

# YOUNG LIONS COMPETITIONS



FINLAND 2024

# HOW IT WORKS?

## Competition brief 9.2. at 17.00 PM via Zoom

- The Competition Brief will be given by an NGO (non-governmental organization)
- 24 hours to plan and execute your work
- 48 hours in Film category and if the team participates in several categories

After the briefing there will be a couple of hours dedicated time to go to the competition platform, open your entry and pay for it.

All briefing materials are available at the competition platform, and the recording of the briefing session will be uploaded there too soon after the briefing has ended.

## Competition starts 9.2. at 21.00

- 10.2. at 21.00 deadline for 1 category entries
- 11.2. at 21.00 deadline for Film category and multiple entries

# IMPORTANT DATES

<i>(Young Lions Masterclass</i>	<i>5.2. at 14.00 PM, International competition!)</i>
<b>Competition brief &amp; start</b>	<b>9.2.</b> at 17.00 PM
<b>DI for 24h competition</b>	<b>10.2.</b> at 21.00 PM
<b>DI for 48h competition</b>	<b>11.2.</b> at 21.00 PM
Shortlist published	15.3.
Presentation schedule sent	15.3.
<b>Presentations</b>	
• <b>Digital</b>	<b>18.3.</b> at 17.00 PM
• <b>PR</b>	<b>19.3.</b> at 17.00 PM
• <b>Media</b>	<b>20.3.</b> at 17.00 PM
• <b>Marketers</b>	<b>21.3.</b> at 17.00 PM
• <b>Design</b>	<b>22.3.</b> at 17.00 PM
<b>Closed judging</b>	
• <b>Print</b>	25.3.
• <b>Film</b>	27.3.
Announcing the winners	around 17.4., date tbc
Registering for Cannes	Week 17
Mentoring event	May, date tbc

The organiser reserves the right to make changes to timeline. In case, the Competitors and Jury members will be notified accordingly.

# PRACTICAL ADVICE



# TIME MANAGEMENT

Clean your calendar, it's an intensive day.

Make a preliminary schedule.

Take breaks and think of something else for a moment.

Save enough time for execution.

# FINAL PRESENTATION

Don't repeat the brief.

Check the grammar.

Fine-tune the design.

Be confident and trust your idea.

**WHAT'S IN  
A CANNES  
IDEA?**

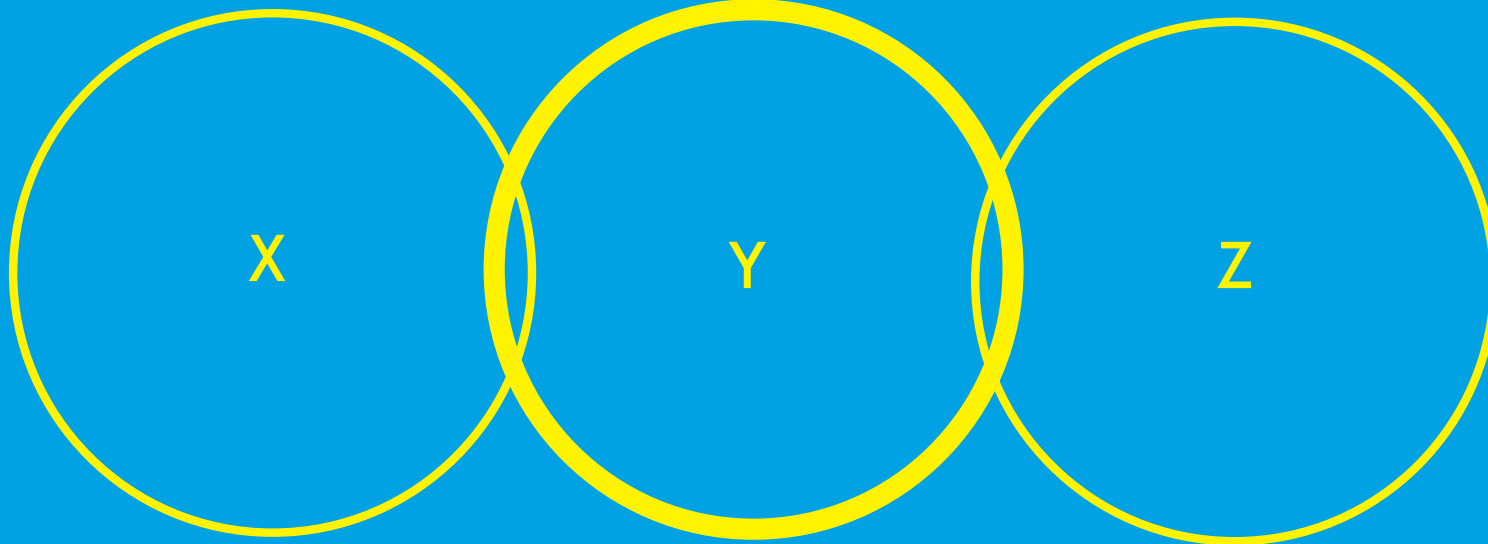


## THE GOAL: ?

BRAND OR PRODUCT

DISRUPTIVE IDEA

CULTURAL PHENOMENA





Täällä  
pelkään  
minä



Ammuthan ilotulitteesi mahdollisimman  
kaukana asutuksesta, kiitos.



Clear Channel

**THE GOAL:** To generate discussion around the damage caused by fireworks to dogs and other animals

**BRAND OR PRODUCT**

Musti & Mirri

**DISRUPTIVE IDEA**

**Reactive outdoor that simulates the damage of fireworks to dogs**

**CULTURAL PHENOMENA**

Animal rights and welfare



JCDecaux



**LOVE**  
CONQUERS ALL



**THE GOAL:** To portray the brand values and take a stand for equality during Pride Week

**BRAND OR PRODUCT**

Burger King

**DISRUPTIVE IDEA**

A kiss between the two rivals to symbolise that in the end, love conquers all obstacles.

**CULTURAL PHENOMENA**

LGBTIQA+ rights

**FOR MEN WHO HAVE  
PERIODS TOO**



**THE GOAL:** To achieve significant earned media visibility globally and to increase positive discussion around gender and period diversity.

**BRAND OR PRODUCT**

**DISRUPTIVE IDEA**

**CULTURAL PHENOMENA**



Vuokkoset  
hero brand

New tampon  
package design  
for men

Issues of equality  
and acceptance  
of transgender  
and nonbinary  
people

# 3 RULES OF A WINNING PRESENTATION



# 1. LESS IS MORE

Keep your story simple and focused.

Keep your presentation clean, crisp and relevant.

Visuals over words

Let the idea do the talking. You don't need big words to describe how great the idea is.



# 2. GET TO THE POINT

Get to the point immediately.  
Everyone wants to know what they will get out of the  
presentation.

# 3. BE PASSIONATE

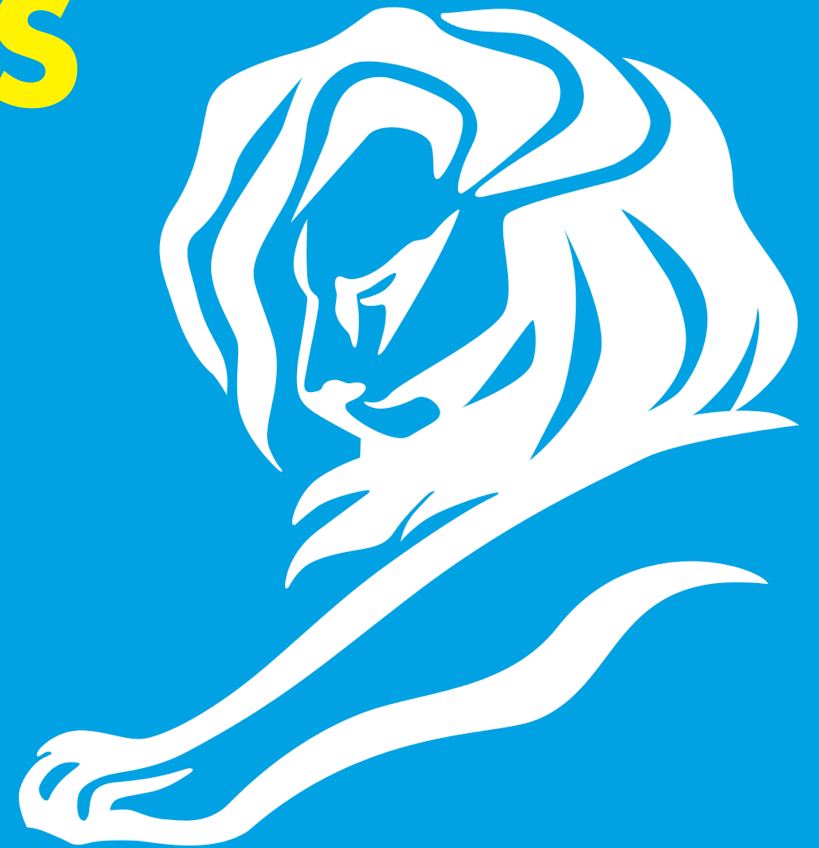
People want to feel what you're feeling about the topic. Let it show.

It helps when you know the topic by heart you're going to talk about.  
Also knowing the topic well enough helps with the nerves.

**JUDGES LOVE BOLD IDEAS:  
DON'T PLAY SAFE.**

**GOOD LUCK!**

# YOUNG LIONS EXPERIENCES



# FOR THE YLF WEEKEND

Make time for brainstorming.  
1<sup>st</sup> idea is only sometimes the best one.

Don't take the competition too seriously.  
Remember to have fun.

Trust your gut and don't overthink.

# PRESENTATION

**Practice your presentation beforehand.**

**Your English does not need to be on a native level. Make things simple and don't use overly difficult vocabulary.**

**Anticipate possible questions and prepare necessary answers.**

**The judges are fellow human beings.**

# CANNES EXPERIENCE





# MAKING THE MOST OF YOUR TIME

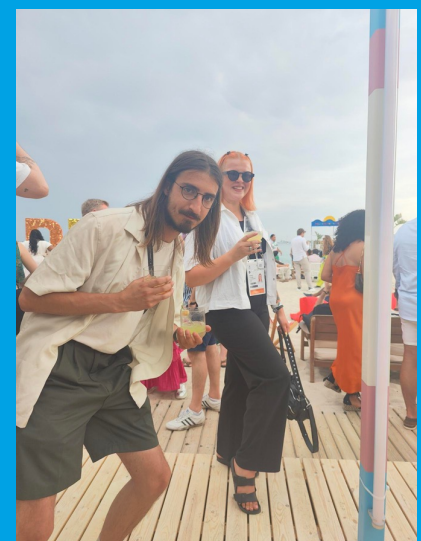
Check the official program beforehand from the official app and write down the items you absolutely want to attend to. Remember to register also for the unofficial events and beaches.

The amount of official and unofficial things to do can feel overwhelming. Don't overdo it.

Make the most of your time in Cannes but remember to sleep and eat as well.



Connect with the other Young Lion competitors.

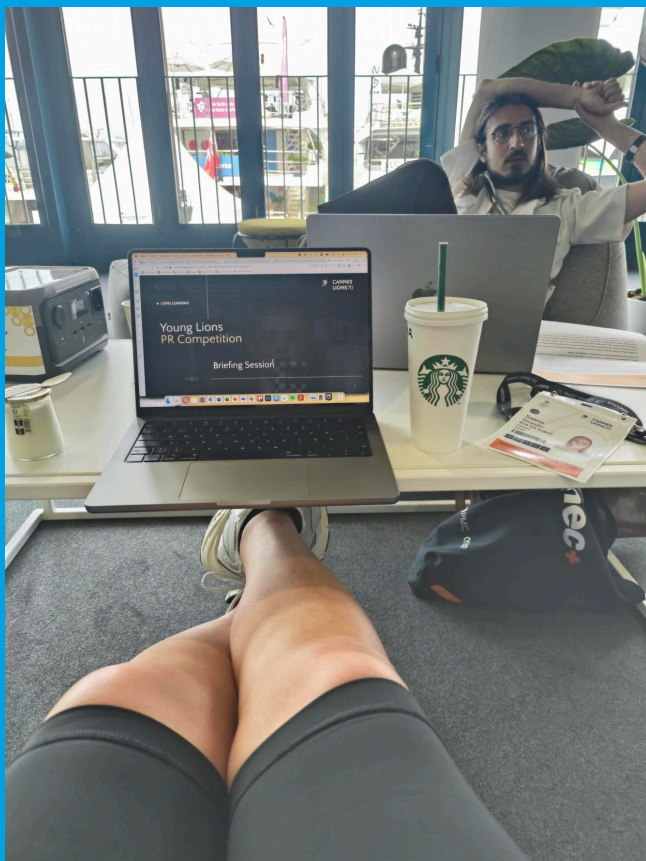


# THE COMPETITION

Briefs might not be as solid and straightforward as you're used to. Identify the relevant parts and focus on them.

Trust your gut and make the most out of all resources offered to you by the competition organization.

The judges are fellow human beings in Cannes too.



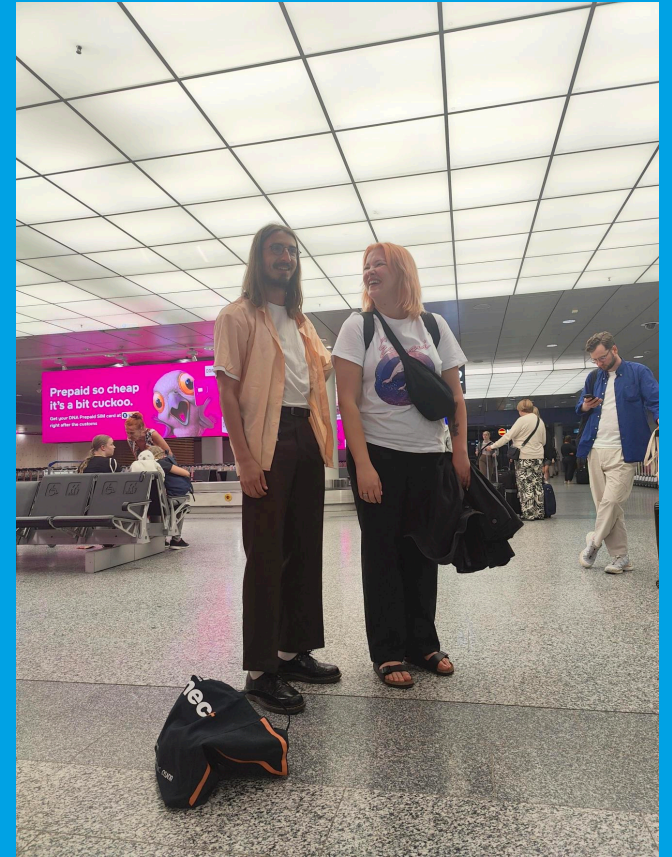
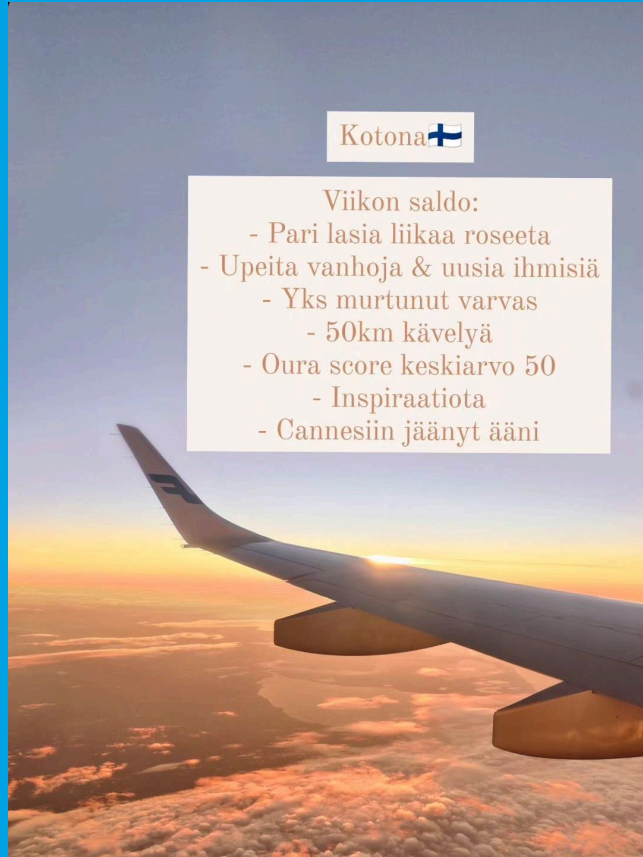
# 3+1 PRACTICAL TIPS

You're going to get your daily steps in so bring good shoes.

Eating and drinking near the centre costs a lot of money. There are a lot of good and more affordable options on the other side of the track.

Have fun, attending the festival might be a once-in-a-lifetime experience.

Drink plenty of water instead of just free rosé 🍷



# QUESTIONS?

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Info page:

<https://www.marketingfinland.fi/young-lions-finland-2024/>