



JURY CRITERIA AND LIONS DEFINITIONS

Criteria for being on the Jury:

- ❖ Highly creative, innovative, leaders in their field, well known and respected in their industry, a specialist in their category of interest;
- ❖ Creatives must be at CCO or ECD level;
- ❖ Ideally, should have won Lions in the past 3 years, in the specific category they have been nominated for;
- ❖ We understand there are certain categories where the Lions have been won by non-specialists or that top level executives are not credited on certain pieces of work. For these reasons, it may not be the case that the jurors have all won Lions but they must be pure specialists, senior and acknowledged in their field and have won other major international awards relevant to their category;
- ❖ Preference will always be given to Lions winners!
- ❖ Although we are a Global Festival, all our judging is done in English. It is therefore imperative that all jurors have a level of English where they can participate confidently to all discussions and deliberations in the jury room and be able to represent their country accordingly.

BRAND EXPERIENCE & ACTIVATION

The Brand Experience & Activation Lions celebrate creative, comprehensive brand building through the next level use of experience design, activation, immersive, retail and 365 customer engagement. Entries should demonstrate how the customer journey, experience of the brand and optimisation of every touch point led to increased brand affinity and commercial success.

Preferable selection of jury candidates:

- Senior Creatives within Brand Experience
- Activation Specialists
- Retail Specialists
- Experience Design Specialists
- Immersive Specialists
- Events Specialists
- Relevant Clients
- Brand Partnership Officers
- Innovation Directors
- Planners
- Creative Strategists

CREATIVE BUSINESS TRANSFORMATION LIONS (new category)

The Creative Business Transformation Lions celebrate the creativity that drives businesses forward. Transformative approaches to operations, the use of technology, business design and how customers experience the brand through products, services or ventures. Entries should demonstrate how fundamental and creative transformation to core business functions has delivered business impact, improved customer outcomes and driven sustainable long-term growth.

Preferable selection of jury candidates:

- Transformation Specialists
- Consultancy Specialists
- Digital Transformation Specialists
- Chief Innovation Officers
- Chief Strategy Officers
- Chief Digital Officers
- Chief Experience Officers
- Chief Technology Officers
- Strategy & Operations Specialists
- Relevant Managing Directors
- In-house Brand Transformation Specialists

CREATIVE DATA

The Creative Data Lions celebrate the interplay of ideas and information. Entries in the Creative Data categories must clearly demonstrate how the execution/campaign was enhanced or driven by the creative use, interpretation, analysis or application of data. The creative use of data must sit at the core of the idea and the results/impact must be clear and robust.

Preferable selection of jury candidates:

- Relevant Senior Creatives
- Data Specialists
- Data Analysts
- Data Engineers
- Data Architects
- Futurists
- Coders
- Developers
- Chief Data Officers
- Media person with solid data experience
- Data Scientists
- Researchers
- Marketing/Brand Managers
- Client Marketers
- UX Specialists
- Clients
- Statisticians
- Business Analysts
- Consultants
- PR Data Specialists

CREATIVE eCOMMERCE

The Creative eCommerce Lions celebrate creative, commercial e-commerce, payment solutions and innovation. Entries will need to demonstrate how the innovation and optimisation of the customer journey led to increased consumer engagement and commercial success.

Preferable selection of jury candidates:

- Senior Creatives
- Clients
- Customer Journey Specialists
- UX Specialists
- Payment Specialists
- Architecture Enhancement Specialists
- Ecommerce Strategists
- Chief Sales Officers
- eCommerce Directors
- Digital Commerce Directors

CREATIVE EFFECTIVENESS

The Creative Effectiveness Lions celebrate the measurable impact of creativity. Entries will need to demonstrate hard results over the long term; that is how the work drove tangible business effects, was instrumental to cultural change or integral in the achievement of brand purpose.

Preferable selection of jury candidates:

- Global CMO's/Clients
- Global Senior Creatives
- Global Chief Executive Officer of Media Agencies
- Chief Operating Officers
- Global Strategists
- Creative Strategists/Head of Strategy
- Heads of Insight
- Planners
- Econometricians

CREATIVE STRATEGY

The Creative Strategy Lion will celebrate the idea behind the idea, how strategic planning can redefine a brand, reinvent its business, and influence consumers or wider culture.

The jury will reward exceptional interpretation of the business/brand challenge, breakthrough thinking and transformational problem-solving that led to compelling creative strategy.

Preferable selection of jury candidates:

- Strategists
- Creative Strategists/Head of Strategy
- Heads of Insight
- Planners
- Clients
- Econometricians
- Marketing Consultants/Transformation Specialists
- Chief Executive Officer of Media Agencies
- Chief Operating Officers

DESIGN

The Design Lions celebrate visual craftsmanship. Entries will need to demonstrate how design has been used to define a brand or communicate its key messages. That is, work in which a unique visual identity leads to consumer recognition or understanding.

Preferable selection of jury candidates:

- Designers in a Creative Agency
- Specialists in Branding and Packaging
- Candidates from Digital Design and Communication Design
- Product Designers

DIGITAL CRAFT

The Digital Craft Lions celebrate technological artistry. Entries will need to demonstrate exceptional form and function in a digital context; that is, work with flawless design, masterful execution and outstanding user experience created for all digital environments.

Preferable selection of jury candidates:

- Digital Designers/Illustrators
- Post-Production Experts
- Tech Specialists
- Animators
- UX Specialists
- Sound Designers
- VR/AR/AI Specialists

DIRECT

The Direct Lions celebrate targeted and response driven creativity. Entries will need to demonstrate how insights and/or data were used as part of the strategy to engage specific target audience groups and develop customer relationships, inspiring action and producing measurable results.

Preferable selection of jury candidates:

- Senior Creatives (Direct Specialists)
- Direct Marketing Specialists
- Data Specialists
- Relevant Clients
- Strategic Planners

ENTERTAINMENT

The Entertainment Lions celebrate creativity that turns content into culture. Entries will need to demonstrate ideas that are unskippable; that is work which captivates in order to cut-through, communicate a brand message or connect with consumers in a new way.

Preferable selection of jury candidates:

- Senior Creatives
- Relevant Clients
- Talent Specialists
- Big Brand Content Houses – i.e. Vice, Red Bull, etc
- Production Houses
- Entertainment Companies
- Media Owners
- Artist Management Specialists
- Distributors

ENTERTAINMENT LION FOR MUSIC

The Music Lions celebrate creative musical collaborations and original music content. Entries will need to demonstrate original production, promotion or distribution of music for brands; work where a recording artist or platform is innovatively leveraged to communicate with consumers.

Preferable selection of jury candidates:

- Music Labels
- Brand partnership experts
- Artists
- Management
- Talent Acquisition Specialists
- Relevant Senior Creatives
- Relevant professionals from creative agencies
- Relevant professionals from media agencies
- Relevant professionals from PR agencies
- Relevant clients

ENTERTAINMENT LIONS FOR SPORT

The Sport Lions celebrate creativity that leverages the galvanising power of sports and eSports for brands. Entries in this Lion will demonstrate the breadth of branded content within the sports marketing ecosystem. The use of effective strategic planning, sponsorship, brand management, media, entertainment and/or talent will be considered.

Preferable selection of jury candidates:

- Relevant Senior Creatives
- Relevant professionals from creative agencies
- Relevant professionals from media agencies
- Relevant professionals from PR agencies
- Relevant clients
- Sports Management Labels
- Brand partnership experts
- Talent/Athlete
- Sports Distributors
- Sports Content Producers
- eSports / Gaming experts

FILM

The Film Lions celebrate the creativity of the moving image. Entries will need to demonstrate brilliant brand storytelling intended for a screen. That is, filmed content created for TV, cinema, online and out-of-home experiences.

Preferable selection of jury candidates:

- Senior Creatives (Film Specialists)
- TV and Film Producers
- TV and Film Directors
- Agency TV Producers
- Specialists in 360°/ VR Film
- Relevant Clients

FILM CRAFT

The Film Craft Lions celebrate onscreen artistry. Entries will need to demonstrate exceptional filmmaking. That is, work in which technical skill and prowess in production elevates an idea or dramatically enhances its execution.

Preferable selection of jury candidates:

- Executive Producers or Directors from Production Companies
- Executive Producers or Heads of TV in a Creative Agency
- Specialists in VR/VFX
- Specialists in Animation
- Specialists in Music/Sound
- Some expertise in creating Music Videos and Branded Content
- Award Winning DOP/Cinematographer
- Editors
- Casting Directors
- Senior Creatives
- Colour Correction specialists

GLASS: THE LION FOR CHANGE

Glass: The Lion for Change celebrates culture-shifting creativity. Entries will need to demonstrate ideas intended to change the world; that is work which sets out to positively impact ingrained gender inequality, imbalance or injustice. The Glass Lion recognises work that implicitly or explicitly addresses issues of gender inequality or prejudice, through the conscious representation of gender in advertising.

Preferable selection of jury candidates:

- Senior Creatives
- Clients
- Media Specialists
- PR Specialists
- Relevant Talent
- Diversity Ambassadors
- Activists
- Gender Equality Initiative Founders
- Relevant Celebs

HEALTH & WELLNESS

The Health & Wellness Lions celebrate creativity for personal wellbeing. Entries will need to demonstrate an inspired approach to consumer healthcare; that is exceptionally engaging work which publically educates, promotes non-prescription products, allows self-diagnosis or facilitates pro-active personal care.

Preferable selection of jury candidates:

- Senior Creatives from Specialist Healthcare Companies
- Senior Creatives from the Healthcare division of Creative Agencies
- PR Specialist from a Healthcare Agency
- Digital Specialist from a Healthcare Agency
- Clients

INDUSTRY CRAFT

The Industry Craft Lion celebrates the creative artistry, talent and skill required to deliver a beautifully executed solution and bring a creative idea to life. Entries should demonstrate the highest levels of expertise and vision in the application of creative techniques.

Preferable selection of jury candidates:

- Print Art Directors
- Illustrators
- Photographers
- Copywriters
- Typographers
- Graphic Designers
- Brand Communication Experts

INNOVATION

The Innovation Lions honour ground-breaking technology and problem solving. Standalone technological solutions including tools, products, models, platforms and other forms of ad tech will also be recognised, as well as creative campaigns utilising new tech.

Preferable selection of jury candidates:

- Senior Creatives
- Tech experts
- Venture Capitalists
- Startup Experts
- Clients
- Consultancies
- Business Transformation Specialists
- Product Developers
- IP Specialists
- Chief Innovation Officers
- New Business Development Directors
- Innovation Catalysts
- Innovation Engineers
- Innovation Analysts
- Digital Transformation Officers
- New Business Improvement Directors
- Innovation Strategists

- Innovation Directors
- Product Designers

MEDIA

The Media Lions celebrate the context of creativity. Entries will need to demonstrate the creative implementation of ideas through the use of media. That is, work which is enhanced and amplified by a game-changing channel strategy to produce measurable results.

Preferable selection of jury candidates:

- Chief Executive Officers of Media Companies
- Creative Media Specialists
- Managing Directors
- Media Planners
- Strategists
- Data specialists
- Relevant Clients
- Digital Media Specialists
- Programmatic Specialists

MOBILE

The Mobile Lions celebrate device-driven creativity. Entries will need to demonstrate performance in portable platforms. That is, work where a hand-held or wearable environment is integral to the idea and enables key aspects of the execution.

Preferable selection of jury candidates:

- Relevant Creatives with Mobile Integration Specialism
- VR and Tech Specialists incl. advanced learning technologies
- Social Media Influencers/Experts
- App Designers
- Mobile Commerce Experts
- Mobile Payment experts

OUTDOOR

The Outdoor Lions celebrate creativity experienced out of home. Entries will need to demonstrate ideas that engage in-the-field. That is, work which leverages public spaces to telegraph a message or immerse consumers in a brand experience.

Preferable selection of jury candidates:

- Senior Creatives (Outdoor Specialists)
- Art Directors
- Photographers
- Illustrators
- Copywriters
- Immersive Experience Specialists
- Experience Designers
- Activation Experts

- Relevant Clients
- Digital Outdoor Specialists

PHARMA

The Pharma Lions celebrate creative communications from pharmaceutical clients and services surrounding this highly-regulated industry. Practitioners, patients and targeted consumers; that is work that brings science and innovation to life, facilitating diagnosis, prescription, disease mitigation or illness management.

Preferable selection of jury candidates:

- Senior Creatives from Specialist Healthcare companies Specialising in Pharma
- Senior Creatives from Healthcare Divisions of Creative Agencies specialising in Pharma
- PR Specialist from a Healthcare Agency
- Digital Specialist from a Healthcare Agency
- Clients

PR

The PR Lions celebrate creative work which successfully builds trust and cultivates relationships with third-parties and consumers; using mainly earned-media tactics or channels to influence public dialogue. Entries will need to demonstrate how perceptions and behaviours were changed in ways that protect and enhance the reputation and business of an organisation or brand with its target audiences.

Preferable selection of jury candidates:

- Public Affairs and Lobbying PR specialists
- Consumer PR specialists
- Digital & Social Media PR professionals
- Influencer Marketing Experts
- Relevant Clients (Internal Comms at a Big Brand)
- Corporate Communications Specialists
- Heads of Insight
- Senior Creatives
- Chief Communication Officers

PRINT & PUBLISHING

The Print & Publishing Lions celebrate creativity in circulation. Entries will need to demonstrate ideas that leap off the page. That is, work that exhibits ingenuity and outstanding craftsmanship in published media.

Preferable selection of jury candidates:

- Senior Creatives (Print Specialists)
- Art Directors
- Publishers
- Publishing Strategists
- Content Creators
- Copywriters

RADIO & AUDIO

The Radio Lions celebrate creativity for the airwaves and audio content. Entries will need to demonstrate ideas that are wired for sound; that is work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling.

Preferable selection of jury candidates:

- Senior Creatives (Radio Specialists)
- Sound Designer
- Radio Producers
- Copywriters
- Radio Scriptwriters
- Branded Radio Content Specialists
- Podcasts Specialists
- Audio Technicians
- Scriptwriters
- Relevant Clients
- Digital Radio Specialists
- Media Owners

SOCIAL & INFLUENCER

The Social and Influencer Lions celebrate creative social thinking and strategic influencer marketing solutions. Entries will need to demonstrate how levels of engagement, social reach and the creative use of social networks, brand ambassadors and influencers and other social platforms led to commercial success.

Preferable selection of jury candidates:

- Senior Creatives
- Social and Digital Marketing Experts
- Digital Strategists
- Programmers/Tech Builders
- Integrated, Social Media Celebrities/Content Creators (experts in how social media content works)
- Digital Content Experts
- UX Experts
- Influence Marketers
- Relevant Clients
- Social Celebs
- PR Specialists
- Social Strategy Experts

SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals Lions celebrate creative problem solving, solutions or other initiatives that harness creativity and seek to positively impact the world. Entries will need to demonstrate how they contributed to or advanced the 2030 Agenda for Sustainable Development across people, planet and prosperity.

Preferable selection of jury candidates:

- Senior Creatives
- Clients
- UN Rep
- Goal Advocates

- Relevant Talent
- Relevant Celebs
- Chief Sustainability Officers
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TITANIUM

The Titanium Lions celebrate game-changers. Entries will need to break new ground in branded communications; that is, provocative, boundary-busting, envy-inspiring work that marks a new direction for the industry and moves it forward.

- Global Senior Creatives (Chief Creative Officer level) – preferably past Presidents
- Global Clients – Lion Winners
- Global Media CEO's
- Founders of Agencies
- Disruptors