

CREATIVE EFFECTIVENESS LIONS ENTRY RULES 2012

The Aims of the Festival

Creative Effectiveness Lions will honour creativity which has shown a measurable and proven impact on a client's business - creativity that affects consumer behaviour, brand equity, sales, and where identifiable, profit. It will aim to establish a direct correlation between creativity and effectiveness.

Dates and location

The 59th Cannes Lions International Festival of Creativity 2012 will take place in Cannes from Sunday 17 to Saturday 23 June 2012. All entries will be shown in the Palais des Festivals. The Creative Effectiveness Lions Awards Ceremony will take place on Saturday 23 June 2012 in conjunction with Film, Film Craft and Titanium & Integrated Lions Awards.

A. Eligibility

1. Only entries that were either shortlisted or Lion winners at Cannes Lions in 2011 will be eligible to enter into Creative Effectiveness Lions 2012, as these will have already been judged and established as being creatively world-class by the 2011 Cannes Lions juries.
2. The same campaign entered across different entry sections will count as one entry, e.g. a campaign that won a Media Gold, Outdoor Bronze, and Titanium shortlist is one entry, not three. A single campaign where different elements within the campaign have been entered into different categories will only count as one entry, e.g. 2 PR Golds and 2 Cyber Silvers will be treated as one entry.
3. It is the responsibility of the entrant to ensure that the commissioning client has reviewed and approved the campaign to be entered into Creative Effectiveness Lions.
4. Entrants must list all elements of the campaign that were entered into Cannes 2011, e.g. a campaign won a Film Silver, Media Bronze, Direct shortlist. Please also list any elements that were not shortlisted/Lion winners or from after Cannes 2011, up to the entry closing date 17 February 2012. All parts of the campaign may be considered during judging.
5. All Creative Effectiveness campaigns submitted will have been designed for implementation and the majority of the campaign must have been implemented between 1 March 2010 and 30 April 2011.
6. Entries cannot be cancelled or removed from the Festival in any way after **20 April 2012**.
7. In the event that additional information regarding results and the outcome of the campaign becomes available after you have submitted your entry, the Festival organisers will accept updated and additional information relating to the results section only up to **24 February 2012**.
8. All solutions submitted must have been created within the context of a normal paying contract with a client, except in the case of self promotion and non profit organisations, and that client must have paid for all of the media and or/production costs.
9. The Festival organisers may contact the entrant and/or client about the work at the request of the jury at any time during the voting process, should any questions about the implementation or presentation of the work arise.
10. Any entry which has infringed any of its country of origin's voluntary or regulatory codes of practice is not eligible. It is the responsibility of the entrant to inform the Festival Organisers should any infringement have arisen prior to the judging and Awards Ceremony.

B. Enforcement of the Rules

1. The Festival reserves the right to request a full media schedule from each entrant company to verify the authenticity of the ad(s) in the event that entry is shortlisted or a winner.
2. In the event of a complaint against any winning or shortlisted entry, the Festival organisers will conduct a full investigation into each case and will request detailed documentation from all parties concerned including the complainant, the entrants and the client.
3. The Festival organisers will have no hesitation in withdrawing an award in cases where the complaint is upheld.

4. Entrants or companies who are proved to have deliberately and knowingly contravened any rules relating to eligibility may be barred from entering Cannes Lions for a period of time following the Festival as specified by the organisers.
5. For further information please refer to our official statement on 'scam' entries [here](#)

B. Checking

All entries will be reviewed by both Cannes Lions and PricewaterhouseCoopers (PwC). PwC will check for consistency, ensuring that claims made accurately reflect the source data, and that entries are mathematically accurate. Should any issues arise during this process, entrants will be invited on up to on two instances to amend, correct or add data to their submission. It is in the entrants interest to improve their submissions as much as possible as any lack of evidence may be shown to the jury and marked accordingly. The jury will be able to see the report returned by PwC and to know what issues were raised.

C. Judging

An international Jury made up of global effectiveness and research specialists, planners, strategists and clients will select the award-winning entries.

There will be preliminary judging round to decide the shortlist. Voting establishes an initial ranking and will be the basis of the Jury's discussion and the awarding of Creative Effectiveness Lions, which will take place in Cannes. One Grand Prix winner will then be selected from all entries that have won a Creative Effectiveness Lion.

At all voting stages, a judge may not vote for any entry submitted by his/her company in his/her own country. The decision of the Jury in all matters relating to the awarding of prizes will be final and binding.

The jury's voting will be based on 3 criteria, listed below. Each entry will receive 3 marks which will make up the total vote and these marks will be weighted as follows:

- The Idea (25%)
- Strategy (25%)
- Results and Effectiveness (50%)

D. Awards

There will only be Creative Effectiveness Lions awarded, with no distinction made between Gold, Silver or Bronze Lions. The Juries will award Creative Effectiveness Lions to all entries judged to be deserving of this honour. All awards will be given to the entrant companies. A Grand Prix must be awarded in Creative Effectiveness.

Duplicate trophies can be purchased by other participating parties after the Festival.

Shortlisted entries will receive a certificate.

Special Awards: Creative Effectiveness awards will count towards the Network of the Year, Independent Agency of the Year and the Holding Agency of the Year calculations. For more information about these awards [click here](#)

E. Entry deadline - 17 February 2012

All documentation and payment must be received in the Festival office in London no later than this date. It will be in the interest of entrants to submit their entries as soon as possible. Should any issues arise after the Cannes Lions and PwC checks, those entries submitted earlier on will have more time to resolve any problems. Entrants who submit their entries later may not have as much time to resolve any questions raised.

F. Entry requirements

1. Within the entry form you will be required to submit a **400 word summary**. This will be an overview of the campaign and an analysis of its effectiveness in 400 words or less. You should first highlight the **creative idea** behind the work, then describe how the **objectives** of the campaign have been successfully met, referring to your verifiable sources. This will be used primarily after the judging to showcase the winners. However, the judges will also have access to this summary during judging
2. You will also be required to submit a **3,000 word submission** answering the 7 questions below. Any charts, graphs, diagrams or tables will not be included in the word count.

- **What were the objectives for the creative work?**

Please distinguish between interim objectives (e.g. awareness, image, attitudes, and behaviour) and sales objectives (e.g. volume, revenue, market share). Be aware that having both will strengthen your entry.

- **What was the strategy behind the work?**

Be clear about the connection between the objectives, the brief and the final creative work.

- **What was the creative work?**

Detail the creative output in terms of its content, the media channels, and the investment behind it?

- **What effect did it have in the world?**

Explain what happened after the work appeared. Again, be aware of the difference between interim and sales effects.

- **How do you discount the other factors that could have caused some or all of this effect?**

You may use econometrics if you wish but it is not a necessity.

- **What was the commercial gain for your Client as result of running the creative work?**

Entries will benefit from their ability to isolate a return on investment, not just a picture of sales growth or changes in brand measures.

- **What do you think this case adds to our understanding of how creativity can be effective?**

Additional Information:

- All entries must be paid for and completed online at www.canneslions.com. You will not need to send your submission(s) to the Cannes Lions office.
- You will be required to fill out a table identifying the entry section in which your campaign was shortlisted or awarded at Cannes Lions 2011
- Entrants **must** use the template provided. We will not accept any other formats. Other formats will be returned for resubmission.
- Entrants must to adhere to the word count limit of: Summary: 400 words and Written Submission: 3,000 words. Failure to do so will result in the return your entry until it falls within the limit. It must be returned by the deadline otherwise it will not be accepted into the competition.
- ALL entries will be published in full on both the Cannes Lions and World Advertising Research Center (Warc Ltd.) websites, with the exception of information entered into the CONFIDENTIAL INFORMATION SECTION of the Entry Form. The organisers retain the right to publish information outside this section without prior notification.

- The Festival reserves the right to reorganise the entry format to ensure consistency, however we will not modify the content

G. Supporting Materials

Entrants will not need to supply support materials, however, if the entry makes it to the shortlist stage the 2011 material will be shown. It is not necessary to resupply this as the festival will already have it. The 2011 material will be shown purely for context and it will not be considered as part of the 2012 judging criteria.

H. Fees

The entry fee of €1,195.00 is applicable on EACH Creative Effectiveness Lions entry. For UK participants only, VAT at 20% will be added. All EU member countries **MUST** supply their VAT registration number.

BANK TRANSFER to:

Account name: Cannes Lions Fes of Creativity
Account number: 550/00/42037751
Sort code: 60-00-01
IBAN: GB80 NWBK 6072 1442 0377 51
BIC/SWIFT: NWBK GB 2L
Bank name: National Westminster Bank plc
Bank address: City of London Office
PO Box 12258
1 Princes Street
London
EC2R 8PA

This incurs a €10 charge.

If you choose to pay by **CREDIT CARD** there will be a handling charge
AMEX 2.5% of the transaction
Others: 1.5% of the transaction

Cheques are **NOT** accepted.

If you pay by bank transfer, please email a copy of your bank transfer confirmation to payments@canneslions.com, or fax to +44 (0)207 728 4030.

It is imperative that you cover ALL Bank charges; otherwise your entries may be refused. Please ensure that payment is made in EUROS and arrives at our bank in EUROS.

Participants who pay by bank transfer will receive a proforma invoice (invoice to pay) as part of an email confirmation containing a full set of completed entry forms.

Refunds

There will be no refunds for withdrawals by entrants after the official entries deadline. In addition, entries cannot be cancelled or removed from the Festival in any way **AFTER 17 February 2012**.

I. Treatment and Publication of Entries

1. ALL entries will be published in full on both the Cannes Lions and Warc Ltd websites, with the exception of information entered into the CONFIDENTIAL INFORMATION SECTION of the Entry Form. The organisation retains the right to publish information outside this section without prior notification. Warc Ltd is a comprehensive online

information service that provides access to articles and case studies concerning a wide range of advertising, marketing, media and research subject. For more information please visit their website - www.warc.com

2. All entrants grant Cannes Lions a non-exclusive licence in perpetuity to publish, reproduce and/or distribute their submission throughout the world, in all languages and in any medium. By granting this licence entrants declare that they are the exclusive owner of the submission or, if the submission contains material which is owned by a third party, have obtained permission from the copyright owner(s) to grant this licence. Entrants also warrant and represent that the entry does not contain anything which is libellous, unlawful, offensive, harmful, or infringes the rights of others, or that is a breach of any duty of confidentiality. Entrants also grant Cannes Lions the right to sublicense such rights to Warc Ltd
3. Entrants may be required to supply additional material of any shortlisted or winning work for the winners' DVD and any promotional publication and exhibitions held after the Festival.
4. In order to promote the Festival, each entrant authorises the Festival Organisers to screen or publish his ads with or without charge at public or private presentations, wherever and as often as the Organisers think fit.
5. In addition, each entrant undertakes to allow the lending or selling by the Festival Organisers of the entries to any interested public or private organisation with a view to promoting the International Cannes Lions Festival either directly or indirectly.
6. Any entry may be compiled by the Festival Organisers into a collection of entries. Such a collection may not, nor may any extracts of it, be copied, marketed or sold by any organisation other than the Festival Organisation or any organisation authorised to do so by the Festival Organisation. Each entrant agrees to assist the Festival Organisers in supporting any legal action that may be taken to prevent a breach of this condition and to supply information to the Organisers immediately should they become aware that an unauthorised collection or compilation is available for sale or distribution.
7. Each entrant agrees to hold the Festival Organisers harmless of any claims that may be made against them by reason of any such screenings or publishing. Winners have the right to use any award given to them for promotional purposes on condition that this is correctly described.
8. All entrants must accept that their entries may be used in the Cannes Lions Archive and Lions +.
9. Each entrant confirms to the Organisers that they have the legal right to enter the Festival on the terms of these Entry Rules. Each entrant indemnifies the Organisers against all liability to any other person, firm or company and all loss arising from a breach by the entrant of any of these rules.

J. Miscellaneous

1. Each entrant accepts full responsibility for the quality of entries and discharges the Festival Organisers from any responsibility in respect of third parties.
2. All entrants will strictly observe the Entry Rules. Completion and signature/sending of the Entries Payment Form will imply full acceptance by each entrant of the Festival Rules. Non-compliance with any of the Entry Rules will result in automatic disqualification of the entry.
3. The decisions of the Festival Organisers in all matters relating to the Cannes Lions International Festival of Creativity shall be final and binding.
4. In the event of a win, any duties, fees and charges accrued from the transporting of the trophy, will be covered by the recipient, not Cannes Lions.