

Young Lions Finland 2024 competition rules

18.1.2024

As Finland's Representative for Cannes Lions, we are looking to find the very best young creative talent to compete for Finland in the global Young Lions Competition.

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

The organizer of the Competition is Marketing Finland, address c/o Berner Oy, Hitsaajankatu 24, 00810 Helsinki. If you have any questions regarding the competition these should be sent to: maarit.aarrekangas@marketingfinland.fi

1. All Young Lions taking part in the Young Lions Finland 2024 competitions **must be 30 years of age or younger, born on or after 21 June 1993**. You must enter as a team of two. Team members do not have to be employed by the same company. Entrants must be full-time working professionals or freelancers within the advertising/marketing/communications industry. Unfortunately, students are not allowed to take part in the competition. The team can enter once in one or several categories. Please note that a person cannot enter the competition categories with different team members.
2. Only teams of eligible entrants who have pre-registered via our system during the period of 9th January – 8th February 2024, will be eligible to receive the competition brief and submit an entry. Entries received from nonregistered applicants will not be accepted. Teams of eligible entrants must also meet the category criteria described below. The Finnish competition will replicate the Cannes Lions competition as much as possible.
3. In 2024 we are running **7 competitions – Design, Digital, Film, Marketers, Media, PR and Print**. The competition fee is 200€/entry + vat. Teams will work on the briefs remotely and upload their work to our competition portal.

Eligibility by the categories

Design

To be eligible to compete in the Design competition the team must be made up of two young professionals aged 30 or younger on 21 June 2024, working in creative communications / advertising / digital agencies or as a freelancer.

The Challenge:

Create a mood board that also includes a description of how your design fits the brief and how it could help the brand evolve.

Who is it for?

For example Graphic Designers, Specialist Designers, Art Directors, Photographers

Competition schedule

The Young Lions Finland 2024 competition commences when the brief of the competition is published **on Friday 9th February 17:00 PM**. The Design competition closes **on Saturday 10th February at 21:00 PM** (or if you are entering in 2 categories, then both entries must be delivered before Sunday 11th February at 21:00 PM). All entries must be submitted before closing times. Entries submitted after the deadline will be discarded.

Shortlisted Design category competitors will present their work for the Jury on 22 March via Zoom. All the entries will be judged anonymously before the presentations in preliminary shortlist judging. The exact presentation times will be sent to the selected teams after the shortlists have been announced, on Friday 15th March, and the winners will be announced in April.

Presentations of shortlisted work

The teams are expected to deliver a 5-minute presentation explaining the campaign to the jury. Timings are strict and the teams are not allowed to present for more than the allocated 5 minutes. The jury has a maximum of 5 minutes to ask questions immediately after the presentation. The work will be judged based on what the team has included in the presentation slides, so do not present the jury with any extra hand-outs or material as it will not count. The presentation material is delivered within the competition time, and no changes can be made afterwards. The organizer will share the team's presentation document slides in the presentation session in front of the jury.

The work will be judged anonymously. Do not indicate your names, names of your companies or any other recognizable information (e.g. official company typography or company ppt templates) on your work or in the title of the work.

Digital

To be eligible to compete in the Digital competition the team must be made up of two young professionals aged 30 or younger on 21 June 2024, working in creative communications / advertising / digital agencies or as a freelancer.

The challenge

build a digital- led campaign that utilises the powers of digital technology to respond to the challenge in the brief.

Who is it for?

For example Social Media Managers, Creative Technologists, UX Designers, Digital Producers, Digital Designers

Competition schedule

The Young Lions Finland 2024 competition commences when the brief of the competition is published **on Friday 9th February 17:00 PM**. The Digital competition closes **on Saturday 10th February at 21:00 PM** (or if you are entering in 2 categories, then both entries must be delivered before Sunday 11th February at 21:00 PM). All entries must be submitted before closing times. Entries submitted after the deadline will be discarded.

Shortlisted Digital category competitors will present their work for the Jury on 18 March via Zoom. All the entries will be judged anonymously before the presentations in preliminary shortlist judging. The exact presentation times will be sent to the selected teams after the shortlists have been announced, on Friday 15th March, and the winners will be announced in April.

Presentations of shortlisted work

The teams are expected to deliver a 5-minute presentation explaining the campaign to the jury. Timings are strict and the teams are not allowed to present for more than the allocated 5 minutes. The jury has a maximum of 5 minutes to ask questions immediately after the presentation. The work will be judged based on what the team has included in the presentation slides, so do not present the jury with any extra hand-outs or material as it will not count. The presentation material is delivered within the competition time, and no changes can be made afterwards. The organizer will share the team's presentation document slides in the presentation session in front of the jury.

The work will be judged anonymously. Do not indicate your names, names of your companies or any other recognizable information (e.g. official company typography or company ppt templates) on your work or in the title of the work.

Film

To be eligible to compete in the Film competition the team must be made up of two young professionals aged 30 or younger on 21 June 2024, working in creative communications / advertising / digital agencies, production companies or as a freelancer.

The challenge

Produce an original max. 60-second film ad in response to the brief. Note: just for this Competition, the deadline is 48 hours.

Who is it for?

For example Art directors, Producers, Film Makers, Directors, Creatives, Animators

Competition schedule

The Young Lions Finland 2024 competition commences when the brief of the competition is published **on Friday 9th February 17 PM**. The Film competition closes **on Sunday 11th February at 21:00 PM**. All entries must be submitted before closing times. Entries submitted after the deadline will be discarded.

A panel of judges will review the entries between 19th February and 14th March 2023 for shortlisting. The final, closed judging of the shortlisted work will be carried out on 27 March, and the winners will be announced in April.

The work will be judged anonymously. Do not indicate your names, names of your companies or any other recognizable information (e.g. official company typography or company ppt templates) on your work or in the title of the work.

Marketers

To be eligible to compete in the Marketers competition the team must be made up of two young professionals aged 30 or younger on 21 June 2024, working for client companies that engage the services of advertising and communications companies. **Advertising agency employees may not compete in the Marketers competition. People entering the Marketers category can't enter any other categories.** Original, engaging creative work starts with a strong brief. This is a chance to go head-to-head against fellow Brand Marketers.

The challenge

Create a product or service that answers the challenge in the brief. Note: this Competition is open to client marketers only, and teams must represent the company they work for. By client marketers, we mean marketers not working at an agency representing different clients.

Who is it for?

For example Marketing Managers, Brand Managers, Category/Product Managers, Client Services Managers, Channel Marketing Managers

Competition schedule

The Young Lions Finland 2024 competition commences when the brief of the competition is published **on Friday 9th February at 17 PM**. The Marketers competition closes **on Saturday 10th February at 21:00 PM**. All entries must be submitted before closing times. Entries submitted after the deadline will be discarded.

Shortlisted Marketers category competitors will present their work for the Jury on 21 March via Zoom. All the entries will be judged anonymously before the presentations in preliminary shortlist judging. The exact presentation times will be sent to the selected teams after the shortlists have been announced, on Friday 15th March, and the winners will be announced in April.

Presentations of shortlisted work

The teams are expected to deliver a 5-minute presentation explaining the campaign to the jury. Timings are strict and the teams are not allowed to present for more than the allocated 5 minutes. The jury has a maximum of 5 minutes to ask questions immediately after the presentation. The work will be judged based on what the team has included in the presentation slides, so do not present the jury with any extra hand-outs or material as it will not count. The presentation material is delivered within the competition time, and no changes can be made afterwards. The organizer will share the team's presentation document slides in the presentation session in front of the jury.

The work will be judged anonymously. Do not indicate your names, names of your companies or any other recognizable information (e.g. official company typography or company ppt templates) on your work or in the title of the work.

Media

To be eligible to compete in the Media competition the team must be made up of two young professionals aged 30 or younger on 21 June 2024. We're challenging the brightest professional minds working in media agencies to demonstrate their strategic thinking and innovative approaches to solving an important marketing challenge in only 24 hours. **Teams entering the Media category can't enter any other categories.**

The challenge

Develop an innovative media strategy based on compelling insights, showing how you'll use different mediachannels and encourage engagement in response to the brief.

Who is it for?

For example Media Planners, Media Strategists, Media Buyers, Media Managers

Competition schedule

The Young Lions Finland 2024 competition commences when the brief of the competition is published **on Friday 9th February at 17 PM**. The Media competition closes **on Saturday 10th February at 21:00 PM**. All entries must be submitted before closing times. Entries submitted after the deadline will be discarded.

Shortlisted Media category competitors will present their work for the Jury on 20 March via Zoom. All the entries will be judged anonymously before the presentations in preliminary shortlist judging. The exact presentation times will be sent to the selected teams after the shortlists have been announced, on Friday 15th March, and the winners will be announced in April.

Presentations of shortlisted work

The teams are expected to deliver a 5-minute presentation explaining the campaign to the jury. Timings are strict and the teams are not allowed to present for more than the allocated 5 minutes. The jury has a maximum of 5 minutes to ask questions immediately after the presentation. The work will be judged based on what the team has included in the presentation slides, so do not present the jury with any extra hand-outs or material as it will not count. The presentation material is delivered within the competition time, and no changes can be made afterwards. The organizer will share the team's presentation document slides in the presentation session in front of the jury.

The work will be judged anonymously. Do not indicate your names, names of your companies or any other recognizable information (e.g. official company typography or company ppt templates) on your work or in the title of the work.

PR

To be eligible to compete in the PR competition the team must be made up of two young professionals aged 30 or younger on 21st June 2024. Calling all PR professionals working in PR/communications/marketing/social media agencies.

The challenge

Construct an effective and engaging PR campaign in response to a communications challenge described in the brief.

Who is it for?

For example Publicists, PR specialists, Social Media Managers, Copywriters

Competition schedule

The Young Lions Finland 2024 competition commences when the brief of the competition is published **on Friday 9th February at 17 PM**. The PR competition closes **on Saturday 10th February at 21:00 PM**. All entries must be submitted before closing times. Entries submitted after the deadline will be discarded.

Shortlisted PR category competitors will present their work for the Jury on 19 March on Zoom. All the entries will be judged anonymously before the presentations in preliminary shortlist judging. The exact presentation times will be sent to the selected teams after the shortlists have been announced, on Friday 15th March, and the winners will be announced in April.

Presentations of shortlisted work

The teams are expected to deliver a 5-minute presentation explaining the campaign to the jury. Timings are strict and the teams are not allowed to present for more than the allocated 5 minutes. The jury has a maximum of 5 minutes to ask questions immediately after the presentation. The work will be judged based on what the team has included in the presentation slides, so do not present the jury with any extra hand-outs or material as it will not count. The presentation material is delivered within the competition time, and no changes can be made afterwards. The organizer will share the team's presentation document slides in the presentation session in front of the jury.

The work will be judged anonymously. Do not indicate your names, names of your companies or any other recognizable information (e.g. official company typography or company ppt templates) on your work or in the title of the work.

Print

To be eligible to compete in the Print competition the team must be made up of two young professionals aged 30 or younger on 21st June 2024, working in creative communications / advertising / digital agencies or as a freelancer.

The Challenge

Create a print ad that answers the challenge described in the brief.

Who is it for?

For example Art directors, Designers, Producers, Film Makers, Creatives

Competition schedule

The Young Lions Finland 2024 competition commences when the brief of the competition is published **on Friday 9th February at 17 PM**. The Print competition closes **on Saturday 10th February at 21:00 PM**. All entries must be submitted before closing times. Entries submitted after the deadline will be discarded.

A panel of judges will review the entries between 19th February and 14th March 2023 for shortlisting. The final, closed judging of the shortlisted work will be carried out on 25 March, and the winners will be announced in April.

The work will be judged anonymously. Do not indicate your names, names of your companies or any other recognizable information (e.g. official company typography or company ppt templates) on your work or in the title of the work.

4. Young Lions Finland does not offer any paid image, video or sound bank for the competitors. We have compiled a list of free media banks, but it is also allowed to use other media banks. Please note that the terms of use of media banks may differ and before you download and use any material, ensure that you read and understand the terms of use. For example, some media banks allow use for personal, editorial or commercial use, while others require attribution or restrict use. Make sure you follow each media bank's own conditions. Marketing Finland will not be responsible for any possible costs caused by usage of any materials.
5. Jury, appointed by Marketing Finland and the Steering Committee, will choose the shortlisted and the winning work. The Jury will consist of members of agencies, advertisers, media, production companies and other stakeholders within the industry. The number of work selected for the shortlist is defined by the jury. Winners are selected for each competition: gold, silver, bronze and honorary mention. The Jury can decide not to award one or some of these, in case the work is not qualified to the required level. Judging will be carried out during February 19 – March 27 and the 7 winning teams will be announced in April. The judging criteria for each entry will be detailed in the competition brief. If the same team wins in more than one competition category, in such a situation the head of jury together with the jury, will decide which teams will be entered in which category in for Cannes. The judges' decision is final, and no correspondence will be entered into

regarding their decision. **All the entries will be judged anonymously so do not indicate your name, the name of your company or any identifiable information on your work.**

6. The Gold winning teams of all the seven competition categories will be sent by Marketing Finland to the Cannes Lions International Festival of Creativity to compete in the international Cannes Young Lions competition. Cannes Lions will be held 17–21 June in 2024 and the Young Lions competitions will be held during the festival week. **The winning teams must be ready to travel and to compete in Cannes 16–22 June 2024.** Marketing Finland and the category partners will sponsor Festival Passes, flights and accommodation for the Gold teams for the period of the Festival week in France. Entrants must have a passport valid at least 3 months after the day you leave the country or an ID card. Winners must obtain and will be responsible for paying for any required visas and a travel insurance. The prize does not include any spending money so travelers will need to ensure they take appropriate funds with them. The flights will be arranged as a group reservation, so any individual changes/wishes to flights can't be arranged. Entrants are responsible for arranging their own travel insurance.

Winners will be notified by email beforehand. Both members of the winning team will have to respond to the email from Marketing Finland and confirm their acceptance of the award within 5 working days or else they will also forfeit their prize. If any winner rejects their award, then the winner's award will be forfeited, and Marketing Finland shall be entitled to select another winning team. The awards are non-exchangeable, non-transferable and not redeemable for cash or any other prize.

7. We will publish details of the participating and winning teams on our website, possibly with links to view the winning work.
8. Competitors own the copyright to their Competition entry as its author. Third Parties are prohibited from contributing to entries, for example, by filming your entry. The 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, then we may not consider it.
9. By submitting an entry to the Young Lions Finland 2024 Competition you grant Marketing Finland and the briefing charity or NGO a non-exclusive, royalty-free, worldwide right and license to use, reproduce, display and publish your Competition entry in all available formats, whether now known or hereafter invented, including on the Marketing Finland's website or hard copy including in Marketing Finland'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 Marketing Finland all moral rights in the entry to which you are entitled. You also grant 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.
10. Marketing Finland or the briefing charity or NGO is under no obligation whatsoever to use, reproduce, display, or publish your competition entry, winning or otherwise. Marketing Finland or the briefing charity or NGO will not pay for creating the work or the use of the work created for the competition or translating the work.
11. For the winning teams we will also provide a mentoring session in May 2024 on what to expect at Cannes Lions ahead of the festival - date TBC.

12. Marketing Finland retains the right to substitute the prize with another prize of similar value in the event that the original prize offered is not available.
13. By submitting your entry to the Competition, you confirm that you have read, understood and agreed to all Competition rules and regulations.
14. Marketing Finland takes 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.
15. The winners may be required for promotional activity and shall participate in such activity on reasonable request. Each member of each winning team consents to the use by Marketing Finland and the briefing charity or NGO, 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 media, including still photographs and films, and on the internet, including any websites hosted by Marketing Finland or the briefing charity or NGO and in advertising, marketing or promotional material without additional compensation or prior notice and in entering the Competition, all entrants consent to the same.
16. By submitting your entry to the Competition, you confirm that the content you submit does not contain any material that is obscene, threatening, harassing, deceptive, fraudulent, invasive of another's privacy, offensive, defamatory of any person or otherwise unlawful and it 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 it 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.
17. If you win Gold, you agree that Marketing Finland can share your name, contact details and date of birth with Cannes Lions for the following purposes: to issue passes for the Festival and to promote the Young Lions Competition before, during and once the Festival has finished on the Cannes Lions Website.
18. Marketing Finland 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 Marketing Finland's behalf for the purposes of administering this Competition and/or any subsequent publicity, and/or as otherwise required by law.
19. Marketing Finland 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. We further disclaim 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.
20. Marketing Finland 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 Marketing Finland in all matters under its control is final and binding.