

MEDIA

SUB CATEGORY

The definition of Media for the purpose of Cannes Lions is the creative use of media, and how media ideas demonstrate understanding of the target market, innovatively implement strategy across channels and maximise business results for a successful outcome. The jury will be looking not just for brilliant ideas, but moreover, ideas that work.

Media Lions will be awarded to the entries that demonstrate a thorough understanding of the target audience and their relationship with the brand, innovative implementation of the strategy across the selected channel(s), and how the media solution maximised business results for a successful outcome.

PLEASE NOTE: An entry or campaign may be submitted in up to **three Media categories maximum**.

A. USE OF MEDIA

In these categories, your entry will be judged specifically on how well the medium was used. E.g. - A campaign entered into Use of Screens will be judged on its specific use of the screen as a *medium*, regardless of the product/service advertised.

Please note: You MUST adapt your presentation image to the appropriate Media Lions section.

A01. Use of Screens

Including cinema, television, in-flight, showroom, exhibition and outdoor screens.

A02. Use of Audio

E.g. radio, podcasts and other audio technology.

A03. Use of Print

Newspapers and magazines etc.

A04. Use of Outdoor

Traditional billboard or poster sites, bus shelters and transit advertising using standard advertising space.

A05. Use of Ambient Media: Small Scale

E.g. bars & restaurants, glasses, beer mats & ashtrays, petrol pumps, flyers, stickers, signage.

Note: This category will be judged on the physical size of the ambient item, NOT the scale of the distribution.

A06. Use of Ambient Media: Large Scale

Including supersize sites, 3D and non-standard shaped sites, ticket barriers, floor media and other adaptations of exterior locations, signage, buildings or street furniture

Note: This category will be judged on the physical size of the ambient item, NOT the scale of the distribution.

A07. Use of Special Events and Stunt/Live Advertising

Including guerrilla marketing, live events, shows, concerts & festivals, experiential events, large and small scale stunts etc.

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A08. Use of Branded Content & Sponsorship

Including promotion of a brand's value and position by going beyond traditional advertising channels, and utilising the generation of content. E.g. Seamless integration of a product in a television programme, or advertiser funded programming (AFP).

B. MEDIA: DIGITAL AND SOCIAL

B01. Use of Digital Platforms

Including websites, microsites, search engines, banner ads, instant messaging, email marketing, digital POS, new technology, games, virtual worlds, downloadable applications including screensavers, widgets etc. PLEASE NOTE: ANY CAMPAIGNS USING SOCIAL MEDIA AS THE PRIMARY CHANNEL (Facebook, Twitter, LinkedIn, YouTube, blogs etc.) SHOULD BE ENTERED IN CATEGORY B02.

B02. Use of Social Platforms

Viral advertising, blogs, social networking sites and applications, consumer generated content

B03. Use of Mobile Devices

Mobile technology including smartphones, tablet computers, Bluetooth, SMS, MMS, WAP, mobile applications

C. PRODUCT & SERVICE

In these categories, the jury will reward the best media campaign for the product and service selected.

C01. Fast Moving Consumer Goods

Beer, wine, spirits, liqueurs, cocktails, coffee, tea, still & carbonated drinks, juices, mineral waters, chocolate, sweets, chewing gum, potato crisps, snacks, nuts, milk, yoghurt, ice cream, cream, butter, cheese, eggs, margarine & spreads, cakes, biscuits, desserts, sugar, jam, honey, peanut butter, bread, flour, baking ingredients, breakfast cereals, meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, sauces, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, detergents, cleaning products, air fresheners, insecticides, foil, & other food packaging, light bulbs, batteries, paint, varnish & wood protectors, adhesives, tools, garden tools, pet food & pet care products, soap, shower & bath products, deodorants & body sprays, skin & nail care products, oral hygiene, toilet paper, tissues, nappies, shaving products, insect repellents, diet products, adhesive plasters, skin remedies, condoms, pregnancy tests, contact lenses, vitamins, alternative therapies & medicines, virility drugs.

C02. Cars & Automotive Services

Cars, jeeps and 4-wheel drives, pick-up trucks, vans, lorries, motorbikes, tyres, auto products and services, spare parts, accessories incl. in-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealerships, car finance & leasing.

C03. Other Consumer Products (including durable goods)

House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, wall & floor coverings, televisions, cameras, video cameras, film, hi-fi, personal stereos, CD players & MP3 players, DVD & Blu-ray players, personal phone equipment inc. mobile phones & smartphones, tablet computers, musical instruments, sports equipment, bicycles, boats & caravans, toys, board games, computer games, games consoles, home computers and equipment, clothing, footwear and accessories, sportswear, handbags, belts, luggage, jewellery, watches, sunglasses, spectacles.

C04. Financial Products & Services

Banks, building societies, credit cards, current & savings accounts, mortgages & loans, investment companies, health & building insurance, car insurance, pension & retirement plans, real estate investment, building development, road construction.

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C05. Commercial Public Services incl. Healthcare & Medical

Consumer telecommunications services, internet service providers, cable & satellite TV providers, directories, Yellow Pages, postal services, electricity, gas, power & water companies, private education, private healthcare & clinics, optical, medical & dental services, prescription drugs, hearing aids, hospital & dental equipment, psychiatrists, sex therapists, plastic surgeons etc.

C06. Travel, Entertainment & Leisure

Transport, travel and tourism, airlines, train & bus companies, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, car hire, travel passes, leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras, exhibitions & shows, nightclubs, bars, etc. museums, art galleries, cinemas & theatres, golf & country clubs, lotteries, gambling.

C07. Retail, e-Commerce & Restaurants

Stores, including home shopping, restaurants, fast food, department & specialist stores, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies, online shopping & auctions.

C08. Publications & Media

Newspapers, magazines & supplements, books, records, CD's, cassettes, DVDs & Blu-ray Discs, TV & radio stations, networks & programmes, movies.

C09. Business Products & Services

Business phone & computer equipment, office furniture & stationery, accountancy, conference & events services, business postal services, courier services, employment agencies, agricultural & manufacturing equipment.

C10. Corporate Image & Information

Non-product-based company image, competition & event sponsorship, press releases, press conferences, announcements, PR, employee schemes, internal communication & statements, seasonal messages, company mergers, flotations & relocation, TV programme sponsorship, website development, Marketing, website design and development, advertising agencies & production companies.

C11. Charities, Public Health & Safety, Public Awareness Messages

Anti-smoking, anti-drugs, anti drink-driving, road safety, health, hygiene, Aids awareness, political & religious messages, unions, associations, environmental awareness, government & forces recruitment, state education, racial, ethnic & disability awareness, sex equality, charities, funds, volunteers, Red Cross, blood & organ donation.

D. INTEGRATED CAMPAIGN

D01. Use of Integrated Media

Entries in this category **MUST** show that multiple types of media were used in the campaign (e.g. Screens, Digital, Outdoor).

Entrants will be judged on how successfully they have integrated the chosen media throughout the campaign, and must demonstrate how well the different types complement and build on each other to communicate the brand's message.

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JUDGING

CATEGORY DEFINITION

The definition of Media for the purpose of Cannes Lions is the creative use of media, and how media ideas demonstrate understanding of the target market, innovatively implement strategy across channels and maximise business results for a successful outcome. The jury will be looking not just for brilliant ideas, but moreover, ideas that work.

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JUDGING

The award-winning entries will be selected by an international Jury. The jury's voting will be based on 3 criteria, listed below. Each entry will receive 3 marks which will make up the total vote and these marks will be weighted as follows:

Insight, Strategy and the Idea	35%
Media Execution	30%
Results and Effectiveness	35%

The shortlist is decided by a first round of voting. A computerised voting system selects the highest marks given in each category. Further voting establishes the ranking in each category, which is the basis for the Juries' discussions and awarding of Gold, Silver and Bronze Lions.

The Grand Prix is selected from the entries that have won a Gold Lion.

At all voting stages, a judge's vote will not be counted for any entry submitted by his or her own company(ies) in his or her own country. We will also remove votes from Judges with a regional or global role accordingly.

The decision of the Juries in all matters relating to the awarding of prizes will be final and binding.

Awards credit and the associated trophies and certificates will be given to the entrant company. Duplicate trophies can be purchased by other participating parties after the Festival. Shortlisted entries will receive a certificate.

The 2014 Awards process, including the appointment of the Presidents and Jurors, will be independently audited by PWC.

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ENTRY REQUIREMENTS

1. Each campaign constitutes one entry.
2. All entries must relate to one campaign. Entries relating to more than one campaign (even if promoting the same client/product) must be entered individually and paid for as separate entries.
3. The same entry can only be entered a maximum of 3 times into Media Lions, if eligible.
4. It is essential that duplicate entries are appropriate to all categories entered and that they meet the respective criteria. If a single entry is entered more than once it is highly recommended that the presentation of each is tailored/adapted to highlight the elements most relevant to the chosen categories.
5. Please carefully check and re-check the credits you have entered. If you are shortlisted or a winner, these credits will be published on our website exactly as you have typed them. They will be used in calculations both in Cannes and also after Cannes in league tables featured in "The Cannes Report". Credits cannot be altered before and/or during judging. A specific period of time after the festival will be allocated to entrants to allow for amendments or additions to credits. Any amendments after this period may incur admin costs.
6. It will be in your own interest to explain or translate any specific word play or local, social, cultural or political references and nuances.
7. Please ensure you do not refer to the name of your agency or any contributing creative companies anywhere on your submission materials (both copy and image/video).

Within the entry form you will be required to submit the following information:

- 1. Insights, Strategy and the Idea (150 words max)**
 - What were the business, marketing and communications objectives that lay behind the case?
 - Describe the target audience and their relationship with the brand
 - Explain the unique insight that shaped the idea
 - How was it relevant to both the client and the target audience?
- 2. Media Execution (150 words max)**
 - Describe how the media team interpreted the creative idea and implemented it?
 - Describe the different channel(s) and how they worked together to maximise the campaign
- 3. Results and Effectiveness (100 words max)**
 - What happened as a result of the communication activity?
 - How did the communication achieve the goals and influence business outcomes?
 - Include commercial results such as sales and profit as well as change in consumer awareness and attitudes.

Please note in the absence of any indication of results, the Jury cannot give a mark for this and the entry could suffer as a result.

You will be offered the opportunity, when entering online, to submit information separately that will be kept confidential (i.e. submitted only to the jury).

For Tips & Checklist on submitting material for Media Lions click [here](#).

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MATERIAL REQUIREMENTS

- **WE WILL NOT ACCEPT REPLACEMENT MEDIA**, so please make sure that the version you have uploaded is final and it can be used for judging **AND** shown publicly. This should include use in, but is not restricted to, festival delegate screenings, post-event promotion, festival website and other public domains.
- Do not upload 'holding media' (i.e. incorrect/fake JPG, MP3, MOV, MP4, etc.).

1. COMPULSORY MATERIALS

PRESENTATION IMAGE in digital form ONLY

For all entries, you must supply a **digital Presentation Image** in JPG format.
Please note – for the Media categories you do not need to send a hard copy.

- **One digital presentation image strictly in the following format:**
JPG, 300 dpi, RGB. Size: the longest side must be approximately 420mm.
Digital images must be uploaded online (max 10MB) when making your entries.
- This Presentation Image will be a summary of your entry and **MUST be contained on one image**. This presentation should contain some key visuals and a simple, clear **summary in English** of the written part of your entry. There must be **no more than 100 words** in total on this presentation image (excluding words contained in visuals).
- To guide you, we have provided some tips for preparing this digital presentation image. Please ensure that your presentation image focuses on the key visuals of your entry and only on the **key points of your explanation**.
- For the purpose of judging impartiality, there must be **no agency branding anywhere on your entry**, with the exception of self-promotion or corporate communications, nor any reference to anyone who has contributed to the entry.
- You **MUST** adjust your presentation image to the category and section you are entering. If the same entry is entered into other entry sections, e.g. Promo & Activation Lions, please make sure the image is adapted for Media Lions.
- Entrants are responsible for ensuring that they have the right to use the images uploaded. This could include use in, but is not restricted to, delegate screenings, post-event promotions, festival websites, partner company websites, official DVD and other public domains.

2. SUPPORTING MATERIALS

In addition, we recommend you supply relevant support material, depending on the type of entry you are submitting. Please label the support material with the Reference Number clearly visible e.g. ML/001. There is a barcoded Package Label that should be used, this can be found in the PDF confirmation document sent to you.

- For **Use of Screens**, please supply **1 MOV/MP4** of the spot(s) (only if not featured in the explanatory case film). Please see below for accepted formats.
- For **Use of Audio**, please supply your radio spot as an **MP3** file in English or with English transcript attached, unless otherwise presented in a case film.
- For **Use of Print**, please supply actual magazines or newspapers containing the ad(s).
- For **Use of Outdoor**, please supply proof(s) of the ad(s) or **JPG(s)** of the ad(s) in-situ.
- For **Use of Ambient Media: Small Scale**, please supply samples of the object(s) if appropriate.
- For **Use of Ambient Media: Large Scale**, please supply **JPG(s)** of the ad(s) in-situ.
- For **Special Events/Stunts**, please supply **JPG(s)** of the events or stunts.
- For **Digital categories**, please supply relevant **URLs** or **MOV/MP4** files as appropriate.
- For **Use of Integrated Media**, you should supply any of the above as appropriate.
- **Display materials:** Send actual packaging piece or display if reasonably sized. If this is not possible or practical, please supply images.

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MATERIAL REQUIREMENTS

Materials & Sample Formats

All materials must be supplied in the following formats:

- Images/Photos/Press clippings: As JPGs 300 dpi RGB with longest side 420mm.
- Images can also be supplied as hard copy original publication, proofs or photos which should not be larger than 64 x 48cm.
- Broadcast materials, clips and videos etc.: As MOV/MP4 (uploaded online). Do not upload TV or cinema ads as support material if they are also contained within your case film.
- Radio or Audio files: they should be uploaded online as MP3 files, Bit rate 128 kbps, compression ratio 15:1. File size should not exceed 3MB.

3. CASE FILM

For all entries, we **strongly recommend** that you prepare a case film to support your entry. Along with the written submission and the presentation image, this case film will be used for Jury deliberations.

You should upload your Case Film as MOV/MP4 file when you submit your entry using the online upload facility. Please note the file size should be between 250-350MB.

No agency branding or any contributing creative companies/people must be visible on the case film (e.g. Logos, credits etc.)

Please supply 2 versions of your case film, as follows:

1. Long version: 2 minutes long

This case film will be viewed by the Jury during voting and deliberations and could be used if your entry is a winner in post-Festival promotions. It will also be shown at the Festival, to give delegates the opportunity to study, appreciate and learn from the entries. This case film should contain some key visuals - video, still images or any other appropriate footage to best explain the campaign with a simple, clear commentary in English. We recommend that you keep your presentation concise and to the point.

2. Short version: 30-45 seconds

Additionally, you should supply a shortened/edited version of 30-45 seconds which would be shown at the awards ceremony in the event that the entry is a winner. This should again contain some key visuals and a simple clear commentary in English summarising the written part of the campaign.

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MATERIAL REQUIREMENTS

ENCODING STANDARDS

For submission to Cannes Lions 2014 please encode a high quality video as MOV/MP4.

FILE OPTIONS / SPECIFICATIONS - Choose one of the following:

It is strongly recommended that you submit your case film in 16:9 format.

Video Aspect Ratio	Container/ Codec	
	MOV/H.264	MP4/H.264
4:3 or 16:9	720x576	720x576
	1024x576	640x480
	640x480	
	854x480	
HD 720p	1280x720	1280x720
AUDIO		
	AAC	AAC
	Stereo	Stereo
	48kHz	48kHz

DO NOT send your Case Film on a URL.

For further assistance and guidance on preparing your entry, please contact medialions@canneslions.com.

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TIPS

For the Steps to Submitting into Media Lions go [here](#).

TIPS FOR CREATING A SUCCESSFUL MEDIA LIONS ENTRY:

Digital Presentation Image (Compulsory)

- This digital image will be used by the Jury for their deliberations. If shortlisted, it will be used in the digital Media Lions Exhibition at the festival.
- The digital image should create a good impression and captures the jury's interest. It will be a summary of your entry and **MUST** be contained on one image.
- Must be provided in **digital form ONLY**. You do not need to send a hard copy.
- **DO NOT** use your **Agency logo or branding** or refer to your agency or anyone who has contributed to the entry anywhere on your board or in your written submission.
- The copy should not be more than 100 words. Limit the use of technical jargon and statistics. It is better to use simple language that will be easily understood by an international Jury.

Technical Details:

- **Digital Copy:** JPG, RGB, 300 dpi and approximately 420mm for the longest side.
- Digital images must be uploaded via the website (max 10MB) at the time of entry submission.
- **Please name your image with the title of the entry.**

EXAMPLE OF MEDIA PRESENTATION IMAGE



No reference to the Agency or anyone involved in the work

Clear and concise text – 100 words maximum

Key points from the written submission

Minimal use of technical jargon and statistics

Text presented in 3 clear sections e.g.:
Idea,
Implementation,
Results

Clear, relevant images

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TIPS

Case film (highly recommended):

- Please click [here](#) to watch a good example of a Case Film for a Media entry.
- **2 minutes**, no longer.
- Please supply your case film using our online upload facility
- Try to grab the attention of the jury as quickly as possible and go into more detail later.
- Together with clear self-explanatory visuals, a coherent voiceover is often effective.
- However, avoid showing creatives explaining the campaign to camera.
- You **MUST NOT** refer to any agency or individual who has contributed to the campaign, either visually or verbally.

Case Film Technical Requirements & Encoding Standards:

- Please encode a high quality video as **.MOV** or **.MP4**.
- Please ensure the case film and any other supporting content is only uploaded to our website. Please note the maximum file size is **250-350 MB**.

FILE OPTIONS / SPECIFICATIONS - Choose one of the following:

Video Aspect Ratio	Container/ Codec	
	MOV/H.264	MP4/H.264
4:3 or 16:9	720x576	720x576
	1024x576	640x480
	640x480	
	854x480	
HD 720p	1280x720	1280x720
	AUDIO	
	AAC	AAC
	Stereo	Stereo
	48kHz	48kHz

DO NOT send your Case Film on a URL.

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CHECKLIST & FAQ

CHECKLIST FOR YOUR CYBER LIONS ENTRY

- Visit the [Media Lions](#) category page and read the entry rules and sub-categories sections
- Download the [Sample Entry Form](#) to help you collect the required information i.e. Title, Client, Credits, and Synopsis
- Prepare media for submission. No agency branding anywhere on your entry materials (or synopsis)
- **Ensure the case film is no longer than 2 minutes**
- Enter online and upload media
- Supporting Material (eg: samples, flyers etc.) may be sent to the Cannes Lions office but **Presentation Boards are no longer accepted**

FAQ

- **How many times can I enter into Media Lions?**
You can enter the same piece of work a maximum of **3** times.
- **Do I have to include a case film?**
A case film is not compulsory but highly recommended to better explain your entry to the jury.
- **Where should I enter my digital campaign involving Facebook/ YouTube/ Twitter/ LinkedIn?**
Any digital campaign primarily featuring social media should be entered in the Social Platforms sub-category.
- **How much supporting material should I send/upload?**
You are welcome to provide us with relevant supporting material but please be aware that the jury has limited time to review all entries. The presentation image, written submission and case film are usually sufficient for judging purposes.