

Lessons learned from last year's 2011 Cannes Lions

To help make your submission as strong as possible - please see below for lessons learned from 2011, pitfalls to avoid and guidance on ways you can create a successful entry in 2012

The most common types of claims made by the 2011 winners relate to:

- Increase of Market Share
- Generation of PR Value
- Increase of Sales Volume
- Increase of ROI
- Increase of Brand Awareness

Across all submissions, the top 7 problems with claims made by entrants last year were:

1. No footnote or reference was present to support a claim
2. Only a footnote or website link was stated for a claim without providing hardcopy support – should have instead supplied a screen grab as judges and PwC will not have time to go to the web-site.
3. Claim was only supported by client's internal source and not an independent 3rd party source
4. Hard copy support for a claim was provided, but original source document was not attached
5. A claim could not be computed/linked to the source provided
6. A claim was supported by a source that was not in English
7. Zero source and/or supporting documentation