Major changes to Cyber Lions category

The organisers of Cannes Lions International Festival of Creativity have announced major changes to the Cyber Lions category, in line with current digital trends.

Three new subcategories; Social, Branded Technology and Branded Games, have been introduced to reflect the industry better and spark a renaissance of the category.

New categories

Social will reward focused executions with social thinking at the core of the work. The jury will consider levels of engagement, social reach and the creative use of social networks and activity to successful commercial effect.

Branded Technology will honour executions that utilise or harness technology in order to enhance or complement the brand, and Branded Games will recognise creative executions that have been specifically produced for a client in order to enhance overall brand experience.

Other changes that have been made across the category include the revamp of Cyber Craft.

Changing with digital

Commenting on the changes, Philip Thomas, CEO of Lions Festivals says, "The Cyber Lions have seen many changes since their launch back in 1998. More recently, with the ever-changing digital landscape and the introduction of the Mobile Lions category in 2012, it has become increasingly important to revise the structure and purpose of the category. We thank the many industry leaders who have helped shape the new-look Cyber Lions, and adapt them to the ever-changing world of creative communications."

Endorsements have been captured in a video that pulls together some of the current industry leaders' thoughts on the direction of Cyber Lions. The video is now online and available to view on the Cannes Lions YouTube channel.

Entries for the 61st Cannes Lions Awards open today, 23 January 2014. Further information on Cyber Lions including details of all sub-categories and rules is now available on the website www.canneslions.com/cyber/.

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