

FILM LIONS CATEGORIES 2010

NOTE: You may not enter the same film in both *A. Product & Service* and *B. Other Film Content*.

A. PRODUCT & SERVICE

The Product & Service categories below are intended for film content which is *designed* for transmission on television or cinema. The maximum length of a film entry in these categories is 180 seconds. Should your advert be slightly over the 180 second mark, we will require a media schedule to prove the legitimacy of the advert.

You may enter each film in only one Product & Service category.

A01. Savoury foods

Meats, fish, seafood, soups, delicatessen, fruits & vegetables, rice, pasta, pizza, sauces, mayonnaise, vinegar, oils, spices, herbs, pre-cooked & prepared meals, baby foods & baby milk, cream, butter, cheese, eggs, milk, margarine & spreads

A02. Sweet foods & snacks

Chocolate, candy, chewing gum, potato crisps, snacks, nuts & dried fruit, sweet & savoury bars, cakes, biscuits, crackers, sugar, jam, honey, peanut butter, syrup, bread, crispbread, flour, baking ingredients, breakfast cereals, yoghurt & yoghurt drinks, desserts, ice cream

A03. Alcoholic drinks

Beer (incl. non-alcoholic beer), cider, lager, alcopops, wine, champagne, fortified wines, spirits, liqueurs

A04. Non-alcoholic drinks

Coffee, tea, chocolate & malt drinks, still & carbonated drinks, fruit & vegetable juices, mineral waters, flavoured milk

A05. Household: Cleaning products

Clothing detergents, fabric softeners, dishwashing detergents, cleaning products, air fresheners

A06. Household: Other

Insecticides, foil, cling film & food packaging, light bulbs, batteries (not car batteries), adhesives, fertilisers, shoe polish, kitchen roll, varnish & wood protectors, paint, kitchen rolls

A07. Home appliances & furnishings

House & garden furniture, washing machines, dryers, dishwashers, fridges, freezers, cookers, microwaves, kitchen utensils, appliances & crockery, glassware, bed & table linen, baths, showers & toilets, home decorating & building products, wall & floor coverings, doors & windows, heaters, air conditioners, lamps, torches, clocks, home security products, smoke detectors, tools, garden tools, machinery & products

A08. Cosmetics & beauty

Make-up, skin & nail care products, perfumes, eau de toilette & aftershaves, deodorants & body sprays, shampoos & conditioners, hairspray, gel, mousse, hair-dyes, soap, shower & bath products, sun block & tanning products, hair dryers, hair straighteners, hair curlers

A09. Toiletries

Toothpastes, toothbrushes, mouthwashes, toilet paper, tampons & sanitary towels, tissues, nappies, razors & shaving products, hairbrushes, combs, wigs, hair removal products

A10. Pharmacy

OTC medicines & tablets, prescription drugs, vitamins & herbal remedies, diet supplements & products, insect repellents, adhesive plasters, skin remedies, anti-hair loss lotions, condoms, pregnancy tests, other pharmaceutical products, contact lenses, hearing aids

A11. Clothing, footwear & accessories

Day, evening & nightwear, underwear, tights & stockings, footwear, sportswear, clothing fabrics & sewing materials, jewellery, watches, luggage, handbags, fashion & designer sunglasses & spectacle frames

A12. Miscellaneous

Pet food & pet care products, gifts & greetings cards, pens and personal stationery, tobacco & associated products

A13. Cars

Including jeeps & 4-wheel drives

A14. Other vehicles, auto products, & services

Pick-up trucks, vans, lorries, motorbikes, tyres, spare parts, accessories incl. in-car hi-fi, petrol stations, petrol, oil, breakdown & servicing companies, car dealers and car finance & leasing

A15. Home electronics & audio-visual

Televisions, video players, blank audio & video tapes, cameras, video cameras, binoculars, film, hi-fi, personal stereos, CD players & minidisks, MP3 players, home computers, DVD players, personal phone equipment incl. mobile phones, PDA's, pagers,
(Please note mobile phone service providers should be entered in Commercial Public Services)

A16. Retail stores

Department & specialist stores, clothing & footwear stores, store cards, supermarkets, DIY stores, drugstores, opticians, hairdressers, beauty salons, tattoo parlours, laundry service, estate agents, photo-processors, TV, video & other rental stores, mail-order companies & catalogues, online stores and auctions

A17. Restaurants & fast food outlets

Restaurants & bars, fast food chains and outlets, cafes, coffee shops

A18. Travel, transport & tourism

Airlines, train & bus companies, ferry & cruise lines, travel agencies, tourist boards, hotels, resorts, city & country promotion, car hire, travel passes

A19. Entertainment & leisure

Leisure & theme parks, gyms, health & diet clubs, sporting events, music festivals, orchestras & instruments, exhibitions & shows, nightclubs, bars, museums, art galleries, cinemas & theatres, sports and outdoor equipment, bicycles, boats & caravans, toys, board games, computer games & consoles (eg. PlayStation, Xbox, wii etc.), lotteries, gambling, golf & country clubs, sex toys, dating services, social networking sites (eg. Facebook)

A20. Publications & media

Newspapers, magazines, books, records, CDs, cassettes, DVDs, TV & radio stations, networks & programmes

A21. Banking, investment & insurance

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

A22. Business equipment & services

Employment agencies, business computers & software, photocopiers, fax machines, business phone equipment, office furniture & stationery (Please note: pens and highlighters should be entered in Miscellaneous), office cleaning services, courier services, advertising agencies & production companies, use of advertising, website design, awards competitions, stock footage libraries

A23. Commercial public services

Telecommunications services, internet service providers, cable, satellite TV and video-on-demand providers, Yellow Pages, directories, postal services, electricity, gas, power & water companies, private healthcare & clinics, private schools & colleges, correspondence courses, private practices (e.g. legal, architectural & landscaping services)

A24. Corporate image

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

A25. Broadcast idents & sponsorships

TV programme sponsorships, channel idents (Note: Any ident that is longer than 15 seconds constitutes 1 entry and must be entered and paid for as a single entry. If your ident is shorter than 15 seconds, you can submit multiple idents, up to 15 seconds, as 1 entry. For further information, please contact filmlions@canneslions.com)

A26. Public health & safety

Anti-smoking, anti-drugs, anti-drink-driving, road safety, health, hygiene, Aids awareness, gambling addiction

A27. Public awareness messages

Political & religious messages, unions, associations, environmental awareness, government & forces recruitment, state education, racial, ethnic & disability awareness, sex equality

A28. Fundraising & appeals

Charities, funds, volunteers, blood & organ donation



B. OTHER FILM CONTENT

These categories are intended to highlight how film content is no longer limited to TV and cinema screens with traditional boundaries no longer what they were. Indeed, screens are becoming a cross channel platform in their own right.

Therefore, the categories below are intended for film content which is *created* for transmission on screens **other than** TV or cinema. It is understood that there will be occasions when films intended for the internet, mobile or other screens are eventually shown on TV.

For *B01.-B02.* entries, there is no time limit. However, any submissions longer than 3 minutes must be submitted in their entirety *as well as* an excerpt/edit that is under 3 minutes.

For *B03.* entries, you must submit all the different versions of your film in 1 sequence. See *B03. Integrated Film* for specific requirements.

For *B04. Interactive Film* entries *must* be submitted as a demo presentation lasting no more than 3 minutes. It should be clearly demonstrated how the viewer was able to interact with the medium.

If your entry file is large in size (ie. over 400mb), please contact filmlions@canneslions.com for further information.

B01. Internet Film

Original films created for the internet.

(Note, this category excludes films that were originally created and designed for TV or cinema transmission and which have subsequently been posted on the internet. Such films should be entered in the Product & Service categories above.)

B02. Other Screens

Original film content created for any other screens. Eg. Digital outdoor solutions, mobile phones, branded content on TV and cinema showcasing its brands (programming which gives the client the majority of content ownership).

B03. Integrated Film

Entries in this category must have been implemented or displayed on at least three different screens. Eg. TV, cinema, internet, mobile, digital billboard etc. All executions must originate from one idea but will have been adapted to suit different screen applications. Therefore there should be *three different edits* of the advert.

Please supply **all** the different versions of your film, and include the type of screen in the title of each version, e.g. "Dog - TV", "Dog - Mobile", "Dog - Internet". These 3 edits should be strung together to form 1 sequence.

Entrants need to give detailed information in the English synopsis field about where and when the different versions were shown.

B04. Interactive Film

Advertisements which use interactive screens for any product or service. Entries in this category must be submitted as a demo presentation lasting no more than 3 minutes. It should be clearly demonstrated how the viewer was able to interact with the medium. Additionally, you should supply a written description of the interactive steps contained in the film in no more than 500 words in the English synopsis field when submitting your entry online.