

Cannes Lions now accepting entries

CANNES, FRANCE: The 61st Cannes Lions International Festival of Creativity, taking place from 15-21 June 2014, is now accepting entries across all categories.



Entries will be judged by an outstanding mix of industry professionals who will come together in Cannes, France, in June to vote and deliberate on over 36,000 entries and ultimately award the best in global creative communications.

Entries can be submitted into 17 categories which are: Branded Content & Entertainment, Creative Effectiveness, Cyber, Design, Direct, Film, Film Craft, Innovation, Media, Mobile, Outdoor, PR, Press, Promo & Activation, Radio, Titanium and Integrated, and new for 2014...

Product Design

Product Design Lions will recognise the applied use of physical products in aiding the communication of a brand ethos as well as its use to have a positive impact on improving people's lives. The category will be split into four main sub sections:

Consumer Goods: Focus will be placed on its visual impact as well as the use and experience of the brands values through design. Entries in the consumer goods categories will take the following elements into consideration: form, function, problem solving, innovation, production and research. The consumer goods category will include products from electronics, lighting, furniture, homeware and fashion & lifestyle.

Wellbeing and Environmental Impact: Entries will be judged on how effective the solution is in solving real life problems. This award is about making people's lives better through design or the design process. The entries will not be judged on their results in marketing or sales.

Solution: Focus will be placed on the ergonomic functionality and day to day solutions provided through design. The jury will be looking for a solution which is new or improves something that already exists.

Interface: Focus will be placed on the user interfaces' visual impact, as well as its ease of navigation and ability to convey information.



Cannes, France, home to the Cannes Lions festival.
(Image: Wikimedia Commons)

Commenting on the launch of Product Design, Terry Savage, Chairman of Lions Festivals says, "Brand communication has become such a part of product design that it's important as a global Festival celebrating creative communications that we now recognise this. Including Product Design Lions as a stand-alone entry category in our awards line up, not only acknowledges this fast growing industry, but helps to set a global benchmark and precedent for the creativity within it."

Terry continues, "As with all new launches we have taken time to consult with the industry, ensuring that the category meets with the needs and expectations of the sector." Adding to this, Danish Designer Lars Larsen, Founder & Head of Design at Kilo, says "A lot of communication today utilises product design. By understanding the core business of a brand we are able to follow through with a design. Awarding and encouraging this way of thinking brings the industry closer to clients and the possibility of designing the solutions of the future. Having a platform such as Cannes Lions makes that possible."

Elsewhere at Cannes Lions, recognising overall performance, a number of Special Awards will be given throughout the

Festival week. The Agency of the year, Creative Marketer of the Year, Grand Prix for Good, Holding Company of the Year, Independent Agency of the Year, Lion of St. Mark, Media Person of the Year, Network of the year and Palme d'Or will all be awarded and presented on stage during the four awards ceremonies.

Cannes Lions is now open for entries and submissions are being accepted through the website. As previously announced, the 2014 Festival will see a new-look Cyber Lions category with added Social, Branded Technology and Branded Games sub categories. Significant changes have been made to a number of sub categories, across all entry sections, most notably in PR, Branded Content and Entertainment, Film and Outdoor Lions. Further information on all of the categories, rules and fees can be found [here](#). The deadline for entries is 28 March 2014.

For more information go to www.lionsfestivals.com.

Key dates:

Delegate registration: Open

Entries: Open

Entries deadline: 28 March 2014

Creative Effectiveness Lions entry deadline: 7 March 2014

60th Cannes Lions International Festival of Creativity: 15-21 June 2014

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