

Palais des Festivals, Cannes. 17-24 June 2017

## Cannes Lions Media Competition

### Competition Overview

The subject and brief will only be made available at the start of the competition. Teams are expected to develop an innovative media strategy detailing how the idea will be executed

The jury will expect an explanation of the idea and how you intend to use your selected media, demonstrating how you

- Create Consumer Engagement versus Simple Persuasion
- Exploit the value of emerging media
- Unearth consumer insights that drive effective communication strategies

The strategic idea must be demonstrated clearly across the selected media channels and the winner is the Team creating the most compelling communications strategy to meet the marketing challenge

### 1) Timings

<b>Competition</b>	<b>MONDAY 19 JUNE</b>	<b>08:30 - 20:00</b>	<b>COMPETITION AREA</b>
<b>Deadline</b>	<b>MONDAY 19 JUNE</b>	<b>20:00</b>	<b>COMPETITION AREA</b>
<b>Presentations</b>	<b>TUESDAY 20 JUNE</b>	<b>8:45 onwards</b>	<b>BRIEFING ROOM</b>
<i>(PRESENTATION TIMINGS IN BRIEFING PACK)</i>			
<b>Winners announcement</b>	<b>TUESDAY 20 JUNE</b>	<b>18:00</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	

### 2) Equipment

- PC
- Microsoft Office
- Image editing software

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### 3) Deliverables

All teams must create:

A Keynote/PowerPoint presentation of no more than 10 slides describing the product/service saved as PRESENTATION	
One slide that visually summarises your presentation saved as SUMMARY SLIDE	

### 5) Finished?

All teams must:

Ensure 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

### 6) Winners Announcement

TUESDAY 20 JUNE

18:00

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 Wednesday 21 June at 19:00