

Palais des Festivals, Cannes. 17-24 June 2017

## Cannes Lions PR Competition

### Competition Overview

The creative brief is presented by a charity or non-profit organisation and will only be made available at the start of the competition.

You will be expected to create a PR campaign which should:

- Connect with the charity's brand value and have an impact (i.e increase in donations or other applicable parameters)
- Increase awareness/create engagement with the public
- Identify and build relations with relevant stakeholders (journalists, interest groups, opinion Leaders, industry representatives, internal audiences etc.)
- Create PR supporting material applicable in relevant media channels (i.e. press releases, infographics, statistics, online content, etc.)

### 1) Timings

<b>Competition</b>	<b>SUNDAY 18 JUNE</b>	<b>08:30 – 20:00</b>	<b>COMPETITION AREA</b>
<b>Deadline</b>	<b>SUNDAY 18 JUNE</b>	<b>20:00</b>	<b>COMPEITION AREA</b>
<b>Presentations</b> (Presentation Timings are in your briefing pack)	<b>MONDAY 19 JUNE</b>	<b>From 8:45</b>	<b>BRIEFING ROOM</b>
<b>Winners announcement</b>	<b>MONDAY 19 JUNE</b>	<b>13:30</b>	<b>THE WORK &amp; AWARDS HUB</b>

### 2) Rules

*All computer screens are checked via a remote desktop server*

<b>I confirm my team has:</b>	
Only used content from Getty Images – image sponsor of Young Lions Competitions <a href="http://www.gettyimages.com">www.gettyimages.com</a>	
Used only the hardware and software authorised by the festival Personal laptops, hard drives or other input devices are not allowed	

### 3) Equipment

- PC
- Microsoft office
- Image editing software

*Please do not change the basic settings on your PC or delete any pre-installed folders on your desktop.*

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#### 4) Deliverables

**All teams must create:**

- |   |                                                                   |  |
|---|-------------------------------------------------------------------|--|
| 1 | Written submission saved as CAMPAIGN DESCRIPTION (max 300 words): |  |
|---|-------------------------------------------------------------------|--|
- Recommended break-down of written submission:*
- Summary of the Campaign/Background
  - The Situation/Starting Point
  - The Goal/Objectives
  - The Strategy
  - The Creative Idea
  - The Execution
- |   |                                                        |  |
|---|--------------------------------------------------------|--|
| 2 | 10 slide PowerPoint presentation saved as PRESENTATION |  |
|---|--------------------------------------------------------|--|
- Contestants should use at least 2 elements or channels that are predominantly PR driven. These could include:
  - Social media (each social media network will be considered as ONE element)
  - Brand owned channel (i.e a brand's website)
  - Brand partnership/endorsement
  - Media relation with other mediums (TV/radio etc.)
  - Audience /stakeholder engagement
  - Content creation
  - Events
- |   |                                                                             |  |
|---|-----------------------------------------------------------------------------|--|
| 3 | One slide that visually summarises your presentation saved as SUMMARY SLIDE |  |
|---|-----------------------------------------------------------------------------|--|

#### 5) Finished?

**All teams must:**

Ensure CAMPAIGN DESCRIPTION, PRESENTATION and SUMMARY SLIDE are saved in a folder named 'FINAL'	
Ask a member of staff to save your work on the Festival Hard drive ready for judging.	
Print out your slides and written submission – if required directly from your PC	

#### 6) Presentations

- Presentation times will be given onsite in your competition pack
- Each Team should be waiting outside the Young Lions Briefing Room at least 15 minutes before their scheduled time
- Each Team will deliver a 5 minute presentation explaining the campaign followed by a 5 minute Q&A
- Timings are strict and Teams will not be permitted to present for more than the allocated 5 minutes

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**7) Winners Announcements**

**MONDAY 19 JUNE**

**13:30**

**THE WORK & AWARDS HUB**

All teams must attend the winners announcement, winners must remain in the area for photos and further instructions

**7) Awards Show**

Gold winners will be presented with their medals at the Awards Show on Monday 19 June at 19:00.