Cannes Lions 2010 entries open, with new awards

LONDON: The 57th Cannes Lions International Advertising Festival is now open for entries in all categories - Film, Press, Outdoor, Direct, Media, Cyber, Radio, PR, Promo & Activation (previously Promo), Design, Titanium, Integrated and the new Film Craft Lions category. Also new are Independent Agency of the Year; Grand Prix for Good; Craft in Cyber, Press and Radio; and 3D Structural Design in Design.

New in 2010

- **Film Craft Lions**: these will honour the quality of craft as demonstrated in the filmmaking process, such as the quality of the direction, copywriting, cinematography or editing, as well as the skilful use of music, sound design or animation. A dedicated jury will consider the level of the emotional bond with the work and whether the craft of the work adds something to the idea and pushes the execution.

- **Independent Agency of the Year:** this brand-new award honours the independent agency that has amassed the most points across all the entry sections at the festival. An independent agency is defined as one that is not majority-owned by one of the major global holding companies. Those networks are: Aegis, Dentsu, Havas, Interpublic, Omnicom, Publicis Groupe and WPP.

- **Grand Prix for Good:** from this year onwards, Cannes Lions will reward entries ineligible to win a Grand Prix in their sections because they are made for charities and public services. Each of the Gold winners in these categories across ALL entry sections will be judged by the Titanium and Integrated Jury, who will choose one piece to receive the Cannes Lions Grand Prix for Good, to be awarded during the awards ceremony on Saturday, 26 June 2010.

- **Promo & Activation Lions:** The Promo Lions have been renamed the Promo & Activation Lions. For many people, the word promotion evokes the tactics of the past, even though the Cannes Lions definition of sales promotion has always been "activity designed to create immediate activation and/or offer for the sales of a product or service". The discipline's defining feature remains its focus on inspiring people to engage and participate - to do something. In short: to activate.

- **Craft in Cyber Lions:** from this year, the jury will reward the quality of craft as demonstrated in the design or

technical execution of websites or online content, such as the quality of the graphic design, photography, illustration, copywriting or animation, the skilful use of music or sound design.

- **Craft in Press Lions:** the jury will reward the quality of craft as demonstrated in the technical execution of Press ads, for example, the quality of the imagery, photography, illustration, copywriting or editing.

- **Craft in Radio Lions:** also from this year, the jury will reward the quality of craft as demonstrated in either the production process, or the technical execution of Radio ads, including the quality of the scriptwriting or acting performance, the skilful use of music or sound design, or the best use of Radio as a Medium.

- **3D Structural Design in Design Lions:** the jury will reward innovative design and creation of containers to promote and display the contents and will consider how the brand identity is enhanced by the shape, feel and functionality of the container. These categories are likely to include containers of liquids, gels and creams, among others.

Entry forms can be completed online at www.canneslions.com since, Thursday 28 January 2010. Prices for all entry categories, as well as for all delegate registration packages, have been frozen and will remain at the level of 2009 prices.

Deadlines:

- Film, Film Craft, Outdoor and Press Lions Entries: 5 March 2010
- Design, Direct, Media, PR, Promo & Activation and Radio Lions Entries: 12 March 2010
- Cyber, Titanium and Integrated Lions Entries: 19 March 2010

For further information about the entry changes, how to submit work and to register to attend the Festival, go to www.canneslions.com; also follow @Cannes_Lions on Twitter.

For more, visit: https://www.bizcommunity.com