

Cannes Lions 2018 Launch Media Kit

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Cannes Lions: Where We Are Now



During the last four months, Festival organisers have engaged with many stakeholders including marketers, independent agencies, holding company heads, sponsorship partners, and creative leaders from a large spread of organisations.

Naturally, everyone has a slightly different perspective on the Festival, but the consistency of the feedback is striking. In terms of what these stakeholders value about Cannes Lions, it is uniform across all customer and partner groups:

- It is the place to see the best work from around the world and identify the people behind it.
- It is the place to learn from the many seminars, discussions and workshops.
- It is the place to network most effectively, as the whole creativity ecosystem is there.
- As the Festival continues to grow, it's important that creativity and the work remain the dominant feature.
- The Festival experience needs updating to mirror the evolution of the industry and better match its needs.
- The current structure of the Lions needs updating, to protect the status of the Lion as the global symbol of creative achievement.



The New Awards Architecture



For the past three years, the Cannes Lions awards team has been developing a new Lion awards architecture that truly reflects the modern marketing communications landscape.

The modern creative communications landscape is changing, and the Lions are changing with it. Since 1992 when the Print & Outdoor Lion was added to the competition, new channel and discipline-specific Lions have regularly been added to the Festival. New additions were driven by the broadening definition of creativity and by recommendations from industry groups.

The appetite for Lions in new disciplines and adjacent industries continues, but the Lion will only continue to be the internationally recognised symbol of creative endeavour and achievement if it continues to reflect the industry it serves.

New for 2018

- **A new awards architecture:** A new creative framework that is relevant, accessible and simple.
- **Reduction of subcategories in each Lion:** More than 120 removed across the entire family of Lions.
- **Entry cap on work:** Each piece of work can only be entered into a maximum of six Lions.
- **A revised points system:** More recognition of creativity over volume of entered work.
- **Changes to categories:** Retired, evolved and new Lions reflect the modern creative communications landscape.
- **New judging format for charity and NGO work:** First transitional steps taken to separate charity and NGO work from brand-led communications.



The New Awards Architecture



In detail

New awards architecture: A new creative framework that is relevant, accessible and simple.

In 2018 the Lions will inhabit a structure that not only reflects the way the industry works, but helps set a clear and cohesive framework that sets the agenda and shows the way forward, painting a coherent picture of the industry. This new structure is more fluid and flexible and allows the Festival to keep pace with change in the industry.

As the creative work becomes more complex, the Festival has recognised it can be difficult to find the appropriate Lion to enter, and the new structure creates a set of clear creative lanes for people to choose from.

Rather than have all Lions sit under the single banner of 'Cannes Lions', Cannes Lions will now have a new set of constants, called 'tracks'. These tracks allow related Lions to be grouped together, and provide an opportunity to reimagine and refocus existing Lions, as well as introduce new Lions at the appropriate time.



The New Awards Architecture



REACH

The insight, strategy and planning enabling brands to effectively reach consumers, at scale, in the ongoing war for attention.

COMMUNICATION

The big creative idea – Where campaigns come to brilliant life through people, partnerships and processes.

CRAFT

The creative artistry, talent and skill required to deliver a beautifully executed solution and brings the creative idea to life.

EXPERIENCE

The customer journey and the brand experiences designed to captivate audiences at every touch point.

INNOVATION

The ventures, products, business transformation and the new data-driven, tech-enabled solutions pushing the boundaries in creativity.

IMPACT

The commercial, creative problem solving that drives brand performance and the techniques used to measure, value and impact effectiveness.

GOOD

The creative from NGOs and charities that shifts culture, create change and positively impact the world.

HEALTH AND ENTERTAINMENT

Entertainment and Health will remain as independent verticals and make up two of the nine festival tracks.

Reach	Comms	Craft	Experience	Innovation	Impact	Good	Entertainment	Health
Creative Data Lions	Film Lions	Industry Craft Lions	Brand Experience & Activation Lions	Innovation Lions	Creative Effectiveness Lions	Sustainable Development Goals	Entertainment Lions	Pharma Lions
Social & Influencer Lions	Radio & Audio Lions	Digital Craft Lions	Creative eCommerce Lions	Product Design Lions			Entertainment Lion for Music	Health & Wellness Lions
PR Lions	Print & Publishing Lions	Film Craft Lions				Glass Lion: The Lion for Change		
Direct Lions	Outdoor Lions							
Media Lions	Design Lions							
	Mobile & Screen Lions							
	Titanium Lions							



The New Awards Architecture

Reduction of subcategories

In recognition that the current category system could be overwhelming, 120 subcategories have been removed across the entire family of Lions. This has given each Lion greater focus and clarity of purpose, as well as streamlining the overall awards structure, and reducing the overlap between different Lions.

A revised points system

Calculations of the special awards has been revised for 2018, with a new system that rewards creativity. The new point structure better represents the difficulty of winning a Lion compared with getting on the shortlist. The new two systems can be compared as below:

Entry cap on work

Up until now, there has been no limit on the number of Lions a piece of work could be entered into. From 2018, there will be a new six-Lion limit for each piece of work. This will ensure the best work is able to shine, and allow each Lion to remain distinct and focussed.

OLD SYSTEM (PRE-2018)
Shortlist: 1 point
Bronze: 3 points
Silver: 5 points
Gold: 7 points
Grand Prix: 10 points
Grand Prix in Creative Effectiveness or Titanium: 12 points

NEW SYSTEM (2018 ONWARDS)
Shortlist: 1 point
Bronze: 3 points
Silver: 7 points
Gold: 15 points
Grand Prix: 30 points
Grand Prix in Creative Effectiveness or Titanium: 35 points

The New Awards Architecture



Changes to Lions explained

The Cyber, Integrated Lions and Promo & Activation Lions have been retired.

- **Creative eCommerce Lion** – Celebrating creative, commercial e-commerce, payment solutions and innovation. Entries should demonstrate how the innovation and optimisation of the customer journey led to increased consumer engagement and commercial success.
- **Social & Influencer Lion** – Evolved from elements of the Cyber Lion, the Social & Influencer Lion celebrates creative social thinking and strategic influencer marketing solutions. Entries should demonstrate how levels of engagement, social reach and the creative use of social networks, brand ambassadors, and other social platforms led to commercial success.
- **The Industry Craft Lion** – Celebrates the creative artistry, talent and skill required to deliver a beautifully executed solution and bring a creative idea to life. Entries should demonstrate the highest levels of expertise and vision in the application of creative techniques.
- **Sustainable Development Goals Lion** – Launched at the United Nations in September, this Lion celebrates creative solutions that tackle any of the 17 Sustainable Development Goals that were unanimously adopted by all world leaders at the United Nations. The 17 global goals represent a collective ambition to end poverty, protect the planet and ensure prosperity for all. The SDG Lion will recognise the world's finest creative minds for work in which they champion the SDGs. All entry fees from the SDG Lion will be donated to causes tackling any of the 17 sustainable development goals.
- **Brand Experience & Activation Lion** – Celebrating creative, comprehensive brand building through next level use of experience design, activation, immersive, retail and 365 customer engagement. Entries should demonstrate how the customer journey, experience of the brand and optimisation of every touch point led to increased brand affinity and commercial success.

Judging of charity and NGO work

During the shortlisting stage of judging, charity work will be presented to the Juries separately. This will enable a better distinction between brand-led and charity work. Winning charity and NGO work will be awarded separately at the Award shows. The aim is to separate charity work from brand work more distinctly, but the Festival recognises the need for a transition period and aims to fully segregate charity work by 2019/2020.

The New Festival Structure



New for 2018

- **Cannes Lions 2018 is five days:**
The Festival will run from Monday 18 to Friday 22 June.
- **Lions Entertainment and Lions Innovation to be integrated into the main Festival:**
Remove the barriers between these two specialist sections and the main Festival.
- **Lions Innovation to run for five days:**
Recognising the role of innovation and technology as an enabler of creativity.
- **Expansion of Lions Health:**
Delegates will also have access to two days of Lions Innovation.



The New Festival Structure



In detail

Cannes Lions 2018 is five days

Footfall data confirms that most delegate activity takes place during the working week, and many stakeholders have made clear that it is the extra time at either end that in part adds to the cost of attending the Festival. Consequently the Festival will be streamlined into a five day experience. It will run from Monday 18 to Friday 22 June. There will be award shows based on the nine core tracks every night.

Lions Entertainment and Lions Innovation to be integrated into the main Festival:

The three specialist streams were originally developed to help open up the Festival to adjacent creative industries who wanted to engage with the Cannes Lions community.

Audiences at Lions Entertainment and Lions Innovation have expressed a strong desire for a more integrated Festival experience and mix with other creative professionals of different backgrounds. For this reason, these two events will be absorbed into the Cannes Lions Festival pass, so one pass provides access to everything that happens during the Festival week, including Lions Health.

Lions Entertainment will be present as a two-day specialist programme of talks, screenings, discussions and networking in its established home in Palais 2. It will be open to everyone with a Complete pass.

Lions Innovation to run for five days

Recognising the importance of innovation and technology as an enabler of creativity, Lions Innovation will run during the entire Festival week, with a full programme of content experiences, exhibitions and activities open to everyone with the Complete Pass. Lions Innovation will take place on the ground floor of Palais 2.

Expansion of Lions Health

Lions Health will run Monday 18 – Tuesday 19 June. A Lions Health-only pass will be available, and those delegates will also be able to visit Lions Innovation during the Lions Health period. Lions Health will continue in its established home of Palais 2.

The New Delegate Experience



New for 2018

- **A €900 reduction in the cost of a Complete Pass:**
Delegates can access the entire Festival with a single Pass.
- **Exclusive city benefits:**
Genuine money-saving benefits available exclusively to Festival delegates.
- **656 free Young Lions Passes will be given back to the industry:**
A new reward scheme that benefits young talent.
- **An integrated content programme:**
Making the Festival easier to navigate.
- **New exhibition format for work:**
Creating a bigger presence for the work at the Festival.
- **Greater digital access:**
Allowing more people to engage with the Festival for longer.



The New Delegate Experience



In detail

A reduction in the cost of a Complete Pass

The price of the Complete Pass has been reduced by €900 compared to 2017. The entire pass structure has been simplified. The Complete Pass gives delegates access to the entire Festival experience, including Lions Health, Lions Innovation and Lions Entertainment. Discounts for Young Lions Passes (available to the under-30s), as well as a standalone Lions Health-only pass and upgraded packages are also available.

Exclusive city benefits

Cannes Lions has worked with the City of Cannes to create a suite of money-saving offers that make it easier to budget and plan for the Festival. These include:

- A fixed price of €80 for taxis from Cannes to Nice Airport.
- A freeze on all hotel prices for 2018 when booked through the official accommodation service.
- Fixed-price menus (€20 and €30) for Festival Pass-holders at more than 50 restaurants across the city.
- Free WiFi will be provided along the Croisette and on all the beaches, to provide frictionless connectivity.
- VIP access and line skip at the airport for delegates.

656 Free Young Lion Passes

To recognise the investment and commitment required when entering work, a new reward scheme for companies which enter work into the Festival has been introduced. A free Young Lions delegate pass will be given to every office which submitted 15 entries or more in 2017. This will equate to 656 free Young Lions place for 2018. This scheme will be repeated for 2019, based on 2018 entry data.

An integrated and democratic content programme

Using the new Awards architecture as a foundation, the 2018 Festival content programme will be organised around the same nine core tracks, to create a common language of creativity that makes the Festival easier to navigate. The speaker proposal process will be open to all from 14 November 2018, with no pre-registration required.

A new exhibition format

The Festival will bring the work out from the Palais by showing the awards shows and work on screens around the City, including on a screen on the public beach. The shortlist exhibition will also be shown along the Croisette as well as in its usual home in the Palais.

Greater digital access

The Festival is increasing the digital exposure of the work beyond the City to the more than one million people who currently engage with the event digitally. All award shows will be available to view on all major platforms for free, shortlisted and winning work will continue to be available on the Cannes Lions site during and immediately after the Festival with an extended period of Cannes Lion Player access for delegates. A greater number of seminars will also be live-streamed.

Timeline



- **Content submissions open 13 November:**

All proposals to be made via CannesLions.com

- **Festival opens for delegate registration:**

13 November, 2017

- **Awards open for entries:**

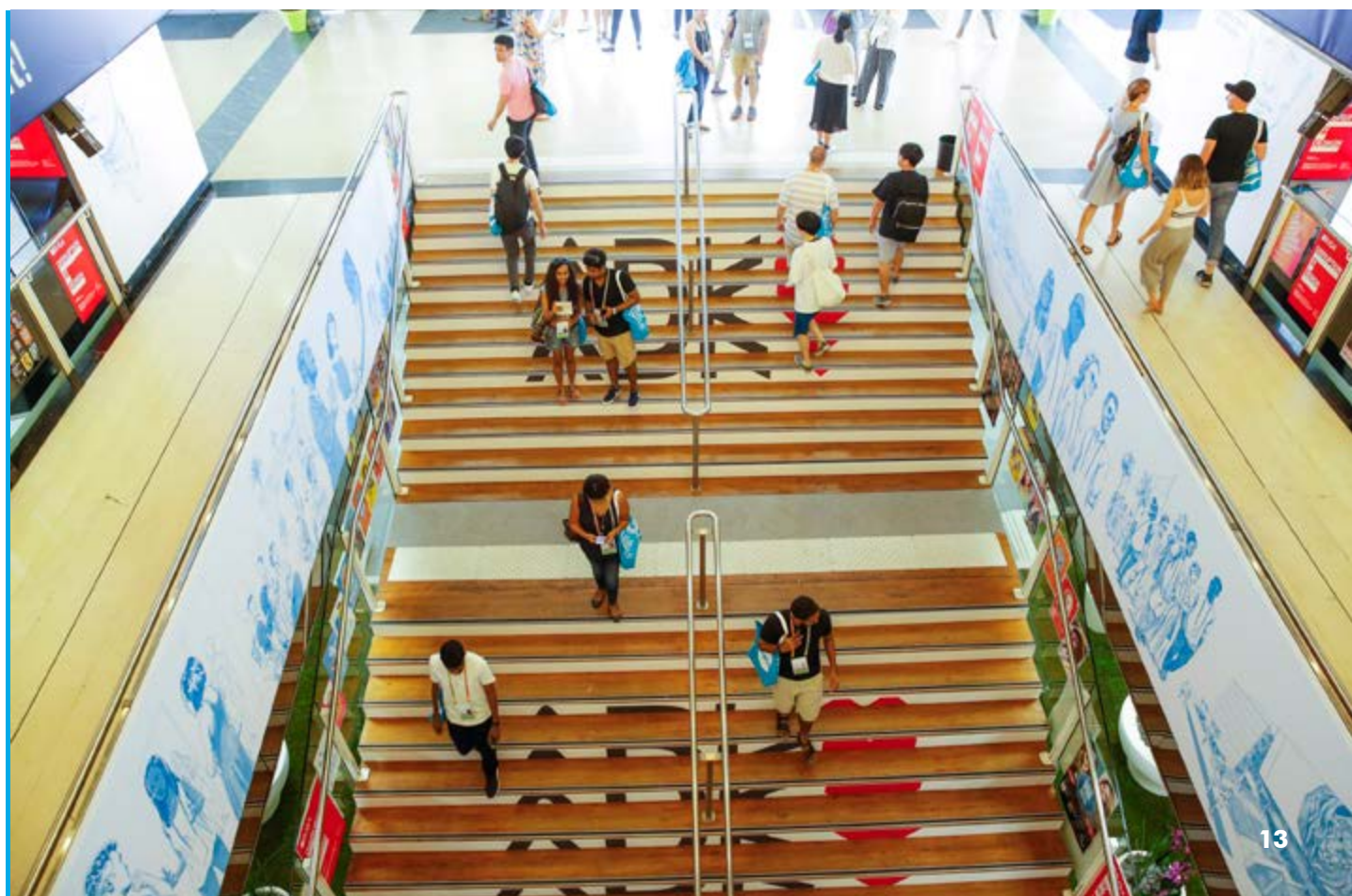
18 January, 2018

- **Accommodation services open:**

11 January, 2018

- **Festival dates:**

Monday 18 – Friday 22 June



Quotes



“ We’re very aware of our responsibility as custodian of the Lion, and while the past six decades have always seen evolution, the pace of change in today’s industry has brought us to a ‘reset’ moment. This new awards structure is the product of nearly three years of consultation with different parts of the industry. There was a common desire to create an awards structure that reflects and supports the modern creative communications industry, and where the best ideas get a chance to shine. ”

Simon Cook, Director of Creative Excellence, Cannes Lions

“ Cannes has been an inspiration for me throughout my career. The conversations happening today are a direct result of continually asking how can Cannes be a positive force and a beacon for creativity in our industry. I applaud the open, two-way dialogue they have encouraged. Cannes must always strive to be vibrant and vital. We, at FCB, look forward to attending an exciting and evolved Festival in 2018. ”

Susan Credle, Global Chief Creative Officer, FCB

“ Within the constantly changing universe of advertising and creativity, where competition is fierce, the professionals need, more than ever before, a place to meet, to compare their experiences, and to speak with each other.

It is in Cannes that this meeting has and will continue to happen.

The City Hall, the teams of the Palais des Festivals et des Congrès and all the local socio-professionals have met to keep on regenerating the offer of the Cannes Lions and to reinforce the competitiveness of the destination. All these joint efforts are allowing, from today onwards, to give new concrete and attractive offers.

But most importantly, the event is focused again on the creatives, and this is the future of the Cannes Lions. ”

David Lisnard, Mayor of Cannes

“ Creativity functions as an economic multiplier for our clients. Therefore, Cannes is at its most useful when it helps us to push creativity forward. Overhauling the awards structure keeps each Lion focussed and means they continue to act as the global benchmark of creative achievement. Because I was able to be part of this development, I feel confident that the new generation of Lions speak to an industry I recognise now, and the one I can see developing for the future. ”

David Lubars, Chairman & Chief Creative Officer, BBDO

Spokespeople and PR Contacts



Key Cannes Lions spokespeople

Philip Thomas, CEO Ascential Events

Jose Papa, Managing Director, Cannes Lions

Simon Cook, Director of Creative Excellence,
Cannes Lions

Louise Benson, Executive Festival Director for Lions
Health, Lions Entertainment & Lions Innovation.

For any interviews with any Cannes Lions
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**PRESS REGISTRATIONS OPEN
11 JANUARY 2018.**

