



CANNES LIONS

INTERNATIONAL FESTIVAL OF CREATIVITY



SIMON COOK, DIRECTOR OF AWARDS



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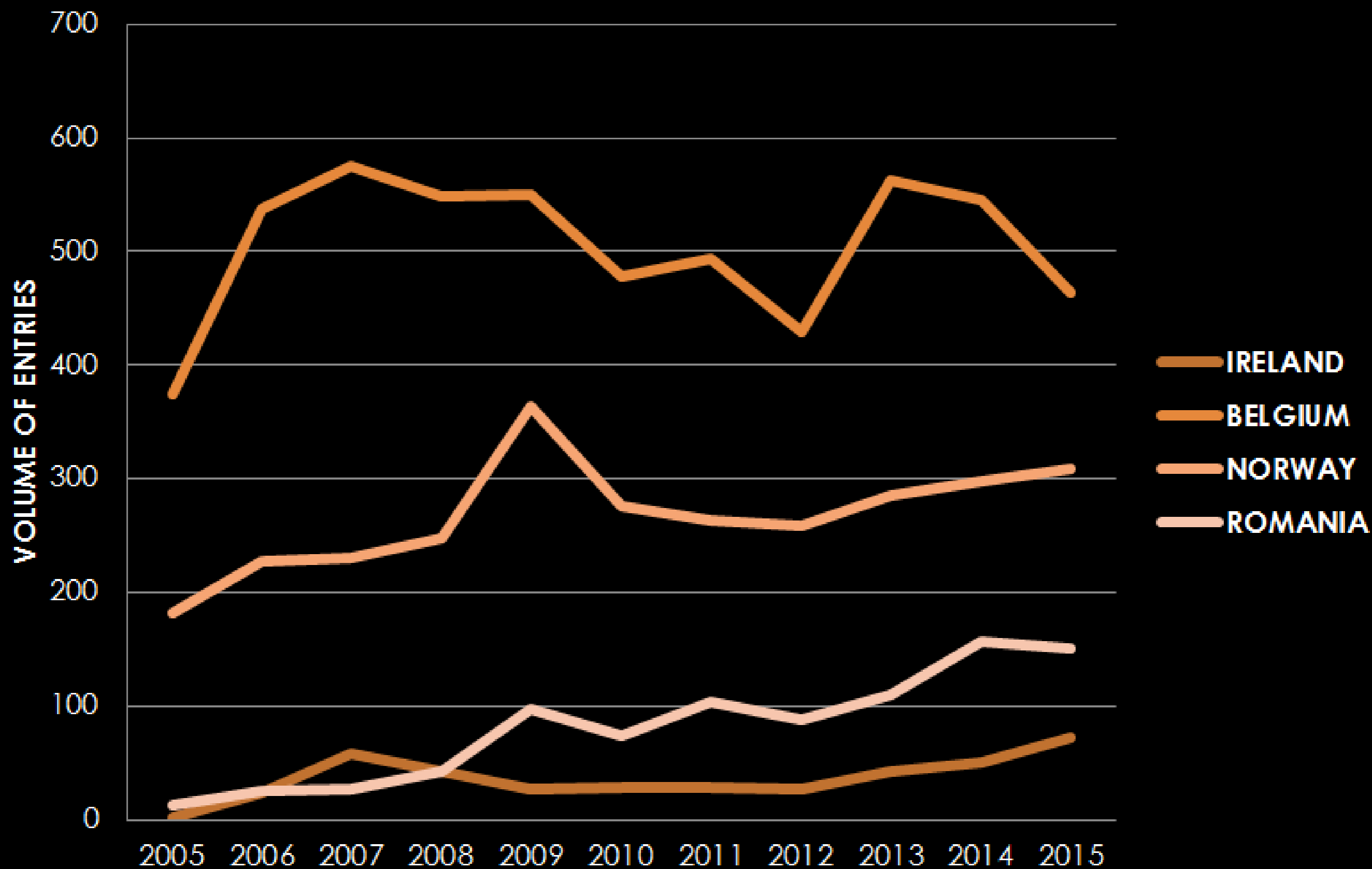
CREATIVITY

Matters For Business,
For Change, For Good

18 - 25 JUNE 2016



THE CULTURE OF WINNING





ON AVERAGE IT TAKES
3 YEARS TO WIN

A L I O N



ON AVERAGE IT TAKES
3 YEARS TO WIN

ALION

EVEN DAVID DROGA

HOW TO CRAFT A WINNING ENTRY



BE SUCCINCT



'You're dealing with professionals who are perfectly capable of grasping whether a project has merit based on a concise, coherent explanation'

MARK TUTSSEL, CHIEF CREATIVE OFFICER, LEO BURNETT

SIMPLICITY

“Less is more. So many case films fail to communicate a clear idea and a compelling strategy that isn’t cluttered and confusing. The need for focus and clarity cannot be underestimated”

**PJ PEREIRA,
CHIEF CREATIVE OFFICER
PEREIRA O’DELL**

GRAB ATTENTION

Explain the idea upfront and quickly so the jury can understand the dimensions of the idea and consequences ...

...Avoid using unnecessary build up or stylistic filler. Treat your case film like a piece of editorial. All the key information early on – expansion of the idea to follow

CULTURE & CONTEXT

It's an international jury. English is not always the first language. Respect this diversity.

Entries that hinge on a cultural nuance or unfamiliar cultural context may require additional information

Do not assume that the jury will anticipate ambiguities. Subtitles, supporting materials and introductory slates are all encouraged and welcomed

A FRESH PERSPECTIVE

“You may have lived and breathed the work, but the jury hasn’t. Look at the idea with a fresh pair of eyes and distil it down to its core for a new audience”

**DAVID DROGA, FOUNDER & CREATIVE CHAIRMAN,
DROGA5**

NARRATIVE & STORYTELLING

TELL A STORY.

Structure your explanation around a simple, powerful and succinct narrative.

MAKE IT EASY FOR THEM

The idea should speak for itself. Avoid creating barriers with unnecessary and elaborate production. Keep it straightforward.

Provide markers and signposts – don't make them search for the key messages

CATEGORY SELECTION

“Carefully consider the best category for your entry and ensure that it demonstrates both relevance and specificity for its audiences”

**LAURA DESMOND, CEO,
STARCOM MEDIAVEST
GROUP**

SUPPORT

CATEGORYDOCTOR@CANNESLIONS.COM

CREATIVE
DATA

CREATIVE
EFFECTIVENESS

CYBER

DESIGN

DIGITAL CRAFT

DIRECT

ENTERTAINMENT

MUSIC

FILM

FILM CRAFT

GLASS

HEALTH
& WELLNESS

INNOVATION

INTEGRATED

MEDIA

MOBILE

OUTDOOR

PHARMA

PR

PRINT
& PUBLISHING

PRODUCT
DESIGN

PROMO
& ACTOVATION

RADIO

TITANIUM

CREATIVE
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TAILORING

A black and white photograph of a man with curly hair, wearing a suit and a light-colored shirt, speaking at a podium. His right hand is raised, with fingers spread, as if making a point. The background is dark and out of focus.

If you have a strong piece of work and intend to enter it into lots of categories, ensure that the case film is tailored and adapted as necessary

Package your entry in a way that highlights the relevance to each category



My name is Sweetie. Everyday I have to sit in front of a webcam and talk to men.



**THE BEST JOB
IN THE WORLD**

PHARRELL WILLIAMS
HAPPY

THE FIRST 24 HOURS MUSIC VIDEO

INDUSTRY JARGON & HYPERBOLE

Avoid industry jargon and marketing speak.
Don't sell... EXPLAIN.

A case film with excessive hype and empty statements with no tangible back-up will not impress the jury

Social is everywhere – listing social networking sites and 'free media' coverage is not a thing.

RESULTS

A person in a dark suit and white shirt is shown from the chest up, gesturing with their right hand (index and middle fingers extended) while speaking. The background is dark and out of focus.

Make sure you provide them and they are robust. Meaningful, measurable results are crucial.

Be honest, specific and provide workable, quantitative figures and stats. In some categories, results count for 30% of the mark.

Clearly link results back to original goals, strategies and objectives to illustrate effectiveness

DON'T FALL AT LAST HURDLE

“Write and design the entry elements with all the care you put into the work itself. See it as an extension of the process rather than another hurdle”

**MARK FITZLOFF, CHIEF CREATIVE OFFICER
WIEDEN+KENNEDY, PORTLAND**

THANK YOU

