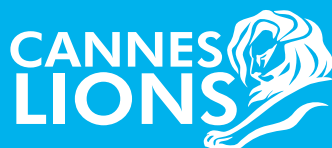


# ENTRY KIT

TITANIUM & INTEGRATED



# TITANIUM & INTEGRATED

## SUB CATEGORY

The definition of Titanium for the purposes of Cannes Lions is breakthrough ideas which are provocative and point to a new direction in the industry.

The definition of Integrated for the purpose of Cannes Lions is fully integrated campaign executed across multiple platforms.

There are no categories in Titanium and Integrated Lions. The idea is everything, whether it's for a car or toothpaste, telecommunications or charity, big budget or low budget.

The jury may award Titanium Lions and a Titanium Grand Prix if appropriate to entries in this section. You don't have to specify whether you are submitting to Titanium or Integrated when entering. All campaign entries will be considered by the jury for Integrated Lions or Titanium Lions.

# TITANIUM & INTEGRATED

## JUDGING

### CATEGORY DEFINITION

The definition of Titanium for the purposes of Cannes Lions is breakthrough ideas which are provocative and point to a new direction in the industry.

The definition of Integrated for the purpose of Cannes Lions is fully integrated campaign executed across multiple platforms.

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The jury may award Titanium Lions and a Titanium Grand Prix if appropriate to entries in this section. You don't have to specify whether you are submitting to Titanium or Integrated when entering. All campaign entries will be considered by the jury for Integrated Lions or Titanium Lions.

### JUDGING

The award-winning entries will be selected by an international Jury.  
The jury's voting will be based on 3 criteria, listed below:

The quality of the idea and freshness of the creativity  
Risk – the element that lifts this campaign from good creative to exciting creative  
The implementation and consistency of the idea working across different channels

The shortlist is decided by a first round of voting. A computerised voting system selects the highest marks given which is the basis for the Juries' discussions and awarding of Titanium and Integrated Lions. **The Integrated Grand Prix is selected from the entries that have won a Gold Integrated Lion. The Titanium Grand Prix may be awarded to any entry that has won a Titanium 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.

# TITANIUM & INTEGRATED

## ENTRY REQUIREMENTS

1. Each campaign constitutes one entry.
2. All entries must relate either 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. 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.
4. It will be in your own interest to explain or translate any specific word play or local, social, cultural or political references and nuances.
5. 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 answer the following information:

1. Describe the campaign (150 words max)
2. Describe how the campaign/entry was launched and executed and which channels were used (150 words max)
3. Give some idea of how successful this campaign was with both client and consumer (150 words max)

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).

# TITANIUM & INTEGRATED

## MATERIAL REQUIREMENTS

- For Tips on Entering Titanium and Integrated Lions, [click here](#).
- **WE WILL NOT ACCEPT REPLACEMENTS**, so please do not upload 'holding media' (i.e. incorrect/holding/fake JPG, MP3, MOV, MP4, etc.)
- Please make sure that the media (i.e. JPG, case film, supporting content, etc.) you have uploaded **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. Please do not overlook this vital stage when making your entries.

### 1. COMPULSORY MATERIALS

#### CASE FILM OF YOUR ENTRY

For all entries, you **MUST** prepare a case film of your campaign. Along with the written submission, this presentation will be used for Jury deliberations and will also be shown at the Festival, to give delegates the opportunity to study, appreciate and learn from the entries.

**You should upload your Case Film as an .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 (eg. Logos, credits etc.).

Please supply **2** versions of your presentation, as follows:

#### 1. Long version: 2 minutes long

This explanatory clip 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 presentation 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 summarising the written part of your entry (see Entry Form). Our experience shows that juries find this the easiest way to understand and judge entries. We recommend that you keep your presentation concise and to the point.

#### 2. 2) Short version: 30-45 seconds

Additionally, you **MUST** 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.

# TITANIUM & INTEGRATED

## MATERIAL REQUIREMENTS

### ENCODING STANDARDS

For submission to Cannes Lions 2014 please encode a high quality video as .mov, MP4. 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
<b>AUDIO</b>		
	AAC	AAC
	Stereo	Stereo
	48kHz	48kHz

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

### 2. SUPPORTING MATERIALS

- You may also supply relevant support material, depending on the campaign you are submitting. This should include samples, brochures, product packs, leaflets, photographs, point of sale materials etc. as appropriate.
- The jury will not have time to evaluate excessive supporting materials so please send only the most relevant and useful support materials.
- All supporting materials should be supplied in the following formats:
- Proofs or photos must not be larger than 64 x 48cms.
- All JPGS must be 300 dpi, RGB with the longest side measuring approximately 420mm.
- All video material should be uploaded as Mpeg2/.mov/mp4.
- All audio files should be uploaded as MP3 files.
- All websites or online materials must be submitted via a URL, even if only posted temporarily for the purpose of the judging.
- All judging materials will be shown to the jury in digital format.

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.

For further assistance and guidance on preparing your entry, please contact [titaniumintegratedlions@canneslions.com](mailto:titaniumintegratedlions@canneslions.com)

# TITANIUM & INTEGRATED

## TIPS

### Case film

- Please click [here](#) to watch a good example of a Case Film for a Titanium & Integrated entry.
- For each entry it is mandatory that you supply 2 versions of your case film: a long version which should be an explanatory clip lasting no more than 2 minutes and a short summary version of about 30-45 seconds.
- 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, MP4**.
- Please ensure the case films 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
	<b>AUDIO</b>	
	AAC	AAC
	Stereo	Stereo
	48kHz	48kHz

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

# TITANIUM & INTEGRATED

## CHECKLIST & FAQ

### CHECKLIST FOR YOUR TITANIUM AND INTEGRATED LIONS ENTRY

- Visit the [Titanium & Integrated Lions](#) category page and read the entry rules
- 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 long case film is no longer than 2 minutes and the short case film is between 30 – 45 seconds.

### FAQ

- **Do I have to send in a short case film in addition to the 2 minute case film?**  
Yes, the short case film is compulsory in addition to the 2 minute long case film.
- **Do I have to send in supporting material?**  
Supporting material is not compulsory and should only be sent in if you feel that your entry is best understood with the aid of physical material related to the work. A maximum of 2 pieces of digital supporting material is sufficient.
- **Do I have to specify whether I'm entering into Titanium or Integrated?**  
No, you only have to enter once and the jury will decide whether to award it as a Titanium or Integrated Lion.
- **How do I know if my piece of work is eligible?**  
All work is eligible for Titanium and Integrated. There are no restrictions on the communication medium used or number of mediums involved.