



## CYBER LIONS CATEGORIES 2010

Please note that the same entry can be entered into any of the CRAFT categories regardless of any other category it might have been entered.

### A. WEBSITES & MICROSITES

The same entry can only be submitted into one A category. You may enter **both** a website and a microsite that is part of the same website as long as that microsite has a separate URL and is accessible independently of the main website URL.

#### A01. Foods & drinks

Beer, wine, spirits, coffee, tea, still & carbonated drinks, juices, mineral waters, chocolate, sweets, chewing gum, potato crisps, snacks, milk, yoghurt, ice cream, cream, butter, cheese, eggs, margarine & spreads, cakes, biscuits, desserts, sugar, jam, honey, peanut butter, bread, flour, cereals, meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, sauces, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk

#### A02. Automotive products & services

Cars, jeeps and 4-wheel drives, pick-up trucks, vans, lorries, motorbikes, tyres, auto products and services, spare parts, accessories incl. in-car hi-fi, GPS and other navigation systems, petrol stations, petrol, oil, breakdown & servicing companies, car dealerships, car finance & leasing

#### A03. Cosmetics, beauty & toiletries

Soap, shower & bath products, deodorants & body sprays, skin & nail care products, oral hygiene, toilet paper, tissues, nappies, tampons, shaving products, cosmetics, perfumes, luxury toiletries

#### A04. Healthcare & medical

Over the counter tablets & medicines, vitamins, insect repellents, diet products, adhesive plasters, skin remedies, pregnancy tests, condoms, contact lenses, hearing aids, clinics, hospitals, alternative therapies & medicines, private healthcare & clinics, optical, medical & dental services, alternative therapies & medicines, prescription drugs, hospital & dental equipment, psychiatrists, sex therapists, plastic surgeons, etc.

#### A05. Clothing, footwear & accessories

Clothing, footwear and accessories, sportswear, handbags, belts, luggage, jewellery, watches

#### A06. Other consumer products (including durable goods)

House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, wall & floor coverings, televisions, video players, blank & audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players, DVD players, personal phone equipment inc. mobile phones & pagers, musical instruments, bicycles, boats & caravans, toys, games consoles, mp3 players, home computers and equipment

#### A07. Financial services

Banks, building societies, credit cards, current & savings accounts, mortgages & loans, investment companies, personal, health & building insurance, car insurance, pension & retirement plans, Property investment & development

#### A08. Travel, entertainment & leisure

Transport, travel and tourism, airlines, train & bus companies, ferry & cruise lines, travel

agencies, tourist boards, hotels, resorts, city & country promotion, car hire, travel passes, leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras, exhibitions & shows, nightclubs, bars, etc. museums, art galleries, cinemas & theatres, golf & country clubs, lotteries, gambling, board games, computer games, sex toys, dating sites, social networking sites

#### **A09. Retail and e-commerce, incl. restaurants**

Stores, including home shopping, restaurants, fast food, department & specialist stores, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies, online shopping & auctions

#### **A10. Publications & media**

Online newspapers, magazines, TV & radio stations, networks, books, movies, records, CDs, cassettes, DVDs, TV & radio stations, networks & programmes, encyclopaedias & correspondence courses

#### **A11. Business products & services**

Business phone & computer equipment, office furniture & stationery, telecommunication services, accountancy, conference & events services, business postal services, courier services, employment agencies, website development, agricultural & manufacturing equipment

#### **A12. Advertising & media**

Advertising agencies, production companies, use of advertising, advertising effectiveness, website design, awards competitions, image libraries, marketing

#### **A13. Commercial public services**

Consumer telecommunications services, internet service providers, directories, yellow pages, postal services, electricity, gas, power & water companies, private education

#### **A14. Charities, public health & safety, public awareness messages**

Anti-smoking, anti-drugs, anti-drink-driving, road safety, health, hygiene, Aids awareness, political & religious messages, unions, associations, environmental awareness, government & forces recruitment, state education, racial, ethnic & disability awareness, sex equality, charities, funds, volunteers, Red Cross, blood & organ donation

#### **A15. Corporate information**

Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotations & relocation, TV programme sponsorship

#### **A16. Miscellaneous**

Pet Food & pet care, stationery, cleaning products, insecticides, food packaging, light bulbs, batteries, paint, adhesives, tools, shoe polish, fertilizers, tobacco and associated products

## **B. DIGITALLY LED INTEGRATED CAMPAIGNS**

**B01.** 3 or more DIFFERENT and SEPARATE elements for the same concept (e.g. 1 banner, 1 e-mail, 1 website) Offline elements are accepted only if they interact with the digital elements of the campaign.

(See Tips for Entering Cyber Lions)

## **C. BANNERS AND OTHER RICH MEDIA**

The same entry can only be entered into one C category. All entries must show the ad in the context of a webpage as it was originally displayed (see Tips for Entering Cyber Lions).

**Please note:** A series of banners that form a campaign must be entered and paid for separately.

### **C01. Foods & drinks**

Beer, wine, spirits, coffee, tea, still & carbonated drinks, juices, mineral waters, chocolate, sweets, chewing gum, potato crisps, snacks, milk, yoghurt, ice cream, cream, butter, cheese, eggs, margarine & spreads, cakes, biscuits, desserts, sugar, jam, honey, peanut butter, bread, flour, cereals, meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, sauces, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk

### **C02. Automotive products & services**

Cars, jeeps and 4-wheel drives, pick-up trucks, vans, lorries, motorbikes, tyres, auto products and services, spare parts, accessories incl. in-car hi-fi, GPS and other navigation systems, petrol stations, petrol, oil, breakdown & servicing companies, car dealerships, car finance & leasing

### **C03. Cosmetics, beauty & toiletries**

Soap, shower & bath products, deodorants & body sprays, skin & nail care products, oral hygiene, toilet paper, tissues, diapers, tampons, shaving products, cosmetics, perfumes, luxury toiletries

### **C04. Healthcare & medical**

Over the counter tablets & medicines, vitamins, insect repellents, diet products, adhesive plasters, skin remedies, pregnancy tests, condoms, contact lenses, hearing aids, clinics, hospitals, alternative therapies & medicines, private healthcare & clinics, optical, medical & dental services, alternative therapies & medicines, prescription drugs, hospital & dental equipment, psychiatrists, sex therapists, plastic surgeons, etc.

### **C05. Clothing, footwear & accessories**

Clothing, footwear and accessories, sportswear, handbags, belts, luggage, jewellery, watches

### **C06. Other consumer products (including durable goods)**

House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, wall & floor coverings, televisions, video players, blank & audio & video tapes, cameras, video cameras, film, hi-fi, personal stereos, CD players, DVD players, personal phone equipment incl. mobile phones & pagers, musical instruments, bicycles, boats & caravans, toys, games consoles, PlayStation, Xbox, Nintendo, mp3 players, home computers and equipment

### **C07. Financial services**

Banks, building societies, credit cards, current & savings accounts, mortgages & loans, investment companies, personal, health & building insurance, car insurance, pension & retirement plans, Property investment & development

### **C08. Travel, entertainment & leisure**

Transport, travel and tourism, airlines, train & bus companies, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, car hire, travel passes, leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras, exhibitions & shows, nightclubs, bars, etc. museums, art galleries, cinemas & theatres, golf & country clubs, lotteries, gambling, board games, computer games, sex toys, dating sites, social networking sites

### **C09. Retail and e-commerce, incl. restaurants**

Stores, including home shopping, restaurants, fast food, department & specialist stores, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, laundry service,

estate agents, photo-processors, TV, video & other rental stores, mail-order companies, online shopping & auctions

#### **C10. Publications & media**

Online newspapers, magazines, TV & radio stations, networks, books, movies, records, CDs, cassettes, DVDs, TV & radio stations, networks & programmes, encyclopaedias & correspondence courses

#### **C11. Business products & services**

Business phone & computer equipment, office furniture & stationery, telecommunication services, accountancy, conference & events services, business postal services, courier services, employment agencies, website development, agricultural & manufacturing equipment, marketing, website design, advertising agencies & production companies, awards competitions

#### **C12. Advertising & media**

Advertising agencies, production companies, use of advertising, advertising effectiveness, website design, awards competitions, image libraries, marketing

#### **C13. Commercial public services**

Consumer telecommunications services, internet service providers, cable & satellite TV providers, directories, Yellow Pages, postal services, electricity, gas, power & water companies, private education

#### **C14. Charities, public health & safety, public awareness messages**

Anti-smoking, anti-drugs, anti-drink-driving, road safety, health, hygiene, Aids awareness, political & religious messages, unions, associations, environmental awareness, government & forces recruitment, state education, racial, ethnic & disability awareness, sex equality, charities, funds, volunteers, Red Cross, blood & organ donation

#### **C15. Corporate information**

Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotations & relocation, TV programme sponsorship

#### **C16. Miscellaneous**

Pet food & pet care, stationery, cleaning products, insecticides, food packaging, light bulbs, batteries, paint, adhesives, tools, shoe polish, fertilizers, tobacco and associated products

## **D. CRAFT**

The jury will reward the quality of Craft as demonstrated in the design or technical execution of websites or online content. This might take into account the quality of the graphic design, photography, illustration, copywriting or animation, the skilful use of music or sound design. The idea behind the execution in relation to the client or brand may be of little or no consideration to the jury, accepting, of course, that it is often integral to the work and cannot be ignored completely.

If the content gives a pleasurable or memorable aesthetic experience, regardless of the subject, product, client or idea, then it may succeed in the Craft categories, even if it is not awarded in the product and services categories.

The 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.

#### **D01. Best Copywriting**

#### **D02. Best Music/Sound Design**

#### **D03. Animation**

D04. Interface & Navigation

D05. Illustration and Graphic Design

D06. Photography

D07. Best use of Video

## E. OTHER INTERACTIVE DIGITAL SOLUTIONS

### E01. Mobile advertising

Advertising made for mobile phones or using mobile technology including SMS, Bluetooth, MMS, mobile sites, mobile applications and downloadable tools for BlackBerry, iPhones, etc.

### E02. Interactive tools (for PCs, MACs, etc.)

Downloadable or online tools e.g. screensavers, widgets, tickers, organisers, calendars, diaries, counters, calculators, etc.

### E03. Community applications

Creative solutions for social networking and community sites e.g. Facebook, MySpace, Bebo, Second Life, Blogs

### E04. Games

(i.e. games played online, **not** ads for games)

If the game is within a website, the URL must lead the viewer directly to the game in one click

### E05. Other Digital Channels

Other digital advertising that doesn't fit in any of the categories above.

**Please note:** Entries in this category can **not** be entered in any of the other categories but Craft.

## F. VIRAL ADVERTISING

Please note: All entries in the viral categories **must** include as much information about the results and effectiveness as possible, ideally with numbers of views/hits/forwards/spread/users etc.

### F01. Email marketing, incl. e-cards

Entries in this category must be executed within an email be presented as the original email including the "subject" and "from" fields. You can submit this by supplying a URL leading to a display page with the original email to view. Alternatively entries can be submitted by email, as the original email sent to [cyberlions@canneslions.com](mailto:cyberlions@canneslions.com). When completing your online entry form, please put [www.emailentry.com](http://www.emailentry.com) into the URL field.

### F02. Viral video

Digital video spots. Entries in this category must be presented so that the judges can see how an individual was led to the video. E.g. posted within a website, sent virally. (see Tips for Entering Cyber)

**Please note:** A series of viral videos that form a campaign must be entered and paid for separately.

Entrants will be required to state if the video was made for the internet only or if it was also transmitted on TV or any other channel before or after posting on the internet. This information will be supplied to the judges and will be considered while voting.

**F03. Viral marketing**

Other type of viral communication that is not plain digital video spots. Including interactive videos, MySpace and Facebook profiles, Tweets, blogs and similar social networking sites.