

PROMO & ACTIVATION LIONS CATEGORIES 2010

The definition of Promo & Activation for the purpose of Cannes Lions encompasses activity which is designed to create **immediate activation and/or offer** for the sales of a product or service. This may be effected using sampling, tie-ins, competitions, events, in-store advertising events, exhibitions and other promotional vehicles, such as digital media. Promo & Activation Lions will be awarded to the freshest creative ideas that actively engage consumers to products/brands and achieve measurable results.

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

C01 INTEGRATED

If you submit the same entry into another section, e.g. Direct, you must adapt your written submission, presentation board and audio-visual presentation to fit the category 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 Use of Promo & Activation categories below.

A. Best use of Promo & Activation

In these categories your work will be judged specifically on how the medium was used to evoke consumer activation

A01. Event & Field marketing

Including live events, guerrilla marketing, brand experience, merchandising activity, experimental marketing, samplings, in-store demonstrations and product promotions.

A02. Ambient Promotion: Small scale

Ambient media including glasses, beer mats & ashtrays, petrol pumps, flyers, stickers, signage

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

A03. Ambient Promotion: Large scale

Ambient media including supersize sites, 3D and non standard shaped sites, ticket barriers, floor media and other adaptations, signage, buildings or street furniture

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

A04. Sponsorship or partnership campaigns

For a campaign that utilized a sponsorship or tie-in partner (e.g. sports or entertainment) (Submit appropriate samples and/or photographs as support)

A05. Best use of merchandising/in-store marketing incl. promotional packaging

Best brand equity and sales creation in-store, using display, samples, special discounts, product demonstration, point-of-purchase materials and environmental design (shelf/store design)

A06. Best new product launch/re-launch at retail

A07. Best use of TV or radio in a promotional campaign

A08. Best use of print or standard outdoor in a promotional campaign

A09. Best use of games, incl. sweepstakes, contests, prize-draws

A10. Best use of internet/on-line advertising in a promotional campaign

Including websites, microsites, search engines, banner ads, email marketing, digital POS, virals, blogs, social media, augmented reality, branded content, games and applications.

A11. Best use of other digital media in a promotional campaign

Including Bluetooth, MMS, SMS, WAP, PDA, GPS, Tablet, MP3 players mobile games and applications, QR codes, widgets, mobile marketing, schematic screens and other mobile communication, digital installations.

B. PRODUCT & SERVICE

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

B01. Fast moving consumer goods

Candy, chocolates, 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, diapers/nappies, shaving products, medicines, vitamins, insect repellents, diet products, adhesive plasters, skin remedies, condoms, pregnancy tests, contact lenses & glasses, vitamins, alternative therapies & medicines, virility drugs, clothing, footwear and accessories, sportswear, handbags, belts, luggage, cosmetics, perfumes, luxury toiletries, jewellery, watches, sunglasses.

B02. Alcoholic & non-alcoholic drinks

Beer, wine, spirits, liqueurs, cocktails, coffee, tea, still & carbonated drinks, juices, mineral waters.

B03. 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 & leasing

B04. 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, cameras, video cameras, film, hi-fi, personal stereos, CD players & minidisks, MP3 players, DVD players, personal phone equipment inc. mobile phones & pagers, musical instruments, sports equipment, bicycles, boats & caravans, toys, board games, computer games, games consoles, home computers and equipment.

B05. Financial products & services

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

B06. Commercial public services, inc healthcare & medical

Consumer telecommunications services, internet service providers, directories, yellow pages, postal services, electricity, gas, power & water companies, private schools & colleges, private healthcare & clinics, optical, medical & dental services, prescription drugs, hearing aids hospital & dental equipment, psychiatrists, sex therapists, plastic surgeons etc.

B07. 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, sex toys.

B08. 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

B09. Publications & media

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

B10. Business products & services

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

B11. 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, advertising agencies & production companies, marketing, website design & development.

B12. Charities, public health & safety, public awareness messages

Funds, charities, 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.

C. BEST INTEGRATED CAMPAIGN LED BY PROMO & ACTIVATION

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