

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) Timings

Competition	TUESDAY 20 JUNE	08:30 – 20:00	COMPETITION AREA
Deadline	TUESDAY 20 JUNE	20:00	COMPETITION AREA
Winners announcement	WEDNESDAY 21 JUNE	11:00	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	

3) Equipment

- iMac
- Wacom Intuos Pro Pen Tablet
- Adobe Creative Cloud <http://www.adobe.com/uk/products/creativecloud/tools-and-services.html>
- 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	



TEAM 44

CAMPAIGN NAME

The "Up For School" Hotspots

SUMMARY SLIDE

Image summarising
campaign (JPEG)INTEGRATED SOCIAL MEDIA
CAMPAIGN SUMMARY

We created hotspots that could be unlocked by answering a question, but only someone with a proper education would be able to do so.

Four part written
submission(150 words max
per section)

WRITTEN SUBMISSION

Creative insight

Education is the key to everything. In order to understand and improve your living situation, you need to go to school and learn how to read and write and do math amongst other things. Our campaign shows how knowledge unlocks doors and how it gives you access to further information and a better life.

What is your solution?

We create Hotspots in all the major cities in the world. In order to use them all you have to do is answer a simple question asked by real kids without education. Persons with proper schooling shouldn't have a problem to answer them while the kids do.

"What is the capital of India?"

"340 + 35 = _____"

"Who was the first man on the moon?"

The correct answer works as your password and gives you unlimited access to the Internet and knowledge.

How will it work?

Young people are constantly looking for ways to connect with the Internet. We use that behavior and offer them free Internet in exchange for their attention to our subject. Besides that they will also get the chance to sign our petition either by quickly typing in their personal details or simply by using their finger print on their phone.

Example of three
digital Led
components
(JPEG)

SOCIAL MEDIA PLATFORMS

Platform 1



Platform 2



Platform 3

5) Finished?

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

POWERED BY:



SPONSORED BY:



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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.