

## DIRECT LIONS CATEGORIES 2010

### Cannes Lions Definition

The definition of Direct Marketing for the purpose of Cannes Lions encompasses targeted direct communication, designed with the intention of entering into a dialogue with the respondent and to **generate response or specific action whilst building and prolonging relationships**. It is not limited only to work that contains a response mechanism - coupon, phone number etc., but must be able to demonstrate that show it had some directly attributable effect on behaviour and must be concerned with obtaining a meaningful, measurable response.

An entry or campaign may be submitted in up to two categories - However, It is essential that the entry or campaign is appropriate to both categories and that it meets the respective criteria of each. If a single entry is entered twice, it is highly recommended that the presentation of each is tailored/adapted to highlight the elements most relevant to the chosen categories. If eligible, an entry may be entered for a third time into D01. **Best Integrated Campaign Led by Direct Marketing**

If you submit the same entry into another section, e.g. Promo, you must also adapt your written submission, presentation board and audio-visual presentation to fit the category or section you are entering.

You must supply a separate entry form and set of materials for each entry and pay for each entry.

The presentation board in digital form and hard copy are compulsory requirements for ALL entries. Additional supplementary materials should be supplied as indicated within the categories below.

## A. BEST USE OF DIRECT MARKETING

In these categories, your entry will be judged specifically on how the medium was used to generate consumer response.

### A01. Flat Mailing

One dimensional mailing without samples or pop-ups, Inc. greetings cards, invitations, change of address notices (submit actual sample showing label or other addressing method)

### A02. Dimensional Mailing

Multi-dimensional mailing with samples or pop-ups (submit actual sample showing label or other addressing method)

### A03. Direct Response Digital: email marketing

Must feature a targeted communication with a clearly identifiable call-to-action or response mechanism. Entries in this category must be executed within an email and must be presented as the original email including the "subject" and "from" fields. You can submit this by supplying a URL leading to a display/landing page with the original email to view. Alternatively, please submit the original email, to [directlions@canneslions.com](mailto:directlions@canneslions.com).

**A04. Direct Response Digital: mobile marketing**

Must feature targeted communication with a clearly identifiable call-to-action or response mechanism delivered through mobile/portable devices such as mobile phones or mobile technology; including SMS, MMS, Bluetooth, PDA, GPS, Tablet, MP3 players, Games, applications, widgets, QR Codes, and other direct mobile communication

**A05. Direct Response Digital: e-commerce, online advertising, brand awareness & social media**

Must feature targeted online communication with a clearly identifiable call-to-action or response mechanism. This is not exclusive to online retail activity and can include 'non-purchase' platforms. Includes websites, microsites, banners, consumer generated content, social networking sites, viral, search marketing

(Submit URL on online entry form/provide the original email including the "subject" and "from" fields to [directlions@canneslions.com](mailto:directlions@canneslions.com))

**A06. Direct Response Digital: other digital platforms to harness direct marketing**

(Submit appropriate photographs, video and/or samples as support. Submit URL on online entry form/provide the original email including the "subject" and "from" fields to [directlions@canneslions.com](mailto:directlions@canneslions.com))

Note: This category will be judged on the physical size of the ambient item, NOT the scale of the distribution.

**A07. Ambient Media: large scale**

Includes - Non traditional media, including direct response stunts, street teams, direct response events, outdoor/ambient media and other mediums which encourage direct interaction and seek to gain a measurable response. (submit appropriate photographs, video and/or samples as support)

Note: This category will be judged on the physical size of the ambient item, NOT the scale of the distribution.

**A08. Ambient Media & print collateral, non-mail (small scale)**

Small scale ambient media & print collateral e.g. bars & restaurants (incl. washrooms) glasses, beer mats & ashtrays, petrol pumps, flyers, stickers, signage, door-hangers, etc. (submit appropriate photographs/video and/or samples as support)

**A09. Direct Response Broadcast: TV, radio & infomercials**

(Submit Mpeg2 for TV or MP3 for Radio on DVD)

**A10. Direct Response Print or Standard Outdoor, including Inserts**

(Submit proof, tearsheet or insert)

## B. STRATEGY

### B01. Loyalty/Continuity schemes

(Please note: entries in this category in this category have no restriction on eligibility date, but cannot be entered again in the Festival for two consecutive years and must have run for all or part of the period 1 March 2009 - 30 April 2010)

### B02. Best Low Budget Campaign

Entries will be awarded on how well a low budget campaign (excluding all Agency fees) met its objectives. Entrants must give detailed information on numbers, cost and volume to show the jury why the entry should be considered in this category.

### B03. Product Launches

### B04. Traffic and Brand Building

Direct marketing used to initiate a targeted drive towards a business, company or product in order to establish a consumer relationship.

## C. PRODUCT & SERVICE

In these categories, the jury will consider the best use of direct marketing for the product and service selected.

### C01. Fast moving consumer goods

Beer, wine, spirits, liqueurs, cocktails, coffee, tea, still & carbonated drinks, juices, mineral waters, chocolate, sweets, chewing gum, potato crisps, snacks, nuts, milk, yoghurt, ice cream, cream, butter, cheese, eggs, margarine & spreads, cakes, biscuits, desserts, sugar, jam, honey, peanut butter, bread, flour, baking ingredients, breakfast cereals, meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, sauces, oils, spices, herbs, pre-cooked & prepared meals, baby foods & milk, detergents, cleaning products, air fresheners, insecticides, foil, & other food packaging, light bulbs, batteries, paint, varnish & wood protectors, adhesives, tools, garden tools, pet food & pet care products, soap, shower & bath products, deodorants & body sprays, skin & nail care products, oral hygiene, toilet paper, tissues, nappies, shaving products, insect repellents, diet products, adhesive plasters, skin remedies, condoms, pregnancy tests, clothing, footwear and accessories, sportswear, handbags, belts, luggage, jewellery, watches, sunglasses, contact lenses, hearing aids, vitamins, alternative therapies & medicines, virility drugs.

### C02. Cars & automotive 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, petrol stations, petrol, oil, breakdown & servicing companies, car dealerships, car finance

### C03. 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, minidisks & MP3 players, DVD players, personal phone equipment incl. mobile phones & pagers, musical instruments, sports equipment, bicycles, boats & caravans, toys, board games, computer games, games consoles, home computers, equipment & personal products

**C04. Financial products & services**

Banks, building societies, credit cards, current & savings accounts, mortgages & loans, investment companies, health & building insurance, car insurance, pension & retirement plans, buildings development, road construction & real estate investment

**C05. Commercial public services, including healthcare & medical**

Consumer telecommunications services, internet service providers, directories, Yellow Pages, postal services, electricity, gas, power & water companies, private education, Private healthcare & clinics, optical, medical & dental services, prescription drugs, hospital & dental equipment, psychiatrists, sex therapists, plastic surgeons etc.

**C06. 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, nightclubs, bars etc., museums, art galleries, cinemas & theatres, golf & country clubs, lotteries, gambling, sex toys

**C07. 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

**C08. Publications & media**

newspapers, magazines & supplements, books, records, CD's, cassettes, DVDs, TV & radio stations, networks & programmes

**C09. Business products & services**

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

**C10. Corporate image & information**

Non-product-based company image, competition & event sponsorship, Christmas messages, company mergers, flotations & relocation, TV programme sponsorship, Press releases, press conferences, announcements, PR, employee schemes, internal communication & statements, marketing, website design, advertising agencies & production companies

**C11. Charities, public health & safety, public awareness messages**

Charities, funds, volunteers, Red Cross, blood & organ donation, 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

**D. BEST INTEGRATED CAMPAIGN LED BY DIRECT MARKETING**

Programmes that use 3 or more different media in one campaign which is initiated, led or driven predominantly by direct marketing. Note, entries in this category **MUST** contain 3 or more **DIFFERENT** media (submit appropriate photographs, video and/or samples as support).