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Palais des Festivals, Cannes. 17-24 June 2017

# **Cannes Lions Cyber Competition**

#### **Competition Overview**

Teams will be briefed by the client to create an integrated digital led campaign, explaining how the use of technology answers the brief in a creative way.

The objective is to show how the power of technology can answer the client's brief and provide a creative solution aligned to the evolution of digital led executions (online and/or mobile).

## 1) <u>Timings</u>

Competition TUESDAY 20 JUNE 08:30 – 20:00 COMPETITION AREA

Deadline TUESDAY 20 JUNE 20:00 COMPETITION AREA

Winners WEDNESDAY 21 JUNE 11:00 THE WORK & AWARDS announcement 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	
<u>www.gettyimages.com</u>	
Used only the hardware and software authorised by the festival	
Personal laptops, hard drives or other input devices are not allowed	

## 3) Equipment

- iMac
- Wacom Intuos Pro Pen Tablet
- Adobe Creative Cloud <a href="http://www.adobe.com/uk/products/creativecloud/tools-and-services.html">http://www.adobe.com/uk/products/creativecloud/tools-and-services.html</a>
- Cannes Lions Content Management system
   (teams can upload and edit their entry from this system, resulting in the creation of a presentation page)

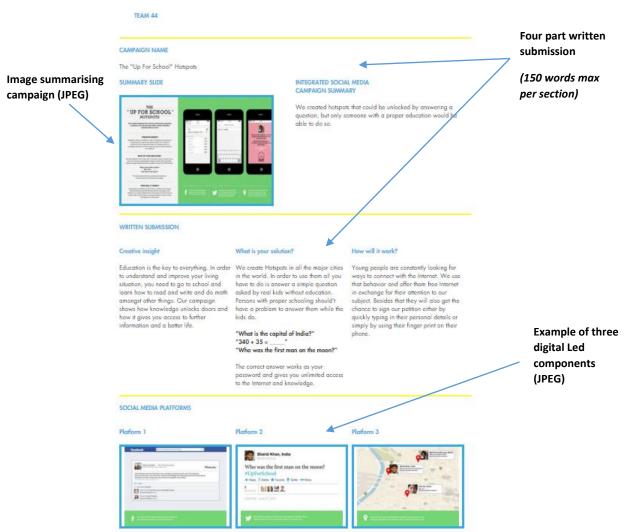
### 4) Deliverables

A Presentation Page including:	
Example of use of 3 digital Led components (in JPEG format, one JPEG for each component) These components could be use of social media platforms but also any other digital led execution	
An image summarising the campaign (in JPEG format)	
A four part written submission (150 words per section)	
1) Campaign Summary	

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- 2) Creative insight How can creativity help solve the problem using social media platforms and technology?
- 3) Solution the platforms, technology and tools used and why?
- 4) How does it work? How will the digital solution help answer the brief and solve the problem faced by the client





#### 5) Finished?

Call over a festival official to check your work before you leave







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## 6) Winners Announcement

WEDNESDAY 21 JUNE 11:00 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 Ceremony on Friday 23 June at 19:00.