CANNES LIONS

2027 Awards Map

+Titanium

Brand	Classic	Craft	Engagement	Entertainment	Experience	Good	Health	Strategy
Celebrating the creative engine that makes breakthrough work inevitable, recognising the systems, culture, leadership and infrastructure that transform creative potential into sustained competitive advantage.	The big creative idea - where work is brought to life through the long-standing yet ever-evolving fundamentals of image, sound and storytelling.	Focusing on the artistry, skill, talent and flair required to deliver beautifully executed ideas with the power to cut through and bring the creative idea to life.	Celebrating insightful creativity that captivates at every touchpoint. Creating authentic interaction and immersive experiences that engage consumers and impact culture.	Celebrating creativity that goes beyond branded communications to create authentic branded entertainment that engages consumers and impacts culture.	Focusing on the powerful brand currency of intelligent customers journeys and immersive experiences - captivating audiences at every touch point.	Going beyond brand purpose to use creative communications to shift culture, create change and positively impact the world.	Celebrating creativity in branded communications in this highly innovative but fiercely regulated sector with the unique power to truly change lives.	Celebrating commercial effectiveness, strategic planning and creative application of solutions to unlock growth and measure impact.
Creative Brand	Audio and Radio	Design	Creative B2B	Entertainment	Experiential	Glass	Health & Wellness	Creative Effectiveness
	Film	Digital Craft	Creative Data	Entertainment for Gaming	Creative Business Transformation	Sustainable Development Goals	Pharma	Creative Strategy
	Outdoor	Film Craft	Direct	Entertainment for Music	Creative Commerce			
	Print & Publishing	Industry Craft	Media	Entertainment for Sport	Innovation			
			PR		Luxury			
			Social & Creator					