

Palais des Festivals, Cannes. 17-24 June 2017

Cannes Lions Marketers Competition

Competition Overview

The contestants are representing the client organisation they are working for. The Teams act as the client and the jury acts as the advertising agency. Each Team needs to create a product/service relevant to their company's business or/and area of the business. It should not be an existing entity.

1) Timings

Competition	WEDNESDAY 21 JUNE	14:00 – 20:00	COMPETITION AREA
	THURSDAY 22 JUNE	08:30 – 20:00	COMPETITION AREA
Deadline	THURSDAY 22 JUNE	20:00	COMPETITION AREA
Presentations (Presentation timings are in your briefing pack)	FRIDAY 23 JUNE	08:45 onwards	BRIEFING ROOM
Winners announcement	FRIDAY 23 JUNE	15:00	THE WORK & AWARDS HUB

2) Rules

All computer screens are checked via a remote desktop server

I confirm my team has:	
Only used content from Getty Images – image sponsor of Young Lions Competitions www.gettyimages.com	
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

3) Deliverables

All teams must create:

1	A one page communications brief on one word document saved as BRIEF	
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Please see below the recommended break-down of your brief:

Background information of your company, Name of the project/product, Project/product description
Business Outcome, Target Audience, Insight, Campaign objective, Key message, Tone of voice,
Deliverables, Budget, Timeline, KPI

2	A Keynote/PowerPoint presentation of no more than 10 slides describing the product/service saved as PRESENTATION	
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3	One slide that visually summarises your presentation saved at SUMMARY SLIDE	
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5) **Finished?**

All teams must:

Ensure BRIEF, PRESENTATION & 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

7) **Winners Announcement**

FRIDAY 23 JUNE

15:00

THE WORK & AWARDS HUB

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

8) **Awards Show**

Gold winners will be presented with their medals at the Awards Show on Saturday 24 June at 19:00