



## IRISH YOUNG LIONS COMPETITION 2018

### TERMS AND CONDITIONS

#### ENTERING THE COMPETITION

1. Entrants must be: 30 years old or younger, born on or after 22 June 1987. Unfortunately, the Competition is not open to students (official Cannes Lions rules).
2. In the case of print, PR, film, digital, print and media, teams must be comprised of any combination of two people from an agency. You can also partner up with people from a different agency. Young Marketers must enter from the same company.
3. Each team of two people can only enter one competition. There's no limit to the number of entries per agency.

#### ELIGIBILITY

##### **Film**

You must be working in an IAPI creative member agency

##### **Media**

You must be working in an IAPI media member agency, or in certain cases our digital agencies who buy media.

##### **Print**

Open to anyone working in an IAPI member agency.

##### **Digital**

Open to anyone working in an IAPI member agency.

##### **PR**

This is open to IAPI, PRCA and PRII member agencies and employees of PR agencies. Young professionals working in-house at PR teams of clients & freelancers are not eligible to compete.

##### **Young Marketers**

To be eligible to compete in the Young Marketers Competition the team must be made up of two young professionals working for client companies that engage the services of advertising and communications companies. Freelancers are not eligible to compete in Young Marketers.

4. By entering the Competition and/or submitting an entry you ("You") are accepting these terms and conditions.
5. Our partner charities, (the "Charity") will provide a brief for each competition. This will be posted on our website in the awards section <https://www.iapi.ie/awards/cannes-lions> and a public meeting will be held to explain the various competitions to which all are welcome.
6. Teams of eligible entrants must meet the following category specific requirements (as set out in the category guidelines above), and are required to respond to the briefs as summarised below. The briefs will provide more detailed guidance as to the subject matter of entries. **You can only enter one competition.**

## MEDIA

Teams are expected to develop an innovative media strategy detailing how the idea will be executed.

The jury will expect an explanation of the idea and how you intend to use your selected media, demonstrating how you; create consumer engagement versus simple persuasion, exploit the value of emerging media and unearth consumer insights that drive effective communication strategies.

The strategic idea must be demonstrated clearly across the selected media channels and the winner is the Team creating the most creative communications strategy to meet the marketing challenge.

**Entries must not contain any agency branding.**

## PRINT

Deliverables

1. Print Advertisement (jpeg/png/PDF - max filesize: 10MB)
2. 300 words detailing how it meets the brief e.g. Insight and strategy behind your work, target audience.

## DIGITAL

Teams must create an integrated digital led campaign, explaining how the use of technology answers the brief in a creative way.

The objective is to show how the power of digital technology can answer the brief and provide a creative solution aligned to the technological evolution (online and/or mobile).

Deliverables

- A Presentation Page including: example of use of 3 digital led components (in JPEG format, one JPEG for each component). These components could be use on social media platforms but also any other digital led execution.
- An image summarising the campaign (in JPEG format)
- A four part written submission (150 words per section)

1) Campaign Summary

2) Creative insight - How can creativity help solve the problem using social media platforms and technology?

3) Solution - the platforms, technology and tools used and why?

4) How does it work? - How will the digital solution help answer the brief and solve the problem

**Entries must not contain any agency branding.**

## PR

All teams must create

1. A written submission max 450 words break down as follows
  - The creative idea i.e. the potential for industry impact (150 Words)
  - The strategy: target audience, target media, PR planning and approach (150 words)
  - The execution i.e. implementation of PR activities (150 words)
  
2. 10 slide Powerpoint

Contestants should use at least 2 elements or channels that are predominantly PR driven

3. One slide that visually summaries your presentation saved as Summary Slide

Entries must not contain any agency branding.

## Young Marketer

One page communications brief detailing the background information of the company, name of the project, product description, business outcome, target audience, insight, campaign objective, key message, tone of voice, deliverables, budget, timeline and KPIs.

A Presentation (PPX/PDF - max: 10 slides / 25MB) describing the product/service

## FILM

For first round judging you need to provide a script. A storyboard and any style references would be a bonus but not essential, the script is the main document considered by the panel.

Shortlisted entrants will be asked to present their idea in person to the jury in March. At that stage you can present supporting materials such as:

- Mood board
- Mood film
- References from YouTube/other advertisements

Wide Eye Media will be providing approximately €80,000 worth of free cinema advertising. Your film will be on 502 screen across Ireland later in 2018!

Pull the Trigger Films have generously offered to shoot the entire commercial free of charge.

*Remember that when competing in the Young Lions Competition in Cannes in June 2018, you will be required to write, shoot and edit an original 60 second film within 48 hours.*

7. Any entries received after the applicable deadlines will not be accepted. Limit of one entry per team.
8. In the case of film, print, PR, media, and digital competitions, you are responsible for the cost of sending your competition entry to IAPI. Entries will not be submitted to the panel until payment has been received.
9. You own the copyright to your entry as its' author. If another person has filmed your entry, you warrant that you have received an assignment of all associated copyright to that entry from that person. IAPI may ask to see evidence of that assignment at any time.
10. 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. If we have reason to believe your entry is not your own work or otherwise breaches this paragraph 9, then it may not be considered.
11. By submitting an entry to the competition, you give the Promoter and the Charity:
  - a) Permission for your winning entry to be published on the IAPI website and grant the Promoter and the Charity a non-exclusive, royalty-free, worldwide right and licence to use, reproduce, display and publish your competition entry in all available digital formats, whether now known or hereafter invented, (including on the Promoter's and/or the Charity's website) and hard copy (including in the Promoter's and/or the Charity's publications), for purposes connected with the Competition and the Charity's upcoming marketing campaigns and to adapt the 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 and the Charity, all moral rights in the entry to which you are entitled.
  - b) The right to use your name, photograph and 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.
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 18-22 June 2018 (the "Festival"). Entrants must have at least six months left on a valid passport with no restrictions on flying to France. Entrants must be free to travel to Cannes from 17 June 2018 for up to 6 nights. If any permission is required from your employer to attend the Festival, it should be obtained prior to submitting an entry for the Competition.

### **ENTRY COSTS**

13. The cost of entry is €75 per team for the following categories: Film, Print, PR Media or Design. Young Marketers Competition are free to enter.

### **PICKING THE WINNERS**

14. A panel of judges will review all entries, create a shortlist for each category and select one winning team per category. Details of the judges can be found on the IAPI website.
15. **Shortlisted Young Lions Media, Film, PR and Young Marketers teams will be asked to undertake a five-minute presentation in person to the judges, followed by a 5-minute Q&A. This will take place in March 2018. All shortlisted entrants will be notified of time and date by email.**
16. Print and digital categories are judged remotely with no in-person presentations, similar to the international Young Lions Competition in Cannes.
17. Judging criteria is available on the IAPI site
18. The judges' decision is final and no correspondence will be entered into regarding their decision.

## THE PRIZE

19. The prize is the chance to represent Ireland at the Young Lions Competition at Cannes Lions Festival.
20. Winners will receive a complimentary Young Lions full week registration to the Festival which includes:
  - Access to the full learning programme during the Festival week (18-22 June 2018);
  - View all PR, Promo and Activation, Direct, Outdoor, Media, Digital, Design, Press, Film, Film Craft, Branded Content & Entertainment, Mobile, Creative Effectiveness and Titanium and Integrated Lions entries on interactive kiosks, and the shortlists in exhibitions;
  - Listen to all Radio Lions entries;
  - View the Film Lions, Film Craft and Titanium and Integrated Lions shortlist screenings;
  - Attendance at all four award ceremonies;
  - Full access to the Young Lions Zone and all the masterclasses held there;
  - Access to the Young Lions Only Party on Tuesday night and Closing Gala on Saturday evening.
21. Winners will also receive return flights to Nice and accommodation in Cannes, as booked by IAPI. Winners will need to arrange their own transportation to and from the airport in Dublin. We will endeavour to make a group booking from Nice airport to Cannes. Winners should ensure that they obtain any required visas, travel insurance, permissions and comply with conditions of travel. The prize does not include any spending money so travellers will need to ensure that they take appropriate funds with them.
22. Winners will be notified by IAPI by either email or phone. Due to the time critical nature of the prize, if any winner does not respond to IAPI within 5 days of being notified by IAPI, then the winner's prize will be forfeited and IAPI shall be entitled to select another winning team (and both members of that winning team will have to respond to the phone call or email from IAPI within 5 days or else they will also forfeit their prize). If any winner rejects their prize, then the winner's prize will be forfeited and IAPI shall be entitled to select another winning team.

23. The prize cannot be exchanged or transferred by you and cannot be redeemed by you for any other prize. No cash alternative is available. You must pay all other costs associated with the prize and not specifically included in the prize.
24. By submitting your entry to the Competition you submit that you have read, understood and agree to all the Competition rules and regulations.
25. 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.
26. The winners may be required for promotional activity and shall participate in such activity on the Promoters' and/or the Charity's reasonable request. Each member of each winning team consents to the use by the Promoter and/or the Charity 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/or the Charity 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.
27. 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.
28. 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 illegal;
  - b) does not infringe any patent, trademark, trade secret, copyright, or other intellectual or proprietary or privacy right of any party or individual; and
  - c) will not contain software viruses or any other computer code, files, or programs designed to interrupt, destroy, or limit the functionality of the IAPI site or any computer software or hardware or telecommunications equipment.
30. The Promoter shall use and take care of any personal information you supply in accordance with data protection legislation. By entering the competition, you agree to the collection, retention, usage and distribution of your personal information in order to process and contact you about your Competition entry.
31. 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 for the purposes of sending you the Promoters' marketing materials; and/or as otherwise required by law.

32. The Promoter of the Competition is the Institute of Advertising Practitioners in Ireland (IAPI) whose address is 12 Clanwilliam Square, Grand Canal Quay, Dublin 2. Any complaints regarding the Competition should be sent to: [info@iapi.com](mailto:info@iapi.com)
33. Nothing in these Terms and Conditions shall exclude the liability of IAPI for death, personal injury, fraud or fraudulent misrepresentation as a result of their negligence.
34. 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 any prize. The Promoter further disclaims all liability for any injury or damage to you or any other person's computer relating to or resulting from participation in or downloading any materials in connection with the Competition.
35. 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.