A07. Broadcast/Live Streaming Cinema, TV or online live content, including live coverage of events and use of live streaming platforms. *Please provide a sample film file of up to 30 minutes.*	
A08. Audio Content Content created for radio, podcasts or other audio platforms.	**Compulsory** • Audio File • Proof of Impact **Optional** • Digital supporting content • Digital supporting images • URL

A09. Brand Integration Integration of brands into existing content such as films, documentaries, series, live streams, TV or audio/radio shows.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL

B. ENTERTAINMENT-LED BRAND EXPERIENCE Meaningful, engaging experiences and activations created to attract or maintain an audience.	**MATERIALS**
B01. Live Entertainment Live entertainment, including concerts, live streams, stunts and festivals held physically or within virtual worlds, crafted to amplify a brand's message and increase engagement with an audience.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
B02. New Realities & Emerging Tech Immersive experiences that creatively push the boundaries of technology within entertainment. This could include, but not be limited to, AR, VR, XR, voice technology, blockchain technology, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • AR/VR files • Digital supporting content • Digital supporting images • Physical support material • URL
B03. 360 Integrated Brand Experience Experiences that successfully carry a brand's message across multiple platforms/channels, both online and offline. The work should demonstrate how content featuring a brand's message, product or service has been seamlessly implemented on various platforms to continue and amplify meaningful consumers' experience and engagement.	

C. COMMUNITY Work that develops, sustains and activates fan communities over time.	**MATERIALS**
C01. Audience Engagement/Distribution Strategy Audience engagement and distribution strategies that creatively and effectively further the content's reach.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
C02. Fan Culture, Creators & Co-Creation The creative and innovative use of content creators, streamers or fan co-creation to activate communities and shape the entertainment itself. Work should demonstrate cultural participation and may include, but is not limited to, collaborations, sponsored content and user-generated content.	

D. PARTNERSHIPS Exceptional strategic partnerships between brands and entertainment entities.	MATERIALS
D01. Brand Partnerships, Sponsorships & Collaborations Strategic brand partnerships and collaborations that leverage branded content and entertainment to meet specific business goals and mutually benefit everyone involved.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
D02. Partnerships with Talent Strategic partnerships between a brand and a talent. The work will be judged on how effective and mutually beneficial the partnership was.	

E. CHALLENGES & BREAKTHROUGHS Creative and innovative work that is brought to life through deep cultural insight, regional context and progressive thinking.	MATERIALS
E01. Diversity & Inclusion in Entertainment Brand-led creative work that tackles and confronts disparities based on sex, sexuality, disability, age, race, ethnicity, origin, religion or other status within the entertainment industry.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
E02. Innovation in Branded Content Ground-breaking and unparalleled branded content.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • AR/VR files • Digital supporting content • Digital supporting images • Physical support material • URL
E03. Challenger Brand Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
E04. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
E05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
E06. Cultural Engagement Work that honours brands that craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

ENTERTAINMENT: ENTERTAINMENT LIONS FOR GAMING

The Entertainment Lions for Gaming celebrate creative work that connects people to brands through gameplay.

The work should demonstrate how brands successfully tapped into complex gaming communities and seamlessly added real value to the overall gaming experience while driving commercial success.

- A number of criteria will be considered during judging, weighted as follows: 30% creative idea; 20% strategy & insight; 30% craft & execution; 20% results.
- Brands refers to talent, artists, creators, influencers, streamers, athletes, teams, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the gaming industry.
- Esports may be entered across all categories within Entertainment Lions for Gaming.
- There is no overall limit to how many times the same piece of work can be entered into Entertainment Lions for Gaming as long as the categories chosen are relevant.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. BRANDED CONTENT FOR GAMING Creative content crafted to build awareness for a brand by associating it with culture and values through the use of gaming and storytelling.	MATERIALS
A01. Cross-channel Branded Content NEW Integrated, branded content built around gaming IP, communities or culture. This could include, but not be limited to, trailers, documentaries, series, posters, social/video content and original music content with gaming at their core that aim to amplify a brand's message or promote a new game or gaming product. *If you're submitting a series of films, please upload all executions in a single video file with slates denoting the start of the next execution.*	Compulsory • Original content • Proof of Impact Highly Recommended (Optional) • Case film Optional • AR/VR files • Digital supporting content • Digital supporting images • URL
A02. Interactive Broadcast/Live Streaming Brand or sponsor integrations that enhance live gameplay coverage and community participation across platforms. This could include, but not limited to co-streams, interactive overlays, shoppable/live utility, chat-driven formats and creator-led live programming that improve the live experience. *Please provide a sample film file of up to 30 minutes.*	

B. GAMING-LED BRAND EXPERIENCE Meaningful, engaging experiences and activations created to attract or maintain an audience.	MATERIALS
B01. In-Person Gaming Experience Any in-person gaming-related experience or activation that was held at a consumer or B2B event for product launch or promotion. This could include, but not be limited to, installations, festivals, conventions, esports competitions etc.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • AR/VR files • Digital supporting content • Digital supporting images • Physical support material • URL
B02. Extended Realities & Emerging Tech Immersive XR-led experiences that creatively push the boundaries of technology within gaming, placing audiences inside interactive spatial environments or layering digital content onto the physical world. This could include but is not limited to headset and device-based work, spatial computing, passthrough MR overlays, volumetric storytelling and novel interfaces such as haptics and wearables. Does not include prototypes of early-stage technology.	
B03. Mobile Games Mobile games either specifically made for a brand or the strategic and creative integration of a brand into a game designed for and played on a mobile device.	

B04. Brand Integration for Games The seamless integration of a brand into a game or gaming platform, enhancing the overall gaming experience and delivering tangible business results. This could include, but not be limited to, one-off stunts and events, temporary environments or permanent brand installations within existing or new gaming platforms.	**MATERIALS** Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • AR/VR files • Digital supporting content • Digital supporting images • Physical support material • URL
B05. Use of Gaming/Streaming Platforms Innovative use of gaming/streaming platforms to effectively promote a brand, product or service.	
B06. Launch/Relaunch Immersive gaming experiences created to launch or relaunch a game or gaming product.	

C. COMMUNITY Work that focuses on the development, maintenance and nurturing of a community or fanbase.	**MATERIALS**
C01. Community Management/Social Engagement Work that focuses on the development, maintenance and nurturing of a gaming audience. The work should demonstrate how engaging with a gaming community has increased social engagement, enhancing the brand reputation and trust within the community.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • AR/VR files • Digital supporting content • Digital supporting images • Physical support material • URL
C02. Gaming Creators & Co-Creation The creative and innovative use of content creators, streamers and/or influencers to connect with gaming communities through authentic, platform-native content. This may include, but is not limited to, collaborations, sponsored content and user-generated content to drive a brand's message and engage with a specific audience within the gaming community.	

D. PARTNERSHIPS Exceptional strategic partnerships between brands and gaming-related entities.	**MATERIALS**
D01. Brand Partnerships, Sponsorships & Collaborations Strategic partnerships and collaborations between gaming brands and non-gaming brands that leverage gaming experiences, branded content and entertainment to meet specific business goals and mutually benefit everyone involved.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • AR/VR files • Digital supporting content • Digital supporting images • Physical support material • URL
D02. Partnerships with Gaming Talent Strategic partnerships between a brand and a known gaming talent.	

E. CHALLENGES & BREAKTHROUGHS Creative and innovative work that is brought to life through deep cultural insight, regional context and progressive thinking.	MATERIALS
E01. Diversity & Inclusion in Gaming Gaming work that tackles and confronts disparities based on sex, sexuality, disability, age, race, ethnicity, origin, religion or other status within the gaming community.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • AR/VR files • Digital supporting content • Digital supporting images • Physical support material • URL
E02. Innovation in Gaming The innovative use of new or existing technology, platforms, media or channels to create branded products and content that enhance the gaming experience, comfort, performance, safety and accessibility for gamers.	
E03. Challenger Brand Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
E04. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
E05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
E06. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
E07. Cultural Engagement Work that honours brands that craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

ENTERTAINMENT: ENTERTAINMENT LIONS FOR MUSIC

The Entertainment Lions for Music celebrate creative musical collaborations and branded music content.

The work should demonstrate original production, promotion or distribution of music for brands. It should creatively leverage a recording artist or platform to communicate with consumers.

- A number of criteria will be considered during judging, weighted as follows: 30% creative idea; 20% strategy & insight; 30% craft & execution; 20% results.
- Brands refers to talent, artists, creators, influencers, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the music industry.
- There is no overall limit to how many times the same piece of work can be entered into Entertainment Lions for Music as long as the categories chosen are relevant.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. BRANDED CONTENT FOR MUSIC Creative music content to promote a track, album, artist or brand.	MATERIALS
A01. Excellence in Music Video Exceptional examples of original music videos and interactive music videos.	Compulsory • Original content • Proof of Impact Optional • Digital supporting content • Digital supporting images • URL
A02. Brand or Product Integration into Music Content Relevant and symbiotic brand integration into music videos or other music content.	Compulsory • Original content • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • URL
A03. Use of Original Composition The impact and success of original music compositions created specifically for a brand's use. The artistic achievement of the track itself will be considered, as well as its successful use in branded content.	
A04. Use of Licensed/Adapted Music Placement of a track that has been licensed or adapted by, but not specifically created for, a brand for use in its communications. The sourcing and suitability of the music for the brand and content will be considered.	

B. MUSIC-LED BRAND EXPERIENCE Meaningful, engaging experiences and activations created to attract or maintain an audience.	MATERIALS
B01. Live Music Experience The design and production of experiences with music at the core. This may include but is not limited to concerts, stunts, installations and activations held physically or within virtual worlds.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • AR/VR files • Digital supporting content • Digital supporting images • Physical support material • URL
B02. New Realities & Emerging Tech Immersive experiences that creatively push the boundaries of technology within music entertainment. This could include, but not be limited to, AR, VR, XR, wearable tech and mobile devices, voice technology, blockchain technology, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	

C. COMMUNITY Work that focuses on the development, maintenance and nurturing of a community or fanbase.	MATERIALS
C01. Fan Engagement/Community Building Strategic initiatives designed to build and engage an artist's fanbase, enhancing community activity and brand affinity.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
C02. Content Creators & Co-Creation The creative and innovative use of content creators who build their personal brands through original social content, distinct from traditional music sponsorship or endorsement deals. This may include, but is not limited to, collaborations, sponsored content and user-generated content to drive a brand's message and engage with a specific audience within music.	

D. PARTNERSHIPS Exceptional strategic partnerships between brands and music entities.	MATERIALS
D01. Brand Partnerships, Sponsorships & Collaborations Strategic brand partnerships and collaborations that leverage music, branded content and entertainment to meet specific business goals and mutually benefit everyone involved.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
D02. Partnerships with Music Talent Strategic partnerships between a brand and a known music artist or personality to co-create and develop branded content or products to further a brand's reach, increase engagement and drive business. The work will be judged on how effective and mutually beneficial the partnership was.	

E. CHALLENGES & BREAKTHROUGHS Creative and innovative work that is brought to life through deep cultural insight, regional context and progressive thinking.	MATERIALS
E01. Diversity & Inclusion in Music Brand-led creative work that leverages music to tackle and confront disparities based on sex, sexuality, disability, age, race, ethnicity, origin, religion or other status within the music industry.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
E02. Innovation in Music The innovative use of music platforms and technology for a brand or artist. This could include, but not be limited to, streaming platforms, video hosting services, virtual worlds, playlist strategies, apps and wearables. Focus will be placed on the creative application of technology to enrich a brand's content and its product or service. Does not include prototypes of early-stage technology.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • AR/VR files • Digital supporting content • Digital supporting images • Physical support material • URL

E03. Challenger Brand Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
E04. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
E05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
E06. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
E07. Cultural Engagement Work that honours brands that craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

ENTERTAINMENT: ENTERTAINMENT LIONS FOR SPORT

The Entertainment Lions for Sport celebrate creativity that taps into fan culture and leverages the power of sports and esports in connecting fan communities to brands.

The work should demonstrate excellence in breakthrough creativity within the sports and esports ecosystem through the use of effective strategic planning, sponsorship, brand management, media, entertainment and/or talent to create enduring cultural impact.

- A number of criteria will be considered during judging, weighted as follows: 30% creative idea; 20% strategy & insight; 30% craft & execution; 20% results.
- Brands refers to talent, artists, creators, influencers, streamers, athletes, teams, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the sport industry.
- Esports may be entered across all categories within Entertainment Lions for Sports.
- There is no overall limit to how many times the same piece of work can be entered into Entertainment Lions for Sport as long as the categories chosen are relevant.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. BRANDED CONTENT FOR SPORT Creative content crafted to build awareness for a brand by associating it with culture and values through sport.	MATERIALS
A01. Film Series and Audio Branded film, audio and radio content, including documentaries and series, with sports at its core that aims to amplify a sports organisation's or brand's message. *If you're submitting a series of films, please upload all executions in a single video file with slates denoting the start of the next execution.*	Compulsory • Original content • Proof of Impact Optional • Digital supporting content • Digital supporting images • URL
A02. Broadcast/Live Streaming Brand or sponsor integration into live sport or esport coverage across broadcast and streaming platforms, where a brand contributes a unique narrative, utility or expertise that clearly elevates the live content. *Please provide a sample film file of up to 30 minutes.*	Compulsory • Original content • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • URL
A03. Brand Storytelling Sport initiatives/campaigns that demonstrate brand narratives to drive meaningful fan/consumer engagement across relevant platforms.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL

B. SPORT-LED BRAND EXPERIENCE Meaningful, engaging experiences and activations created to attract or maintain an audience.	MATERIALS
B01. Sports Live Experience Brand or sponsor integration into live sport or esport events, in physical venues or virtual worlds, where the brand meaningfully augments the in-momnet experience through shows, stunts, installations or interactive layers.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • AR/VR files • Digital supporting content • Digital supporting images • Physical support material • URL
B02. New Realities & Emerging Tech Immersive experiences that creatively push the boundaries of technology within sport entertainment. This could include, but not be limited to, AR, VR, XR, wearable tech and mobile devices, voice technology, blockchain technology, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	
B03. Esports & Gaming Esports, games and gaming initiatives created to communicate a brand, teams or sports organisation through the creative production, promotion and distribution of content with sport-related gaming at the core. This includes but is not limited to the use of brand integration within existing gaming platforms.	
B04. 360 Integrated Brand Experience Experiences that successfully carry a brand's message across multiple platforms/channels, both online and offline. The work should demonstrate how content featuring a brand's message, product or service has been seamlessly implemented on various platforms to continue and amplify meaningful consumers' experience and engagement.	

C. COMMUNITY Work that focuses on the development, maintenance and nurturing of a community or fanbase.	MATERIALS
C01. Fan Engagement/Distribution Strategy Audience engagement and distribution strategies designed to build and engage a sports-related fanbase, enhancing community activity and brand affinity.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
C02. Sports Creators & Co-Creation The creative and innovative use of content creators who build their personal brands through original social content, distinct from traditional sports sponsorship or endorsement deals. This may include, but is not limited to, collaborations, sponsored content and user-generated content to connect with sports audiences through authentic, platform-native content.	

D. PARTNERSHIPS Exceptional strategic partnerships between brands and sports-related entities.	MATERIALS
D01. Brand Partnerships, Sponsorships & Collaborations Strategic brand partnerships and collaborations that leverage sports, content platforms and entertainment properties to meet specific business goals and create mutual value across parties. This includes but is not limited to league-wide deals, broadcaster or streaming collaborations, event and venue partnerships and cross-industry brand collaborations.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
D02. Partnerships with Sports Talent Strategic partnerships anchored in a sports personality or a specific team or sports organisation. This includes ambassador programmes, co-created capsules, signature products and team-level sponsorships where team IP and fandom are central.	

E. CHALLENGES & BREAKTHROUGHS Creative and innovative work that is brought to life through deep cultural insight, regional context and progressive thinking.	MATERIALS
E01. Diversity & Inclusion in Sport Brand-led creative work that leverages sport to tackle and confront disparities based on sex, sexuality, disability, age, race, ethnicity, origin, religion or other status within a sport or sports-related community.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
E02. Innovation in Sport The innovative use of new or existing technology, platforms, media or channels to create branded products and content that enhance the sports experience, comfort, performance, safety of athletes and fans.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • AR/VR files • Digital supporting content • Digital supporting images • Physical support material • URL
E03. Challenger Brand Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
E04. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
E05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
E06. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
E07. Cultural Engagement Work that honours brands that craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

EXPERIENCE: EXPERIENTIAL LIONS

The Experiential Lion celebrates ideas that bring brands to life through experience, action, interaction and participation.

It recognises work that turns brand strategy into distinctive participatory worlds, defining moments, environments and systems that audiences actively experience, influence or complete.

- A number of criteria will be considered during judging and weighted as follows: 25% idea; 25% strategy; 25% execution; 25% results.
- The same piece of work can be entered up to four times in the Experiential Lion, as long as the categories chosen are relevant. However, the same piece of work may only be entered once in 'A. Brand Sector'.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. BRAND SECTOR Work organised by the category of brand or organisation behind the idea. Recognising the commercial and organisational context that shapes the work. The same entry may be submitted only once in this section.	MATERIALS
A01. Consumer Goods All fast-moving and durable consumer goods, including but not limited to food and beverages, beauty products, toiletries, cleaning products, other household goods, other FMCGs, fashion, lifestyle, clothing and accessories, furniture, and consumer electronics. *All fast-food entries should be entered into A04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains.*	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • URL
A02. Healthcare Pharma, OTC drugs, wellness. *If the work has been created for a Charity/NFP then this should be entered into A07.*	
A03. Automotive Vehicles, other automobiles.	
A04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
A05. Media/Entertainment Music, film, television, publications and media, books, news, digital platforms and other media.	
A06. Consumer Services/Business to Business All commercial public services, legal, financial, education, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
A07. Not-for-Profit/Charity/Government Government, public information, NGOs, military, charities, non-profit organisations. *All corporate social responsibility work should be entered in the relevant sector and/or E07. Corporate Purpose & Social Responsibility category in section E. Culture & Context.*	

B. BRAND EXPERIENCE Ideas that make a brand tangible through designed interactions, environments, platforms, products, services or worlds. Work should show how the audience is not simply exposed to a brand, but they experience, explore, participate in or shape it. Entries should demonstrate how distinctively the idea built brand connection, meaning and lasting audience affinity.	MATERIALS
B01. Immersive & Spatial NEW Brand experiences built around physical environments, spatial storytelling and designed worlds that people move through and inhabit.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • AR/VR files • Digital supporting content • Digital supporting images • Physical support material • URL
B02. Digital & Interactive NEW Brand experiences shaped by digital technology, interactive systems or connected platforms. This includes digitally native experiences as well as hybrid digital-physical environments where technology is integral to how audiences participate, explore, engage with or shape the brand.	
B03. Event Integration NEW Brand experiences integrated into existing live events, cultural moments or public platforms where the designed experience people move through, participate in or shape is the core idea. This includes brand experiences at festivals, sports events, art fairs, cultural celebrations, and live entertainment events where the brand becomes part of a shared occasion.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
B04. Community & Fandom NEW Experiences designed to build and engage a loyal brand community or fanbase. This includes fan festivals, community meet-ups, loyalty programme events, sports events, co-creation and experiences that turn consumers into advocates and foster a sense of belonging.	
B05. Retail & Commerce NEW Experiences that transform shopping, browsing or transactional environments into branded moments that drive participation. This may include, but is not limited to in-store events, pop-up shops, experiential retail, and retailtainment that enhance the purchasing process. The focus is on transforming the retail environment into an engaging brand experience that drives engagement.	

C. BRAND ACTIVATION Ideas that create direct participation, interaction or behaviour change, giving audiences a reason to act and engage with a brand in a meaningful and measurable way. Entries should demonstrate how effectively the idea prompted action, response or measurable behaviour change for the brand.	MATERIALS
C01. Guerrilla Marketing & Live Stunts NEW Activation ideas that use temporary, mobile or high-impact formats to intercept audiences in the moment triggering immediate participation or action.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
C02. Sampling & Trial NEW Activation ideas focused on product sampling and trial as the primary means to drive engagement and prompt action. Work should show how the direct interaction with the product created a memorable brand moment and encouraged participation.	
C03. Social & Creator NEW Activation ideas brought to life through social platforms, creators or influencers to drive participation and amplify engagement. Work should show how the social or creator-led format was integral to the idea and how it prompted audience action in a distinctive and relevant way.	
C04. Digital & Interactive NEW Digitally-led activation ideas that prompt audience interaction and action through screens, devices, platforms or responsive technology. This may include app-led activations, or other digital interactions where the primary mechanic is interactive by design.	
C05. Retail & Commerce NEW Activation ideas designed for retail and shopper environments, where the creative intervention encourages people to engage, explore, try, choose or buy. This may include in-store, at point-of-purchase, path-to-purchase or other commerce-led environments. Work should demonstrate how the activation turned shopper intent into meaningful action.	
C06. Partnership & Collaboration NEW Activation ideas where a partnership, sponsorship platform or collaboration is the central intervention used to give a brand a meaningful role in a wider moment, occasion or community. This may include brand partnerships, co-marketing, sponsorship-led activations, sports and entertainment tie-ins, or community-based collaborations.	

D. BRAND OWNED EVENT Purpose built gatherings where a brand creates the reason, occasion or platform for people to come together. Events may be physical, virtual or hybrid and should demonstrate how the gathering created a distinctive opportunity for people to experience, engage with or participate in the brand.	MATERIALS
D01. Launches, Showcases & Exhibitions NEW Events created to launch, demonstrate or showcase a product, service, initiative or brand in a live, virtual or hybrid experience. This may include product launches, exhibition and showcase-led gatherings. Entries should demonstrate how the gathering was designed to create attention, engagement and a meaningful encounter with the brand.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
D02. Conferences, Summits & Business Events NEW Agenda-led or business-facing gatherings for professional audiences, clients, partners or industry communities. This includes conferences, summits and other B2B events where the gathering is designed to inform, convene, connect or influence a defined audience.	
D03. Brand-owned Public Events NEW Public-facing events, created and owned by a brand, where the event is the destination, occasion or platform created by the brand for audiences to come together and participate. This includes festivals, roadshows and other brand-led gatherings where the event creates a distinctive public moment and gives audiences an active role in the experience.	
D04. Internal & Employee Events NEW Events created primarily for employees or internal stakeholders to build culture, alignment, recognition or engagement. The gathering itself should be central to the idea, creating a meaningful internal experience that supports a clear organisational goal.	

E. DESIGN & CRAFT Ideas that show excellence in the design and execution behind the idea. Recognising excellence in the conception, design, production and build of ideas that transform brand strategy into memorable moments.	MATERIALS
E01. Experience Design NEW The strategic and creative design of an interactions, journeys, environments and participation mechanics that shape how people experience a brand. Entries should demonstrate how the design made the idea intuitive, distinctive and meaningful across physical, digital or hybrid touchpoints.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
E02. Production Build & Craft NEW The creative and technical excellence involved in bringing an experience, activation or event to life. Entries should demonstrate exceptional execution across production, build materials and technology, and how craft elevated the idea, audience experience and overall effectiveness.	

F. CULTURE & CONTEXT Work that is brought to life through cultural insights and regional context.	MATERIALS
F01. Local Brand Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
F02. Challenger Brand Work for brands distributed solely within a specific locality. The work should resonate with a clearly defined, local target audience.	
F03. Single-Market Campaign Work that aired or ran in a single country / region / market. The work should describe how the campaign was designed for the specific target market.	
F04. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
F05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
F06. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
F07. Corporate Purpose & Social Responsibility Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture. *All not-for-profit, charity or government work should be entered in the relevant sector and/or A07. Not-for-profit / Charity / Government category in section A. Experiential: Brand Sectors.*	
F08. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
F09. Cultural Engagement Work that honours brands that craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

EXPERIENCE: CREATIVE BUSINESS TRANSFORMATION LIONS

The Creative Business Transformation Lions celebrate the creativity that drives businesses forward – creative transformation that changes thinking, buying and behaviour.

The work should demonstrate how creative change has been achieved across core business functions and has delivered a positive impact and growth for business, staff or stakeholders. This could include, but not be limited to, the reinvention of operations and stakeholder experiences, the innovative use of technology and business design and the creation of new products and services in order to generate transformative change.

- A number of criteria will be considered during judging, weighted as follows: 30% strategy & process; 35% experience & implementation; 35% business results & impact.
- The same piece of work can be entered up to four times in Creative Business Transformation.
- For Creative Business Transformation Lions the eligibility dates are 01 February 2024 - 08 April 2027 where the transformation being judged was first implemented within the eligibility period, except for category 'E01 End-End Transformation', which has an eligibility period of 01 February 2022 - 08 April 2027.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. TRANSFORMATIVE STRATEGY Work that transforms human insights into strategic advantages, converting innovative concepts into tangible business outcomes.	MATERIALS
A01. Transformative Strategy Work that transforms human insights into strategic advantages, converting innovative concepts into tangible business outcomes.	Compulsory • Information deck • Proof of Impact Highly Recommended (Optional) • Case film Optional • Appendix • Digital supporting content • Digital supporting images • Physical support material • URL

B. CUSTOMER EXPERIENCE DESIGN Customer-facing creative experience focused design that has created new ways for brands to interact with their customers.	MATERIALS
B01. Customer Experience Design Creative design of the customer experience. Initiatives that strengthen customer relationships by creating seamless journeys that span the digital and physical worlds, characterised by timely and personalised touchpoints.	Compulsory • Information deck • Proof of Impact Highly Recommended (Optional) • Case film Optional • Appendix • Digital supporting content • Digital supporting images • Physical support material • URL
B02. Product A new or reinvented physical or digital product, launched by an existing brand which has transformed the offer of that brand and addresses evolving customer needs and changes to a competitive marketplace.	
B03. Service Design New or reinvented cross-channel service design, launched by an existing brand, which embodies a brand's vision and delivers a frictionless customer journey that is integrated across multiple touchpoints.	
B04. Brand Purpose & Impact Transformation of a brand's ethical or socially driven purpose that authentically connects with customers, culture and society. How purpose has been embedded across core business functions. This could include, but not be limited to, product development, customer experience, marketing, people management, supply chains, etc.	

C. BUSINESS OPERATIONS AND TECHNOLOGY Redesign of internal operations and technology to drive results, engage employees and build culture.	MATERIALS
C01. Operational Transformation Wholesale, internal transformation that has created value through the scaled adoption of new or modified ways of working, such as operating models, processes or tools. Changes may involve staff, suppliers, distributors, consumers, regulators/governments.	Compulsory • Information deck • Proof of Impact Highly Recommended (Optional) • Case film Optional • Appendix • Digital supporting content • Digital supporting images • Physical support material • URL
C02. New Relationship Models Reinvention of the way customers use existing products/services, through the creation of new routes to market and delivery methods, such as direct-to-customer models, subscriptions and service-based propositions, often that blend digital and physical behaviours to create long-term customer relationships.	
C03. Marketing Technology for Growth The strategic application of marketing technology to improve efficiency, reach more customers, strengthen engagement and deliver results, such as retention and conversion of customers. May include, for example, use of third-party platforms (CRM, CMS, payments systems, etc.).	
C04. Creative Application of Emerging Technology Application of new or emerging technology that transformed how a brand/business and its customers interact. This could include, but not be limited to, the application of AI, data intelligence, cognitive tools, voice assistance, etc.	
C05. Venture Models & Corporate Innovation Solving business problems through an outside-in approach. The successful creation and launch of new products /services developed in venture models. This could include, but not be limited to, use of incubators, accelerators, R&D and investments in start-ups, etc.	
C06. Experience Transformation Organisations that have reimagined their internal culture, workplace environment, and employee engagement strategies in ways that improve job satisfaction, productivity, and retention driving meaningful business transformation. The work should demonstrate how implementing creative solutions—whether through communication, technology, or organisational design, created a more dynamic, inclusive, and supportive workplaces, resulting in positive shifts in business performance and employee well-being.	

D. DATA & ANALYTICS Transformative approaches to customer insight and targeting to effectively build new products/services or scale existing ones. Work that uncovers behavioural truths that enable businesses to capture new audiences and/or create more relevant experiences.	MATERIALS
D01. Targeting, Insights & Personalisation Transformative approaches to customer insight and targeting to effectively build new products/services or scale existing ones. Work that uncovers behavioural truths that enable businesses to capture new audiences and/or create more relevant experiences.	Compulsory • Information deck • Proof of Impact Highly Recommended (Optional) • Case film Optional • Appendix • Digital supporting content • Digital supporting images • Physical support material • URL

E. BUSINESS OPERATIONS AND TECHNOLOGY Celebrating how a business successfully transforms inside and out.	MATERIALS
E01. End-to-End Transformation Celebrating how a business successfully transforms inside and out – from internal operations, teams, training programmes and policies to the choice of suppliers and partners, and how all this impacts the products and services, communications and customer experience. The work should demonstrate tangible results within every stage or touchpoint of the transformation. *There is an increased eligibility for this category of 5 years: 06 February 2021 – 09 April 2026.*	Compulsory • Information deck • Proof of Impact Highly Recommended (Optional) • Case film Optional • Appendix • Digital supporting content • Digital supporting images • Physical support material • URL

EXPERIENCE: CREATIVE COMMERCE LIONS

The Creative Commerce Lions celebrate the innovative and creative approach to online and offline commerce and payment solutions.

The work should demonstrate how innovation and optimisation at any point of the end-to-end customer journey led to increased consumer engagement and commercial success.

- A number of criteria will be considered during judging, weighted as follows: 30% idea; 20% strategy; 20% execution; 30% results.
- The same piece of work can be entered up to four times in Creative Commerce. However, the same piece of work may only be entered once in 'A. Creative Commerce: Sectors'.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. CREATIVE COMMERCE: SECTORS The same entry can be submitted only once in this section.	MATERIALS
A01. Consumer Goods All fast-moving and durable consumer goods, including but not limited to food and beverages, beauty products, toiletries, cleaning products, other household goods, other FMCGs, fashion, lifestyle, clothing and accessories, furniture, and consumer electronics. *All fast-food entries should be entered into A04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains.*	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
A02. Healthcare Pharma, OTC drugs, wellness.	
A03. Automotive Vehicles, other automobiles.	
A04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
A05. Media/Entertainment Music, film, television, publications and media, books, news, digital platforms and other media.	
A06. Consumer Services/Business to Business All commercial public services, legal, financial, education, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	

B. COMMERCE CHANNELS Work in these categories will be judged on commerce creativity and channel innovation.	MATERIALS
B01. Social & Creator Commerce Work using social platforms or creators to drive online and offline commerce, including but not limited to affiliate marketing, shoppable content, live shopping, and Direct to Consumer (DTC) creator collaborations. Work where creators act as equity or design partners in developing the product experience or go-to-market strategy will also be considered.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
B02. Mobile-Led Commerce The creative application of mobile commerce solutions that led to optimisation of the customer journey, increased engagement and commercial success. This may include, but is not limited to, apps, wallets, reward programmes and hyper-convenience.	
B03. Entertainment Commerce The seamless integration of transactional commerce and entertainment content through unexpected partnerships and brand experiences. This could include, but not be limited to, long-form content, retail theatre, gaming, sports, music, virtual worlds, etc.	
B04. Omnichannel Commerce Work that effectively integrates multiple conversion touchpoints in Social, digital and/or physical channels.	
B05. Innovative use of Commerce Channel Commerce work that demonstrates the inventive use of new or existing technology, platforms, media or channels.	
B06. Commerce Media Celebrating work that transforms commercial media spaces into powerful brand storytelling opportunities. This category recognises work that strategically harnesses retail media networks, shoppable formats, and commerce platforms to create meaningful connections at the moment of purchase decision. The work should demonstrate how media placement within the commerce ecosystem drives both engagement and measurable business impact.	

C. ENGAGEMENT Creative commerce work in this section should focus on engaging and captivating audiences both online and offline.	MATERIALS
C01. Targeting, Insights and Personalisation Dynamic content that enriches the user's shopping experience and drives engagement to achieve business results.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
C02. Conversational Commerce Work that uses messaging services, chatbots, voice assistants, customer assistance, etc. to improve the online shopping experience through real-time, personalised customer engagement.	
C03. In-Store Experiences This could include, but not be limited to, offline retail promotions, store displays, pop-up stores and events, product sampling/trials, limited-edition products, etc.	
C04. Customer Acquisition & Retention Online and offline work designed to attract or maintain customers, encourage customer activity and increase overall transaction value. This may include but is not limited to promotions, competitions, geofencing, app and social integration, etc.	
C05. New Realities & Emerging Tech Immersive experiences that creatively push the boundaries of technology within commerce. This may include but not be limited to, AR, VR, wearable tech and mobile devices, voice technology, blockchain technology, Web3, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • AR/VR files • Digital supporting content • Digital supporting images • Physical support material • URL

C06. Brand Strategy Innovative strategic solutions to brand challenges that have a tangible impact on customer experience and engagement.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL

D. USER EXPERIENCE Commerce work in this section should focus on the customer journey, ensuring a seamless experience at every touchpoint.	**MATERIALS**
D01. End-to-End Commerce Celebrating the entire customer journey, from initial awareness through to post-purchase. This could include, but not be limited to, UX, UI, user experience patterns, conventions, preferences, branding, etc.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
D02. eCommerce Websites/Apps The creation of exceptional e-commerce B2B or B2C websites or apps. This may include, but is not limited to, the seamless user experience, functionality and the conversion rate of the website/app in order to drive sales.	Compulsory • Digital presentation image • Proof of Impact • URL Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material
D03. Payment Solutions Creative use of payment solutions. This could include, but not be limited to, software and apps, blockchain technology, cryptocurrencies, NFTs, mobile wallet and reward programme automation, delegated authority, hyper-convenience and order buttons. Does not include prototypes of early-stage technology.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
D04. Sustainable Commerce This could include, but not be limited to, responsible consumption and production, packaging, economic models (i.e. replenishment), environmentally friendly shipping options, waste management, commerce for good, etc.	
D05. Inclusive Commerce Initiatives that have successfully designed and implemented commerce strategies prioritising inclusivity and accessibility for diverse audiences. Work that embraces inclusivity whether through product innovation, technology, or distribution, driving equitable economic participation and fostering a more diverse and empowered consumer base.	

E. CHALLENGES & BREAKTHROUGHS Creative and innovative work that's brought to life through deep cultural insight, regional context and progressive thinking.	MATERIALS
E01. Challenger Brand Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
E02. Social Behaviour Work inspired by a specific audience or community, relying on identifiable social behaviour. The work should demonstrate how leveraging insights into consumer behaviour can create a powerful connection with a brand.	
E03. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
E04. Corporate Purpose & Social Responsibility Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture.	
E05. Use of Humour Work that celebrates the art of humour in branded communications. Infusing wit, satire, and cleverness into campaigns that provide amusement and create memorable, laughter-inducing connections with audiences.	
E06. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
E07. Cultural Engagement Work that honours brands that craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

EXPERIENCE: INNOVATION LIONS

The Innovation Lions celebrate ground-breaking innovation, technology and problem solving ideas that turn imagination into impactful reality.

- The same piece of work may only be entered in either section A or B. Work can be entered up to two times in section 'B. Innovation'. However, the same piece of work may only be entered once in 'A. Early-Stage Technology'.
- Work entered into 'A01. Early-Stage Technology' may be at prototype/pre-production stage. However pre-development ideas/concepts are not eligible. Entrants in all categories must be in a position to fully demonstrate any technology entered. Concepts alone will not be permitted.
- Shortlisted entrants will be required to present their work to the jury.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. EARLY-STAGE TECHNOLOGY Prototypes and beta-stage builds are eligible where the core functionality can be demonstrated. Pre-development ideas without a working demonstration are not permitted.	MATERIALS
A01. Early-Stage Technology Work that showcases technology in prototype or beta stages of its creation. It may still be attracting funding or only operating at a fraction of its projected scale.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • URL

B. INNOVATION	MATERIALS
B01. Brand-Led Innovation Brand-aligned, breakthrough and revolutionary ideas, and forward-thinking methods that are rooted in finding solutions to specific brand challenges and/or propelling a brand forward.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • URL
B02. Product Innovation Products created and developed in response to a business or consumer challenge. This could include, but is not limited to, solutions-driven products, consumer experience, integration of technology into daily life and sustainability.	
B03. Environmental Innovation Work that demonstrates a positive environmental contribution. Innovative approaches to being regenerative and work that creates a long-term sustainable impact on the environment.	
B04. Societal Innovation Work that addresses complex societal challenges. Innovative solutions that seek to drive positive and transformative change. This could include, but not be limited to, education, healthcare, equality, financial inclusion, social justice and cultural norms.	
B05. Technology Breakthrough technology or solutions that aim to advance, enrich or improve a brand. This could include, but not be limited to, data-led technologies, innovative platforms, tools, models, programmes, hardware, software, bespoke products and solutions.	
B06. Fintech Work that demonstrates innovative opportunities that aim to reshape the financial landscape. This could include, but not be limited to, expanding access in emerging markets by reducing costs, pioneering financial products that empower consumers and revolutionising payments to reshape how consumers handle their finances.	

EXPERIENCE: LUXURY LIONS

Celebrating creativity that builds desirability and brand equity for luxury goods and experiences.

The Luxury Lions will recognise creativity and innovation rooted in craftsmanship. Work should aim to set a new benchmark for the luxury sector, driving business performance and brand loyalty, including the creative evolution of business models and broader transformation.

- A number of criteria will be considered during judging, weighted as follows: 20% creative idea; 20% strategy; 30% execution; 30% results.
- There is no overall limit to how many times the same piece of work can be entered into Luxury Lions as long as the categories chosen are relevant.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. LUXURY	MATERIALS
A01. Experience Physical or digital luxury experiences that are set up to engage and strengthen relationships and make the brand more memorable. This may include, but is not limited to, immersive experiences, live events, AR/VR, installations, virtual worlds, multiscreen and multidimensional experiences. Does not include prototypes of early-stage technology.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
A02. Sustainable Luxury Work that demonstrates a long-term impactful environmental contribution. Innovative approaches to being sustainable and work that creates a long-term positive impact on the environment.	
A03. Craft Luxury work brought to life through exceptional craft. This may include, but is not limited to, art direction, digital craft, film craft, copywriting, illustration, typography, photography, etc.	
A04. 360 Campaign Work that successfully carries a luxury brand's message across multiple platforms/channels, both online and offline. The work should demonstrate how luxury content featuring a brand's message and/or product has been seamlessly implemented across various channels to amplify meaningful experiences and customer engagement.	
A05. Clienteling & VIP Experiences NEW Bespoke, high-touch programmes designed to surprise and retain high-value clients. This includes but is not limited to private previews, atelier services, concierge and after-sales rituals, personalised gifting and invitation-only experiences.	
A06. Brand Storytelling Luxury campaigns that use exceptional brand/consumer stories to drive meaningful engagement with a specific audience.	
A07. Celebrity & Cultural Influence NEW Recognising creative use of celebrity and cultural moments as strategic media. The work should demonstrate how it orchestrated narrative, PR and social architecture before, during and after the moment.	
A08. Partnerships/Collaborations Partnerships/sponsorships that create immediate and long-term brand experiences or activations.	
A09. Technology Immersive luxury experiences that creatively push the boundaries of technology and engage with consumers. This may include, but is not limited to, AI, AR, VR, XR, wearable tech and mobile devices, voice technology, gamification, virtual worlds, the metaverse and all other emerging platforms. Does not include prototypes of early-stage technology.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • AR/VR files • Digital supporting content • Digital supporting images • Physical support material • URL

A10. Luxury Creator Partnership NEW Luxury brands partnering with creators to communicate craftsmanship, heritage, and exclusivity through authentic, high-quality content.	**Compulsory** • Digital presentation image • Proof of Impact • URL **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material
A11. Diversity, Equity & Inclusion Luxury work that tackles and confronts disparities based on sex, sexuality, disability, age, race, ethnicity, origin, religion or other status within the luxury space.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • URL
A12. Luxury PR & Editorial Partnerships NEW Recognising earned influence in luxury through editorial craft. This includes but is not limited to magazine photo or video editorials, publisher co-created franchises and cultural media tie-ins.	

GOOD: GLASS: THE LION FOR CHANGE

Glass: The Lion for Change recognises creative work that addresses inequality, prejudice and social or systemic injustice by consciously representing and empowering marginalised communities. This can include, but not be limited to, disabled people, Black and Indigenous people, refugees, people who seek asylum, displaced individuals, minority religious groups, marginalised ethnic groups, LGBTQIA+ communities, underserved socioeconomic groups and people of all ages, especially those underrepresented or stigmatised in society.

Celebrating brands that use creative excellence to drive cultural shifts, create systemic change, and set new standards for positive impact for the communities it serves.

- A number of criteria will be considered during judging and weighted as follows: 25% idea; 25% strategy; 50% impact and results.
- The same piece of work can be entered up to two times in Glass.
- The work entered into Glass can be for any commercial or non-commercial client, regardless of the product or service or the medium of communication.
- Shortlisted entrants will be required to present their work to the jury.
- All case films, films, demo films and original content must be subtitled in English.
- All entry fees for Glass are donated to related charities that will be announced after the festival has taken place.

See Examples

A. GLASS	MATERIALS
A01. Technology Technology and technological solutions that enhance, facilitate, or improve the way individuals, groups, and ideas are represented in digital and physical spaces. The work should demonstrate how diversity and inclusion are embedded in the technology's design, execution, and impact, driving positive social change and innovation.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • URL
A02. Product/Service Products and services designed to uplift and accurately represent individuals and communities from varied backgrounds, cultures, and identities. The work should show that by reducing bias and promoting fairness, these products and services enable brands to better serve and connect with audiences, fostering a more inclusive and respectful environment.	
A03. Initiatives Programmes, campaigns, and movements aimed at improving how people and communities are represented across media and public spaces. The work should demonstrate how the initiative has been implemented to drive systemic change, and promote the equitable portrayal of diverse identities, experiences, and perspectives.	
A04. Internal Practices and Values Policies, standards, and cultural practices that organisations implement to ensure fair, inclusive, and authentic representation within their internal operations and workforce. This may include but is not limited to fostering an inclusive culture, and embedding equitable representation in decision-making processes across an organisation.	

GOOD: SUSTAINABLE DEVELOPMENT GOALS LIONS

The Sustainable Development Goals Lions celebrate creative problem solving, solutions or other initiatives that harness creativity and seek to have a positive impact on the world.

The work should demonstrate how it contributed to or advanced the 2030 Agenda for Sustainable Development across people, planet, prosperity, peace and partnerships.

- A number of criteria will be considered during judging, weighted as follows: 15% idea; 20% strategy; 15% execution; 50% impact and results.
- The same piece of work can be entered up to four times in Sustainable Development Goals.
- For Sustainable Development Goals Lions, the eligibility dates are 01 February 2024 - 08 April 2027, where the work being judged was first implemented within the eligibility period.
- Subtitles are highly recommended on all case films, films, demo films and original content.
- All entry fees for Sustainable Development Goals are donated to related-charities that will be announced after the festival has taken place.

See Examples

A. PEOPLE	MATERIALS
A01. Poverty The work in this category will represent efforts to end poverty in all its forms everywhere. Its manifestations include hunger and malnutrition, disaster-prone geographies, social discrimination, limited access to education and other basic services.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
A02. Hunger Work here should demonstrate efforts to end hunger, achieve food security, improve nutrition and promote sustainable agriculture and food production systems.	
A03. Good Health and Well-being Work in this category will work towards ensuring healthy lives and the promotion of well-being for all. Examples here can include campaigns that address maternal mortality, disease epidemics, substance abuse, sexual and reproductive healthcare, services and access.	
A04. Quality Education Work that contributes to the establishment of inclusive and quality education for all and the promotion of lifelong learning opportunities. Includes efforts towards affordable, equal and safe access to education – regardless of race, gender or disability.	
A05. Gender Equality Work that contributes to the eradication of deeply rooted gender-based discrimination and the achievement of gender equality and empowerment for all.	

B. PLANET	MATERIALS
B01. Clean Water and Sanitation Work that contributes towards the availability and sustainable management of water and sanitation for all.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
B02. Affordable and Clean Energy Work that promotes the necessity of access to affordable, reliable, sustainable and modern energy for all.	
B03. Sustainable Cities and Communities Work that represents efforts to make cities and human settlements completely inclusive, safe, resilient and sustainable. Common urban challenges include congestion, lack of funds to provide basic services, a shortage of adequate housing, declining infrastructure, accessibility and rising air pollution within cities.	
B04. Responsible Consumption and Production Work that contributes towards the implementation of sustainable consumption and production patterns for all. The work should focus on promoting resource and energy efficiency through reduction of natural resource consumption across the supply chain, involving everyone from producer to final consumer.	
B05. Climate Action Work that reflects the necessity of the urgent action required to combat climate change and its impacts.	
B06. Life Below Water Work that promotes the need to conserve and manage our oceans, seas and marine resources for sustainable development. The work may focus on various issues such as temperature, chemistry, currents and life.	
B07. Life on Land Work that promotes the protection, restoration and sustainable use of our land-based ecosystems, e.g. sustainable management of forests, prevention of desertification and the termination and reversal of land degradation and biodiversity loss.	

C. PROSPERITY	MATERIALS
C01. Decent Work and Economic Growth Work that promotes sustained, inclusive and sustainable economic growth. This could include, but not be limited to, work that demonstrates efforts to reach safe, productive and equal employment for all, increased access to financial services to manage incomes, accumulate assets and make productive investments, and effective eradication of forced labour and modern slavery.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
C02. Industry, Innovation and Infrastructure Work that reflects attempts to build resilient infrastructure, promote inclusive and sustainable industrialisation and nurture investment and innovation in transport, irrigation, energy and information and communication technology.	
C03. Reduced Inequalities Work that demonstrates efforts to reduce inequality within and among countries. Inequalities can refer to disparity in incomes as well as those based on age, sex, sexuality, disability, race, ethnicity, origin, religion or economic or other status within a country.	

D. PEACE	MATERIALS
D01. Peace, Justice and Strong Institutions Work that is aimed at the promotion of peaceful and inclusive societies for sustainable development. It will show attempts to provide access to justice for all and build effective, accountable and inclusive institutions at all levels.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL

E. PARTNERSHIP	MATERIALS
E01. Partnerships for the Goals Work that contributes to the revitalisation and enhancement of global partnerships. Work that endeavours to bring together governments, civil society and the private sector to help in the implementation of sustainable development.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL

HEALTH: HEALTH & WELLNESS LIONS

The Health and Wellness Lions celebrate creativity for personal wellbeing.

The work should demonstrate an inspired approach to consumer healthcare. It should be exceptionally engaging work that promotes non-prescription products and services, publically educates to allow self-diagnosis or facilitates pro-active personal care.

- The same piece of work may only be entered in either Health & Wellness Lions or Pharma Lions.
- There is no overall limit to how many times the same piece of work can be entered into Health & Wellness as long as the categories and mediums chosen are relevant. However, the same piece of work may only be entered once in section 'A. Consumer Products Promotion'.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. CONSUMER PRODUCTS PROMOTION

Work created to drive choice for a specific branded product that does not require prescription but provides either a meaningful health benefit or supports personal wellbeing. The same entry can be submitted only once in this section.

A01. OTC Oral Medicines

Non-prescription drugs, OTC medicines and tablets, digestive health.

Choose your Health & Wellness mediums from the list below.

A02. OTC Applications

Insect repellents, skin remedies (non-cosmetic), corn treatments, wart and verruca treatments, athlete's foot treatments, eye drops, ear drops, heat creams, nail treatments, foot treatments, hand sanitiser, toothpaste, mouthwash, medicated shampoo, hair loss products.

Choose your Health & Wellness mediums from the list below.

A03. OTC Products

Condoms, contact lenses, prescription glasses, dental floss, adhesive plasters, heat pads, first aid kit items, orthotics, back supports, incontinence products, pregnancy tests, fertility testing kits/products, drug-free pain relief, other health and wellness products.

Choose your Health & Wellness mediums from the list below.

A04. Nutraceuticals

Vitamins, minerals, herbal remedies, supplements, functional food, micronutrients, omega-3s, antioxidants, probiotics, effervescent vitamin drinks.

Choose your Health & Wellness mediums from the list below.

A05. Health & Wellness Tech

Branded communication focusing on digital products, apps, wearables and gadgets that aid a healthy lifestyle. This could include, but not be limited to, fitness, diet, stress and sleep.

Choose your Health & Wellness mediums from the list below.

B. HEALTH AWARENESS & ADVOCACY

Work that promotes general health awareness, encourages proactive personal care or inspires advocacy and donations for legitimate health related causes.

B01. Brand-Led Education & Awareness

Brand-funded communications to promote health awareness and encourage proactive personal care. This could include, but not be limited to, self-examination, anti-smoking, anti-drugs, health and hygiene information, AIDS awareness, alcohol abuse awareness, sexual health awareness, dietary information, cardiovascular care, exercise and wellbeing. This category will also include unbranded disease awareness.

Choose your Health & Wellness mediums from the list below.

B02. Non-profit Health Education, Advocacy & Fundraising

Work promoting health and wellness through charitable or not for profit organisations. This could include, but not be limited to, fundraising initiatives, public health awareness, disease and condition advocacy, treatment education, prevention campaigns (anti-smoking, drug prevention, etc.), sexual health awareness, dietary information, cardiovascular care, exercise and wellbeing, blood and organ donations, and volunteer recruitment.

Work for Government should be entered in 'B01. Brand-led Education & Awareness'. Choose your Healthcare mediums from the list below

C. HEALTH SERVICES & CORPORATE COMMUNICATIONS

Work created to communicate a health brand ethos through public-facing corporate image campaigns or directly promote public health services and facilities, medical insurance and financial plans.

C01. Corporate Image & Communication

Corporate image work for health and wellness products, companies, producers, clinics, hospitals, retail and facilities.

Choose your Health & Wellness mediums from the list below.

C02. Health Services & Facilities

Communications directly promoting consumer facilities. This could include, but not be limited to, hospitals, clinics and surgeries, psychiatrists, psychologists, therapists, physiotherapists, opticians, optometrists, dental clinics, chiropodists, osteopaths, chiropractors, dermatologists, obstetricians and gynaecologists, cardiologists, paediatricians, plastic surgeons, urologists, endocrinologists, oncologists, nutritionists, dieticians, pharmacies, and health shops.

Choose your Health & Wellness mediums from the list below.

C03. Insurance

Medical insurance and financial plans.

Choose your Health & Wellness mediums from the list below.

C04. Holistic Wellbeing & Mindful Living

Celebrating creative excellence in promoting holistic approaches to health that nurture mind-body connection and overall wellbeing. This category recognises work that inspires audiences to embrace practices and products that enhance mental, physical, and spiritual wellness through mindful living.

Choose your Health & Wellness mediums from the list below.

D. ANIMAL HEALTH

D01. Animal Health

Pets and other animal health products and services for the attention of consumers that show a meaningful health benefit. Includes veterinary clinics and surgeries, fundraising for animal charities and facilities, animal wellbeing.

Choose your Health & Wellness mediums from the list below.

HEALTH & WELLNESS MEDIUMS

AUDIO & RADIO	MATERIALS
Audio & Radio Work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling across the airwaves and digital streams. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • Each execution constitutes one entry.	**Compulsory** • Audio File • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

CREATIVE DATA	MATERIALS
Creative Data Work enhanced or driven by the creative use, interpretation, analysis or application of data. The creative use of data must sit at the core of the idea, and the results/impact must be clear and robust. • A number of criteria will be considered during judging and weighted as follows: 20% creative idea/data solution; 30% data driven strategy; 30% use of data; 20% data driven results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

DIGITAL CRAFT	MATERIALS
Digital Craft: Interface & Navigation (UI)/User Experience (UX) Work focused on the interactive journey and exceptional form and function within digital healthcare. Work that demonstrates flawless design, expert execution and outstanding user experiences across all digital platforms to drive progress in healthcare. • Criteria considered during judging will predominantly be the execution and experience.	**Compulsory** • Digital presentation image • Proof of Impact • URL **Highly Recommended (Optional)** • Demo film **Optional** • AR/VR files • Digital supporting content • Digital supporting images • Physical support material

DIRECT	MATERIALS
Direct Targeted and response-driven creativity. The work should demonstrate how insights and/or data were used as part of the strategy to engage specific target audience groups, prompting them to take action. It should show the idea helped to develop customer relationships, inspiring action and producing measurable results. • A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% impact and results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

ENTERTAINMENT	MATERIALS
Entertainment Ideas that are unskippable, engaging users through entertainment platforms such as music, sport and gaming, communicating a brand message or connecting with consumers in a new way. • A number of criteria will be considered during judging and weighted as follows: 20% strategy & insight; 30% creative idea; 30% craft & execution; 20% results. • Brands refers to talent, artists, creators, influencers, streamers, athletes, teams, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the entertainment industry. • If you're submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode. • Traditional film advertising should be entered into the Film medium.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Original content • Physical support material • Private case film (pharma only) • URL

EXPERIENTIAL	MATERIALS
Experiential Work that bring brands to life through experience, action, interaction and participation. Entries should demonstrate how the creative idea turned brand strategy into distinctive participatory worlds, defining moments, environments and systems that audiences actively experience, influence or complete. • A number of criteria will be considered during judging and weighted as follows: 25% idea; 25% strategy; 25% execution; 25% results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

FILM	MATERIALS
Film: Cinema, TV and Digital Film Content Creativity of the moving image. The work should demonstrate brilliant brand storytelling intended for a screen. Includes filmed content created for TV, cinema, streaming, online and out-of-home experiences. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. • Each film execution constitutes one entry.	**Compulsory** • Film • Proof of Impact **Optional** • AR/VR files • URL

FILM CRAFT	MATERIALS
Film Craft: Animation/Visual Effects All forms and styles of animation and visual effects created for film. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. • Each film execution constitutes one entry.	Compulsory • Film • Proof of Impact Highly Recommended (Optional) • Demo film Optional • AR/VR files • Digital supporting content • URL
Film Craft: Cinematography The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's not in English should be subtitled so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. • Each film execution constitutes one entry.	
Film Craft: Direction The vision and achievement of the direction, including the translation of the creative brief through a director's vision and how well that vision has been achieved. This may include but is not limited to the way that casting, set design, sound design and cinematography have been used to bring that vision to life. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. • Each film execution constitutes one entry.	
Film Craft: Production Design/Art Direction The aesthetic of the production design/art direction. This includes set design and location builds, as well as the overall look, feel and atmosphere of the piece. The Jury will consider how the narrative has been enhanced by the artful management of the visual components. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. • Each film execution constitutes one entry.	
Film Craft: Script The film's script, as written. Analysis of the script will include dialogue, voiceovers, scene setting, movement, actions and expressions. The Jury will consider how successfully the script delivers on the creative idea, while also considering the effectiveness in conveying important health-related information. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. • Each film execution constitutes one entry.	
Film Craft: Use of Music/Sound Design The impact and success of original/licensed music and/or the creative use of sound design within film advertising. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. • Each film execution constitutes one entry.	

HEALTHCARE PRODUCT INNOVATION	MATERIALS
Healthcare Product Innovation Products, devices and service innovations that have helped solve a business or patient issue for a health brand or have been produced/developed in order to meet a brand's communication needs. • A number of criteria will be considered during judging and weighted as follows: 40% idea; 40% execution, form and function; 20% results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

INDUSTRY CRAFT	MATERIALS
Industry Craft: Art Direction The overall design, direction and visual execution. • Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • Criteria considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries, each execution constitutes one entry. • For Packaging & Brand Communication & Design entries,whole campaigns should be entered as one entry. • There's no overall limit to how many times the same piece of work can be entered into Industry Craft.	**Compulsory** • Digital proof • Proof of Impact **Highly Recommended (Optional)** • Demo film **Optional** • Digital supporting content • Digital supporting images • Physical support material • URL
Industry Craft: Copywriting How the copywriting brings the creative idea to life. • Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • Criteria considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries, each execution constitutes one entry. • For Packaging & Brand Communication & Design entries, whole campaigns should be entered as one entry. • There's no overall limit to how many times the same piece of work can be entered into Industry Craft.	
Industry Craft: Illustration The creative impact of the illustration. • Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • The criterion considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries, each execution constitutes one entry. • For Packaging & Brand Communication & Design entries, whole campaigns should be entered as one entry. • There's no overall limit to how many times the same piece of work can be entered into Industry Craft.	
Industry Craft: Photography Engagement through use of photography and creative expression. • Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • Criteria considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries, each execution constitutes one entry. • For Packaging & Brand Communication & Design entries, whole campaigns should be entered as one entry. • There's no overall limit to how many times the same piece of work can be entered into Industry Craft.	
Industry Craft: Typography Design aesthetics and storytelling conveyed through the use of typography. • Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • The criterion considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries, each execution constitutes one entry. • For Packaging & Brand Communication & Design entries, whole campaigns should be entered as one entry. • There's no overall limit to how many times the same piece of work can be entered into Industry Craft.	

INTEGRATED	MATERIALS
Integrated Comprehensive, multi-channel approaches that demonstrate seamless integration across touchpoints - from digital platforms and events to peer-to-peer education and brand resources. The work should show how the integration of chosen elements or channels throughout the campaign complemented and built on each other to drive tangible business results and were instrumental to cultural change or integral in the achievement of brand purpose. • Criteria considered during judging will predominantly be the idea, strategy, execution and results.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

MOBILE	MATERIALS
Mobile Device-driven creativity. Entries should demonstrate performance in portable platforms. Includes work where a handheld or wearable environment is central to the idea and experience and enables key aspects of the execution. • Criteria considered during judging include idea, execution, platform relevance, impact and results.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film • Demo film Optional • AR/VR files • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

OUTDOOR	MATERIALS
Outdoor: Ambient Nonstandard and free-format outdoor advertising that leverages the use of public spaces, objects and environments in an unconventional manner. This could include, but not be limited to, small-scale solutions, special build, installations, live advertising and events. • Criteria considered during judging will predominantly be the idea, the execution and the impact.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
Outdoor: Standard Content intended for static and digital billboards, posters, bus stops, in-store posters, point of sale, signage, transit solutions, banners, etc. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • For Standard Outdoor entries, each execution constitutes one entry.	Compulsory • Digital proof • Proof of Impact Optional • Digital supporting images • Physical support material • URL

PR	MATERIALS
PR Strategic and creative communication that demonstrates how original thinking, transformative insight and a strategy rooted in earned media have influenced opinion and driven business, societal and/or cultural change. Work with storytelling at its core, which established, protected and enhanced the reputation and business of an organisation or brand. • A number of criteria will be considered during judging and weighted as follows: 20% idea; 30% PR strategy; 20% PR execution; 30% impact and results.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

PRINT & PUBLISHING	MATERIALS
Print & Publishing: Collateral Brochures, booklets, leave behinds, custom sales materials, detail aids, promotional items, brand reminders, calendars, newsletters, annual reports and press releases. • Criteria considered during judging will predominantly be the idea, the execution and the impact.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
Print & Publishing: Standard Content intended for published printed media. This could include, but not be limited to; newspaper, magazines, medical journals and inserts. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • For Standard Print entries, each execution constitutes one entry.	Compulsory • Digital proof • Proof of Impact Optional • Digital supporting images • Physical support material • URL

SOCIAL & CREATOR	MATERIALS
Social & Creator Creative social-first thinking and strategic creator or influencer marketing specifically created for healthcare solutions. The work should demonstrate how plaform-natice strategy, creator partnerships and community engagement drove cultural impact, audience connection and measurable results for a brand. • A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% results.	Compulsory • Digital presentation image • Proof of Impact • URL Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only)

USE OF HUMOUR	MATERIALS
Use of Humour Work that skilfully employs humour to break through traditional healthcare communication barriers, making complex medical information more accessible and memorable whilst maintaining trust, compliance, and sensitivity. • A number of criteria will be considered during judging and weighted as follows: 20% strategy & insight; 30% creative idea; 30% craft & execution; 20% results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Original content • Physical support material • URL

USE OF TECHNOLOGY	MATERIALS
Use of Technology Use of existing or new technology to execute or support a brand campaign. This could include, but not be limited to, AI, AR and VR, robotics, gadgets and electronics, wearable and interactive technology, etc. Does not include prototypes of early-stage technology. • Criteria considered will predominantly be the idea, execution and results of the technology on the brand, product or service.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

HEALTH: PHARMA LIONS

The Pharma Lions celebrate creative communications for pharmaceutical clients and services with work that brings science and innovation to life.

All work entered into Pharma Lions must be aimed at specific practitioners and patient groups in relation to the management of a disease or medical condition diagnosed and treated by a healthcare professional.

- There is no overall limit to how many times the same piece of work can be entered into Pharma as long as the mediums chosen are relevant.
- The same piece of work may only be entered in either the Pharma Lions or the Health & Wellness Lions.
- Only products and services prescribed by healthcare professionals should be entered in the Pharma Lions. However, the same piece of work can only be entered in either section 'A. Direct to Consumer', 'B. Regulated', 'C. Non-regulated' or 'D. Veterinary'.
- If you wish to enter an OTC or general wellbeing product or service, please see the Health & Wellness Lions.
- Please read the Supporting Material Guide before entering.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. DIRECT TO CONSUMER

A01. Branded Product or Service Promotion

Direct-to-consumer branded work created to launch and/or promote a specific regulated prescription product, service or therapy.

The work here must have aired in New Zealand, the USA or, in some circumstances, Canada, due to regulatory restraints. Choose your Pharma mediums from the list below.

A02. Unbranded Product or Service Promotion

Direct-to-consumer unbranded work created to launch and/or promote a specific regulated prescription product, service or therapy.

Choose your Pharma mediums from the list below.

B. REGULATED

Work created for a specific regulated branded product, service, therapy or company to drive choice, progress healthcare advancement and raise awareness and understanding of a disease or medical condition.
Only work for products or services that must adhere to strict regulatory compliance and compulsory fair balance copy can be entered in section B. Regulated.

All entrants within this section must provide regulatory requirements for your region in relation to your submission.

B01. Product or Service Promotion: Direct to Patient

Direct-to-patient work created to launch and/or promote a specific branded regulated prescription product, service or therapy.

Choose your Pharma mediums from the list below.

B02. Product or Service Promotion: Healthcare Professional

Work targeted directly at healthcare professionals created to launch and/or promote a specific branded regulated prescription product, service or therapy.

Choose your Pharma mediums from the list below.

B03. Disease Awareness & Understanding: Direct to Patient or Healthcare Professional

Work created to raise awareness and understanding of a disease or medical condition for patients or healthcare professionals.

Choose your Pharma mediums from the list below.

B04. Healthcare Professional Engagement

Work aimed at healthcare professionals, influencers, researchers and key opinion leaders to establish and continue scientific education, drive industry advancement and adopt technologies and programmes associated with the development and distribution of research and treatment options.

Work that is created to raise understanding and awareness of diseases and medical conditions should be entered into B03 Disease Awareness & Understanding: Direct to Patient or Healthcare Professional. Choose your Pharma mediums from the list below.

B05. Patient Engagement

Work aimed at patients intended to support adherence; drive proper, responsible usage of treatment; improve patient experience; and drive better outcomes while building a positive reputation for a client and/or brand.

Approaches may include, but are not limited to, the use of data analytics and connective technology to enhance the patient journey, compliance programmes, screening services and psychosocial support services.

Work that is created to raise understanding and awareness of diseases and medical conditions should be entered into B03 Disease Awareness & Understanding: Direct to Patient or Healthcare Professional. Choose your Pharma mediums from the list below.

B06. Innovative Use of Technology: Patient or Healthcare Professional

Innovative uses of technology solutions for patients or healthcare professionals. Approaches may include, but not be limited to, the treatment, diagnosis and data collection of patients; technology; software and hardware; clinical trial tools; treatment products; etc.

Pre-development ideas/concepts are not eligible. Entrants must be in a position to fully demonstrate the technology. Choose your Pharma mediums from the list below.

C. NON-REGULATED

Work created for a non-regulated branded product, service, therapy or company.
Only work for products or services that are utilised by specific practitioners and patient groups in relation to the management of a disease or medical condition diagnosed and treated by a healthcare professional can be entered into C. Non-Regulated.

If you wish to enter an OTC or general wellbeing product or service, please see the Health & Wellness Lions.

C01. Product or Service Promotion: Direct-to-Patient

Direct-to-patient work created to launch and/or promote a specific branded non-regulated prescription product, service or therapy.

The work here must be in relation to the management of a disease or medical condition diagnosed and treated by a healthcare professional. Choose your Pharma mediums from the list below.

C02. Product or Service Promotion: Healthcare Professional

Work targeted directly at healthcare professionals created to launch and/or promote a specific branded non-regulated prescription product, service or therapy.

The work here must be in relation to the management of a disease or medical condition diagnosed and treated by a healthcare professional. Choose your Pharma mediums from the list below.

C03. Disease Awareness & Understanding: Direct to Patient or Healthcare Professional

Work created to raise awareness and understanding of a disease or medical condition, change perceptions or overcome social stigma.

Choose your Pharma mediums from the list below.

C04. Healthcare Professional Engagement

Work aimed at healthcare professionals, influencers, researchers and key opinion leaders to establish and continue scientific education, drive industry advancement and adopt technologies and programmes associated with the development and distribution of research and treatment options.

Work that is created to raise understanding and awareness of diseases and medical conditions should be entered into C03 Disease Awareness & Understanding: Direct to Patient or Healthcare Professional. Choose your Pharma mediums from the list below.

C05. Patient Engagement

Work aimed at patients intended to support adherence; drive proper, responsible usage of treatment; improve patient experience; and drive better outcomes while building a positive reputation for a client and/or brand. Approaches may include, but are not limited to, the use of data analytics and connective technology to enhance the patient journey, compliance programmes, screening services, psychosocial support services.

Work that is created to raise understanding and awareness of diseases and medical conditions should be entered into C03 Disease Awareness & Understanding: Direct to Patient or Healthcare Professional. Choose your Pharma mediums from the list below.

C06. Innovative Use of Technology: Patient or Healthcare Professional

Innovative uses of technology solutions for patients or healthcare professionals. Approaches may include, but not limited to, the treatment, diagnosis and data collection of patients; technology; software and hardware; clinical trial tools, treatment products, etc.

Pre-development ideas/concepts are not eligible. Entrants must be in a position to fully demonstrate the technology. Choose your Pharma mediums from the list below.

D. VETERINARY

D01. Veterinary

Products and solutions created for animals requiring veterinary diagnosis, prescription and treatment.

Choose your Pharma mediums from the list below.

PHARMA MEDIUMS

AUDIO & RADIO	MATERIALS
Audio & Radio Work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling across the airwaves and digital streams. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • Each execution constitutes one entry.	**Compulsory** • Audio File • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

CREATIVE DATA	MATERIALS
Creative Data Work enhanced or driven by the creative use, interpretation, analysis or application of data. The creative use of data must sit at the core of the idea, and the results/impact must be clear and robust. • A number of criteria will be considered during judging and weighted as follows: 20% creative idea/data solution; 30% data driven strategy; 30% use of data; 20% data driven results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

DIGITAL CRAFT	MATERIALS
Digital Craft: Interface & Navigation (UI)/User Experience (UX) Work focused on the interactive journey and exceptional form and function within digital healthcare. Work that demonstrates flawless design, expert execution and outstanding user experiences across all digital platforms to drive progress in healthcare. • Criteria considered during judging will predominantly be the execution and experience.	**Compulsory** • Digital presentation image • Proof of Impact • URL **Highly Recommended (Optional)** • Demo film **Optional** • AR/VR files • Digital supporting content • Digital supporting images • Physical support material

DIRECT	MATERIALS
Direct Targeted and response-driven creativity. The work should demonstrate how insights and/or data were used as part of the strategy to engage specific target audience groups, prompting them to take action. It should show the idea helped to develop customer relationships, inspiring action and producing measurable results. • A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% impact and results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

ENTERTAINMENT	MATERIALS
Entertainment Ideas that are unskippable, engaging users through entertainment platforms such as music, sport and gaming, communicating a brand message or connecting with consumers in a new way. • A number of criteria will be considered during judging and weighted as follows: 20% strategy & insight; 30% creative idea; 30% craft & execution; 20% results. • Brands refers to talent, artists, creators, influencers, streamers, athletes, teams, organisations, sponsors, platforms, media owners, rights holders or any entity that produces and distributes products and content related to the entertainment industry. • If you're submitting a series, please upload all episodes in a single video file with slates denoting the start of the next episode. • Traditional film advertising should be entered into the Film medium.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Original content • Physical support material • Private case film (pharma only) • URL

EXPERIENTIAL	MATERIALS
Experiential Work that bring brands to life through experience, action, interaction and participation. Entries should demonstrate how the creative idea turned brand strategy into distinctive participatory worlds, defining moments, environments and systems that audiences actively experience, influence or complete. • A number of criteria will be considered during judging and weighted as follows: 25% idea; 25% strategy; 25% execution; 25% results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

FILM	MATERIALS
Film: Cinema, TV and Digital Film Content Creativity of the moving image. The work should demonstrate brilliant brand storytelling intended for a screen. Includes filmed content created for TV, cinema, streaming, online and out-of-home experiences. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. • Each film execution constitutes one entry.	**Compulsory** • Film • Proof of Impact **Optional** • AR/VR files • URL

FILM CRAFT	MATERIALS
Film Craft: Animation/Visual Effects All forms and styles of animation and visual effects created for film. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. • Each film execution constitutes one entry.	Compulsory • Film • Proof of Impact Highly Recommended (Optional) • Demo film Optional • AR/VR files • Digital supporting content • URL
Film Craft: Cinematography The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's not in English should be subtitled so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. • Each film execution constitutes one entry.	
Film Craft: Direction The vision and achievement of the direction, including the translation of the creative brief through a director's vision and how well that vision has been achieved. This may include but is not limited to the way that casting, set design, sound design and cinematography have been used to bring that vision to life. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. • Each film execution constitutes one entry.	
Film Craft: Production Design/Art Direction The aesthetic of the production design/art direction. This includes set design and location builds, as well as the overall look, feel and atmosphere of the piece. The Jury will consider how the narrative has been enhanced by the artful management of the visual components. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. • Each film execution constitutes one entry.	
Film Craft: Script The film's script, as written. Analysis of the script will include dialogue, voiceovers, scene setting, movement, actions and expressions. The Jury will consider how successfully the script delivers on the creative idea, while also considering the effectiveness in conveying important health-related information. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. • Each film execution constitutes one entry.	
Film Craft: Use of Music/Sound Design The impact and success of original/licensed music and/or the creative use of sound design within film advertising. • Criteria considered during judging will predominantly be the idea and the execution. • Work that's not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. • Each film execution constitutes one entry.	

HEALTHCARE PRODUCT INNOVATION	MATERIALS
Healthcare Product Innovation Products, devices and service innovations that have helped solve a business or patient issue for a health brand or have been produced/developed in order to meet a brand's communication needs. • A number of criteria will be considered during judging and weighted as follows: 40% idea; 40% execution, form and function; 20% results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

INDUSTRY CRAFT	MATERIALS
Industry Craft: Art Direction The overall design, direction and visual execution. • Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • Criteria considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries, each execution constitutes one entry. • For Packaging & Brand Communication & Design entries,whole campaigns should be entered as one entry. • There's no overall limit to how many times the same piece of work can be entered into Industry Craft.	**Compulsory** • Digital proof • Proof of Impact **Highly Recommended (Optional)** • Demo film **Optional** • Digital supporting content • Digital supporting images • Physical support material • URL
Industry Craft: Copywriting How the copywriting brings the creative idea to life. • Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • Criteria considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries, each execution constitutes one entry. • For Packaging & Brand Communication & Design entries, whole campaigns should be entered as one entry. • There's no overall limit to how many times the same piece of work can be entered into Industry Craft.	
Industry Craft: Illustration The creative impact of the illustration. • Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • The criterion considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries, each execution constitutes one entry. • For Packaging & Brand Communication & Design entries, whole campaigns should be entered as one entry. • There's no overall limit to how many times the same piece of work can be entered into Industry Craft.	
Industry Craft: Photography Engagement through use of photography and creative expression. • Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • Criteria considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries, each execution constitutes one entry. • For Packaging & Brand Communication & Design entries, whole campaigns should be entered as one entry. • There's no overall limit to how many times the same piece of work can be entered into Industry Craft.	
Industry Craft: Typography Design aesthetics and storytelling conveyed through the use of typography. • Brand & Communications Design, Packaging Design, Print & Publishing & Outdoor. • The criterion considered during judging will predominantly be the execution. • For Standard Print and Outdoor entries, each execution constitutes one entry. • For Packaging & Brand Communication & Design entries, whole campaigns should be entered as one entry. • There's no overall limit to how many times the same piece of work can be entered into Industry Craft.	

INTEGRATED	MATERIALS
Integrated Comprehensive, multi-channel approaches that demonstrate seamless integration across touchpoints - from digital platforms and events to peer-to-peer education and brand resources. The work should show how the integration of chosen elements or channels throughout the campaign complemented and built on each other to drive tangible business results and were instrumental to cultural change or integral in the achievement of brand purpose. • Criteria considered during judging will predominantly be the idea, strategy, execution and results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

MOBILE	MATERIALS
Mobile Device-driven creativity. Entries should demonstrate performance in portable platforms. Includes work where a handheld or wearable environment is central to the idea and experience and enables key aspects of the execution. • Criteria considered during judging include idea, execution, platform relevance, impact and results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film • Demo film **Optional** • AR/VR files • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

OUTDOOR	MATERIALS
Outdoor: Ambient Nonstandard and free-format outdoor advertising that leverages the use of public spaces, objects and environments in an unconventional manner. This could include, but not be limited to, small-scale solutions, special build, installations, live advertising and events. • Criteria considered during judging will predominantly be the idea, the execution and the impact.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Demo film **Optional** • Digital supporting content • Digital supporting images • Physical support material • URL
Outdoor: Standard Content intended for static and digital billboards, posters, bus stops, in-store posters, point of sale, signage, transit solutions, banners, etc. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • For Standard Outdoor entries, each execution constitutes one entry.	**Compulsory** • Digital proof • Proof of Impact **Optional** • Digital supporting images • Physical support material • URL

PR	MATERIALS
PR Strategic and creative communication that demonstrates how original thinking, transformative insight and a strategy rooted in earned media have influenced opinion and driven business, societal and/or cultural change. Work with storytelling at its core, which established, protected and enhanced the reputation and business of an organisation or brand. • A number of criteria will be considered during judging and weighted as follows: 20% idea; 30% PR strategy; 20% PR execution; 30% impact and results.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

PRINT & PUBLISHING	MATERIALS
Print & Publishing: Collateral Brochures, booklets, leave behinds, custom sales materials, detail aids, promotional items, brand reminders, calendars, newsletters, annual reports and press releases. • Criteria considered during judging will predominantly be the idea, the execution and the impact.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Demo film Optional • Digital supporting content • Digital supporting images • Physical support material • URL
Print & Publishing: Standard Content intended for published printed media. This could include, but not be limited to; newspaper, magazines, medical journals and inserts. • Criteria considered during judging will predominantly be the idea, the execution and the impact. • For Standard Print entries, each execution constitutes one entry.	Compulsory • Digital proof • Proof of Impact Optional • Digital supporting images • Physical support material • URL

SOCIAL & CREATOR	MATERIALS
Social & Creator Creative social-first thinking and strategic creator or influencer marketing specifically created for healthcare solutions. The work should demonstrate how plaform-natice strategy, creator partnerships and community engagement drove cultural impact, audience connection and measurable results for a brand. • A number of criteria will be considered during judging and weighted as follows: 30% idea; 20% strategy; 20% execution; 30% results.	Compulsory • Digital presentation image • Proof of Impact • URL Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only)

USE OF HUMOUR	MATERIALS
Use of Humour Work that skilfully employs humour to break through traditional healthcare communication barriers, making complex medical information more accessible and memorable whilst maintaining trust, compliance, and sensitivity. • A number of criteria will be considered during judging and weighted as follows: 20% strategy & insight; 30% creative idea; 30% craft & execution; 20% results.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Original content • Physical support material • URL

USE OF TECHNOLOGY	MATERIALS
Use of Technology Use of existing or new technology to execute or support a brand campaign. This could include, but not be limited to, AI, AR and VR, robotics, gadgets and electronics, wearable and interactive technology, etc. Does not include prototypes of early-stage technology. • Criteria considered will predominantly be the idea, execution and results of the technology on the brand, product or service.	**Compulsory** • Digital presentation image • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Digital supporting content • Digital supporting images • Physical support material • Private case film (pharma only) • URL

STRATEGY: CREATIVE EFFECTIVENESS LIONS

The Creative Effectiveness Lions celebrate the measurable impact of creative work.

The work should demonstrate how an effective strategy rooted in creativity has met its chosen business objectives, generated positive customer outcomes and driven sustainable business impact over time.

- A number of criteria will be considered during judging, weighted as follows: 25% idea; 25% strategy; 50% impact and results.
- To be eligible your work must have won or been shortlisted at Cannes Lions in 2024, 2025 or 2026.
- The same piece of work can be entered up to four times in Creative Effectiveness. However, the same piece of work may only be entered once in 'A. Creative Effectiveness: Sectors'.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. CREATIVE EFFECTIVENESS: SECTORS Work in this section should focus on effectiveness achieved in a particular sector, and whether the work achieved or exceeded its objectives and goals. The same entry can be submitted only once in this section.	MATERIALS
A01. Consumer Goods All fast-moving and durable consumer goods, including but not limited to food and beverages, beauty products, toiletries, cleaning products, other household goods, other FMCGs, fashion, lifestyle, clothing and accessories, furniture, and consumer electronics. *All fast-food entries should be entered into A04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains.*	Compulsory • Written Explanation • Proof of Impact Optional • Appendix • Digital supporting images • Physical support material • URL
A02. Healthcare Pharma, OTC drugs, wellness. *If the work has been created for a Charity/NFP then this should be entered into A07.*	
A03. Automotive Vehicles, other automobiles.	
A04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
A05. Media/Entertainment Music, film, television, publications and media, books, news, digital platforms and other media.	
A06. Consumer Services/Business to Business All commercial public services, legal, financial, education, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
A07. Not-for-Profit/Charity/Government Government, public information, NGOs, military, charities, non-profit organisations. *All corporate social responsibility work should be entered in the relevant sector and/or B04. Creative Effectiveness for Good category in section B. Market.*	

B. MARKET Work in this section should demonstrate how it enabled the brand to effectively achieve their objectives in a chosen market.	MATERIALS
B01. Single Market Work that has been implemented in a single market with a single target market at its core. The work should describe how it was designed for the target market and how the tangible business results were achieved.	Compulsory • Written Explanation • Proof of Impact Optional • Appendix • Digital supporting images • Physical support material • URL
B02. Multi-Market Work implemented across multiple markets (two or more) with an approach intentionally designed for cross-market rollout and local adaptation. The work should describe the multi-market design, the localisation/orchestration approach, and the tangible business results by market and in aggregate.	
B03. Global Market Work implemented globally, using a unified global strategy. The work should describe how it was creatively designed to run globally and how the tangible business results were achieved.	
B04. Creative Effectiveness for Good Celebrating the measurable impact of creative work with social purpose at the heart. The work should be for a charity, non-profit or government body or for brands who can demonstrate they worked in partnership with a not-for-profit organisation. The work should illustrate how the campaign drove tangible results and was instrumental to cultural change or integral to achieving a brand's purpose.	

C. BRAND CHALLENGES & OPPORTUNITIES Work in these categories should focus on the brand challenge or opportunity identified. The work should explain its strategic response, as well as specific channels and touchpoints chosen and why.	MATERIALS
C01. Launch Work created to launch a product or service.	Compulsory • Written Explanation • Proof of Impact Optional • Appendix • Digital supporting images • Physical support material • URL
C02. Rebrand Rebrand/refresh of an existing brand identity for any product, service or organisation.	
C03. Acquisition Work that effectively attracts new customers or drives new engagement. The work should show an increase in new business or customer activity.	
C04. Retention Work that enhances or strengthens existing customer relationships. The work should demonstrate a measurable improvement in repeat engagement, customer loyalty, or ongoing customer activity.	
C05. Real-Time Response Effective targeted work that responds to world events, public affairs and other real-world, real-time activity prompting social sharing and a measurable response.	
C06. Sustained Success Celebrating the long-term impact of creative work. The work should demonstrate how a long running campaign drove tangible business results, was instrumental to cultural change or integral to achieving a brand's purpose. The work in this category must show results over several years.	
C07. Collaboration Celebrating the measurable impact of creative work that is the result of a collaboration between multiple organisations to achieve a business goal. The work should demonstrate how the collaborative effort drove tangible business results.	

D. CULTURE & CONTEXT Work that is brought to life through cultural insights and regional context.	MATERIALS
D01. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	Compulsory • Written Explanation • Proof of Impact Optional • Appendix • Digital supporting images • Physical support material • URL
D02. Challenger Brand Brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity.	
D03. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	

STRATEGY: CREATIVE STRATEGY LIONS

The Creative Strategy Lions celebrate the idea behind the idea – how strategic planning can redefine a brand, reinvent its business, and influence consumers or wider culture.

The work should show the strategic leap and thinking that led to a compelling creative strategy and outstanding creative output. It should demonstrate exceptional interpretation of the business/brand challenge, breakthrough thinking and transformational problem solving.

- A number of criteria will be considered during judging, weighted as follows: 30% interpretation of business/brand challenge; 30% insight/breakthrough thinking; 20% creative idea; 20% outcome/results.
- The same piece of work can be entered up to four times in Creative Strategy. However, the same piece of work may only be entered once in 'A. Sectors'.
- For Creative Strategy Lions the eligibility dates are 01 February 2024 - 08 April 2027 where the strategy being judged was first implemented within the eligibility period, except for category 'C04 Long-term Strategy', which has an eligibility period of 01 February 2022 - 08 April 2027.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. CREATIVE STRATEGY: SECTORS The same entry can be submitted only once in this section.	MATERIALS
A01. Consumer Goods All fast-moving and durable consumer goods, including but not limited to food and beverages, beauty products, toiletries, cleaning products, other household goods, other FMCGs, fashion, lifestyle, clothing and accessories, furniture, and consumer electronics. *All fast-food entries should be entered into A04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains.*	**Compulsory** • Information deck • Proof of Impact **Highly Recommended (Optional)** • Case film **Optional** • Appendix • Digital supporting content • Digital supporting images • Physical support material • URL
A02. Healthcare Pharma, OTC drugs, wellness. *If the work has been created for a Charity/NFP then this should be entered into A07.*	
A03. Automotive Vehicles, other automobiles.	
A04. Travel, Leisure, Retail, Restaurants & Fast-Food Chains All transport- and travel-related services, including public transport and tourism boards. All entertainment- and leisure-related services, including museums, festivals and gyms. All shops, including online shopping, opticians, hairdressers and estate agents. All restaurants and fast food chains, including cafés and bars.	
A05. Media/Entertainment Music, film, television, publications and media, books, news, digital platforms and other media.	
A06. Consumer Services/Business to Business All commercial public services, legal, financial, education, B2B technology, consultancies and professional services, other business services, internal and corporate communications.	
A07. Not-for-Profit/Charity/Government Government, public information, NGOs, military, charities, non-profit organisations. *All corporate social responsibility work should be entered in the relevant sector and/or C05. Corporate Purpose & Social Responsibility category in section C. Challenges & Breakthroughs.*	

B. INSIGHTS & RESEARCH	MATERIALS
B01. Data & Analytics Strategy inspired by insightful analysis and interpretation of data, revealing a clear business problem/opportunity. This may include but is not limited to the use of data science, commissioned research, online behavioural data, statistical analysis, sales information, consumer first party data, etc.	Compulsory • Information deck • Proof of Impact Highly Recommended (Optional) • Case film Optional • Appendix • Digital supporting content • Digital supporting images • Physical support material • URL
B02. Audience Insight How deep understanding of the audience/consumers has created a transformative effect on the business. Work that demonstrates the application of behavioural science in relation to building and creating the audience profile. This may include but isn't limited to behavioural economics, consumer insight, social listening, cultural trends, ethnography, experience mapping, neuroscience, etc.	

C. CHALLENGES & BREAKTHROUGHS Creative and innovative work that is brought to life through deep cultural insight, regional context and progressive thinking.	MATERIALS
C01. Challenger Brand Strategy Celebrating brands that have creatively adapted their approach in response to competitor pressure by challenging the status quo to create game-changing work that uses progressive thinking and innovative creativity. The work should demonstrate the core strategic thought and its positive effect on brand value by challenging the dominant narrative conventions in their category.	Compulsory • Information deck • Proof of Impact Highly Recommended (Optional) • Case film Optional • Appendix • Digital supporting content • Digital supporting images • Physical support material • URL
C02. Breakthrough on a Budget Creative use of modest budgets and/or resources in relation to the market and/or industry to create maximum impact. The work should demonstrate how fresh insight, smart spending and compelling strategic thinking solved a business problem despite limited resources.	
C03. Multi-Market Strategy Successful translation and integration of strategy across multiple markets. Entrants should demonstrate how a global strategy was applied to specific markets in order to drive tangible business results, or achieve a brand's purpose. *Entries should identify a minimum of three countries/regions the strategy was applied to.*	
C04. Long-Term Strategy Celebrating the creativity of long-term strategy. The work should demonstrate how a long-running strategy was instrumental to achieving a brand's purpose, driving engagement and shaping brand identity. *The work may have happened over the course of 5 years, as long as the executions and results discussed happen within the eligibiglity period: 01 February 2022 – 09 April 2027*	
C05. Corporate Purpose & Social Responsibility Purpose-driven work/brand activism that addresses social, ethical and environmental issues. The work should demonstrate how the brand's purpose has created value and affected communities by connecting customers to culture. *All not-for-profit, charity or government work should be entered in the relevant sector and/or A07. Not-for-profit / Charity / Government category in section A. Creative Strategy: Sectors.*	
C06. Market Disruption Brands that have creatively adapted their strategy in response to local / regional / global issues, embracing new ways of delivering their brand while showing consideration for the consumer.	
C07. Cultural Engagement Work that honours brands that craft strategic solutions rooted in the lived experiences of culturally grounded communities. This approach reflects and translates the nuances of customs, behaviours, and traditions that shape foundational perspectives on identity (e.g. disability, gender, race, orientation, age). Such insights reveal how diverse audiences choose brands and media experiences, driving growth and impact.	

D. PARTNERSHIPS & PERSPECTIVES	MATERIALS
D01. Brave Brands Rewarding outstanding brand bravery including progressive thinking relating to a brief. The work should demonstrate risk-taking that produced tangible results for the brand.	Compulsory • Information deck • Proof of Impact Highly Recommended (Optional) • Case film Optional • Appendix • Digital supporting content • Digital supporting images • Physical support material • URL
D02. Collaboration Celebrating the intersection between creative agency and/or media and/or brand. The work should demonstrate the focus on the existence of a deep shared understanding of the brand and a unified working relationship to achieve the best possible results.	

E. EXCELLENCE IN CREATIVE STRATEGY The work here should show strategic vision, planning and execution as part of a branded communication campaign.	MATERIALS
E01. Products/Services Integration of a new or developed product/services to solve a problem, evolve the business, enhance the user experience, or grow the customer base. Entrants should give a breakdown of how the product/services was conceived, implemented and provide analysis of its ultimate impact.	Compulsory • Information deck • Proof of Impact Highly Recommended (Optional) • Case film Optional • Appendix • Digital supporting content • Digital supporting images • Physical support material • URL
E02. Experience and Relationship Models Creative customer experience initiatives that strengthen relationships with customers by creating seamless journeys across digital and physical touchpoints and/or offer new routes of engagement between brand and consumer.	
E03. Brand Strategy Rewarding the core, strategic positioning of a brand. The work should demonstrate how the value proposition, mission, narrative and brand positioning was achieved, and ultimately led to renewed interest, higher brand affinity and commercial success.	
E04. Retail Media Work that strategically harness retailer-owned channels (such as websites, apps and in-store displays) to deliver compelling creative strategies at crucial decision-making moments, using targeted insights to enhance brand storytelling and drive measurable business outcomes through innovative creative approaches that resonate with shoppers in retail environments.	

TITANIUM: TITANIUM LIONS

The Titanium Lions celebrate game-changing creativity.

The work should break new ground in branded communications with provocative, boundary-busting, envy-inspiring work that marks a new direction for the industry and moves it forward.

- The same piece of work can only be entered once in Titanium.
- Shortlisted entrants will be required to present their work to the jury.
- Subtitles are highly recommended on all case films, films, demo films and original content.

See Examples

A. TITANIUM Breakthrough ideas that are provocative and point to a new direction in the industry.	MATERIALS
A01. Titanium There are no categories in Titanium Lions. The idea is everything, whether it's for a car or toothpaste, telecommunications or charity, with a big or low budget.	Compulsory • Digital presentation image • Proof of Impact Highly Recommended (Optional) • Case film Optional • Digital supporting content • Digital supporting images • Physical support material • URL

STARTING YOUR SUBMISSION

Once you're ready to get started on your entry, you will need to log in to the Awards portal (open **14 January 2027**). This section of the entry kit will guide you through the different definitions and provides examples to help you at each stage. It covers everything from company credits to proof of impact.

If you come across a term you don't understand or need a visual example, you should find it here. If you can't find what you're looking for, get in touch with the awards@canneslions.com and they will be happy to assist.

FIRST TIME ENTERING CANNES LIONS?

If it's your first time entering the Awards, we recommend reading through our First Timers guide for a step-by-step breakdown of the entry process. Then book a call with one of our Awards experts, who can help with:

- Verifying your eligibility
- Explaining the Lions and their categories
- Suggesting categories relevant to your work
- Planning your entry timeline
- Showcasing previous winners

Simply let us know what you'd like to cover, and we'll plan a personalised call.

DON'T HAVE ALL THE DETAILS RIGHT AWAY?

Don't worry, you can complete the form in any order and save your progress at any time.

ALL THE QUESTIONS YOU NEED TO ANSWER ARE AVAILABLE TO DOWNLOAD ON THE ENTRY SYSTEM FOR EACH INDIVIDUAL CATEGORY.

COMMON INFORMATION

CREATING YOUR ENTRY

ENTRY TITLE

To begin, you need to give your entry a title. If you're entering this work into multiple categories, the title you give here will be applied across all of those selected entries. This is the title that will appear on The Work and if you are awarded, this is what your work will be called on stage.

PRODUCT/ SERVICE

The product, service or place promoted by the work (e.g. Crest toothpaste, AppleTV, AIA insurance).

BRAND

The name of the brand, company or organisation who commissioned the work (e.g. Coca-Cola, Nike).

BRAND OWNER

The name of the brand, company or organisation who owns the brand. (Unilever, P&G). If there is no brand owner, simply put the brand again.

SECTOR

Sectors and subsectors refer to the industry the work sits within. If you're unsure which one to choose, please contact our Awards Team for advice.

Sector*	Subsector*
AUTOMOTIVE	
	Other Automotive
	Vehicles
B2B	
	B2B Technology
	Consultancies & Professional
	Legal
	Other Business Services
CONSUMER DURABLES	
	Fashion
	Furniture & Lighting
	Home Appliances
	Homewares
	Technology
	Toys
CONSUMER SERVICES	
	Energy
	Financial
	Insurance
	Other Consumer Services
	Private Education
	Private Healthcare
	Telecommunications
FMCG	
	Beauty
	Household Goods
	Drinks
	Food
	Other FMCG
HEALTHCARE	
	OTC Drugs
	Pharma
	Wellness

Sector*	Subsector*
LEISURE	
	Gambling
	Gaming
	Live Events
	Museums & Galleries
	Other Recreation
	Sports
MEDIA / ENTERTAINMENT	
	Books
	Digital Platforms
	Film
	Music
	News
	Other Media
	Publications & Media
	Television
NOT-FOR-PROFIT / CHARITY / GOVERNMENT	
	Charities
	Government
	Military
	Non-profits
	Other Not-for-profit
RETAIL	
	eCommerce
	Fast Food
	Restaurants
	Retail
TRAVEL	
	Transport
	Travel & Tourism

COMMON INFORMATION

CHOOSING YOUR CATEGORIES

Now that you have your campaign set up, it's time to select the Cannes Lions Awards you'd like to enter. Entry limits within each Cannes Lions Award are different. You may add, remove or edit the Awards or categories selected at any point before you checkout. However, once you checkout your entry no further changes may be made. You can find all the details about the Cannes Lions Awards on our website.

MULTIPLE EXECUTIONS INFORMATION

A campaign of executions is a group of entries that are linked by the same overarching creative idea. To be eligible, each entry in the campaign will promote the same product or service using the same medium. Each execution is a standalone entry and must be paid for individually.
You can choose a series of 2 or more variations of the creative concept to submit as part of a campaign of executions.

*Only certain Awards and categories allow campaigns of executions. The Jury can choose to award just a single execution from the campaign, or they can choose to recognise the full series with a Campaign Award.

COMPANY CREDITS

If your entry wins a Cannes Lions Award, all companies and individuals credited will be recognised as Lion winners. Each company will be listed in the credits section on the entry and will be eligible to purchase trophies and certificates.

WHICH COMPANIES WERE INVOLVED?

ENTRANT COMPANY (COMPULSORY)

The company that creates the entry, is the Entrant Company. They are responsible for payment of entry fees and will be considered the main contact for any entry-related queries. If the work is awarded, they will be the primary company credited for the work and will receive the trophy and certificates. There can only be one 'Entrant Company'.

IDEA CREATION (COMPULSORY)

The company, or companies, responsible for the idea behind the work – often a creative agency (though not always). Companies credited here will accrue points for Network of the Year, Agency of the Year and Independent Agency of the Year (where relevant). There can be up to 5 companies listed in the 'Idea Creation' role and may include the entrant company. If multiple companies are listed, any points accrued will be split evenly between them.

COMMON INFORMATION

PRODUCTION
The company, or companies, responsible for producing the work. This could be any type of company that worked significantly on the main creation, shooting and/or filming of the content and/or visual concept. This does not refer to companies who solely produced the entry's case film. Companies credited here will accrue points for the Palme d'Or where appropriate. If multiple companies are listed, any points accrued will be split evenly between them.

POST PRODUCTION
The company or companies responsible for the post-production of the work. This could be any type of company that worked significantly on the editing, sound design, visual effects, colour grading, etc. This does not refer to companies who solely produced the entry's case film. Companies credited here do not accrue points for Special Awards.

MEDIA PLACEMENT
The company or companies responsible for the work's media strategy. Companies credited here will accrue points for Media Network of the Year when entered into the Media Lion. If multiple companies are listed, any points accrued will be split evenly between them.

PR
This role is for company/ies significantly involved on the public relations of the work you are submitting. Accrues points for PR Agency of the Year Award when entered into PR Lions and the PR Medium within the Health & Wellness Lions and Pharma Lions. Points will be split evenly between all companies credited with this role.

ADDITIONAL COMPANIES
Other companies that have made smaller contributions to the work. Companies credited here do not accrue points for Special Awards. You can add up to 25 additional companies.

IMPORTANT: You should include all companies in the order you'd like them to be published, as this is how they'll appear on your certificates. When making your entry, please make sure you credit companies in the correct roles as this directly affects the calculations for the Special Awards.

COMMON INFORMATION

CONTACTS

ENTRANT CONTACT

We may need to contact you about your entry as it moves through the various stages.

We will always use the email address associated with your entry portal account.

MAIN POINT OF CONTACT

This is the person we'll contact if queries regarding the work arise during judging. This person must be from the entrant company, must have been directly involved with the work and must be contactable both within and outside of office hours, in both the week preceding and the week of the Festival. This may be the same person as the entrant contact.

GROUP OR NETWORK COORDINATOR

If you are part of a group or network and there is a central point of contact coordinating your entries who should be included in communications, you have to the option to include them.

AUTHORISATION TO SUBMIT

As part of the integrity measures, you must provide the contact details of a senior executive from both the brand and the entrant company (CEO and CMO) who can formally approve the submission.

After the entry has been checked out and processed, these senior executives will receive an email to confirm that the results included are factually accurate.

To ensure a smooth process for these execs, please ensure that the email address provided is an official work email and matches the contact provided.

SENIOR EXECUTIVE: ENTRANT COMPANY

This should be the most senior person at the entrant company. After your entry has been checked out and processed, this individual will receive an email to confirm that the results included are factually accurate.

Job titles that will be permitted include: Chief Executive Officer (CEO), President, Managing Director (MD), General Manager (GM), Founder, Co-Founder, Owner, Executive Director (ED), Principal, Chairperson or Chairman/Chairwoman.

If the job title does not match the list above, you will be required to provide justification explaining how it fulfils the responsibilities outlined in our eligibility criteria. The Senior Executive of the Entrant Company must:

- be in charge of the entrant company's P&L;
- have authority to make decisions about festival submissions;
- be responsible for setting company's strategic direction;
- have ability to allocate resources and approve budgets;
- represent company at highest level externally;
- be accountable for overall company performance and reputation.

COMMON INFORMATION

SENIOR EXECUTIVE: BRAND

This should be the most senior person at the entrant company. After your entry has been checked out and processed, this individual will receive an email to confirm that the results included are factually accurate.

Job titles that will be permitted include: Chief Executive Officer (CEO), President, Managing Director (MD), General Manager (GM), Founder, Co-Founder, Owner, Executive Director (ED), Principal, Chairperson or Chairman/Chairwoman.

If the job title does not match the list above, you will be required to provide justification explaining how it fulfils the responsibilities outlined in our eligibility criteria. The Senior Executive of the Brand must:

- be accountable for the brand's positioning and reputation in the market;
- have the authority to approve marketing campaigns, creative work, and results submitted to an international festival;
- have decision-making authority over the allocation of marketing budgets and resources;
- lead the development and execution of strategies to drive brand growth, customer engagement, and market share;
- represent the brand at the highest level in external engagements, partnerships, or industry events;
- be responsible for ensuring the accuracy and authenticity of marketing results and data submitted for awards or recognition.

BRAND AS ENTRANT

If the entrant is a brand, then the CMO, or equivalent, can be listed in both roles. They will only be required to approve the entries once.

MEDIA INFO

As part of your entry, you need to provide information about where and when your work launched. Eligibility dates are dependent on the Cannes Lions Award being entered. If you're not sure whether your work is eligible, please see the section on eligibility dates below.

MEDIA PLACEMENT

Where and when your work appeared. You can list up to 10 placements.

EXECUTION

Each individual part of the overall work, (e.g. a live event, a physical book, influencer content, a website, billboards).

PLATFORM/ PLACE

Where the work appeared, (e.g. on BBC1, TikTok, Shibuya Crossing, The Dubai Mall).

COMMON INFORMATION

NUMBER OF AIRINGS/ PLACEMENTS
How many times the work appeared. The unit of appearances will depend on the nature of the execution, (e.g. a physical book = 1, a week-long event = 7 days)..

START & END DATES
The period in which the execution was available to the public. If the execution is ongoing, list the end of the eligibility period as the end date.

LOCATION/ REGION
Where the work appeared. If the execution took place online, list the location/ region of the target audience.

Note: You'll have the option to provide multiple media placements for your entry.

CREATIVE EFFECTIVENESS ONLY
For the Creative Effectiveness Lions, you need to complete an extended mandatory section on media information. Please review the following sections.

- DURATION OF CAMPAIGN
- GENDER
- SOCIOECONOMIC LEVEL
- LOCATION/REGION BUDGET
  Please give an indication of the average total spend for this work in relation to media / agency / production costs.

WRITTEN EXPLANATION

YOUR WRITTEN ENTRY
The written submission is compulsory for all entries and is made up of questions specific to each category. The information you provide will be referenced throughout the judging process.
We recommend making it as detailed as possible.

In each question, you'll see some prompts and questions to consider when crafting your submission. These are intended as a guide. You don't need to address them all, but you can use them to help provide the most relevant information to support your entry.

Do not refer to your company (unless the entry is for self-promotion) or any companies that contributed to the submission, as judging is anonymous.

You can download the questions for each category as a Word document so you and your team can work on your entry offline, before submitting your final version.

COMMON INFORMATION

AI DISCLOSURE (COMPULSORY)

You will be asked to disclose if AI was used in your work or entry submission. This isn't part of the criteria for judging, but it is required to provide the jury with important context about the work.

You must explain if AI tools were used and how they were applied in both your submission and the work itself. You can read about acceptable AI usage in the LIONS Integrity Handbook.

CREATIVE TEAM

WHO WAS INVOLVED?

Enter the details of people who made a significant contribution to this entry in the order you'd like them to appear. This information will appear alongside your entry on the Cannes Lions website if your entry wins. Creative team credits can be altered until **11 July 2027**.

Want to change the order? You can 'drag and drop' the names to move them up or down the list.

Once you've uploaded each credit, it will become available in your 'Credit Library.' From here, you can assign the credits to multiple entries to save time by Cloning the details

MEDIA UPLOAD

The supporting materials are the assets that the jury will examine, watch and read during their decision making. Each Lion has different material requirements, as outlined in part 1 of this Entry Kit. In some cases, they're mandatory and in others, they're recommended or optional.

To avoid your work being withdrawn from the Festival, please adhere to the following guidelines:

- All case films and presentation images must be in English.
- Work that was not originally published in English (TVC, print ads, billboards, etc.) can be translated or subtitled exactly as it originally appeared, so that it can be understood by the Jury in English.
- If translating original video work, please note that dubbing is not allowed. Voiceovers can be translated, but visible speech must be kept in the original language and subtitled.
- Supporting materials must not contain any reference to your agency or any contributing creative companies or individuals.

Once you've uploaded a media asset, it will become available in your 'Media Library'.
From here, you can assign the media to multiple entries to save time.

If new results are collected after the entry has been paid for, we'll accept additional information in the results section of the written submission before **08 April 2027**. However, this does not apply to entry media. Supporting materials cannot be updated under any circumstances.

COMMON INFORMATION

COMPULSORY MEDIA

You can only check out once you've assigned the 'Compulsory media' to your entry. The media assets must be the final version, and you must hold all applicable rights. We don't accept replacement files.

OPTIONAL SUPPORTING MEDIA

You may also upload optional supporting digital materials with your entry, including case films, digital supporting images, demo films and digital supporting content. See the 'Video File Format Guidelines' for more information.

PROOF OF IMPACT

Our Integrity Standards are in place to ensure that results and measurable impact claims provided in your campaign are verifiable and authentic.

The Proof of Impact is the documentation you must provide to substantiate every result and effectiveness claim included in your entry. This material is compulsory for each entry and each result you include in your entry materials.

Any statistics, outcomes, or results included in your entry must be supported by verifiable evidence. Types of sources that will be accepted include third-party analytics, platform analytics, public reports, images of account dashboards or client letter on official company letterhead.

If you are submitting a Client Letter as your proof, please ensure that all results and claims listed in your entry are explicitly stated in the letter. If you are including figures, please provide exact numbers or use appropriate qualifiers in your submission e.g. almost, nearly, approximately.

This information is for internal verification only and will not be shared with the jury.

INTEGRITY STANDARDS

At LIONS, we're committed to celebrating work that demonstrates genuine impact and authentic brand value.

Our comprehensive integrity standards build on existing processes in place to provide a renewed model of accountability, rigour and trust for creative excellence.

Our Integrity Standards are driven by three fundamental goals:

1. **Legitimacy**. Every entry should represent real work, created for real clients, with real results. No fabrication, no exaggeration, just genuine impact that deserves recognition.

2. **Credibility**. Work should demonstrate the highest levels of professionalism, responsible representation and authentic connection to business objectives. We celebrate creativity that drives progress.

3. **Integrity**. All Entrants and Jurors must act with integrity – adhering to the rules and behaving in a way that won't bring Cannes Lions or the wider industry into disrepute.

When it comes to submitting an entry there are several changes that you should keep in mind.

INTEGRITY STANDARDS

PROOF OF IMPACT

We are now requesting that you provide evidence for every claim made in your entry submission and supporting material. That includes statistics and numerical results as well as claims of impact. You must be able to back up what is being included in your submission. If your entry is found to have false or misleading claims or results the entry may be withdrawn without refund.

AUTHORISATION TO SUBMIT

As part of the entry process, you must provide the details of the most senior executive from both the brand and the entrant company (CEO, CMO or equivalent) who can formally approve the submission. If your organisation doesn't have a CMO or CEO role, you will be required to provide clarification on how the individual you're putting forward meets out criteria.

These approvals will happen after you checkout your entry, in parallel with the judging process. This isn't an opportunity to change your entry and any requests to do so will be declined. And if either the CEO or CMO don't approve the factual accuracy of the entry, it may be withdrawn without refund.

ENTRANT CODE OF CONDUCT

Before completing your entry, you will be required to agree to our Entrant Code of Conduct. This outlines the expectations and the consequences of non-compliance. This is mandatory and acceptance must be received before you will be able to checkout and pay for your entry.

Further information on the measures in place can be found in the LIONS Integrity Handbook.

If you have any questions about these standards, please contact **awardsintegrity@canneslions.com**.

SUPPORTING MATERIAL GUIDELINES

LABELLING AND DELIVERY GUIDELINES

ENTRY LABELS:
The individual entry labels are provided with your confirmation email, after checkout. Labels have individual entry id numbers that are unique to each entry and are vital for us to identify your physical materials when they arrive. These materials will be made available to the jury in the latter stages of judging. The entry labels must be attached to the supporting materials, as appropriate.



Informa PLC
Cannes Lions Awards
Arch 370–372, Geffrye Street,
Hoxton
E2 8HZ

PACKAGE ADDRESS LABELS:
On your confirmation email, there will be a package address label for the outside of your package(s). Instructions on where and how to attach them are in your confirmation email. You can also download them from your online account. We are unable to accept entry materials which are not labelled correctly.

- Please send us your physical materials within 7 days of completing your submission.
- Any physical materials must arrive at the London address above before **14 May 2027**.

LARGE ITEMS:
If your physical support materials are oversized or require assembly instructions please contact awards@canneslions.com.

- We kindly ask you to refrain from sending us any boards as we are no longer accepting these as supporting materials.
- You must cover all courier and mailing costs in advance, to secure the delivery of your materials. The Festival organisers cannot accept responsibility for packages at any stage of transit. If entries are lost, held up at customs or require payment for delivery, resolution is the sole responsibility of the entrant.
- A Customs Invoice should be included in your consignment, saying: 'FESTIVAL MATERIAL - NO COMMERCIAL VALUE'. A nominal amount of money, e.g. €1.50 per material, can be stated if necessary.
- Products should be insured against damage or loss in transit or on Festival premises. We don't accept any liability for any loss, damage or expense incurred.

Physical support material becomes the property of the Festival Organisers once it has been received. We cannot return materials to entrants after judging. In exceptional circumstances and at the Festival's discretion, we may agree to return large or valuable items. However, this must be pre agreed with the Festival in writing by **14 May 2027** and all transit costs must be covered by the entrant, and collection must be arranged between **30 July 2027**.

Please email awards@canneslions.com for more info.

IMAGE FILE FORMAT GUIDELINES

DIGITAL PRESENTATION IMAGE

A visual presentation of your work, including images and English text, concisely summarising the brief, execution and results.

Specifications:

- JPG
- 7063 x 5008 pixels
- 5 - 15MB

7063 px

JPG

5008 px

LUCKY FAN INDEX | WISŁA KRAKÓW FOOTBALL CLUB



VML, WARSAW

GRAND PRIX, CREATIVE COMMERCE

DIGITAL PROOF

The digital version of the original advertisement or execution, exactly as it appeared when published/ distributed, or an in-situ image showing where and how the content was displayed in its intended environment.

Specifications:

- JPG
- 7063 x 5008 pixels
- 5 - 15MB

7063 px

JPG

5008 px

ROOFTOP REVIVAL | HEINEKEN



LEPUB, SINGAPORE

GOLD LION, OUTDOOR

IMAGE FILE FORMAT GUIDELINES

SUPPORTING IMAGES

Digital images that may help support your entry in the Jury room. Maximum of 2. Only to be included if necessary and relevant.

Specifications:

- JPG
- 7063 x 5008 pixels
- 5 - 15MB



AMAZONIA | EMBRATUR AND RAI



FUTUREBRAND, SÃO PAULO

SILVER LION, DESIGN

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VIDEO FILE FORMAT GUIDELINES

Please supply a high-quality video as .MOV or .MP4. The maximum file size is 2GB.

	Aspect Ratio	Resolution	Format / Codec	Audio
Preferred	Full HD 1080p	1920 x 1080	.MOV / H.264	AAC, Stereo, 48kHz
	HD 720p	1280 x 720		
Accepted	4:3 or 16:9	1024 x 576	.MP4 / H.264	AAC, Stereo, 48kHz
		720 x 576		
		854 x 480		
		640 x 480		

CASE FILM (120 SECONDS MAXIMUM)

A short film explaining your work. Content includes the brief, execution and results. This will be used in judging and displayed publicly. It is highly recommended that case films are subtitled in English.

Specifications:

- .MOV
- .MP4
- 2GB

Example Case Film

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VIDEO FILE FORMAT GUIDELINES

FILM

The original film advertisement or content, exactly as it aired. No extra slates, frames or additional information. Work, which is not in English should be subtitled, so that it can be understood in English, exactly as it was published or aired. Please note that dubbing is not allowed. Voice Overs can be translated but visible speech must be kept in the original language and subtitled. For any work that is in English, it is highly recommended to include subtitles.

Specifications:

- .MOV
- .MP4
- 2GB

Example Film Entry

DEMO FILM (120 SECONDS MAXIMUM)

Depending on the Lions being entered, this can be either a 'making of' video, a recording of the activation in action or a walkthrough showing the specific elements of your work. Demo Films should be in English. It is highly recommended that demo films are subtitled in English.

Specifications:

- .MOV
- .MP4
- 2GB

Example 'Walk through' Demo Film

Example 'Making of' Demo Film

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URLs

URLs may be compulsory or optional depending on the Eurobest Award being entered.

In order to avoid your work being withdrawn from the Festival, your URL must be accessible online until the **30 September 2027**.

URLs must start with 'http:// ' or 'https:// ' and preferably be accessible without a login or password.

ENTERING 'APP URL'

If your app is not available globally/ in the UK, please provide the following details.
These details will not be shared with anyone and are solely for app testing during judging.

- App name
- App Store/Google Play Username
- App Store/Google Play Password

CONTENT URL

Direct link to your digital execution, e.g. website, microsite, app download page or social media page.

Example of a website / microsite entry

Example of an app download page

Example social media post

VIDEO URL

Direct link to where the online video aired.

Example Video URL

PRESENTATION WEB PAGE URL

If your direct link is not in English, you may provide a URL that leads to a page that explains your work in English.

Example Presentation Web Page

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OTHER FILE FORMATS

AUDIO FILE

MP3 audio file of original audio/radio advertisement, as it aired.

Specifications:

- 258 kbps preferred
- 128 kbps = minimum accepted.

ORIGINAL CONTENT

The original branded content, exactly as it aired. Depending on the type of work and the specific category being entered, this can be either a film, an audio file or an image. It is highly recommended that original content films are subtitled in English.

File types accepted:

.MOV, MP4, MP3, .JPG, .JPEG.

DIGITAL SUPPORTING CONTENT

Any supporting documents, videos, or audio files which are relevant to your entry.

File types accepted:

.JPG, MP3, MP4, .MOV, .DOC, .DOCX, PDF, .XLS, .XLSX, .PPT, .PPTX, .VTT.

AR/VR FILES

A collection of .ZIP files containing the AR/VR element of the work entered into certain specific categories for the jury to experience.

VTT FILES

A VTT file, or Web Video Text Track file, is a text-based file format that stores subtitles or captions for videos. This file format should provide the full transcript of the audio track (in English) for video submissions. The VTT file ensures accessibility and enhances viewer engagement by accurately capturing dialogue, speaker identification, and relevant audio cues.

File types accepted:

.VTT.

OTHER FILE FORMATS

APPENDIX

A collection of supplementary material to support the written submission. This could include graphs, diagrams, press clippings, screen grabs or the original source data submitted as a single PDF file.

INFORMATION DECK (10 PAGES MAX)

An information deck (PDF) containing all aspects of the work. This could include, but not be limited to, original objectives; the strategy and planning; information about how the work was designed and implemented; data sources and technology used; and a breakdown of the results and impact for business, brand and customer.

PHYSICAL SUPPORT MATERIAL

Any physical material central to the campaign's focus can be submitted for the jury to experience. Please note that these materials will be made available to the jury in the latter stages of judging.

PAYMENTS

Once you've completed your submission, reviewed all the information and are 100% happy with your entry, it's time to check out.

Clicking checkout means you are agreeing to our Entrant Code of Conduct and agreeing to our terms and conditions.

There are two payment methods available: Credit Card and Bank Transfer

Please note: Clicking Proceed to Payment means that you are committing these entries and no further changes can be made to your entry.

f you choose to pay by **CREDIT CARD**, you will be directed to put in your card details and pay immediately. Once the payment is successful, you will receive a confirmation email and a payment summary.

If you opt to pay by **BANK TRANSFER**, you will be asked to accept the terms and conditions and agree to pay in full for all entries associated with your order. Entries are only submitted once this online payment form has been completed. You will receive a proforma invoice via email, which includes our bank details for the transfer. Please note, payments must be raised immediately from the date of this email.

Important:
We only accept payments in EUR, and communications about payment will only ever come from **eventsemeaar@informa.com**. For all payment methods, a tax invoice will be emailed to you within approximately two weeks.

For a more detailed guide on how to check out, please see the help guide on our Entry Portal or contact the Awards Team.

HOW TO CRAFT YOUR ENTRY

WHAT ARE THE STEPS YOU NEED TO TAKE?

1. Appoint an award manager

Choose someone within your company to coordinate your entry activities and act as the first point of communication with us.

2. Check the Rules

Make sure you check your work's eligibility for the Festival. Take a look at our key dates, deadlines and other key criteria. The full Entry Rules can be found here.

3. Download our Entry Kits

Ensure you have a copy of our Entry Kits that you can refer to throughout the entry process.

4. Get authorisation to submit

Review the new changes we've made as part of our Integrity Measures and make sure you let your CEO and CMO know that they will be required to approve entries later in the process. Entries that aren't approved may be withdrawn without refund, so make sure you've got authorisation from all involved before you begin.

5. Get to know the Awards

We update our Awards each year with additional or revised categories. There are also judging criteria and material requirements to consider. Take some time to get to know your options. Remember, if you need advice at any point in the process, just get in touch and one of our Awards experts will be happy to help.

6. Log in or create an account

7. Create your entries

The sooner you start, the longer we'll be able to offer you extra help if you need it.

8. Submit and pay

Remember the first late fee applies after **4 March 2027**.

9. Review and revise

We check all aspects of entries thoroughly, so we may be in touch to ask for clarification about your entry, supporting materials or proof of impact. If your entry doesn't pass our eligibility or integrity checks we may need to withdraw your entry, so make sure you have everything you need to back up your entry before submitting.

10. Judging

Juries carefully review all the entries and determine winners during judging. Make sure you're available throughout this period, as the Jury may have questions about your work.

11. Results

The shortlists and winner will be announced on www.lovethework.com.

12. Trophies

Trophies and certificates are sent out to winning and shortlisted entrant companies. We know that winning is a team effort, so trophies and certificates can also be ordered for anyone credited on the entry.

TOP TIPS FOR YOUR CASE FILM

BE CONCISE

You're dealing with professionals who are perfectly capable of grasping whether a project has merit based on a concise, coherent explanation.

BE UPFRONT

Explain the idea upfront and quickly so the Jury can understand the dimensions of the campaign and its results from the very beginning. Avoid using unnecessary buildup or stylistic filler. Treat your case film like a piece of editorial. All the key information early on – expansion of the idea to follow.

TAKE A FRESH PERSPECTIVE

You may have lived and breathed the work, but the Jury hasn't. Look at the idea with a fresh pair of eyes and break it down to its core for a new audience.

MAKE THE JURIES JOB EASY

The idea should speak for itself. Avoid creating barriers with unnecessary and elaborate production values. Keep it straightforward.

INDUSTRY JARGON

Avoid industry jargon and marketing speak. Don't sell – explain your work. A case film with excessive hype and empty statements will not impress the Jury.

SIMPLICITY

Less is always more. Many case films fail to communicate a clear idea and a compelling strategy that isn't cluttered and confusing. The need for focus and clarity cannot be underestimated.

CULTURE AND CONTEXT

Our Juries are international, and English is not always their first language. Respect this diversity. Entries that rely on a cultural nuance or unfamiliar cultural context should come with additional information. And consider adding subtitles to your video content.

TELL A STORY

Structure your explanation around a simple, powerful and succinct narrative. Storytelling is key.

CATEGORY SELECTION

Carefully consider the best category for your entry and ensure that it demonstrates both relevance and specificity for its audiences. If you're unsure where your work can go, ask an Awards expert who can give you some advice.

RESULTS

Make sure you provide them. And that they are robust, meaningful and measurable. Be honest, specific and provide workable, quantitative figures and stats. In some categories, results count for 30% of the mark. Clearly link your results back to original goals, strategies and objectives.