PRESS ACCREDITATION ELIGIBILITY CRITERIA

Cannes Lions International Festival of Creativity

OVERVIEW

Press accreditation for the Cannes Lions International Festival of Creativity is exclusively reserved for professional journalists, photographers, and media representatives who actively cover the creative marketing industries and align with the Festival's focus. Press Passes provide access to the Festival, Award Shows, and dedicated Press Centre facilities.

All accredited media must adhere to our Press Terms and Conditions and Press Code of Conduct.

ELIGIBILITY REQUIREMENTS

General Criteria

- Applicants must be on assignment from a recognized media source relevant to the creative, marketing, or advertising industries
- Accreditation is granted solely for the purpose of journalistic reporting and editorial coverage
- Media representatives must demonstrate a clear intent to produce substantial coverage of the Festival
- Previous Festival attendees must provide examples of past coverage to be considered for re-accreditation
- Previous accreditation does not guarantee approval for future Festivals. Returning applicants will be assessed against the current eligibility criteria, including previous

Cannes Lions coverage and their proposed coverage for the upcoming Festival

Assessment of Applications

Applications are assessed on a case-by-case basis. In reviewing an application, the Press Team may consider:

- The outlet's editorial focus, publishing activity and relevance to the creative marketing industries
- The size, relevance and engagement of audience
- The applicant's professional role and recent editorial work
- The quality and scope of the proposed Festival coverage
- The number of accreditation requests from the outlet and available capacity
- Applicants who hold both editorial and commercial roles will be assessed according to their primary purpose and activity at the Festival

Required Documentation

All applications must include a formal Letter of Assignment, on company letterhead and from an assigning editor or producer containing:

1. Detailed description of the media outlet (publication, network, platform, or station)
2. Full name and professional title of the attending individual(s)
3. Each applicants' role at the Festival (journalist, photographer, videographer, etc.)
4. Comprehensive coverage plan outlining pre-Festival, on-site, and post-Festival content

One letter may cover multiple applicants from the same outlet, provided it lists each individual and their role.

Independent publishers and sole practitioners may submit a self-assigned letter. All applicants must also provide the relevant supporting materials listed for their professional categories below.

Professional Categories

Journalists and Editors

Applicants must:

- Be actively reporting on the creative, marketing and advertising industries
- Must provide a minimum of three bylined articles published within the past nine months
- Primary purpose must be editorial coverage of the Festival

Contributing Authors and Freelancers

- Must provide a minimum of three bylined articles published within the past nine months
- Articles must demonstrate relevance to the creative industries
- Must be on assignment from a relevant media source
- Must include a valid Letter of Assignment from the commissioning publication

Sole Practitioners

Operators of independent websites, or digital platforms (Including, but not limited to: YouTubers, TikTok/Instagram creators, and Substack/newsletter writers) may be considered for accreditation on a limited basis.

Applicants must:

- Submit a self-assigned Letter of Assignment
- Actively produce original, independent editorial coverage of the creative, marketing and advertising industries
- Demonstrate a relevant and engaged industry audience through verifiable metrics. Follower counts alone will not be considered sufficient
- Provide examples of recent consistent coverage and previous coverage of industry events
- All other creators or digital-first talent who do not meet the above criteria should apply for the Creator Pass or Sport pass – if they meet the eligibility criteria

Visual Media Professionals

- Photographers, videographers and production crew must be commissioned by an eligible media outlet, broadcaster or agency to produce editorial coverage of the Festival
- Photographers must submit a portfolio of relevant work published within the past year
- Videographers and production crews must provide examples of recent industry coverage
- Returning visual media professionals must include samples from previous Festival coverage

Accreditation will not be granted solely for portfolio building, speculative photography or content produced for a commercial client.

Industry Analysts and Trend Forecasters

- Must be on assignment to produce independent, publicly available editorial coverage or analysis of the Festival for a relevant industry publication
- Must provide a minimum of three published articles from the past nine months with byline, or
- A market research report from the past nine months listing the applicant as a contributor
- Content must demonstrate expertise in analyzing creative industry trends
- Research for clients or internal business purposes does not qualify

Academics / Researchers

Professors, lecturers and researching working in fields such as media, advertising and the creative industries may be considered where they:

- Are on assignment to produce independent, publicly available coverage or analysis of the Festival for an academic or industry-facing publication
- Provide examples of recent, relevant published work
- Submit a Letter of Assignment and a clear coverage plan

Attendance solely for academic research or internal institutional purposes does not qualify for press accreditation.

EXCLUSIONS

Press Passes will not be granted to:

- Publishers, general managers, or business development professionals
- Sales representatives or account managers
- Brand ambassadors or marketing professionals
- PR representatives or communications strategists
- Non-editorial media professionals
- Representatives of communities, forums or user groups
- Individuals whose primary purpose is networking, business development, or promotion

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APPLICATION PROCESS

1. All applications must be submitted through the official online application system
2. Supporting documentation must be uploaded directly to the application system
3. Incomplete applications or materials sent via email will not be considered
4. Applications are reviewed by the Cannes Lions Press Team
5. Additional information may be requested to verify eligibility
6. All submitted information must be accurate and verifiable
7. All applications must be submitted by **Monday 14 June 2027, 11.59pm BST.** We cannot guarantee capacity to process additional press accreditations during the Festival or after this date. The Cannes Lions Press Team reserves the right to decline late or onsite requests
8. Applicants will be notified of the outcome by email. Please allow 15 business days for complete applications to be reviewed – please note applications will not reviewed over weekends and United Kingdom Bank Holidays

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TERMS AND CONDITIONS

- The Cannes Lions Press Team reserves the right to approve or deny any application
- All decisions regarding press accreditation are final and cannot be appealed

- Submission of false or misleading information may result in an application being declined or accreditation withdrawn
- Accreditation may be revoked at any time for violations of the Press Code of Conduct or Terms and Conditions
- All submitted materials will be used solely for accreditation purposes unless otherwise authorized

For questions regarding press accreditation, please contact the Cannes Lions Press Team at press@canneslions.com.