ENTRY KIT

PROMO & ACTIVATION

CANNES LIONS
The definition of Promo & Activation for the purpose of Cannes Lions encompasses activity which is designed to create immediate activation and/or offer for the sales of a product or service.

This may be effected using sampling, tie-ins, competitions, events, in-store advertising events, exhibitions and other promotional vehicles, such as digital media.

Promo & Activation Lions will be awarded to the freshest creative ideas that actively engage consumers to products/brands and achieve measurable results.

The same entry can only be entered a maximum of 3 times into Promo Lions, if eligible.

A. USE OF PROMO & ACTIVATION
In these categories your work will be judged specifically on how the medium was used to evoke consumer activation

A01. Use of Promotional Stunts and Live Advertising
Including: short/one-off live pop up executions, street teams, publicity stunts, street stunts

A02. Use of Live Shows/Concerts/Festivals
Including: sport events, music festivals, fairs, trade shows, corporate entertainment, live concerts, built stages

A03. Use of Exhibitions and Digital Installations
A more permanent feature, including: vending machines, interactive digital events, floor graphics, transit advertising

A04. Use of Guerrilla Marketing in a Promotional Campaign (Small Scale)
Small Scale including, out-of-store sampling, glasses, beer mats and ashtrays, flyers, stickers, signage, street teams, street art, street furniture and transit advertising

A05. Use of non-Traditional Ambient in a Promotional Campaign (Large Scale)
Non-traditional outdoor/billboards including, 3D and non-standard shaped sites, ticket barriers, signage, wallscape, digital billboards, window clings, building wrapping, executions that utilise a space or an existing permanent feature, helicopter banners, etc.

A06. Use of Customer in-Store Experience
Including: in-door temporary installations and displays, using samples, special discounts, customer marketing, promotions, incentives, product demonstrations, store-within-a –store, banners, posters,

A07. New Product Launch/re-Launch or Multi-Product Promotion
All new products launched on the market for the first time, products placed again on the market after adapting them to changing market conditions and promotion activities that encompass multiple brands and categories at the same time

A08. Use of Broadcast in a Promotional Campaign
Cinema, TV and radio

A09. Use of Print or Standard Outdoor in a Promotional Campaign
Newspapers, magazines, trade journals, billboards, outdoor banners
PROMO & ACTIVATION

SUB CATEGORY

A10. Use of Games
Including sweepstakes, contests and prize draws

A11. Sponsorship or Partnership Campaigns
For a campaign that utilized a sponsorship or tie-in partner (e.g. Sports or entertainment)
(Submit appropriate samples and/or photographs as support)

B. PROMO & ACTIVATION: DIGITAL & SOCIAL

B01. Online Advertising in a Promotional Campaign
Including websites, microsites, search engines, banner ads, email marketing, digital POS,
branded content, etc.

B02. Use of Other Digital Platforms in a Promotional Campaign
New technology, games, digital installations, augmented reality, virtual worlds, downloadable
applications including screensavers, widgets, Bluetooth, mms, sms, wap, pda, gps, tablet,
mp3 players, mobile games and applications, QR codes, mobile marketing, other mobile
communication.

B03. Use of Social Platform(s) in a Promotional Campaign
Social networking sites, blogs, wikis, video-sharing sites, hosted services, etc.

B04. Use of Social Audience in a Promotional Campaign
Promotional campaigns that use social audiences to create and/or enhance relationships with
community/consumers.

B05. Social Commerce Activation
Social, often platform based initiatives that allow or encourage users/communities to participate
in social activity that may result in a direct sale. Entries may rely on social currency or bartering
alternatives (data, social currency, services, etc) that do not rely on a monetary exchange or
payment.

C. PRODUCT AND SERVICE

C01. Food & non-Alcoholic Drinks
Candy, chocolates, 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, coffee, tea, still & carbonated drinks, juices, mineral waters

C02. Alcoholic Drinks
Beer, wine, spirits, liqueurs, cocktails, etc.

C03. Fast Moving Consumer Goods (not including food)
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, diapers/nappies, shaving products, medicines,
vitamins, insect repellents, diet products, adhesive plasters, skin remedies, condoms, pregnancy
tests, contact lenses & glasses, vitamins, alternative therapies & medicines, virility drugs,
cosmetics, perfumes, luxury toiletries
C04. 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 and 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 etc.

C05. Retail, e-Commerce & Restaurants
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, auctions, online shopping, e-commerce, etc.

C06. 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

C07. 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, sex toys

C08. Publications & Media
Newspapers, magazines & supplements, books, records, cd’s, cassettes, DVDs, blu-ray discs, tv & radio stations, networks & programmes

C09. 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 and road construction

C10. Business Products & Services
Business phone & computer equipment, office furniture & stationery, accountancy, conference & events services, business postal services, courier services, employment agencies, agricultural & manufacturing equipment

C11. Corporate Image & Information
Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotation & relocation, TV programme sponsorship, Press releases, press conferences, announcements, PR, employee schemes, internal communication & statements, advertising agencies & production companies, marketing, website design & development, advertising agencies & production companies

C12. Commercial Public Services, including Healthcare & Medical
Consumer telecommunications services, internet service 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.
**PROMO & ACTIVATION**

**SUB CATEGORY**

**C13. Charities**
Funds, charities, volunteers, red cross, blood & organ donation, unions, associations, government & forces recruitment, state education.

**C14. Public Health & Safety & Public Awareness Messages**
Including environmental awareness, public health & safety, public awareness messages, health, hygiene, aids awareness, political & religious messages, racial, ethnic & disability awareness, anti-smoking, anti-drugs, anti-drink-driving, road safety, sex equality.

**D. INTEGRATED CAMPAIGN LED BY PROMO & ACTIVATION**
Programmes that use multiple media platforms in one promotional campaign. Note, entries in this category MUST contain DIFFERENT media and a clearly identifiable immediate activation component or core promotional idea (submit appropriate photographs, video and/or samples as support).

It would be unlikely that a campaign would be LED BY more than one type of medium. Therefore, INTEGRATED campaigns LED BY Promo & Activation, except in exceptional circumstances, cannot be entered into any of the “Integrated Campaign LED BY” categories in the following sections of the Festival: Direct, Outdoor and PR.
PROMO & ACTIVATION

JUDGING

CATEGORY DEFINITION

The definition of Promo & Activation for the purpose of Cannes Lions encompasses activity which is designed to create immediate activation and/or offer for the sales of a product or service.

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JUDGING

The award-winning entries will be selected by an international Jury.

The Promo & Activation jury’s voting will be based on 4 criteria: Creativity, Strategy, Execution and Results.

Each entry will receive 4 marks which will make up the total vote and these marks will be weighted as follows:

- Creativity 30%
- Strategy 20%
- Execution 20%
- Results 30%

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 credits 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.
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 may be submitted in up to three Promo & Activation Lions categories.
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. By definition, a campaign cannot be LED BY more than one type of media. Therefore, INTEGRATED Campaigns LED BY Promo cannot be entered into any of the Integrated Campaign LED BY Outdoor, PR and Direct.
6. 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.
7. Entries that are not in English should be translated or accompanied by a full translation. It will be in your own interest to explain or translate any specific word play or local, social, cultural or political references and nuances.
8. 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:

9. Describe the brief/objective of the promotional campaign (100 words)
   • Describe the brief/objective of the promotional campaign.
   • Was the target audience drawn from existing customers, or new customers?
   • What was the strategy of the campaign?

10. Describe the creative solution to the brief/objective with reference to the projected response rates and desired outcome (100 words)

11. Explain why the creative execution was relevant to the product or service (100 words)
   • Explain the strength of the creative and originality
   • Describe why it is most appropriate to the brand

12. Describe the results in as much detail as possible with particular reference to the RESPONSE of the target audience, relationships built and return on investment (100 words)

   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).
PROMO & ACTIVATION

MATERIAL REQUIREMENTS

• WE WILL NOT ACCEPT REPLACEMENTS, so please make sure that the version you have uploaded is final and it is can be used for judging AND shown publicly. This could 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 Direct 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. Direct Lions, please make sure the image is adapted for Promo 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, you should 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. PAL/001. There is a barcoded Package Label that should be used, this can be found in the PDF confirmation document sent to you.

• For in-store Marketing entries please supply 1 sample of the display. If this is not possible or practical, please supply photographs.
• For TV entries, please supply 1 MOV/MP4 of the spot.
• For Print entries, please supply 1 proof or copy of the newspaper, magazine or insert as appropriate.
• For Radio entries, please supply the ad as an MP3 which you can upload online
• For Digital or Interactive entries, please supply a URL.
• You may also supply limited additional supporting material if appropriate.
• Please make sure that any material provided can be easily understood and shown to the jury. Entries which are not in English should be translated or accompanied by a full translation. It will be in your own interests to explain or translate any specific word play or local social, cultural or political references and nuances.
• Packaging and display materials: Send actual packaging piece or display if reasonably sized. If this is not possible or practical, please supply photographs.
PROMO & ACTIVATION

MATERIAL REQUIREMENTS

Materials and Sample Formats

All materials must be supplied in the following formats:

- **Video:** As MOV/MP4. Do not send TV or cinema ads as support material if they are also contained within your Case Film (see below).
- **Print/Outdoor:** As JPGs 300 dpi RGB with longest side 420mm. These may also be supplied as hard copy original publication, proofs or photos - which should not be larger than 64 x 48cms.
- **Radio or Audio files:** In 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 presentation, 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.
**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:

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

**DO NOT** send your Case Film on a URL.

- For further assistance and guidance on preparing your entry, please contact: [promolions@canneslions.com](mailto:promolions@canneslions.com)
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 Promo Lions Exhibition at the festival.
- The digital board 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 page.
- 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 entry.
- 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 DIGITAL 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 eg: Idea, Implementation, Results
- Clear, relevant images
Case film (highly recommended)

- Please click [here](#) to watch a good example of a Case Film for a Promo 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 file size should be **250MB - 350MB**.

**FILE OPTIONS / SPECIFICATIONS (DO NOT send your Case Film on a URL)**
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CHECKLIST FOR YOUR PROMO & ACTIVATION LIONS ENTRY

• Visit the Promo & Activation 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 ensuring your presentation image matches the uploaded image

FAQ

• How many times can I enter my piece of work into Promo & Activation? You can enter the same piece of work 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.

• Is my entry eligible for Integrated Led by Promo & Activation? If you decide to enter your work into Integrated Campaign Led by Promo & Activation you cannot enter the same campaign into “Integrated Campaign Led by” Direct, Outdoor or PR. Please select the category which corresponds to the strongest medium used in your campaign.

• How long should my case film be? 2 minutes, no longer. A longer case film will not be accepted.