

UK Young Lions Competition 2023

Terms and Conditions

By entering the Competition you agree to accept the following terms and conditions:

The organiser of the Competition is The Advertising Association ("The Promoter") whose address is Orwell House, 16-18 Berners Street, London, W1T 3LN. If you have any questions regarding the Competition these should be sent to: events@adassoc.org.uk

1. The Young Lions Competition 2023 (the "Competition") is open to young advertising professionals.
2. Entrants must be:
 - a. UK residents or have a valid UK work permit;
 - b. employed in the advertising industry;
 - c. Be aged between 18 and 30 on 23 June 2023.
3. By entering the Competition and/or submitting an entry you ("You") agree to be bound by these terms and conditions.
4. Only teams of eligible entrants who have pre-registered via our system will be eligible to (i) receive the Competition brief and (ii) subsequently submit an entry. Entries received from non-registered applicants will not be accepted.
5. Teams of eligible entrants must meet the criteria below. Teams must consist of two people.

DESIGN

To be eligible to compete in the Design competition the team must be made up of two young professionals aged between 18 and 30 on 23 June 2023, working in creative communications / advertising / digital agencies.

DIGITAL

To be eligible to compete in the Digital competition the team must be made up of two young professionals aged between 18 and 30 on 23 June 2023, working in creative communications / advertising / digital agencies.

FILM

To be eligible to compete in the Film competition the team must be made up of two young professionals aged between 18 and 30 on 23 June 2023, working in creative communications / advertising / digital agencies.

MARKETERS

To be eligible to compete in the Marketers competition the team must be made up of two young professionals aged between 18 and 30 on 23 June 2023, working for client companies that engage the services of advertising and communications companies (i.e. Unilever, Coca-Cola etc.) **Advertising agencies may not compete in the Marketers competition.**

MEDIA

To be eligible to compete in the Media competition the team must be made up of two young professionals aged between 18 and 30 on 23 June 2023, working for media agencies or specific in-house media departments in agencies. **In-house media departments of client companies i.e. those that engage the services of advertising and communications companies are not allowed to take part in this competition.**

PRINT

To be eligible to compete in the Print competition the team must be made up of two young professionals aged between 18 and 30 on 23 June 2023, working in creative communications / advertising / digital agencies.

6. Restrictions as to size and/or length of entries (as will be detailed in the competition brief) must be adhered to. Entries that exceed the relevant limit(s) will not be considered.

7. Registered teams will have access to the brief via the competition portal on the afternoon of Friday 10 March. Teams will work on the brief remotely and you will be asked to submit your entry via the portal.

Entries must be submitted via the online portal no later than 23:59 GMT on Monday 14 March 2023 for all categories.

Entries received after the deadline will not be considered. There is a limit of one entry per team and no one person can be part of more than one team. If an entrant is found to have entered more than one competition, we will only consider the entry submitted closest to the deadline and disqualify any others.

8. You own the copyright to your Competition entry as its author. Third Parties are prohibited from contributing to entries, for example, by filming your entry.

9. Your entry must be your own work, must not be copied, must not contain any third-party materials and/or content that you do not have permission to use and must not otherwise be obscene, defamatory or in breach of any applicable legislation or regulations. The Promoter may make further enquiries regarding the provenance of your work in the event that you are shortlisted for a prize and you must respond to all reasonable requests for information. If We have reason to believe your entry is not your own work then we may not consider it.

10. By submitting an entry to the Young Lions 2023 Competition (the Competition) you grant the Advertising Association (the Promoter):

a) A non-exclusive, royalty-free, worldwide right and licence to use, reproduce, display and publish your Competition entry in all available formats, whether now known or hereafter invented, (including on the Promoter's website) or hard copy (including in the Promoter's publications), for purposes connected with the Competition and to adapt the Competition entry to enable such use, reproduction, display and/or publication (including to shorten or edit it for such purposes), and you hereby irrevocably waive, for the benefit of the Promoter all moral rights in the entry to which you are entitled.

b) The right to use your name, photograph and town or city of residence for the sole purpose of identifying You as the author of your entry and/or as a finalist or winner of the Competition.

11. The Promoter is under no any obligation whatsoever to use, reproduce, display or publish your competition entry, winning or otherwise.

12. By entering the competition, entrants confirm and agree that they are available (should they be selected) to take part in the Young Lions Competition at the Cannes Lions International Festival of Creativity, which takes place between 19 and 23 June 2023 (the "Festival"). Entrants must have at a valid passport for at least 3 months after the day you plan to leave the country.

13. A panel of judges from across the industry will review the entries between 16 and 24 March 2023. Judging will be carried out online and the 6 winning teams will be announced during the week of 27 March.

14. The judging criteria for each entry will be detailed in the competition brief.

15. The judges' decision is final and no correspondence will be entered into regarding their decision.

16. The first prize is the opportunity to represent the UK in the Young Lions Competition at the Festival. The competition schedule will be provided nearer time.

17. Each winner will receive a Young Lions Complete Pass to the Festival, which includes:

- Full week Festival pass
- All Cannes Lions talks and award shows

Additional pass benefits:

- Digital on-demand access to all talks post-Festival
- Access to Closing Party on Friday 23 June
- Entry to Sponsored Cabanas and Connections Lounge
- Access to selected events at the Festival Fringe
- Daily happy hour networking drinks
- Official Festival app
- Access to [The Work](#) for the duration of the Festival
- Complimentary Wi-Fi across the city

18. We will provide to each winning team return train tickets from London St Pancras to Cannes leaving on the morning of 18 June and returning 24 June (times TBC). Full journey details and

instructions will be provided nearer the time (As part of our [Ad Net Zero](#) Initiative, travel provided will be via train)

19. Winners must obtain and will be responsible for paying for any required visas or travel insurance and must comply with Eurostar's conditions of travel. We accept no responsibility for any costs associated with the prize that are not expressly included in the prize. In particular, the prize does not include any spending money so travellers will need to ensure that they take appropriate funds with them.

20. We will provide accommodation in a shared ensuite twin room on a bed and breakfast basis (either sharing with your competition partner or another UK Young Lion competitor, as preferred) at the ibis Styles Cannes Le Cannet Hotel, from 18 to 24 June 2023.

21a) Winners will be notified by email by or before 31 March 2023. Due to the time critical nature of the prize, if any winner does not (i) respond and (ii) confirm acceptance of the prize within 5 working days of being notified, then the winner's prize will be forfeited and we shall be entitled to select another winning team (and both members of that winning team will have to respond to the email from the promoter within 5 working days or else they will also forfeit their prize). If any winner rejects their prize, then the winner's prize will be forfeited, and The Promoter shall be entitled to select another winning team.

21.b) We will publish details of the winning teams on our website with links to view the winning work. Winners will be contacted and advised on what details we require from you for this.

22. We will also provide a briefing session on what to expect at Cannes Lions ahead of the festival - date TBC.

23. Winners will also receive 2 tickets per team to our post Cannes Lions event, held in September, date and venue TBC.

24. We will award a runners up 'Highly Commended' prize in each of the six categories. The winners will each receive:

- An announcement on our website with details of the Highly Commended teams and link to view their work
- 2 tickets per team to our post Cannes Lions event, held in September, date and venue TBC

25. The prizes are non-exchangeable, non-transferable and not redeemable for cash or any other prize.

26. The Promoter retain the right to substitute the prize with another prize of similar value in the event that the original prize offered is not available.

27. By submitting your entry to the Competition you represent that you have read, understood and agree to all Competition rules and regulations.

28. We take no responsibility for entries that are lost, delayed, misdirected or incomplete or cannot be delivered or entered for any technical or other reason. Proof of delivery of the entry is not proof of receipt.

29. No purchase is necessary.

30. The winners may be required for promotional activity and shall participate in such activity on the Promoters' reasonable request. Each member of each winning team consents to the use by the Promoter and their related companies, both before and after the closing date of the Competition for an unlimited time, of their voice, image, photograph and name for publicity purposes (in any medium, including still photographs and films, and on the internet, including any websites hosted by the Promoter and their related companies) and in advertising, marketing or promotional material without additional compensation or prior notice and in entering the Competition, all entrants consent to the same.

31. If anyone under the age of 16 appears in your Competition entry you will need to highlight this when asked on the entry form and provide contact details. We will then get in touch with you to ask for signed, written consent (which may include email) from the relevant parent or guardian for each person under the age of 16 who appears in your Competition entry. This is required for us to publish your entry. If written consent is not provided we will not be able to publish the entry or to award it a prize.

32. By submitting your entry to the Competition you represent that the content you submit:

- a. is not and does not contain any material that is obscene, threatening, harassing, libellous, deceptive, fraudulent, invasive of another's privacy, offensive, defamatory of any person or otherwise unlawful;
- b. does not infringe any patent, trade mark copyright, or other intellectual property right or breach any confidentiality obligation or contain anything which is proprietary and which you do not have permission to use for the purposes of the Competition; and
- c. will not contain software viruses or any other computer code, files, or programs designed to interrupt, destroy, or limit the functionality of any computer software or hardware or telecommunications equipment.

33. Should you win the first prize, you agree that the Promoter can share your name, contact details and date of birth with Cannes Lions for the following purposes:

- a. to issue passes for the Festival; and
- b. to promote the Young Lions Competition before, during and once the Festival has finished on the Cannes Lions Website.

34. The Promoter may pass entrants' details to third parties and/or otherwise engage third party providers in connection with this Competition where the third party is acting on the Promoter's behalf for the purposes of administering this Competition and/or any subsequent publicity, and/or as otherwise required by law.

35. The Promoter accepts no responsibility for any damage, loss, liabilities, injury or disappointment incurred or suffered by you as a result of entering the Competition or accepting the prize. The Promote further disclaims liability for any injury or damage to your or any other person's computer relating to or resulting from participation in or downloading any materials in connection with the Competition.

36. Nothing in these Terms and Conditions shall exclude the liability of The Promoter under law for fraud or fraudulent misrepresentation, or for death or personal injury resulting from its negligence.

37. The Promoter reserves the right at any time and from time to time to modify or discontinue, temporarily or permanently, this Competition with or without prior notice due to reasons outside their control (including, without limitation, in the case of anticipated, suspected or actual fraud). The decision of the Promoter in all matters under its control is final and binding.

38. The Competition and these terms and conditions will be governed by English law and shall be subject to the exclusive jurisdiction of the courts of England and Wales.