The definition of Branded Content and Entertainment for the purpose of Cannes Lions is the creation of, or natural integration into, original content by a brand. Entrants will show how a brand has successfully worked independently or in association with a content producer or publisher to develop and create or co-create entertaining and engaging content for their audience. This could be either by creating original content or programming for a brand or by naturally integrating a brand into existing formats by partnering with a publisher or media partner. Branded Content and Entertainment Lions will be awarded to the creative content that leverages a single media channel, such as web video or broadcast, but may also use multiple platforms to deliver content to audiences across various channels, including: radio, magazine, music, video, mobile, social, blogs, experiential events, and more.

An entry or campaign may be submitted into up to four categories - however it is essential that each entry is appropriate to the selected category and focuses on the elements most relevant to that category. Entries in the Fiction and Non-Fiction categories A01 – A06 must have been created or commissioned by a client around a product or brand.

For category guidance please email brandedlions@canneslions.com

**A01. Fiction: TV & Broadcast**
Drama, comedy or mini-series made for television.

**A02. Fiction: Film**
Theatrical release, DVD or television special.

**A03. Fiction: Online**
Online series or film created for the internet or online social platforms.

**A04. Non-Fiction: TV & Broadcast**
Reality, documentary or entertainment show.

**A05. Non-Fiction: Film**
Theatrical release, DVD or television special.

**A06. Non-Fiction: Online**
Online series or film created for the internet or online social platforms (including filmed live events).

**A07. Brand or Product Integration into an Existing Programme or Platform**
Including Film, TV, mini-series, web series, music video, online/digital etc.

**A08. Use or Integration of User-Generated Content**
Use/placement of content generated by engagement with an audience who have contributed to, or collaborated with a brand initiative. Content must have been used as part of a broader branded platform.

**A09. Live Experience**
Creative positioning of a brand using events or installations, the focus should be on the experience for the people present (rather than the experience of watching a filmed version).

**A10. Use or Integration of Music**
Including music in original branded content, original song/score, brand integration into music distribution or promotion, the creation of a music-based program or platform.
BRANDED CONTENT & ENTERTAINMENT

SUB CATEGORY

A11. Use or Integration of Printed Content
Book, publication, magazine or original printed content.

A12. Original Game or Use of Gaming
Digital or physical.

A13. Use or Integration of Digital or Social Media
Branded social media, websites, microsites, mobile applications, native advertising, user generated content platforms etc.

A14. Integrated Campaign
Entries using multiple channels/platforms.