



**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;
- ❖ Ideally, should have won a Lion in the past 4 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 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!

**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 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
- Data Scientists

### **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

### **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:**

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

### **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

**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
- Post-Production Experts
- Tech Specialists

**DIRECT**

The Direct Lions celebrate response-driven and relationship-building creativity. Entries will need to demonstrate the pursuit and application of customer relationships, directly targeting a specific audience with a call-to-action which produces measurable and meaningful 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 Name Sports Experts
- Gaming Experts
- 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:**

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

**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.

- Senior Creatives
- Executive Producers or Directors from Production Companies
- Executive Producers or Heads of TV in a Creative Agency
- Specialists in VR/VFX
- Some expertise in creating Music Videos and Branded Content

**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
- 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

## **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

## **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
- Start up 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 Strategist
- Innovation Directors

## **MEDIA**

The Media Lions celebrate the context of creativity. Entries will need to demonstrate an inspiring and innovative implementation of ideas. That is, work which is enhanced and amplified by a game-changing channel strategy.

### **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
- Social Media Influencers/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
- 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**

The PR Lions celebrate creative work which successfully builds trust and cultivates relationships with credible third-parties, utilising mainly earned-media tactics or channels to influence public dialogue and ultimately change perceptions and behaviours in ways that protect and enhance the reputation and business of an organisation or brand with its target audiences.

### **Preferable selection of jury candidates:**

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

## **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

## **PRODUCT DESIGN**

The Product Design Lions celebrate creativity that fuses form and function. Entries will need to demonstrate aesthetics that are inseparable from application; that is work that blurs the line between a product's beauty and utility by achieving both.

### **Preferable selection of jury candidates:**

- A good mix of Product Designers and Communication Product Designers
- Product Development Specialists
- Tech Development Specialists
- Relevant Clients

## **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

### **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

### **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.

- Senior Creatives (Global Chief Creative Officers, Executive Creative Directors)
- Clients – Lion Winners
- Media CEO's
- Founders of Agencies
- Disruptors