



ENTRY KIT 2



| CANNES LIONS

GENERAL

1. By entering the Cannes Lions Awards at the Festival, Entrants agree to be bound, and abide, by the Rules. We may vary the Rules from time to time, in which case the variation will take effect from the date of publication of the new Rules on our website: www.canneslions.com. We have absolute discretion to determine the application of the Rules or to resolve any ambiguity in them as we see fit.
2. We may, in our absolute discretion, at any time refuse or withdraw Entries which, in our reasonable opinion:
 - 2.1. breach applicable laws, regulations or industry recognised codes of practice;
 - 2.2. offend national sentiments, religious sentiments or public taste;
 - 2.3. do not meet the Eligibility Requirements;
 - 2.4. in any other way conflict with the Rules or the spirit of the Guiding Principles; or
 - 2.5. if the Entrant has not paid the relevant Entry Fee.
3. LIONS is part of the Informa Group, which pledges to trade legally and respect all laws including the trade sanctions imposed by UN, EU, UK and US Governments. We are unable to accept Entries or payments from or with a connection to a country subject to UN, EU, UK and/or US government sanctions.
4. In these Rules, words and expressions shall have their ordinary meaning unless otherwise defined in the Glossary.

ELIGIBILITY REQUIREMENTS

5. Each Entry must satisfy the following requirements (the “**Eligibility Requirements**”):
 - 5.1. The Entry must have aired, launched or been released to the relevant Audience for the first time during the period starting on 08 February 2024 and ending on 10 April 2025 (the “**Eligibility Period**”) provided that:
 - 5.1.1. notwithstanding Clause 5.1 above, if the Work ran before the start of the Eligibility Period but a minimum of 50% of the implementation ran within the Eligibility Period, then it can still be entered into the following Lions:
 - Brand Experience & Activation
 - Creative Business to Business
 - Creative Data
 - Creative Commerce
 - Design
 - Digital Craft
 - Direct
 - Entertainment
 - Entertainment Lions for Gaming
 - Entertainment Lions for Music
 - Entertainment Lions for Sport
 - Glass: The Lion for Change
 - Health & Wellness
 - Innovation
 - Luxury
 - Media
 - Pharma
 - PR
 - Social & Creator
 - Sustainable Development Goals
 - Titanium;
 - 5.1.2. notwithstanding Clause 5.1 above, the customer facing launch and/or the transition of internal systems/operations must have taken place between 08 February 2022 - 10 April 2025 for the following Lion:
 - Creative Business Transformation;
 - 5.1.3. notwithstanding Clause 5.1 above, the Work must have aired, launched or been released for the first time between 08 February 2022 - 10 April 2025 for the following Lion:
 - Sustainable Development Goals;
 - 5.1.4. notwithstanding Clause 5.1 above, the customer facing launch and/or the transition of internal systems/operations must have taken place between 08 February 2020 - 10 April 2025 for the following Category within the following Lion:

E01 End-to-end Transformation in Creative Business Transformation;

- 5.1.5. notwithstanding Clause 5.1 above, the strategy being judged must relate to Work first implemented between 08 February 2022 - 10 April 2025 for the following Lion:

Creative Strategy;

- 5.1.6. notwithstanding Clause 5.1 above, the Work must have aired, launched or been released for the first time between 08 February 2022 - 10 April 2025 for the following Category within the following Lion:

A06 Long-Term Brand Building in Creative B2B;

- 5.1.7. notwithstanding Clause 5.1 above, the Work must have aired, launched or been released for the first time between 08 February 2022 - 10 April 2025 for the following Category within the following Lion:

C04 Long-Term Strategy in Creative Strategy;

- 5.1.8. notwithstanding Clause 5.1 above, there must be three or more distinct campaigns as part of an overarching brand strategy, one of which must have been implemented after 08 February 2024, with the overarching strategy in market for at least three years for the following Categories within the following Lions:

F01 Long-Term Brand Platform in Creative Business Transformation;

D01 Long-Term Brand Platform in Creative Effectiveness;

F01 Long-Term Brand Platform in Creative Strategy;

B01 Long-Term Brand Platform in Glass;

F01 Long-Term Brand Platform in Sustainable Development Goals;

- 5.1.9. for the following Lions, all Executions being entered/judged must have aired, launched or been released to the relevant Audience for the first time within the Eligibility Period:

Audio & Radio

Film

Film Craft

Industry Craft

Print & Publishing

Outdoor; and

- 5.1.10. notwithstanding Clause 5.1, the Entry must have won or been shortlisted at the Cannes Lions Awards in 2022, 2023 or 2024 to be eligible in the following Lion:

Creative Effectiveness.

- 5.2. Each entry constitutes one campaign, save where otherwise stated in the relevant Additional Requirements
- 5.3. If you are entering Work that has run over two or more years, the Work must have evolved sufficiently during the Eligibility Period to qualify as an Entry for the purposes of the 2025 Cannes Lions Awards. At our request, you must provide evidence of the Work's evolution from year to year and we shall have absolute discretion in concluding whether or not an Entry has evolved sufficiently enough to satisfy this requirement.
- 5.4. If you are entering a continuation of a Work that was first aired, launched or released before the Eligibility Period and was submitted to a previous edition of the Cannes Lions Awards, then the Work must have progressed significantly during the Eligibility Period to qualify as a new Entry for the purposes of the 2025 Cannes Lions Awards. At our request, you must provide evidence of how the Work has progressed during the Eligibility Period and we shall have absolute discretion in concluding whether or not an Entry has evolved sufficiently enough to satisfy this requirement.
- 5.5. The Entry has been created within the context of a normal paying contract and genuine brief from a Brand OR, if it's a case of self-promotion or a non-profit organisation, the Brand has approved all of the media/production/implementation.
- 5.6. You have permission to enter the Entry from the Commissioning Brand/Brand-owning company (we may request proof of this permission directly from the Brand or Brand-owning company).
- 5.7. You have included the Commissioning Brand contact details in the Entry including name, position and full contact details.
- 5.8. The Entry has been submitted exactly as published/aired/released and has not been modified for entry into the 2025 Cannes Lions Awards.
- 5.9. The Entry is not speculative or conceptual advertising and has not been banned or withdrawn from the market.
- 5.10. The Entry does not relate to a product which:

5.10.1.is a prototype; or

5.10.2.hasn't been made available to its intended Audience, save where otherwise stated in the relevant Additional Requirements, e.g. for Innovation Lions.

5.11. A duly authorised senior officer (CD, CEO or Chairperson) from the Entrant has given permission for the work to be entered.

5.12. The Entry was not entered into the same Lion in previous Cannes Lions Awards (the same piece of work cannot be submitted for the same Lion as in previous Festivals but, providing the Entry meets the relevant Eligibility Requirements, including the Eligibility Period requirements, you may enter the Work into an alternative Lion).

5.13. There is no reference to your Company or any contributing creative Companies in any digital or physical materials (except in the case of self-promotion or if the reference existed in the original execution).

5.14. All supporting case films and materials are correct and final versions (these cannot be changed once your Entry has been submitted).

5.15. The Work can be understood in English (for further details see Entry Kit 1) and all case films, films, demo films and original content are subtitled in English.

5.16. Any credited Company or Company that makes a payment for an Entry pursuant to these Rules is not based in, residing in or connected with a country subject to UN, EU, UK and/or US government sanctions.

5.17. The Entry is not in relation to a project based in, residing in or connected with a country subject to UN, EU, UK and/or US government sanctions.

5.18. The Entry is not a Scam Entry (as explained below).

5.19. The Entry meets any relevant Additional Requirements.

5.20. If any AI (Artificial Intelligence) tool has been used in the Work or the Entry Materials, this must be referenced in the relevant part of the written submission and Entrants must indicate that an AI tool has been used and for what purpose.

5.21. For Sustainable Development Goals Lions, the Entry is not submitted for a Brand that promotes or produces tobacco or nicotine products or relates to Work that promotes the sale or promotion of tobacco, nicotine or affiliated products.

5.22. For Pharma Lions all entries must be aimed at specific practitioners and patient groups (a patient is defined as someone who has already been diagnosed with a disease or medical condition) in relation to the management of a disease or medical condition diagnosed and treated by a healthcare professional.

5.23. All relevant rights and consents required to allow us, and any third parties authorised by us, to use the Entry Materials as set out in these Rules including, but not limited to, submitting the Entry Materials to a jury for judging and screening the Entry Materials in public have been obtained prior to the Entry being submitted.

5.24. All fields in the written submissions are correct, complete and final and no amendments will be required following the Entry being submitted.

5.25. Notwithstanding Clause 5.24 above, if new results are collected after the Entry has been paid for, we will only accept additional written information in the results section of the entry form on or before 10 April 2025

CAP ON ENTRIES

6. Each Work can only be entered into a maximum of six Lions excluding Titanium Lions, Media Lions- Section E & PR Lions - Section E. Please note that entry limits within each Lion are different (for more details see Entry Kit 1).

7. We shall have absolute discretion in concluding what constitutes the same Work and eligibility on the number of Lions entered.

GUIDING PRINCIPLES

8. The Guiding Principles indicate the spirit in which the Rules will be interpreted and in which they will be applied. Where we determine, in our absolute discretion, that any Entrant has not behaved in accordance with the Guiding Principles, we may direct the Entrant to modify or remedy its behaviour (even where such behaviour is not an express breach of any particular rule), and any failure by that Entrant to modify or remedy its behaviour may lead to disqualification.

9. The Guiding Principles are as follows:

Fairness and Integrity. Entrants and LIONS must act fairly in the application of the Rules, without seeking to exploit the Rules to the unfair advantage, or disadvantage, of any given Entrant. Entrants must not undertake any activities which would bring the fairness of the Festival or the Cannes Lions Awards into disrepute (including by collusion with any other Company for the maximisation of points).

Transparency and Accuracy. Entrants and LIONS should provide information to each other in a full, frank, and open manner, to maintain the transparency and accuracy of the Festival or the Cannes Lions Awards.

Ownership and Responsibility. Representatives have a special role to play in ensuring the accuracy of information provided by Entrants for the calculation of the Special Awards. Representatives must take full ownership of, and responsibility for, submitting only that information which they believe is accurate, and will be required to sign the Declaration Form(s) accordingly.

Good Faith and Cooperation. We will carry out the administration of the Special Awards in accordance with the Rules, using our discretion where necessary and in good faith, and relying on the information we receive from Companies and/or their Representatives. In turn, all Entrants and Representatives should cooperate in good faith with us, including by providing information, and providing the necessary declarations, by the deadlines set in the Rules.

SCAM ENTRIES

10. The Festival represents the best in creative vision and achievement and we continually strive to protect the spirit and purity of the Cannes Lions Awards. The issue of scam work is an important one which we take very seriously. The role of the Festival is to set the benchmark for creativity in communications, to celebrate creativity and to reward outstanding creative work. The best way to prove that creativity is a force for business, for change and for good in the world is to ensure that scam work is removed from the Festival. Where we, in our absolute discretion, consider that an Entry is a scam (a “**Scam Entry**”) we may withdraw the Scam Entry or remove the Entrant’s Lions Award or Special Award (as applicable). Examples of a Scam Entry include, but are not limited to, work that hasn’t aired, didn’t run and/or hasn’t been approved by the Brand.

CONDUCT

11. Entrants should not: (a) bring the Festival into disrepute; or (b) do anything which could be prejudicial to the image and/or reputation of the Festival or the Cannes Lions Awards. Where we, in our absolute discretion, consider that an Entrant has not complied with this clause, we may withdraw your Entry or remove your Lions Award or Special Award (as applicable).

CHECKS AND REQUESTS FOR FURTHER INFORMATION

12. We reserve the right to request additional information about your Entry, including for the purposes of verifying its eligibility or authenticity. For example, we may ask for media scheduling details, Brand confirmation in writing or any other further information we need to verify the authenticity of your Entry. If you do not provide us with the requested information or if, in our absolute discretion, we determine that you have not provided us with adequate information, we may withdraw your Entry, Lions Award or Special Award (as applicable).
13. We also reserve the right to carry out our own checks to make sure that the information you have provided about your Entry is correct, for example the purported Brand is legitimate.

EFFECT OF NON-COMPLIANCE WITH THE RULES

14. We shall have the right to determine, in our absolute discretion, whether the Rules have been complied with. If we find that you have potentially breached the Rules, we may invite you to explain, including explaining any mitigating facts or circumstances. If we find that the Rules have been breached, we shall have the right to disqualify the relevant Entry and/or impose any other penalty specified in these Rules.
15. If you become aware that your Entry Materials do not comply with the Eligibility Requirements you must notify us in writing (including by e-mail to awards@canneslions.com). If we find that the Entry Materials do not comply with the Eligibility Requirements we shall have the right to disqualify the relevant Entry and/or accept changes to the Entry Materials at our absolute discretion. No changes to Entry Materials will be accepted once such Entry Materials have been submitted to a judging panel. All changes to Entry Materials will incur the following administrative charges per Entry:
 - 15.1. for changes notified to us prior to 07 March 2025: €260; and
 - 15.2. for changes notified to us on or after 07 March 2025: €260, plus an amount equal to the difference between the Entry Fee due on the date of original submission and the fees which would have been due had the Entry been submitted on the date on which you notified us that the Entry Materials did not comply with the Eligibility Requirements.
16. Where we deem that an Entrant has deliberately and knowingly contravened the Rules (including by entering an ineligible or Scam Entry), we may ban any or all those individuals or Companies named on the relevant Entry's credit list from entering the 2025 Festival or future versions of the Festival. We will determine the appropriate length and nature of the ban based on the seriousness of the case involved. Not all situations are the same and each case will be dealt with on its own merits.
17. Our decisions in all matters relating to the Festival and the Cannes Lions Awards shall be final and binding.

INTELLECTUAL PROPERTY RIGHTS: TREATMENT, USE AND PUBLICATION OF ENTRIES

18. By submitting your Entry, you must ensure that you have all the relevant rights and consents required to allow us, and any third parties authorised by us, to use the Entry Materials as set out in these Rules including, but not limited to, submitting the Entry Materials to a jury for judging and screening the Entry Materials in public.

19. By submitting an Entry, you:

19.1. warrant to us that:

19.1.1. you have the legal right to submit the Entry Materials into the Cannes Lions Awards; and

19.1.2. the use of the Entry Materials in accordance with the Rules and the exercise of the Festival Purposes by us or third parties authorised by us shall not infringe the rights of any third party, nor breach any applicable laws; and

19.2. grant us an exclusive licence to use the Entry Materials in accordance with the Rules and for the Festival Purposes (as defined in Clause 20 below).

20. The "**Festival Purposes**" which we may, but are not obliged to, carry out are as follows:

20.1. Screening, displaying or publishing Entry Materials with or without charge at public or private presentations, in such manner and form as we reasonably think fit;

20.2. reproducing Entry Materials on 'The Cannes Lions Winners Site', 'eLearning Platform', 'www.warc.com', 'www.lovethehework.com', and 'The Work', and on any future iterations, replacements, extensions or similar associated or affiliated products or services provided by us or our affiliates (together the "**Platforms**"), on social media platforms via social media accounts controlled by us, and/or offline;

20.3. using, or permitting third parties to use, Entry Materials, directly or indirectly, to promote the Festival;

20.4. reproducing any Entry in a collection of advertisements which may be offered for sale anywhere in the world, including on the Platforms. Such a collection may not, nor may any extracts of it, be copied, marketed or sold by a third party other than us or any organisation authorised to do so by us. This may include adaptation/translation by a third party; and

20.5. analysing or reproducing Entry Materials either directly or together with any organisation authorised by us, to create reports or commentaries on particular types or categories of Entry, for ourselves or third parties.

21. You must notify us in writing (including by e-mail) of any restriction placed on the use of the Entry by any applicable law or its legal owner, a permitted licensee or a third party whose property is included in the Entry Materials (a "**Restriction**") as soon as reasonably possible on becoming aware of it in accordance with Clause 18 above.

22. You must immediately inform us if you become aware that an unauthorised collection or compilation including your Entry is available for sale or distribution.

23. If any legal action is started against us in relation to your Entry then, without prejudice to any other rights or remedies available to us, you shall promptly assist us in dealing with the claim (including, without limitation, by providing all documentation establishing ownership of rights in the Entry at our request).

PHYSICAL MATERIALS

24. Any physical materials as part of the Entry Materials submitted to us, must arrive at the London address below before 15 May 2025.

Ascential Events (Europe) Limited
Cannes Lions Awards
Arch 370–372, Geffrye Street,
Hoxton
E2 8HZ

25. After this date, and provided that you have sought our written approval before sending, any packages of physical Entry Materials must be sent directly to the Palais des Festivals of Cannes at the Entrant's sole responsibility.

26. Entrants must cover all courier and mailing costs in advance, to secure the delivery of physical Entry Materials. We and our affiliates do not accept any responsibility for packages of physical Entry Materials at any stage of transit. If any Entry Materials are lost in transit, held up at customs or require payment for delivery, resolution is the sole responsibility of the Entrant.

27. Physical Entry Materials should be insured against damage or loss in transit or on Festival premises. We and our affiliates do not accept any liability for any loss, damage or expense incurred.

28. Physical Entry Materials will be made available to the jury during the onsite round of judging.

29. We are under no obligation to store or return any physical Entry Materials to you once it has been received by us except, in exceptional circumstances and at our sole discretion, we may agree to return large or valuable items on the following conditions:

29.1. it is pre-agreed with us in writing by 15 May 2025; and

29.2. all delivery and transit costs (including any costs to insure against damage or loss in transit) must be covered by the Entrant and collection of physical Entry Materials must be arranged by the Entrant before 31 July 2025.

DATA PROTECTION

30. We will use any personal data included in your Entry Materials to process your Entry, contact you about enquiries, to further the Festival Purposes and to announce and promote winners. Further details can be found in our privacy policy on our website, which can be found [here](#).

ADMINISTRATION OF THE FESTIVAL

31. We have absolute discretion to change the Category or Lion that an Entry is entered into at any time (including, but without limitation, where we believe that such changes are necessary to ensure that all Entries are showcased in their best light). We will inform Entrants if we make any changes to their Categories or Lion.

COMPLAINTS PROCEDURE

32. If there is a complaint about any Lions Award-winning or shortlisted Entry or the award of a Special Award we may, at our absolute discretion, choose to investigate the complaint. If we choose to investigate a complaint, you must cooperate fully with us in relation to that investigation, including by providing us with any information we request from you.

33. If we uphold a complaint and find that the winning or shortlisting of any Entry was unfair or incorrect, we may withdraw the relevant Entry, Lions Award or Special Award, as applicable.

CANCELLATIONS AND REFUNDS

34. If you wish to withdraw your Entry, you must notify us:

34.1. by email to awards@canneslions.com; or

34.2. through your account at www.canneslions.com.

35. We reserve the right to disregard any other form of notification.

36. Subject to Clause 44 of Part A of these Rules (Entries Withdrawn by Us), if you withdraw your Entry on or before 06 March 2025 for any reason, you will be eligible for a refund of your Entry Fee less a processing fee of €260 OR a credit to use against Entry Fees or delegate passes for the 2026 Festival.

37. We will process refunds and credits after the Festival on receipt of a request to finance@canneslions.com. If requesting a credit, please specify if this is for Entry Fees or delegate passes.

38. If you withdraw your Entry after 06 March 2025, you will not receive a refund or a credit. Any Entry Fees due but unpaid at the time of withdrawal are immediately due and payable.

39. If you withdraw your Entry after 01 May 2025, you cannot enter the Work in subsequent Festivals in the same Lions, however if the work is Eligible it can be entered into different Lions.

CHANGING YOUR CATEGORY/LION

40. Before 11 April 2025, you may change the Category or Lion that your Entry has been entered into provided that you will:

40.1. not be eligible for any refund in respect of any price difference between the Entry Fee payable for the original Category or Lion and the new Category or Lion; and

40.2. be required to pay any additional amount in respect of any price difference between the Entry Fee payable for the original Lion or Category and the new Category or Lion; and

40.3. be required to pay a processing fee of €260 if there is a requirement to update the Entry.

41. If we receive Entries for the same piece of work that exceed the maximum number of times a piece of work can be entered into the Cannes Lions Awards, Lion, Section or Category before 11 April 2025, if it is possible for us to do so, we will move the Entry into a new eligible Category or Lion provided that if the Category or Lion that your Entry has been entered into changes, you will:

41.1. not be eligible for any refund in respect of any price difference between the Entry Fee payable for the original Category or Lion and the new Category or Lion; and

41.2. be required to pay any additional amount in respect of any price difference between the Entry Fee payable for the original Lion or Category and the new Category or Lion or, at your option, withdraw your Entry without refund.

42. If the same piece of work exceeds the maximum number of times a piece of work can be entered into the Cannes Lions Awards, Lion, Section or Category on or after 11 April 2025, any move of the Entry into a new Category or Lion will be at our absolute discretion and provided that if the Category or Lion that your Entry has been entered into changes, you will:

- 42.1. not be eligible for any refund in respect of any price difference between the Entry Fee payable for the original Category or Lion and the new Category or Lion;
- 42.2. be required to pay any additional amount in respect of any price difference between the Entry Fee payable for the original Lion or Category and the new Category or Lion or, at your option, withdraw your Entry without refund; and
- 42.3. be required to pay a processing fee of €260 if there is a requirement to update the Entry.

DUPLICATE ENTRIES FROM DIFFERENT ENTRANTS

43. If we receive Entries for the same piece of work that exceed the maximum number of times a piece of work can be entered into the Cannes Lions Awards, Lion, Section or Category from different Entrants (e.g. if a Production Company enters a piece of work that has already been submitted by an Agency), the Entry Fee paid by the subsequent Entrants (i.e. the Entrants which submitted its Entry later in time) may be used by that Entrant:

43.1. to move the Entry to another Lion, Section or Category; provided that the second Entrant will:

43.1.1. not be eligible for any refund in respect of any price difference between the Entry Fee payable for the original Category or Lion and the new Category or Lion; and

43.1.2. be required to pay any additional amount in respect of any price difference between the Entry Fee payable for the original Lion or Category and the new Category or Lion or, at your option, withdraw your Entry without refund; or

43.2. to enter a new Entry in its place; provided that the second Entrant will:

43.2.1. not be eligible for any refund in respect of any price difference between the Entry Fee payable for the original Category or Lion and the new Category or Lion; and

43.2.2. be required to pay any additional amount in respect of any price difference between the Entry Fee payable for the original Lion or Category and the new Category or Lion or, at your option, withdraw your Entry without refund; or

43.3. as credit to use against Entry Fees or delegate passes for the 2026 Festival.

ENTRIES WITHDRAWN BY US

44. We will not refund your Entry Fee where we have withdrawn your Entry because it:

44.1. does not comply with the Rules (including the Eligibility Requirements); or

44.2. is missing required media/results/information and you have failed to provide the information within a reasonable period (where reasonable period is to be determined by us in our absolute discretion).

MISCELLANEOUS

45. With the exception of the Titanium Lions Award, juries will award Lions Awards in the following rankings: Grand Prix, Gold, Silver, Bronze or an individual award. It may be necessary to ensure the integrity of the Cannes Lions Awards, Festival or our role in the same to instruct a jury to withdraw or not award all rankings on some occasions including to reflect the number of entries received in a Category or Lion and the size of the shortlist. Any decision to instruct a jury to withdraw or not award one or more rankings shall be in our absolute discretion.

46. If you are shortlisted, win a Lions Award or Special Award, any duties, fees and charges accrued from the transporting of any trophies or certificates must be covered by the recipient, not by us.

47. The Festival trophy and all the Festival branding are the intellectual property, including copyright, design rights and trademark rights, of LIONS and/or our group companies. We have the exclusive right to and not limited to, reproduce, manufacture, copy, and sell the Festival trophy in any size or medium, and to distribute or exploit the design of the Festival trophy or reproductions of the same by gift, sale, re-sale or licence. No reproduction, replica or other copy of the Festival trophy or the Festival branding may be made or used by any manufacturer, advertiser, organisation or individual except in accordance with these terms unless you have our prior express written consent or a license from us.

48. Where we Display an Entry, we are doing so for the purpose of criticism and review only. Displaying an Entry does not constitute any recommendation, endorsement or promotion of the products or services featured in the Entry by us or any of our affiliates. Subsequent Displays do not represent the views or opinions of us or our affiliates. We and our affiliates do not accept any liability of any kind in respect of any Display or any product or service referred to in any Display.

ENTIRE AGREEMENT

49. Each Entrant acknowledges and agrees that the Rules constitute the entire and only agreement between the Entrant and LIONS. No Entrant has relied upon, nor has been given by us, any warranty, representation, statement, assurance, covenant,

agreement, undertaking, indemnity or commitment of any nature whatsoever other than as expressly set out in the Rules. In the event of any clash between these Rules and any other material published by us, these Rules shall take precedence.

INVALIDITY

50. If any provision of the Rules is or becomes invalid, illegal or unenforceable in any respect, the validity, legality and enforceability of any other provision shall not be affected or impaired in any way.

LIABILITY

51. We do not accept any responsibility for any damage, loss, injury or disappointment suffered by any Entrant.

52. Our liability to any Entrant, whether in contract or tort (including negligence), shall be limited to the amount of the Entry Fee. For the avoidance of doubt, we shall not be liable to any Entrant for any indirect, consequential or special loss arising out of, or in connection with, the Festival, nor for any loss of profits or business (save that nothing shall exclude our liability for death or personal injury as a result of our negligence or any matters for which liability cannot be excluded or limited under applicable law).

GOVERNING LAW AND JURISDICTION

53. The Rules shall be governed by and construed according to English law and the parties submit to the exclusive jurisdiction of the English courts.

54. In the event of any dispute, controversy or claim between an Entrant and LIONS, arising out of or relating to the Rules, including without limitation regarding its existence, validity or termination (a "**Dispute**"), the parties shall first seek settlement of that Dispute in accordance with the following procedure:

54.1. any party alleging a Dispute shall send to the other party a written notice setting out the material particulars of the Dispute ("**Notice of Dispute**"), which must state that it is sent pursuant to this clause; and

54.2. thereafter, the parties shall use reasonable endeavours to resolve the Dispute by good faith negotiations between them for a period of four weeks from the date that the Notice of Dispute has been deemed to have been duly served.

55. In the event that the parties cannot settle the Dispute in accordance with Clause 54 of Part A of these Rules (and within the time period stipulated under Clause 54.2 of Part A of these Rules), the Dispute shall be referred to and finally resolved by mediation under CEDR or the parties may mutually agree to arbitration under the LCIA Rules, which LCIA Rules are deemed to be incorporated by reference into this clause. The number of arbitrators shall be one. The seat, or legal place, of arbitration shall be London and the language of the arbitration shall be English.

INTRODUCTION

1. The Special Awards, to which these additional terms and conditions apply, are as follows:
 - 1.1. Creative Company of the Year Special Award;
 - 1.2. Network of the Year Special Award;
 - 1.3. Media Network of the Year Special Award;
 - 1.4. Independent Network of the Year Special Award;
 - 1.5. Healthcare Network of the Year Special Award;
 - 1.6. Regional Network of the Year Special Award;
 - 1.7. Agency of the Year Special Award;
 - 1.8. Healthcare Agency of the Year Special Award;
 - 1.9. Agency of the Year per Track Special Award;
 - 1.10. Independent Agency of the Year Special Award;
 - 1.11. Independent Agency of the Year per Track Special Award;
 - 1.12. Palme d'Or Special Award; and
 - 1.13. Creative Brand of the Year Special Award.
2. The Lions Creativity Rankings, to which these additional terms and conditions apply, are as follows
 - 2.1. Agency of the Year by Geography:
 - 2.1.1. Agency of the Year by Region;
 - 2.1.2. Agency of the Year by Location; and
 - 2.1.3. Agency of the Year by City.
 - 2.2. People of the Year:
 - 2.2.1. Chief Creative Officer of the Year;
 - 2.2.2. Chief Marketing Officer of the Year;
 - 2.2.3. Creative Director of the Year;
 - 2.2.4. Art Director of the Year;
 - 2.2.5. Copywriter of the Year; and
 - 2.2.6. Film Director of the Year.
 - 2.3. Geography Ranking:
 - 2.3.1. Location Ranking; and
 - 2.3.2. City Ranking.
 - 2.4. Brand of the Year by Sector:
 - 2.4.1. Automotive;
 - 2.4.2. Consumer Durables;
 - 2.4.3. Consumer Services / Business to Business;
 - 2.4.4. Food & Drink;

2.4.5. Healthcare;

2.4.6. Leisure;

2.4.7. Media & Entertainment;

2.4.8. Other FMCG;

2.4.9. Retail; and

2.4.10. Travel.

2.5. PR Agency of the Year.

2.6. In-House Agency of the Year.

3. It may be necessary to ensure the integrity of the Cannes Lions Awards, Festival or our role in the same to withdraw or not publish all rankings on some occasions including to reflect the points awarded. Any decision to withdraw or not publish one or more rankings shall be in our absolute discretion.
4. We may decide to publish additional rankings. Any decision to publish additional rankings will be in our absolute discretion.
5. The entry into, and awarding of, the Special Awards is governed by the Rules. In the event of any discrepancy between any of the different Parts of the Rules applying to Special Awards (i.e. Parts A, B and/or C), the order of precedence for Special Awards shall be as follows:
 - 5.1. Part B (Additional Terms and Conditions that apply to Special Awards only); then
 - 5.2. Part C (Special Awards Rules); then
 - 5.3. Part A (General Terms and Conditions that apply to all Lions and Special Awards).
6. Certain Entries will be shortlisted for or win Lions Awards. Those Companies which are shortlisted for or win Lions Awards will be given points which will count for all Special Awards for which those Companies are eligible, as set out in Part C of these Rules.
7. To ensure the integrity of the Special Awards, the Festival and/or our role in the same, it may be necessary for one or more Special Awards to be withdrawn or not awarded. Any such decision shall be in our absolute discretion.

COMPANY CREDITING RULES

8. All Companies that worked Significantly on an Entry must be credited in the appropriate role.
9. Each Company credit on your Entry must constitute one geographical office and business. For example, you cannot credit 'Company, United Kingdom', you must credit 'Company, London' or 'Company, Manchester'. If two Companies both worked Significantly, they must both be credited.
10. Each separate Company must be credited if they worked Significantly, even if they are geographically based in the same place. For example, if 'Company Health, Bristol' and 'Company, Bristol' both worked on an Entry they must both be credited, you cannot just credit 'Company Group, Bristol'.
11. The credited Company name must exactly match the Legal/Trading Name of the Company.
12. For all roles excluding Entrant the credited Company must be credited as they were branded/owned at the time of the execution of the Entry. For example, Company A and Company B have merged during the Eligibility Period to create Company C. If the campaign took place before the merger date the credited Company must be Company A or Company B, not the new Company C.

CREATIVE TEAM CREDITING

13. Each Entry must credit the creative team.
14. Creative team crediting will be used in the Lions Creativity Report as follows:
 - 14.1. rankings will be based on the Position & Role on this Entry field; and
 - 14.2. the Position Field may be cross checked against LinkedIn or other reputable sources to determine eligibility.
 - 14.3. For absolute clarity, a team member can only be ranked if their Position and Role on this Entry field is appropriate to the ranking.
 - 14.4. The following positions will be considered for rankings in the Lions Creativity Report:

Copywriter;
Art Director;
Creative Director;
Film Director;
Chief Creative Officer; and
Chief Marketing Officer (Brands only).

15. We shall have absolute discretion in determining:
 - 15.1. a person's eligibility for rankings in the Lions Creativity Report;
 - 15.2. whether an Entrant has submitted false, deliberately misleading or fraudulent information; and
 - 15.3. whether any correction is necessary to ensure the accuracy and integrity of the Lions Creativity Report or our role in the same.
16. You may submit creative credits up to and including the 4 July 2025. No further additions will be accepted after this date.

LIST OF CURRENT HOLDING COMPANIES AND NETWORKS

17. At time of writing, we consider the Holding Companies to be: Deloitte; Dentsu Group; Enero; Hakuholdo DY Holdings; Havas; Interpublic Group; Omnicom; Plus Company, Publicis Groupe; S4 Capital; Stagwell Inc.; and WPP.
18. At time of writing, we consider the Networks to be: 72andSunny; Accenture Song; AKQA; Anomaly; Asatsu-DK; Bartle Bogle Hegarty; BBDO Worldwide; BCW; BMF; Burson; Cheil Worldwide; Chime Communication; Citizen Relations; Cossette; CPB+; Daiko; DDB Worldwide; dentsu; Deloitte Digital; Design Bridge & Partners; FCB; Forsman & Bodenfors; Gut; Gyro; Havas; Hill + Knowlton; Hogarth; Hotwire; Innocean; Landor; Leo; Leo Burnett; KYU; M&C Saatchi; McCann Worldgroup; Mekanism; Mullenlowe Group; Ogilvy; Omnicom Advertising Collective; Omnicom Brand Consulting Group; Omnicom PR Group; Orchard; Publicis Worldwide; R/GA; Saatchi & Saatchi; Publicis Sapient; TBWA Worldwide; The Brandtech Group; The North Alliance; T&Pm; The&Partnership; VaynerMedia; We are Social; VML; and Yomiko.
19. At the time of writing, we consider the Healthcare Networks to be: CDM Group; DDB Health; FCB Health; Havas Health & You; McCann Health; Ogilvy Health; Publicis Health; Real Chemistry; TBWA\Worldhealth and VML Health.
20. At the time of writing, we consider the Media Networks to be: Carat; Dentsu X; Digitas; EssenceMediacom; Havas Media Group; Hakuholdo DY Media Partners; Hearts & Science; Initiative; iProspect; Kinetic;; Mediahub; MediaPlus, Mindshare; OMD Worldwide; Posterscope; PHD Worldwide; Starcom; The Spark Foundry; UM; Wavemaker; and Zenith.
21. At the time of writing, we consider the Independent Networks to be: and_us; Edelman; Fred & Farid; Jung von Matt; Maruri; Mother; Rethink; Serviceplan; Special Group and Wieden & Kennedy.
22. At the time of writing, we consider the Independent Healthcare Networks to be: Klick Health, Syneos Health and The Bloc Partners.
23. We may update the lists of Holding Companies and Networks set out in Clauses 17 to 22 inclusive of Part B of these Rules at our absolute discretion. For example, if we become aware that one of the Networks is involved in a sale, merger or acquisition that means that it is no longer a Network, we may remove it from the list. We will notify any Holding Company or Network that is added to or removed from the relevant list.
24. If you wish to propose any change to the lists of Holding Companies, Networks, Healthcare Networks, Media Networks, and/or Independent Healthcare Networks set out in Clauses 17 to 22 inclusive of Part B of these Rules, please contact us by no later than 31 March 2025. We shall have ultimate discretion to decide the status of any particular entity and our decision shall be final and binding.

VALIDATION PROCESS AND PROCEDURE FOR SPECIAL AWARDS

25. Companies must declare, at the time of entry into the Cannes Lions Awards, which, if any, Network, Independent Network, Healthcare Network, Media Network and/or Holding Company each credited Company is Owned by or Affiliated with.
26. All Companies are required to make due and careful enquiry of their legal counsel, company secretary, or Chief Financial Officer to establish ownership and/or affiliation, in accordance with the applicable Ownership and/or Affiliation Tests.

VALIDATION PROCESS

27. **Stage 1:** Up to and including, 20 March 2025:
 - 27.1. During stage 1 of the Validation Process, we will, in our absolute discretion, mandate that certain Holding Companies, Networks, Independent Networks, Media Networks, Independent healthcare Networks and Healthcare Networks nominate an authorised Representative of sufficient seniority to validate the information provided to LIONS during the Validation Process (the "**Representative**").

- 27.2. The relevant Holding Companies, Networks, Independent Networks, Media Networks and Healthcare Networks which must nominate a Representative will be informed by us of this requirement by 06 March 2025 and will have until 20 March 2025 to inform us of the identity of the Representative.
- 27.3. The Representative must be an individual of sufficient seniority to enable them to carry out the required function of verifying information. By way of example only, individuals will be deemed to be of sufficient seniority if they occupy the role of Chief Creative Officer, Chief Financial Officer or Chief Executive Officer, their direct reports or someone who is authorised to act by them.
- 27.4. We reserve the right to reject the nominated Representative as being of insufficient seniority, and to request an alternative nominee.
- 27.5. We will, in our absolute discretion, consider allowing more than one Representative to be nominated for each Holding Company, Network, Independent Network, Media Network, Independent healthcare Networks or Healthcare Network.
- 27.6. Once nominated, the Representatives cannot be changed by request of the relevant Holding Company, Network, Independent Network, Media Network and/or Healthcare Network save in exceptional circumstances (for example, death, termination of employment, or incapacity).
28. **Stage 2:** 27 March 2025 to 5pm GMT, 10 April 2025:
- 28.1. During stage 2, we will create an initial list comprising all Companies that, in the last three years, were considered for, declared to form part of, or included in the rankings for, the Network, Healthcare Network, Media Network, Independent healthcare Networks and/or Holding Company Special Awards from their Holding Company and/or Network (the “**Initial Validation List**”).
- 28.2. We will publish on a secure online portal the list of Companies we consider Owned by and/or Affiliated to their applicable Holding Company, Network, Independent Network, Independent Healthcare Network, Media Network or Healthcare Network. During stage 2 of the Validation Process, Representatives may request the correction of Companies which are incorrect on the Initial Validation List due to mergers, acquisitions or other mitigating factors.
- 28.3. These requests must demonstrate that the relevant Company is Owned by and/or Affiliated to a specific Holding Company, Network, Independent Network, Independent Healthcare Network, Media Network or Healthcare Network, by providing evidence that the Company satisfies the Ownership and/or Affiliation Tests.
29. **Stage 3:** 5pm GMT, 10 April 2025 up to and including 16 April 2025:
- 29.1. During stage 3, we will use our reasonable endeavours to validate the information contained in the Initial Validation List and/or provided to us during stage 2 of the Validation Process. Such reasonable endeavours will include, but not be limited to, making use of independent sources such as Dun & Bradstreet or Companies House in the UK.
- 29.2. We shall have the right to request that Representatives provide further information or assistance during this process (and/ or at any other point in time).
- 29.3. We shall produce, at the end of this stage 3, a list of all those Companies which it considers to be Owned by or Affiliated with Holding Companies, Networks, Independent Networks, Independent Healthcare Networks, Media Networks, and/or Healthcare Networks (the “**Full Validation List**”).
30. **Stage 4:** 17 April 2025 up to and including 5pm BST, 01 May 2025:
- 30.1. The Full Validation List will be published on a secure online portal such that all Representatives of the Holding Companies, Networks, Independent Networks, independent Healthcare Networks, Media Networks and Healthcare Networks will be able to view the Full Validation List.
- 30.2. Up until 5pm BST on 01 May 2025, Representatives will be allowed to submit to our comments, corrections, or challenges to information on the Full Validation List. Representatives will be invited to address any valid challenges and permitted to submit to us appropriate evidence (such as through invoices, terms and conditions, contracts, or website branding).
- 30.3. During this stage 4, and by no later than 5pm BST on 01 May 2025, Representatives must provide to us a full list of acquisitions, mergers, investments and divestments which have taken place during the Eligibility Period. For the purpose of this provision, any acquisition, divestment, investment or merger relating to its group or any group member shall be treated as having taken place only on the date when legal completion of the transaction occurs. For the avoidance of doubt, where any such transaction is announced but completion remains subject to the satisfaction of any condition(s), the transaction shall only be treated as having occurred when completion occurs after all conditions have been satisfied or waived.
31. **Stage 5:** 15 May 2025 to 5pm BST, 06 June 2025:
- 31.1. We will make available online to all Representatives the full available list of Companies credited to the 2025 Festival (the “**2025 Festival Companies List**”).

- 31.2. During this stage 5 only, Representatives may submit to any of our comments, corrections, or challenges to the 2025 Festival Companies List. Such submissions will not be considered by us unless they are accompanied by appropriate evidence (whether through invoices, terms and conditions, contracts, or website branding).
32. **Stage 6:** 09 June 2025 to 5pm BST, 12 June 2025:
- 32.1. By 5pm BST on 12 June 2025 (the “**Final Deadline**”), each Representative must submit the relevant, signed Declaration Form(s) to us. The failure by a Representative (or Representatives, as the case may be) to submit a signed Declaration Form by the Final Deadline will result in the automatic exclusion from the calculation of the Special Awards of the relevant Holding Company, Network, Independent Network, Independent Healthcare Network, Media Network or Healthcare Network.
- 32.2. We may, in exceptional circumstances (and in our absolute discretion), stipulate an extension to the Final Deadline for a given Representative if strictly necessary to uphold the Guiding Principles. For the avoidance of doubt, we will not consider the disadvantage of the Representative’s represented entity in itself as an exceptional circumstance.
33. Subject to Clause 34 of this Part B of these Rules, after the Final Deadline, all information regarding Companies will be considered ‘locked in’ and no further information or requests for amendments to Company data will be considered for the purposes of calculations for Special Awards.
34. If a Company is not listed in the 2025 Festival Companies List, and we do not receive a request before the Final Deadline to include that Company in the 2025 Festival Companies List, we shall have no obligation to include that Company in calculation of the Special Awards.

DISQUALIFICATION AND DISCRETION

35. Companies must cooperate with us and Representatives must provide us with:
- 35.1. accurate information;
- 35.2. sufficient evidence to enable us to determine whether a Company is Affiliated with or Owned by a Network, Independent Network, Independent Healthcare Network, Holding Company, Media Network and/or Healthcare Network (examples of appropriate information may include contracts, ownership documents or change of branding on websites); and
- 35.3. the relevant, signed Declaration Form(s) in each case, by the Final Deadline.
36. We shall have absolute discretion in determining:
- 36.1. a Company’s eligibility for a Special Award;
- 36.2. whether a Company falls within a Network, Holding Company, Independent Healthcare Network, Independent Network, Media Network and/or Healthcare Network;
- 36.3. whether a Company has submitted false, deliberately misleading or fraudulent information; and
- 36.4. whether any correction is necessary to ensure the accuracy and integrity of the Special Awards or our role in the same.
37. Further to Clause 36.4 above, we reserve the right to amend Entrant details, at our absolute discretion, where in our reasonable opinion the Entrant details are incorrect, due to an administrative error on the part of the Entrant.
38. We will not be responsible for omissions or wrongful inclusions caused by it being provided with inaccurate or insufficient information.
39. We shall have the right to disqualify at any time any Company which has submitted false, deliberately misleading or fraudulent information.

CONFIDENTIALITY

40. We will not divulge to any person, except to its professional representatives or advisers or as may be required by law or any legal or regulatory authority, any information received during the Validation Process or otherwise which is identified by the Representative (acting reasonably), at the time of provision, as confidential.
41. For the avoidance of doubt, if information is provided to us without being identified as confidential, we shall not treat that information as confidential.

CREATIVE COMPANY OF THE YEAR SPECIAL AWARD

1. **Overview and Criteria:** The Creative Company of the Year Special Award is given to the Holding Company whose members are the most successful overall for Entries in the 2025 Cannes Lions Awards (in accordance with the below allocation of points).
 - 1.1. Members of a Holding Company shall be those Companies which satisfy the Holding Company Ownership Test.
 - 1.2. For points to be allocated to a Holding Company the ownership of the Company by the Holding Company (for the purpose of the Holding Company Ownership Test) must have occurred before the Execution of the Entry
2. **Points:** Members of a Holding Company will be allocated the following number of points for each of the following Lions Awards:
 - 35 points for a Titanium and Creative Effectiveness Grand Prix Lions Award
 - 30 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
 - 30 points for a Titanium Lions Award
 - 15 points for all other Lions Awards
 - 15 points for a Gold Lions Award
 - 7 points for a Silver Lions Award
 - 3 points for a Bronze Lions Award
 - 1 point for a shortlist position
 - 2.1. All Companies credited with an Idea Creation Role on this Entry form for all shortlisted or winning Lions Awards are eligible to accrue points towards the Creative Company of the Year Special Award.
 - 2.2. Companies credited with a PR Role in PR Lions or the PR Medium in Lions Health, and Companies credited with a Media Placement Role in Media Lions are also eligible to accrue points towards the Creative Company of the Year Special Award.
 - 2.3. Points accrued by Companies are only assigned to a Holding Company if the Company satisfies the Holding Company Ownership Test.
3. **Calculation:** The winner of the Creative Company of the Year Special Award will be the Holding Company whose members obtain the most points in aggregate, in accordance with the above allocation of points.
 - 3.1. The total number of points accrued by each Holding Company is calculated by adding:
 - 3.1.1. the total points from Lions Awards awarded to members of a Holding Company; and
 - 3.1.2. the total points from the shortlisted Entries of members of a Holding Company.
 - 3.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
4. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company with an Idea Creation Role, a Media Placement Role in Media Lions, a PR Role in PR Lions or a PR Role in the PR Medium within Lions Health, the points awarded to the Entry will be divided equally among each of the credited Companies (for example, where multiple Companies are credited as having had (a) a Media Placement Role in Media Lions, (b) a PR Role in PR Lions, (c) an Idea Creation Role in all Lions or (d) the PR Medium in Lions Health).
 - 4.1. If a shortlisted or winning Entry has been credited to more than one Company:
 - 4.1.1. from the same Holding Company, the full points awarded to the Entry will go to that Holding Company;
 - 4.1.2. from different Holding Companies, the points awarded to the Entry will be shared equally between both Holding Companies (for example, if Agency A belonging to Holding Company A wins a Gold Lion co-credited with Agency B, which belongs to Holding Company B, then the points will be shared equally between both Holding Companies); and
 - 4.1.3. where one of the Companies is not affiliated with a Holding Company, then only half of the points awarded to the Entry (or the relevant equal proportion of points if there are more than two credited Companies) belonging to the Company that does belong to a Holding Company will be awarded to that Holding Company (for example, if Agency A belonging to Holding Company A wins a Gold Lion and is co-credited with Independent Agency B, then only half of the total points will count for the purposes of the Creative Company of the Year Special Award and will be given to Holding Company A).
 - 4.2. In the event of a Mixed Ownership Company winning or being shortlisted for a Lions Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).
5. **Campaign Points:**
 - 5.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.

- 5.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part multiple Executions of Works that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).
6. **Total Tied Points:** In the case of a tie between Holding Companies in the number of points accrued, the winner will be determined in accordance with the following formula:
 - 6.1. the Holding Company with the highest overall number of Lions Awards is the winner. If there is still a tie between Holding Companies, then;
 - 6.2. the Holding Company with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Holding Companies, then;
 - 6.3. the Holding Company with the most Campaign Points is the winner. If there is still a tie between Holding Companies, then;
 - 6.4. the Holding Company with the most shortlist points is the winner.

1. **Overview and Criteria:** The Network of the Year Special Award is given to the Network Parent Company of the Network, Healthcare Network, Independent Network or Independent Healthcare Network whose members are the most successful overall for Entries in the 2025 Cannes Lions Awards (in accordance with the below allocation of points).
 - 1.1. If a Network or Independent Network owns a Healthcare Network or Independent Healthcare Network, or is affiliated with a Healthcare Network or Agency or Independent Healthcare Network or Agency through its Legal/Trading Name, the Network or Independent Network will include the Healthcare Network or Independent Healthcare Network points in their total. For example, any points accumulated by Havas Health & You will be added to the havas Creative points total.
 - 1.2. Members of a Network, Healthcare Network, Independent Network or Independent Healthcare Network for the Network of the Year Special Award shall be those Companies which satisfy either:
 - 1.2.1. the Ownership Test; or
 - 1.2.2. the Affiliation Test.
 - 1.3. For points to be allocated to a Network, the ownership of, or affiliation with, the Company by the Network (for the purpose of the Ownership Test or Affiliation Test, as applicable) must have occurred before the Execution of the Entry
2. **Points:** Members of a Network, Healthcare Network, Independent Network or Independent Healthcare Network will be allocated the following number of points for each of the following Lions Awards:

35 points for a Titanium and Creative Effectiveness Grand Prix Lions Award
30 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
30 points for a Titanium Lions Award
15 points for all other Lions Awards
15 points for a Gold Lions Award
7 points for a Silver Lions Award
3 points for a Bronze Lions Award
1 point for a shortlist position

 - 2.1. All Companies credited with an Idea Creation Role on all shortlisted or winning Lions Awards are eligible to accrue points towards the Network of the Year Special Award. Points accrued by Companies credited are only assigned to a Network, Healthcare Networks, Independent Network or Independent Healthcare Network if the company satisfies the Ownership Test or the Affiliation Test.
3. **Calculation:** The winner of the Network of the Year Special Award will be the Network, Healthcare Network, Independent Network or Independent Healthcare Network whose members obtain the most points for shortlisted and awarded Entries in aggregate in accordance with the above allocation of points.
 - 3.1. The total is calculated by adding:
 - 3.1.1. the total points from Lions Awards won by members of a Network, Healthcare Network, Independent Network or Independent Healthcare Network; and
 - 3.1.2. the total points from the remaining shortlisted Entries of members of a Network, Healthcare Network, Independent Healthcare Network or Independent Network, save that a Network, Healthcare Network, Independent Healthcare Network or Independent Network member's points will only count towards the overall total if the Company in question was a Network, Healthcare Network, Independent Healthcare Network or Independent Network member on the date that its Lions Award-winning or shortlisted Entry or Campaign was initially launched, released, published or aired.
 - 3.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
4. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.
 - 4.1. If a shortlisted or winning Entry has been credited in the Idea Creation Role to more than one Company:
 - 4.1.1. from the same Network, Healthcare Network, Independent Healthcare Network or Independent Network, the full points awarded to the Entry will go to that Network, Healthcare Network, Independent Healthcare Network or Independent Network;
 - 4.1.2. from different Network, Healthcare Network, Independent Healthcare Network or Independent Network, the points awarded to the Entry will be shared equally between both Network, Healthcare Network, Independent Healthcare Network or Independent Network (for example, if Agency A belonging to Network A wins a Gold Lions Award co-credited with Agency B, which belongs to Network B, then the points will be shared equally between both Networks); and

4.1.3. if one Company is not affiliated to a Network, Healthcare Network, Independent Healthcare Network or Independent Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Company that is from a Network, Healthcare Network, Independent Healthcare Network or Independent Network) will count for the purposes of the Network of the Year Special Award and will be awarded to the relevant Network, Healthcare Network, Independent Healthcare Network or Independent Network (for example, if Agency A belonging to Network A wins a Gold Lions Award and is co-credited with Independent Agency B, then only half of the total points will count for the purposes of the Network of the Year Special Award and will be given to Network A).

4.2. In the event of a Mixed Ownership Company winning or being shortlisted for a Lions Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).

5. Campaign Points:

5.1. If an entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.

5.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Execution of Work that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).

6. **Total Tied Points:** In the case of a tie between Network, Healthcare Network, Independent Healthcare Network or Independent Network in the number of points won by their respective Companies, the winner will be determined in accordance with the following formula:

6.1. the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the highest overall number of Lions Awards is the winner. If there is still a tie between Networks/Independent Networks, then;

6.2. the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Networks/Independent Networks, then;

6.3. the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the most Campaign Points is the winner. If there is still a tie between Networks/Independent Networks, then;

6.4. the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the most shortlist points is the winner.

MEDIA NETWORK OF THE YEAR SPECIAL AWARD

1. Overview and Criteria: The Media Network of the Year Special Award is given to the Network Parent Company of the Media Network whose members are the most successful overall for Entries in the 2025 Cannes Lions Awards for Entries in Media Lions (in accordance with the below allocation of points).
 - 1.1. Members of a Media Network for the purposes of the Media Network of the Year Special Award shall be those Companies which satisfy either:
 - 1.1.1. the Media Network Ownership Test; or
 - 1.1.2. the Media Network Affiliation Test.
 - 1.2. All Entries in Media Lions with a credited Company in the Media Placement Role are eligible to accrue points, regardless of the Entrant.
 - 1.3. Any Company submitting an Entry to Media Lions where the services of an external Company were used to provide strategy and/or for the purchase of media placement must credit that Company in the Entry submission.
 - 1.4. Notwithstanding this, we shall have absolute discretion in determining a Media Network's eligibility for this Special Award.
 - 1.5. For points to be allocated to a Media Network, the ownership of, or affiliation with, the Company by the Media Network (for the purpose of the Media Network Ownership Test or Media Network Affiliation Test, as applicable) must have occurred before the Execution of the Entry
2. Points: The allocation of points used to calculate the Media Network of the Year Special Award is as follows:

30 points for a Grand Prix Lions Award
15 points for a Gold Lions Award
15 points for all other Lions Awards
7 points for a Silver Lions Award
3 points for a Bronze Lions Award
1 point for a shortlist position

 - 2.1. Media Companies credited with a Media Placement Role on all shortlisted or winning Media Lions are eligible to accrue points towards the Media Network of the Year Special Award. Points accrued by Companies credited are only assigned to a Media Network if the company satisfies the Media Network Ownership Test or the Media Network Affiliation Test.
3. Calculation: The winner of the Media Network of the Year Special Award will be the Media Network whose members accrue the most points for shortlisted and awarded Entries in Media Lions, in accordance with the above allocation of points.
 - 3.1. The total points accrued by each Media Network is calculated by adding:
 - 3.1.1. the total points from Media Lions Awards awarded to members of a Media Network; and
 - 3.1.2. the total points from the remaining shortlisted Entries of members of a Media Network, save that a Media Network member's points will only count towards the Media Network's overall total if the Company in question was a Network member on the date that its Lions Award-winning or shortlisted Entry was initially launched, released, published or aired.
 - 3.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
4. Shared Points: If a shortlisted or winning Entry has been credited to more than one Company in the Media Placement Role, the points awarded to the Entry will be divided equally among the Agencies and Companies.
 - 4.1. If a shortlisted or winning Entry has been credited in the Media Placement Role to more than one Company:
 - 4.1.1. from the same Media Network, the full points awarded to the Entry will go to that Media Network;
 - 4.1.2. from different Media Networks, the points awarded to the Entry will be shared equally between both Media Networks (for example, if Media Agency A belonging to Media Network A wins a Gold Lions Award credited with Media Agency B, which belongs to Media Network B, then the points will be shared equally between both Networks); and
 - 4.1.3. if one Company is not affiliated to a Media Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Company that is from a Media Network) will count for the purposes of the Media Network of the Year Special Award and will be awarded to the relevant Network (for example, if Media Agency A belonging to Media Network A wins a Gold Lions Award and is co-credited with Independent Media Agency B, then only half of the total points will count for the purposes of the Media Network of the Year Special Award and will be given to Media Network A).

- 4.2. In the event of a Mixed Ownership Company winning or being shortlisted for a Lions Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).
5. Total Tied points: In the case of a tie between Media Networks in the number of points won by their respective members, the winner will be determined in accordance with the following formula:
 - 5.1. the Media Network with the highest overall number of Lions Awards is the winner. If there is still a tie between Networks, then;
 - 5.2. the Media Network with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Networks, then;
 - 5.3. the Media Network with the most shortlist points is the winner.

INDEPENDENT NETWORK OF THE YEAR SPECIAL AWARD

1. **Overview and Criteria:** The Independent Network of the Year Special Award is given to the Network Parent Company of the Independent Network whose members are the most successful overall for Entries in the 2025 Cannes Lions Awards (in accordance with the below allocation of points).
 - 1.1. If an Independent Network owns an Independent Healthcare Network or is affiliated with an Independent Healthcare Network through its Legal/Trading Name, the Independent Network will include the Independent Healthcare Network points in their total.
 - 1.2. Members of an Independent Network for the Independent Network of the Year Special Award shall be those Companies which satisfy either:
 - 1.2.1. the Independent Network Ownership Test; or
 - 1.2.2. the Independent Network Affiliation Test.
 - 1.3. For points to be allocated to an Independent Network, the ownership of, or affiliation with, the Company by the Independent Network (for the purpose of the Independent Network Ownership Test or Independent Network Affiliation Test, as applicable) must have occurred before the Execution of the Entry
 - 1.4. A representative from an Independent Network must sign Declaration Form 3 to be considered for the Independent Network of the Year Special Award.
2. **Points:** Members of an Independent Network will be allocated the following number of points for each of the following Lions Awards:

35 points for a Titanium and Creative Effectiveness Grand Prix Lions Award
30 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
30 points for a Titanium Lions Award
15 points for all other Lions Awards
15 points for a Gold Lions Award
7 points for a Silver Lions Award
3 points for a Bronze Lions Award
1 point for a shortlist position

 - 2.1. All Companies credited with an Idea Creation Role on all shortlisted or winning Lions Awards are eligible to accrue points towards the Independent Network of the Year Special Award. Points accrued by Companies credited are only assigned to an Independent Network if the company satisfies the Independent Network Ownership Test or the Independent Network Affiliation Test.
3. **Calculation:** The winner of the Independent Network of the Year Special Award will be the Independent Network whose members obtain the most points for shortlisted and awarded Entries in aggregate in accordance with the above allocation of points.
 - 3.1. The total is calculated by adding:
 - 3.1.1. the total points from Lions Awards won by members of an Independent Network; and
 - 3.1.2. the total points from the remaining shortlisted Entries of members of a Network Independent Network, save that an Independent Network member's points will only count towards the independent Network's overall total if the Company in question was an Independent Network member on the date that its Lions Award-winning or shortlisted Entry or Campaign was initially launched, released, published or aired.
 - 3.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
4. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.
 - 4.1. If a shortlisted or winning Entry has been credited in the Idea Creation Role to more than one Company:
 - 4.1.1. from the same Independent Network, the full points awarded to the Entry will go to that Independent Network;
 - 4.1.2. from different Independent Networks, the points awarded to the Entry will be shared equally between both Independent Networks (for example, if Agency A belonging to Independent Network A wins a Gold Lions Award co-credited with Agency B, which belongs to Independent Network B, then the points will be shared equally between both Independent Networks); and
 - 4.1.3. if one Company is not affiliated to an Independent Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Company that is from an Independent Network) will count for the purposes of the independent Network of the Year Special Award and will be awarded to the relevant Independent Network (for example, if Agency A belonging to Network A wins a Gold Lions Award and is co-credited with

Independent Network B, then only half of the total points will count for the purposes of the Independent Network of the Year Special Award and will be given to Network B).

- 4.2. In the event of a Mixed Ownership Company winning or being shortlisted for a Lions Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).

5. Campaign Points:

- 5.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
 - 5.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Execution of Work that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).
6. **Total Tied Points:** In the case of a tie between Independent Networks in the number of points won by their respective Companies, the winner will be determined in accordance with the following formula:
- 6.1. the Independent Network with the highest overall number of Lions Awards is the winner. If there is still a tie between Independent Networks, then;
 - 6.2. the Independent Network with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Independent Networks, then;
 - 6.3. the Independent Network with the most Campaign Points is the winner. If there is still a tie between Independent Networks, then;
 - 6.4. the Independent Network with the most shortlist points is the winner.

1. **Overview and Criteria:** The Healthcare Network of the Year Special Award is given to the Healthcare Network or Independent Healthcare Network that obtains the most points overall for Entries in the 2025 Cannes Lions Awards for Entries in Health & Wellness Lions, Lions Health Grand Prix for Good and Pharma Lions, according to the below allocation of points.
 - 1.1. Members of a Healthcare Network or Independent Healthcare Network for the Healthcare Network of the Year Special Award shall be those Companies which satisfy either:
 - 1.1.1. the Healthcare Network Ownership Test; or
 - 1.1.2. the Healthcare Network Affiliation Test.
 - 1.2. We shall have absolute discretion in determining a Healthcare Network's eligibility for this Special Award.
 - 1.3. For points to be allocated to a Healthcare Network, the ownership of, or affiliation with, the Company by the Healthcare Network (for the purpose of the Healthcare Network Ownership Test or Healthcare Network Affiliation Test, as applicable) must have occurred before the Execution of the Entry
2. **Points:** The allocation of points used to calculate the Healthcare Network of the Year Special Award is as follows:

30 points for a Grand Prix Lions Award
15 points for a Gold Lions Award
15 points for all other Lions Awards
7 points for a Silver Lions Award
3 points for a Bronze Lions Award
1 point for a shortlist position

 - 2.1. Companies credited with an Idea Creation Role on all shortlisted or winning Health & Wellness Lions, Lions Health Grand Prix for Good and Pharma Lions are eligible to accrue points towards the Healthcare Network of the Year Special Award. Points accrued by Companies credited are only assigned to a Healthcare Network or Independent Healthcare Network if the Company is a member of the Healthcare Network or Independent Healthcare Network, as defined at paragraph 1 above.
3. **Calculation:** The winner of the Healthcare Network of the Year Special Award will be the Healthcare Network or Independent Healthcare Network whose members obtain the most points for shortlisted or awarded Entries in the Health & Wellness Lions, Lions Health Grand Prix for Good and Pharma Lions in accordance with the above allocation of points.
 - 3.1. The total is calculated by adding:
 - 3.1.1. the total points from Lions Awards that have been awarded to members of a Healthcare Network or Independent Healthcare Network; and
 - 3.1.2. the total points from the remaining shortlisted Entries of members of a Healthcare Network or Independent Healthcare Network. save that a Healthcare Network or Independent Healthcare Network member's points will only count towards the Healthcare Network's or Independent Healthcare Network overall total if the Company in question was a Healthcare Networks or Independent Healthcare Networks member on the date that its Lions Award-winning or shortlisted Entry or Campaign was initially launched, released, published or aired.
 - 3.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
4. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies.
 - 4.1. If a shortlisted or winning Entry has been credited to more than one Healthcare Company:
 - 4.1.1. from the same Healthcare Network or Independent Healthcare Network, the full points awarded to the Entry will go to that Healthcare Network or Independent Healthcare Network;
 - 4.1.2. from different Healthcare Networks or Independent Healthcare Network, the points awarded to the Entry will be shared equally between all the Healthcare Networks or Independent Healthcare Network (for example, if Healthcare Agency A belonging to Healthcare Network A wins a Gold Lion co-credited with Healthcare Agency B, which belongs to Healthcare Network B, then the points will be shared equally between both Healthcare Networks); and
 - 4.1.3. where one of the Companies is not affiliated to a Healthcare Network or Independent Healthcare Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Healthcare Agency that is from a Healthcare Network or Independent Healthcare Network) will count for the purposes of the Healthcare Network of the Year Special Award and will be awarded to the relevant Healthcare Network or Independent Healthcare Network (for example, if Healthcare Agency A belonging to Healthcare Network A wins a Gold Lion and is co-credited with Healthcare Agency B, which is independent, then only half the points will count for the purposes of the Healthcare Network of the Year Special Award and will be given to Healthcare Network A).

- 4.2. If (a) a shortlisted or winning Entry has been credited to more than one Company and only one is a Healthcare Agency; and (b) that Healthcare Agency is affiliated to a Healthcare Network or Independent Healthcare Network; then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Healthcare Agency) will count for the purposes of the Healthcare Network of the Year Special Award and will be awarded to the relevant Healthcare Network or Independent Healthcare Network (for example, if Healthcare Agency A wins a Gold Lion and is co-credited with Company B, then only half of the total points will count for the purposes of the Healthcare Network of the Year Special Award and will be given to Healthcare Network Agency A).
- 4.3. In the event of a Mixed Ownership Company winning or being shortlisted for a Lions Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).
5. **Campaign Points:** If a Multiple Executions of Works wins a Lions Award, Entries will also be awarded Campaign Points.
 - 5.1. In the case of a tie between Healthcare Networks or Independent Healthcare Network, the Campaign Points from the winning Campaign are valued higher than regular shortlist points.
 - 5.2. Where different Companies have been credited to separate Executions of an awarded Multiple Executions of Works, the points will be divided pro rata. For example, if Agency A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).
6. **Total Tied Points:** In the case of a tie between Healthcare Networks or Independent Healthcare Network in the number of points won by their respective Companies, the winner will be determined in accordance with the following formula:
 - 6.1. the Healthcare Network or Independent Healthcare Network with the highest overall number of Lions Awards is the winner. If there is still a tie between Healthcare Networks, then;
 - 6.2. the Healthcare Network or Independent Healthcare Network with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Healthcare Networks, then;
 - 6.3. the Healthcare Network or Independent Healthcare Network with the most Campaign Points is the winner. If there is still a tie between Healthcare Networks, then;
 - 6.4. the Healthcare Network or Independent Healthcare Network with the most shortlist points is the winner.

1. **Overview and Criteria:** The Regional Network of the Year Special Award is given to the Network Parent Company of the Network, Healthcare Network, Independent Healthcare Network or Independent Network whose members are the most successful overall for Entries in the 2025 Cannes Lions Awards within each region (in accordance with the below allocation of points).
 - 1.1. If a Network or Independent Network owns a Healthcare Network or Independent Healthcare Network, or is affiliated with a Healthcare Network or Agency or Independent Healthcare Network or Agency through its Legal/Trading Name, the Network, Healthcare Network, Independent Healthcare Network or Independent Network will include the Healthcare Network or Independent Healthcare Network points in their total. For example, any points accumulated by Havas Health & You will be added to the havas Creative points total.
 - 1.2. Members of a Network, Healthcare Network, Independent Healthcare Network or Independent Network for the Network of the Year Special Award shall be those Companies which satisfy either:
 - 1.2.1. the Ownership Test; or
 - 1.2.2. the Affiliation Test.
 - 1.3. For points to be allocated to a Network, Healthcare Network, Independent Healthcare Network or Independent Network the ownership of, or affiliation with, the Company by the relevant Network, Healthcare Network, Independent Healthcare Network or Independent Network must have occurred before the Execution of the Entry
 - 1.4. For the avoidance of doubt the regions which are awarded are:
 - Asia;
 - Europe;
 - MENA;
 - Latin America;
 - North America;
 - Pacific; and
 - Sub-Saharan Africa.
2. **Points:** Members of a Network, Healthcare Network, Independent Healthcare Network or Independent Network will be allocated the following number of points for each of the following Lions Awards:
 - 35 points for a Titanium and Creative Effectiveness Grand Prix Lions Award
 - 30 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
 - 30 points for a Titanium Lions Award
 - 15 points for a Gold Lions Award
 - 15 points for all other Lions Awards
 - 7 points for a Silver Lions Award
 - 3 points for a Bronze Lions Award
 - 1 point for a shortlist position
 - 2.1. Companies credited with an Idea Creation Role on all shortlisted or winning Lions Awards are eligible to accrue points towards the Network of the Year Special Award. Points accrued by Companies credited are only assigned to a Network, Healthcare Network, Independent Healthcare Network or Independent Network if the company satisfies the Network Ownership Test or the Network Affiliation Test.
3. **Calculation:** The winner of the Regional Network of the Year Special Award will be the Regional Network, Healthcare Network, Independent Healthcare Network or Independent Network whose members obtain the most points for shortlisted and awarded Entries in aggregate in accordance with the above allocation of points.
 - 3.1. The total is calculated by adding:
 - 3.1.1. the total points from Lions Awards won by members of a Network, Healthcare Network, Independent Healthcare Network or Independent Network located in the relevant region; and
 - 3.1.2. the total points from the remaining shortlisted Entries of members of a Network, Healthcare Network, Independent Healthcare Network or Independent Network located in the relevant region, save that a Network, Healthcare Network, Independent Healthcare Network or Independent Network member's points will only count towards the Network's overall total if the Company in question was a Network, Healthcare Network, Independent Healthcare Network or Independent Network member on the date that its award-winning or shortlisted Entry or Campaign was initially launched, released, published or aired.
 - 3.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
4. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.

- 4.1. If a shortlisted or winning Entry has been credited in the Idea Creation Role to more than one Company:
 - 4.1.1. from the same Network, Healthcare Network, Independent Healthcare Network or Independent Network, the full points awarded to the Entry will go to that Network, Healthcare Network, Independent Healthcare Network or Independent Network;
 - 4.1.2. from different Networks or Independent Networks, the points awarded to the Entry will be shared equally between both Networks or Independent Networks (for example, if Agency A belonging to Network A wins a Gold Lions Award co-credited with Agency B, which belongs to Network B, then the points will be shared equally between both Networks); and
 - 4.1.3. if one Company is not affiliated to a Network, Healthcare Network, Independent Healthcare Network or Independent Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Company that is from a Network, Healthcare Network, Independent Healthcare Network or Independent Network) will count for the purposes of the Network of the Year Special Award and will be awarded to the relevant Network, Healthcare Network, Independent Healthcare Network or Independent Network (for example, if Agency A belonging to Network A wins a Gold Lions Award and is co-credited with Independent Agency B, then only half of the total points will count for the purposes of the Network of the Year Special Award and will be given to Network A).
- 4.2. In the event of a Mixed Ownership Company winning or being shortlisted for a Lions Award, the points which accrue by reason of that Lions Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).

5. Campaign Points:

- 5.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
 - 5.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lion + 3 Campaign Points = 10 points divided by 4).
6. **Total Tied Points:** In the case of a tie between Networks/Independent Networks in the number of points won by their respective Companies, the winner will be determined in accordance with the following formula:
- 6.1. the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the highest overall number of Lions Awards is the winner. If there is still a tie between Networks/Independent Networks, then;
 - 6.2. the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Networks/Independent Networks, then;
 - 6.3. the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the most Campaign Points is the winner. If there is still a tie between Networks/Independent Networks, then;
 - 6.4. the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the most shortlist points is the winner.

1. **Overview and Criteria:** The Agency of the Year Special Award is given to the Agency that obtains the most points overall for Entries in the 2025 Cannes Lions Awards, according to the below allocation of points.

2. **Points:** The allocation of points used to calculate the Agency of the Year Special Award is as follows:

- 35 points for a Titanium and Creative Effectiveness Grand Prix Lions Award
- 30 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
- 30 points for a Titanium Lions Award
- 15 points for a Gold Lions Award
- 15 points for all other Lions Awards
- 7 points for a Silver Lions Award
- 3 points for a Bronze Lions Award
- 1 point for a shortlist position

2.1. Companies credited in an Idea Creation Role on all shortlisted or winning Awards are eligible to accrue points towards the Agency of the Year Special Award. The exact method for points calculation is outlined in the calculation section below.

3. **Calculation:** The winner of the Agency of the Year Special Award will be the Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.

3.1. The total is calculated by adding:

- 3.1.1. the total points from Awards that have been awarded to Agencies; and
- 3.1.2. the total points from the remaining shortlisted Entries of Agencies.

3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.

3.3. The maximum number of points awarded to an Agency for shortlisted Entries is 10.

4. Multiple Entries:

4.1. If the same creative Work or Execution is entered more than once within one Lion and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lion are counted. If the Work or Execution is only shortlisted within an Individual Lion, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Lion.

4.1.1. For example, if a piece of creative Work wins a Lions Award and the same Work also wins another Lions Award within that Lion, only the highest scoring Lions Award counts. This rule is applied only within each Lion; that is, if work wins a Silver Lions Award and a Gold Lions Award in Direct Lions, only the Gold points are counted. However, if the same Work wins a Silver Lions Award in Direct Lions and a Gold Lions Award in PR Lions, both the Silver and Gold points are counted.

4.2. If the same creative Work or Execution is entered more than once within one Medium Grouping in Health & Wellness Lions or Pharma Lions and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lions Award are counted. If the Work or Execution is only shortlisted within an Individual Medium Grouping, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Medium Grouping.

4.3. For the avoidance of doubt the Medium Groupings within Health & Wellness Lions and Pharma Lions are classed as:

Audio & Radio;
Brand Experience & Activation and Direct;
Creative Data;
Digital Craft;
Entertainment;
Film Craft;
Film;
Healthcare Product Innovation;
Integrated;
Lions Health Grand Prix for Good;
Mobile;
Print & Publishing, Outdoor and Industry Craft;
PR;
Social & Influencer; and
Use of Technology.

5. **Shared Points:** If a shortlisted or winning Entry has been credited to more than Company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.

6. Campaign Points:

- 6.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
- 6.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).
7. **Total Tied Points:** In the case of a tie between the total number of points won by Agencies, the winner will be determined in accordance with the following formula:
 - 7.1. the Agency with the highest overall number of deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
 - 7.2. the Agency with the highest number of highest-ranking deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
 - 7.3. the Agency with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Agencies, then;
 - 7.4. the Agency with the highest overall number of Awards, including the deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
 - 7.5. the Agency with the most Campaign Points is the winner. If there is still a tie between Agencies, then;
 - 7.6. the Agency with the most shortlist points, disregarding the cap of 10, is the winner.

1. **Overview and Criteria:** The Healthcare Agency of the Year Special Award is given to the Healthcare Agency that obtains the most points overall for Entries in the 2025 Cannes Lions Awards for Entries in the Health & Wellness Lions, Lions Health Grand Prix for Good and Pharma Lions, according to the below allocation of points.
2. **Points:** The allocation of points used to calculate the Healthcare Agency of the Year Special Award is as follows:
 - 30 points for a Grand Prix Lions Award
 - 15 points for a Gold Lions Award
 - 15 points for all other Lions Awards
 - 7 points for a Silver Lions Award
 - 3 points for a Bronze Lions Award
 - 1 point for a shortlist position
- 2.1. Companies credited in an Idea Creation Role on all shortlisted or winning Health & Wellness Lions, Lions Health, Grand Prix for Good and Pharma Lions are eligible to accrue points towards the Healthcare Agency of the Year Special Award. The exact method for points calculation is outlined in the calculation section below.
3. **Calculation:** The winner of the Healthcare Agency of the Year Special Award will be the Healthcare Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
 - 3.1. The total is calculated by adding:
 - 3.1.1. the total points from Awards that have been awarded to a Healthcare Agencies; and
 - 3.1.2. the total points from the remaining shortlisted Entries of Healthcare Agencies.
 - 3.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
 - 3.3. The maximum number of points awarded to a Healthcare Agency for shortlisted Entries is 10.
4. **Multiple Entries:**
 - 4.1. If the same creative Work or Execution is entered more than once within one Medium Grouping in Health & Wellness Lions or Pharma Lions and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lions Award are counted. If the Work or Execution is only shortlisted within an Individual Medium Grouping, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Medium Grouping.
 - 4.2. For the avoidance of doubt the Medium Groupings within Healthcare Award are classed as:
 - Audio & Radio;
 - Brand Experience & Activation and Direct;
 - Creative Data;
 - Digital Craft;
 - Entertainment;
 - Film Craft;
 - Film;
 - Healthcare Product Innovation;
 - Integrated;
 - Lions Health Grand Prix for Good;
 - Mobile;
 - Print & Publishing, Outdoor and Industry Craft;
 - PR;
 - Social & Influencer; and
 - Use of Technology.
5. **Shared Points:** If a shortlisted or winning Entry has been credited to more than Company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.
6. **Campaign Points:**
 - 6.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
 - 6.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).
7. **Total Tied Points:** In the case of a tie between the total number of points won by Agencies, the winner will be determined in accordance with the following formula:

- 7.1. the Agency with the highest overall number of deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
- 7.2. the Agency with the highest number of highest-ranking deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
- 7.3. the Agency with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Agencies, then;
- 7.4. the Agency with the highest overall number of Awards, including the deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
- 7.5. the Agency with the most Campaign Points is the winner. If there is still a tie between Agencies, then;
- 7.6. the Agency with the most shortlist points, disregarding the cap of 10, is the winner.

1. **Overview and Criteria:** The Agency of the Year per Track Special Award is given to the Agency that obtains the most points overall for Entries in 2025 Cannes Lions Awards within certain Tracks, according to the below allocation of points.
 - 1.1. For the avoidance of doubt the Tracks that will award an Agency of the Year per Track Special Award are:
 - Classic
 - Craft
 - Engagement
 - Entertainment
 - Experience
 - Good
 - Health
 - Strategy
2. **Points:** The allocation of points used to calculate the Agency of the Year Special Award is as follows:
 - 35 points for a Titanium Grand Prix Lions Award
 - 30 points for all other Grand Prix Lions Awards
 - 30 points for a Titanium Lions Award
 - 15 points for a Gold Lions Award
 - 15 points for all other Lions Awards
 - 7 points for a Silver Lions Award
 - 3 points for a Bronze Lions Award
 - 1 point for a shortlist position
 - 2.1. Companies credited in an Idea Creation Role on all shortlisted or winning Awards are eligible to accrue points towards the Agency of the Year Special Award. The exact method for points calculation is outlined in the calculation section below.
 - 2.2. For the avoidance of doubt, the Grand Prix for Good is excluded from the calculation of this Special Award. No points allocated in connection with the Grand Prix for Good will be considered for this Special Award.
3. **Calculation:** The winner of the Agency of the Year per Track Special Award will be the Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
 - 3.1. The total is calculated by adding:
 - 3.1.1. the total points from Awards that have been awarded to Agencies; and
 - 3.1.2. the total points from the remaining shortlisted Entries of Agencies.
 - 3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.
 - 3.3. The maximum number of points awarded to an Agency for shortlisted Entries is 10.
4. **Multiple Entries:**
 - 4.1. If the same creative Work or Execution is entered more than once within one Lion and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lions Award are counted. If the Work or Execution is only shortlisted within an Individual Lion, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Lion.
 - 4.1.1. For example, if a piece of creative Work wins a Lions Award and the same Work also wins another Lions Award within that Lion, only the highest scoring Lions Award counts. This rule is applied only within each Lion; that is, if Work wins a Silver Lions Award and a Gold Lions Award in Direct Lions, only the Gold points are counted. However, if the same Work wins a Silver Lions Award in Direct Lions and a Gold Lions Award in PR Lions, both the Silver and Gold points are counted.
5. **Shared Points:** If a shortlisted or winning Entry has been credited to more than Company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.
6. **Campaign Points:**
 - 6.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
 - 6.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).

7. **Total Tied Points:** In the case of a tie between the total number of points won by Agencies, the winner will be determined in accordance with the following formula:
- 7.1. the Agency with the highest overall number of deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
 - 7.2. the Agency with the highest number of highest-ranking deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
 - 7.3. the Agency with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Agencies, then;
 - 7.4. the Agency with the highest overall number of Awards, including the deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
 - 7.5. the Agency with the most Campaign Points is the winner. If there is still a tie between Agencies, then;
 - 7.6. the Agency with the most shortlist points, disregarding the cap of 10, is the winner.

1. **Overview and Criteria:** The Independent Agency of the Year Special Award is given to the Independent Agency that obtains the most points overall for Entries in the 2025 Cannes Lions Awards, according to the below allocation of points.
2. **Points:** The allocation of points used to calculate the Independent Agency of the Year Special Award is as follows:
 - 35 points for a Titanium and Creative Effectiveness Grand Prix Lions Award
 - 30 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
 - 30 points for a Titanium Lions Award
 - 15 points for a Gold Lions Award
 - 15 points for all other Lions Awards
 - 7 points for a Silver Lions Award
 - 3 points for a Bronze Lions Award
 - 1 point for a shortlist position
- 2.1. Companies credited with an Idea Creation Role on all shortlisted or winning Lions Awards are eligible to accrue points towards the Independent Agency of the Year Special Award. Only independent agencies as outlined in the Rules for Special Awards are eligible to accrue points towards the Independent Agency of the Year Special Award.
- 2.2. For a Company to be considered for the Independent Agency of the Year Special Award a Representative from the Company will need to sign Declaration Form 3 (if they are part of an Independent Network) or Declaration Form 4 (If they are not part of an Independent Network)
3. **Calculation:** The winner of the Independent Agency of the Year Special Award will be the Independent Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
 - 3.1. The total is calculated by adding:
 - 3.1.1. the total points from Lions Awards that have been won by Independent Agencies; and
 - 3.1.2. the total points from the remaining shortlisted Entries of Independent Agencies.
 - 3.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
4. **Shared Points:**
 - 4.1. If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role the points awarded to the Entry will be divided equally among the Companies eligible. For the avoidance of doubt Independent PR Agencies and Independent Media Agencies are eligible to receive points for Independent Agency of the Year Special Award.
 - 4.2. If a shortlisted or winning Entry has been credited to more than one Company and one is not an Independent Agency, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Independent Agency) will count for the purposes of the Independent Agency of the Year Special Award and will be awarded to the relevant Independent Agency (for example, if Independent Agency A wins a Gold Lions Award and is co-credited with non-independent Company B, then only half of the total points will count for the purposes of the Independent Agency of the Year Award and will be given to Independent Agency A).
5. **Campaign Points:**
 - 5.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
 - 5.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).
6. **Total Tied Points:** In the case of a tie between the total number of points won by Independent Agencies, the winner will be determined in accordance with the following formula:
 - 6.1. the Independent Agency with the highest overall number of Lions Awards, is the winner. If there is still a tie between Independent Agencies, then;
 - 6.2. the Independent Agency with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Independent Agencies, then;
 - 6.3. the Independent Agency with the most Campaign Points is the winner; If there is still a tie between Independent Agencies, then;
 - 6.4. the Independent Agency with the most shortlist points is the winner.

1. **Overview and Criteria:** The Independent Agency of the Year per Track Special Award is given to the Independent Agency that obtains the most points overall for Entries in the 2025 Cannes Lions Awards within certain tracks, according to the below allocation of points.
 - 1.1. For the avoidance of doubt the Tracks which will award an Independent Agency of the Year per Track Special Award are:
 - Classic
 - Craft
 - Engagement
 - Entertainment
 - Experience
 - Good
 - Health
 - Strategy
2. **Points:** The allocation of points used to calculate the Independent Agency of the Year Special Award is as follows:
 - 35 points for a Titanium Grand Prix Award
 - 30 points for all other Grand Prix Awards
 - 30 points for a Titanium Lions Award
 - 15 points for a Gold Lions Award
 - 15 points for all other Lions Awards
 - 7 points for a Silver Lions Award
 - 3 points for a Bronze Lions Award
 - 1 point for a shortlist position
 - 2.1. Companies credited with an Idea Creation Role on all shortlisted or winning Lions Awards are eligible to accrue points towards the Independent Agency of the Year per Track Special Award. Only independent agencies as outlined in the Rules for Special Awards are eligible to accrue points towards the Independent Agency of the Year Special Award.
 - 2.2. For a Company to be considered for the Independent Agency of the Year Special Award a Representative from the Company will need to sign Declaration Form 3 (if they are part of an Independent Network) or Declaration Form 4 (If they are not part of an Independent Network)
 - 2.3. For the avoidance of doubt the Grand Prix for Good is excluded from the calculation of this Special Award. No points allocated in connection with the Grand Prix for Good will be considered for this Special Award.
3. **Calculation:** The winner of the Independent Agency of the Year per Track Special Award will be the Independent Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
 - 3.1. The total is calculated by adding:
 - 3.1.1. the total points from Lions Awards that have been won by Independent Agencies; and
 - 3.1.2. the total points from the remaining shortlisted Entries of Independent Agencies.
 - 3.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
4. **Shared Points:**
 - 4.1. If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role the points awarded to the Entry will be divided equally among the Companies eligible. For the avoidance of doubt Independent PR Agencies and Independent Media Agencies are eligible to receive points for Independent Agency of the Year Special Award.
 - 4.2. If a shortlisted or winning Entry has been credited to more than one Company and one is not an Independent Agency, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Independent Agency) will count for the purposes of the Independent Agency of the Year Special Award and will be awarded to the relevant Independent Agency (for example, if Independent Agency A wins a Gold Lions Award and is co-credited with non-independent Company B, then only half of the total points will count for the purposes of the Independent Agency of the Year Special Award and will be given to Independent Agency A).
5. **Campaign Points:**
 - 5.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
 - 5.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).

6. Total Tied Points: In the case of a tie between the total number of points won by Independent Agencies, the winner will be determined in accordance with the following formula:
 - 6.1. the Independent Agency with the highest overall number of Lions Awards, is the winner. If there is still a tie between Independent Agencies, then;
 - 6.2. the Independent Agency with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Independent Agencies, then;
 - 6.3. the Independent Agency with the most Campaign Points is the winner; If there is still a tie between Independent Agencies, then;
 - 6.4. the Independent Agency with the most shortlist points is the winner.

1. **Overview and Criteria:** The Palme d'Or honours the Production Company that obtains the most points overall for Entries in the Digital Craft, Entertainment (Categories A01 – A06), Entertainment Lions for Gaming (Category A01), Entertainment Lions for Music (Category A01), Entertainment Lions for Sport (Category A01), Film & Film Craft Lions as well as Digital Craft, Entertainment, Film, Film Craft & Mobile Mediums in Health & Wellness and Pharma Lions in the 2025 Cannes Lions Awards, according to the below allocation of points:
 - 1.1. If an entry from the Lions, Category of Mediums above is the Grand Prix for Good or Lions Health Grand Prix for Good Winner, they will receive the Grand Prix points towards the Palme D'Or Special Award.
 - 1.2. If a Production Company has more than one office in a country, points from those offices will be aggregated. Points will be aggregated where: (a) the offices share a Legal/Trading Name (e.g. 'Production Company A, New York' and 'Production Company A, Chicago'); or (b) the offices share the same Owner and are different branches of the same Company.
2. **Points:** The allocation of points used to calculate the Palme d'Or Special Award is as follows:

30 points for a Grand Prix Lions Award, including Grand Prix for Good Lions Award
15 points for a Gold Lions Award
15 points for all other Lions Awards
7 points for a Silver Lions Award
3 points for a Bronze Lions Award
1 point for a shortlist position

 - 2.1. Production Companies credited in the Production Role in Digital Craft, Entertainment (Categories A01 – A06), Entertainment Lions for Gaming (Category A01), Entertainment Lions for Music (Category A01), Entertainment Lions for Sport (Category A01), Film & Film Craft Lions will automatically contribute to the Palme d'Or Special Award; and
 - 2.2. Production Companies credited in the Production Role in Digital Craft, Entertainment, Film, Film Craft & Mobile Mediums within Health & Wellness and Pharma Lions will also automatically contribute to the Palme d'Or Special Award.
 - 2.3. For the avoidance of doubt Companies credited in the Post-production Role are not eligible to accrue points for the Palme d'Or Special Award.
3. **Calculation:** The winner of the Palme d'Or Special Award will be the Production Company that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
 - 3.1. The total is calculated by adding:
 - 3.1.1. the total points from Lions Awards that have been won by Production Companies; and
 - 3.1.2. the total points from the remaining shortlisted Entries of Production Companies.
 - 3.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
 - 3.3. The maximum number of points awarded to a Production Company for shortlisted Entries is 10.
4. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company the points awarded to the Entry will be divided equally among the Companies credited.
5. **Campaign Points:**
 - 5.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
 - 5.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Production Company A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Lions Award, then Production Company A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).
6. **Total Tied Points:** In the case of a tie between the total number of points won by Production Companies, the winner will be determined in accordance with the following formula:
 - 6.1. the Production Company with the highest overall number of Lions Awards, is the winner. If there is still a tie between Production Companies, then;
 - 6.2. the Production Company with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Production Companies, then;
 - 6.3. the Production Company with the most Campaign Points is the winner. If there is still a tie between Production Companies, then;

6.4. the Production Company with the most shortlist points is the winner.

1. **Overview and Criteria:** The Creative Brand of the Year Special Award is given to the Brand who is the most successful overall for Entries in the 2025 Cannes Lions Awards (in accordance with the below allocation of points).
 - 1.1. A “**Brand**” is defined as a product or service – or closely linked set of products or services – represented by a single Brand name or logo.
 - 1.1.1. If a Brand has a portfolio or services which sit under two or more different Sectors, then they will be treated as individual Brands for the purpose of this Special Award. For Example, Apple (Consumer Durables) will be treated as a separate Brand to Apple (Media & Entertainment)
 - 1.1.2. For the avoidance of doubt the Sectors which are considered are:
 - Automotive;
 - Consumer Durables;
 - Consumer Services / Business to Business;
 - Food & Drink;
 - Healthcare;
 - Leisure;
 - Media & Entertainment;
 - Other FMCG;
 - Retail; and
 - Travel.
 - 1.1.3. The following categories of person, company or other legal entity are not eligible for this Special Award:
 - Agencies;
 - Charity, not-for-profit or NGO Brands;
 - Healthcare Networks;
 - Healthcare Agencies;
 - Holding Companies;
 - Independent Agencies;
 - Independent Healthcare Networks;
 - Media Networks;
 - Multi-Brand organisations whose portfolio of products and services are marketed under more than one Brand;
 - Networks; and
 - Production Companies.
 - 1.2. We shall have absolute discretion in determining a Brand’s eligibility for this Special Award and which Sector or Sectors a Brand is part of.
2. **Points:** The allocation of points used to calculate the Creative Brand of the Year Special Award is as follows:
 - 35 points for a Titanium and Creative Effectiveness Grand Prix Lions Award
 - 30 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
 - 30 points for a Titanium Lions Award
 - 15 points for a Gold Lions Award
 - 15 points for all other Lions Awards
 - 7 points for a Silver Lions Award
 - 3 points for a Bronze Lions Award
 - 1 point for a shortlist position
 - 2.1. Commissioning Brands credited in the Brand or Product/Service Field and Brands that receive tangible PR or sales through the campaign on all shortlisted or winning Lions Awards are eligible to accrue points towards the Creative Brand of the Year Special Award.
3. **Calculation:** The winner of the Creative Brand of the Year Special Award will be the Brand who obtains the most points in aggregate for shortlisted or Lions Awarded Entries in accordance with the above allocation of points.
 - 3.1. The total is calculated by adding:
 - 3.1.1. the total points from Lions Awards that have been won by a Brand; and
 - 3.1.2. the total points from the remaining shortlisted Entries of a Brand.
 - 3.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
4. **Campaign Points:** If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
5. **Total Tied Points:** In the case of a tie between the total number of points won a Brand, the winner will be determined in accordance with the following formula:

- 5.1. the Brand with the highest overall number of Lions Awards, is the winner. If there is still a tie between Brands, then;
- 5.2. the Brand with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Brands, then;
- 5.3. the Brand with the most Campaign Points is the winner. If there is still a tie between Brands, then;
- 5.4. the Brand with the most shortlist points is the winner.

1. **Overview and Criteria:** The Agency of the Year by Geography ranks Agencies based on the points allocated for Entries in 2025 Cannes Lions Awards within certain regions, locations and cities, according to the below allocation of points.

- 1.1. For the avoidance of doubt the regions that have rankings are:

Asia;
Europe;
Latin America;
MENA;
North America;
Pacific; and
Sub-Saharan Africa.

- 1.2. For the avoidance of doubt the locations that have rankings are:

Argentina;
Australia;
Brazil;
Canada;
France;
Germany;
India;
Japan;
South Africa;
Spain;
United Arab Emirates;
United Kingdom; and
USA.

- 1.3. For the avoidance of doubt the cities that have rankings are:

Dubai;
Johannesburg;
London;
New York;
Paris;
Sao Paulo;
Sydney; and
Tokyo.

2. **Points:** The allocation of points used to calculate the Rankings are as follows:

35 points for a Titanium and Creative Effectiveness Grand Prix Lions Award
30 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
30 points for a Titanium Lions Award
15 points for a Gold Lions Award
15 points for all other Lions Awards
7 points for a Silver Lions Award
3 points for a Bronze Lions Award
1 point for a shortlist position

- 2.1. Companies credited in an Idea Creation Role on all shortlisted or winning Awards are eligible to accrue points towards the rankings. The exact method for points calculation is outlined in the calculation section below.

3. **Calculation:** Agencies obtains points for shortlisted or awarded Entries in accordance with the above allocation of points.

- 3.1. The total is calculated by adding:

3.1.1. the total points from Awards that have been awarded to Agencies; and

3.1.2. the total points from the remaining shortlisted Entries of Agencies.

- 3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.

- 3.3. The maximum number of points awarded to an Agency for shortlisted Entries is 10.

4. **Multiple Entries:**

- 4.1. If the same creative Work or Execution is entered more than once within one Lion and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lion are counted. If the Work or Execution is only shortlisted within an Individual Lion, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Lion.

- 4.1.1 For example, if a piece of creative Work wins a Lions Award and the same Work also wins another Lions Award within that Lion, only the highest scoring Lions Award counts. This rule is applied only within each Lion; that is, if work wins a Silver Lions Award and a Gold Lions Award in Direct Lions, only the Gold points are counted. However, if the same Work wins a Silver Lions Award in Direct Lions and a Gold Lions Award in PR Lions, both the Silver and Gold points are counted.
- 4.2 If the same creative Work or Execution is entered more than once within one Medium Grouping in Health & Wellness Lions or Pharma Lions and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lions Award are counted. If the Work or Execution is only shortlisted within an Individual Medium Grouping, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Medium Grouping.
- 4.3 For the avoidance of doubt the Medium Groupings within Health & Wellness Lions and Pharma Lions are classed as:
- Audio & Radio;
 - Brand Experience & Activation and Direct;
 - Creative Data;
 - Digital Craft;
 - Entertainment;
 - Film Craft;
 - Film;
 - Healthcare Product Innovation;
 - Integrated;
 - Lions Health Grand Prix for Good;
 - Mobile;
 - Print & Publishing, Outdoor and Industry Craft;
 - PR;
 - Social & Influencer; and
 - Use of Technology.
5. **Shared Points:** If a shortlisted or winning Entry has been credited to more than Company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.
6. **Campaign Points:**
- 6.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
- 6.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Lions Award, then Agency A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).
7. **Total Tied Points:** In the case of a tie between the total number of points won by Agencies, the winner will be determined in accordance with the following formula:
- 7.1. the Agency with the highest overall number of deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
 - 7.2. the Agency with the highest number of highest-ranking deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
 - 7.3. the Agency with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Agencies, then;
 - 7.4. the Agency with the highest overall number of Awards, including the deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
 - 7.5. the Agency with the most Campaign Points is the winner. If there is still a tie between Agencies, then;
 - 7.6. the Agency with the most shortlist points, disregarding the cap of 10, is the winner.

1. **Overview and Criteria:** The People of the Year by Geography ranks People based on the points allocated for Entries in 2025 Cannes Lions Awards for certain job titles, according to the below allocation of points.

- 1.1. Rankings will be based on the Position Field and Role on this Entry and the Position Field may be cross checked against LinkedIn or other reputable sources to determine eligibility.
- 1.2. For absolute clarity, a team member can only be ranked if their Position Field and Role on this Entry is appropriate to the ranking.
- 1.3. The following positions will be considered for rankings:

Copywriter;
Art Director;
Creative Director;
Film Director;
Chief Creative Officer; and
Chief Marketing Officer (Brands only).

- 1.4. We shall have absolute discretion in determining:

- 1.4.1. a person's eligibility for rankings;
- 1.4.2. whether an Entrant has submitted false, deliberately misleading or fraudulent information; and
- 1.4.3. whether any correction is necessary to ensure the accuracy and integrity of the Lions Creativity Report or our role in the same.

2. **Points:** The allocation of points used to calculate the Rankings are as follows:

35 points for a Titanium and Creative Effectiveness Grand Prix Lions Award
30 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
30 points for a Titanium Lions Award
15 points for a Gold Lions Award
15 points for all other Lions Awards
7 points for a Silver Lions Award
3 points for a Bronze Lions Award
1 point for a shortlist position

- 2.1. People credited on all shortlisted or winning Awards are eligible to accrue points towards the rankings. The exact method for points calculation is outlined in the calculation section below.

3. **Calculation:** People obtains points for shortlisted or awarded Entries in accordance with the above allocation of points.

- 5.1 The total is calculated by adding:

- 5.1.1 the total points from Awards that have been awarded; and
- 5.1.2 the total points from the remaining shortlisted Entries.

- 5.2 If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.

- 5.3 The maximum number of points awarded to a person for shortlisted Entries is 10.

4. **Multiple Entries:**

- 6.1 If the same creative Work or Execution is entered more than once within one Lion and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lion are counted. If the Work or Execution is only shortlisted within an Individual Lion, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Lion.

- 6.1.1 For example, if a piece of creative Work wins a Lions Award and the same Work also wins another Lions Award within that Lion, only the highest scoring Lions Award counts. This rule is applied only within each Lion; that is, if work wins a Silver Lions Award and a Gold Lions Award in Direct Lions, only the Gold points are counted. However, if the same Work wins a Silver Lions Award in Direct Lions and a Gold Lions Award in PR Lions, both the Silver and Gold points are counted.

- 6.2 If the same creative Work or Execution is entered more than once within one Medium Grouping in Health & Wellness Lions or Pharma Lions and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lions Award are counted. If the Work or Execution is only shortlisted within an Individual Medium Grouping, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Medium Grouping.

- 6.3 For the avoidance of doubt the Medium Groupings within Health & Wellness Lions and Pharma Lions are classed as:

Audio & Radio;
 Brand Experience & Activation and Direct;
 Creative Data;
 Digital Craft;
 Entertainment;
 Film Craft;
 Film;
 Healthcare Product Innovation;
 Integrated;
 Lions Health Grand Prix for Good;
 Mobile;
 Print & Publishing, Outdoor and Industry Craft;
 PR;
 Social & Influencer; and
 Use of Technology.

5. Campaign Points:

- 5.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
- 5.2. Where different people have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if Person A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Lions Award, then Person A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).
6. Total Tied Points: In the case of a tie between the total number of points won by People, the winner will be determined in accordance with the following formula:
 - 6.1. the person with the highest overall number of deduped Lions Awards is the winner. If there is still a tie between people, then;
 - 6.2. the person with the highest number of highest-ranking deduped Lions Awards is the winner. If there is still a tie between people, then;
 - 6.3. the person with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between people, then;
 - 6.4. the person with the highest overall number of Awards, including the deduped Lions Awards is the winner. If there is still a tie between people, then;
 - 6.5. the person with the most Campaign Points is the winner. If there is still a tie between people, then;
 - 6.6. the person with the most shortlist points, disregarding the cap of 10, is the winner.
 - 6.7.

GEOGRAPHY RANKINGS

1. **Overview and Criteria:** The Geography Rankings ranks Locations and cities based on the number of Lions Awards won in 2025 Cannes Lions Awards
 - 1.1. Rankings will be based on the Lion Awards won by Companies from a Location and City credited in the Idea Creation Role Field
 - 1.2. We shall have absolute discretion in determining:
 - 1.2.1. the Location and city a company is based in;
 - 1.2.2. whether an Entrant has submitted false, deliberately misleading or fraudulent information; and
 - 1.2.3. whether any correction is necessary to ensure the accuracy and integrity of the Lions Creativity Report or our role in the same.
2. **Points:** Each Lion Award is worth 1 Point
3. **Calculation:** Locations and cities obtains points for awarded Entries in accordance with the above allocation of points. The total is calculated by the total points from Awards that have been awarded.
4. **Multiple Location & Cities:**
 - 4.1. If more than one Company is Credited in the Idea Creation Role for an entry and they are from the same Location or City then only one point will be awarded per entry. For example:
 - 4.1.1. If a piece of Work wins a Lions Award and Company A, New York, USA and Company B, New York, USA are both credited then USA and New York will receive one point.
 - 4.1.2. If a piece of Work wins a Lions Award and Company A, New York, USA and Company B, Chicago, USA are both credited then USA, New York & Chicago will receive one point.
 - 4.1.3. If a piece of Work wins a Lions Award and Company A, New York, USA and Company B, London, United Kingdom are both credited then USA, United Kingdom, London and New York will receive one point.
5. **Campaign Points:** If an Entry is awarded a Campaign Lions Award, this counts as one point
6. **Total Tied Points:** In the case of a tie between the total number of points won by a Location or City, then they will both be awarded that spot in the ranking

1. **Overview and Criteria:** The Creative Brand of the Year by Sector is given to the Brand within certain Sectors who is the most successful overall for Entries in the 2025 Cannes Lions Awards in accordance with the below allocation of points.
 - 1.1. A “**Brand**” is defined as a product or service – or closely linked set of products or services – represented by a single Brand name or logo.
 - 1.1.1. If a Brand has a portfolio or services which sit under two or more different Sectors, then they will be treated as individual Brands for the purpose of this Award. For Example, Apple (Consumer Durables) will be treated as a separate Brand to Apple (Media & Entertainment)
 - 1.1.2. For the avoidance of doubt the Sectors which are considered are:
 - Automotive;
 - Consumer Durables;
 - Consumer Services / Business to Business;
 - Food & Drink;
 - Healthcare;
 - Leisure;
 - Media & Entertainment;
 - Other FMCG;
 - Retail; and
 - Travel.
 - 1.1.3. The following categories of person, company or other legal entity are not eligible for this Ranking:
 - Agencies;
 - Charity, not-for-profit or NGO Brands;
 - Healthcare Networks;
 - Healthcare Agencies;
 - Holding Companies;
 - Independent Agencies;
 - Independent Healthcare Networks;
 - Media Networks;
 - Multi-Brand organisations whose portfolio of products and services are marketed under more than one Brand;
 - Networks; and
 - Production Companies.
 - 1.2. We shall have absolute discretion in determining a Brand’s eligibility for this Ranking and which Sector or Sectors a Brand is part of.
2. **Points:** The allocation of points used to calculate the Creative Brand of the Year by Sector Ranking is as follows:
 - 35 points for a Titanium and Creative Effectiveness Grand Prix Lions Award
 - 30 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
 - 30 points for a Titanium Lions Award
 - 15 points for a Gold Lions Award
 - 15 points for all other Lions Awards
 - 7 points for a Silver Lions Award
 - 3 points for a Bronze Lions Award
 - 1 point for a shortlist position
 - 2.1. Commissioning Brands credited in the Brand or Product/Service Field and Brands that receive tangible PR or sales through the campaign on all shortlisted or winning Lions Awards are eligible to accrue points towards the Creative Brand of the Year by Sector Ranking.
3. **Calculation:** Brands obtain points for the Rankings for shortlisted or Lions Awarded Entries in accordance with the above allocation of points.
 - 3.1. The total is calculated by adding:
 - 3.1.1. the total points from Lions Awards that have been won by a Brand; and
 - 3.1.2. the total points from the remaining shortlisted Entries of a Brand.
 - 3.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
4. **Campaign Points:** If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
5. **Total Tied Points:** In the case of a tie between the total number of points won a Brand, the winner will be determined in accordance with the following formula:

- 5.1. the Brand with the highest overall number of Lions Awards, is the winner. If there is still a tie between Brands, then;
- 5.2. the Brand with the highest number of highest-ranking Lions Awards is the winner. If there is still a tie between Brands, then;
- 5.3. the Brand with the most Campaign Points is the winner. If there is still a tie between Brands, then;
- 5.4. the Brand with the most shortlist points is the winner.

1. **Overview and Criteria:** The PR Agency of the Year Special Award is given to the PR Agency that obtains the most points overall for Entries in the 2025 Cannes Lions Awards for Entries in the PR Lions and the PR Medium within the Health & Wellness Lions & Pharma Lions, according to the below allocation of points.
2. **Points:** The allocation of points used to calculate the PR Agency of the Year Special Award is as follows:
 - 30 points for a Grand Prix Lions Award
 - 15 points for a Gold Lions Award
 - 15 points for all other Lions Awards
 - 7 points for a Silver Lions Award
 - 3 points for a Bronze Lions Award
 - 1 point for a shortlist position
3. Companies credited in an PR Role on all shortlisted or winning PR Lions and the PR Medium within the Health & Wellness Lions & Pharma Lions are eligible to accrue points towards the PR Agency of the Year Special Award. The exact method for points calculation is outlined in the calculation section below.
4. **Calculation:** The winner of the PR Agency of the Year Special Award will be the PR Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
 - 4.1. The total is calculated by adding:
 - 4.1.1. the total points from Awards that have been awarded to a PR Agency; and
 - 4.1.2. the total points from the remaining shortlisted Entries of a PR Agency.
 - 4.2. If an Entry is shortlisted and then goes on to win a Lions Award, the shortlist point is no longer counted.
 - 4.3. The maximum number of points awarded to a Healthcare Agency for shortlisted Entries is 10.
5. **Multiple Entries:**
 - 5.1. If the same creative Work or Execution is entered more than once within the PR Lions and is shortlisted and/or wins multiple times, only the points for the highest Lions Award are counted. If the Work or Execution is only shortlisted within the PR Lion, then only 1 point will be counted, regardless of the number of times it is shortlisted.
6. **Shared Points:** If a shortlisted or winning Entry has been credited to more than Company with an PR Role, the points awarded to the Entry will be divided equally among the Companies credited.
7. **Total Tied Points:** In the case of a tie between the total number of points won by PR Agencies, the winner will be determined in accordance with the following formula:
 - 7.1. the PR Agency with the highest overall number of deduped Lions Awards is the winner. If there is still a tie between PR Agencies, then;
 - 7.2. the PR Agency with the highest number of highest-ranking deduped Lions Awards is the winner. If there is still a tie between PR Agencies, then;
 - 7.3. the PR Agency with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between PR Agencies, then;
 - 7.4. the PR Agency with the highest overall number of Awards, including the deduped Lions Awards is the winner. If there is still a tie between PR Agencies, then;
 - 7.5. the PR Agency with the most Campaign Points is the winner. If there is still a tie between PR Agencies, then;
 - 7.6. the PR Agency with the most shortlist points, disregarding the cap of 10, is the winner.

1. **Overview and Criteria:** The In-House Agency of the Year Special Award is given to the In-House Agency that obtains the most points overall for Entries in the 2025 Cannes Lions Awards, according to the below allocation of points.
2. **Points:** The allocation of points used to calculate the In-House Agency of the Year Special Award is as follows:

35 points for a Titanium and Creative Effectiveness Grand Prix Lions Award
30 points for all other Grand Prix Lions Awards, including Grand Prix for Good Lions Award
30 points for a Titanium Lions Award
15 points for a Gold Lions Award
15 points for all other Lions Awards
7 points for a Silver Lions Award
3 points for a Bronze Lions Award
1 point for a shortlist position

2.1. Companies credited in an Idea Creation Role on all shortlisted or winning Awards are eligible to accrue points towards the In-House Agency of the Year Special Award. The exact method for points calculation is outlined in the calculation section below.
3. **Calculation:** The winner of the In-House Agency of the Year Special Award will be the In-House Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
 - 3.1. The total is calculated by adding:
 - 3.1.1. the total points from Awards that have been awarded to Agencies; and
 - 3.1.2. the total points from the remaining shortlisted Entries of Agencies.
 - 3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.
 - 3.3. The maximum number of points awarded to an In-House Agency for shortlisted Entries is 10.
4. **Multiple Entries:**
 - 4.1. If the same creative Work or Execution is entered more than once within one Lion and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lion are counted. If the Work or Execution is only shortlisted within an Individual Lion, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Lion.
 - 4.1.1. For example, if a piece of creative Work wins a Lions Award and the same Work also wins another Lions Award within that Lion, only the highest scoring Lions Award counts. This rule is applied only within each Lion; that is, if work wins a Silver Lions Award and a Gold Lions Award in Direct Lions, only the Gold points are counted. However, if the same Work wins a Silver Lions Award in Direct Lions and a Gold Lions Award in PR Lions, both the Silver and Gold points are counted.
 - 4.2. If the same creative Work or Execution is entered more than once within one Medium Grouping in Health & Wellness Lions or Pharma Lions and is shortlisted and/or wins multiple times, only the points for the highest Lions Award or the highest points scoring Campaign Lions Award are counted. If the Work or Execution is only shortlisted within an Individual Medium Grouping, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Medium Grouping.
 - 4.3. For the avoidance of doubt the Medium Groupings within Health & Wellness Lions and Pharma Lions are classed as:

Audio & Radio;
Brand Experience & Activation and Direct;
Creative Data;
Digital Craft;
Entertainment;
Film Craft;
Film;
Healthcare Product Innovation;
Integrated;
Lions Health Grand Prix for Good;
Mobile;
Print & Publishing, Outdoor and Industry Craft;
PR;
Social & Influencer; and
Use of Technology.
5. **Shared Points:** If a shortlisted or winning Entry has been credited to more than Company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.
6. **Campaign Points:**

- 6.1. If an Entry is awarded a Campaign Lions Award, Entries will also be awarded Campaign Points.
- 6.2. Where different Companies have been credited to separate Executions of an awarded Campaign Lions Award, the points will be divided pro-rata. For example, if In-House Agency A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Lions Award, then In-House Agency A will receive 2.5 points (7 points for the Silver Lions Award + 3 Campaign Points = 10 points divided by 4).
7. **Total Tied Points:** In the case of a tie between the total number of points won by Agencies, the winner will be determined in accordance with the following formula:
 - 7.1. the In-House Agency with the highest overall number of deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
 - 7.2. the In-House Agency with the highest number of highest-ranking deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
 - 7.3. the In-House Agency with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Agencies, then;
 - 7.4. the In-House Agency with the highest overall number of Awards, including the deduped Lions Awards is the winner. If there is still a tie between Agencies, then;
 - 7.5. the In-House Agency with the most Campaign Points is the winner. If there is still a tie between Agencies, then;
 - 7.6. the In-House Agency with the most shortlist points, disregarding the cap of 10, is the winner.

1. If an Entry is awarded a Gold Lion or Titanium Lion in any Lions other than Health & Wellness Lions and Pharma Lions, then it is eligible to be awarded either a Grand Prix or a Grand Prix for Good subject to the relevant criteria below.
2. If an Entry is awarded a Gold Lion in the Health & Wellness Lions and Pharma Lions, then it is eligible to be awarded either a Grand Prix or a Lions Health Grand Prix for Good subject to the relevant criteria below.
3. For avoidance of doubt an Entry cannot be eligible for both the Grand Prix and the Grand Prix for Good or the Lions Health Grand Prix for Good.

Grand Prix

- 3.1. An Entry is eligible for a Grand Prix if it is awarded a Gold or Titanium Lion and one of the Brands it was created for is:

- 3.1.1. any national or local government;
- 3.1.2. any profit making social enterprise, regardless of what the profit is utilised for
- 3.1.3. a commercial/for profit Brand, regardless of the message in the Entry;
- 3.1.4. a company that sells products or services for commercial gain, regardless of the use of the product;
- 3.1.5. the purposes of paid recruitment, even if it is for a charity, not-for-profit or NGO Brand (e.g. recruitment for charities, medical establishments etc.); or
- 3.1.6. any company that sells items not-for-profit, where this results in a corporate image or PR benefit for a for profit Brand.

Grand Prix for Good

- 3.2. The Grand Prix for Good is a specialist Lions Award. Work cannot be entered directly but becomes eligible if:
 - 3.2.1. an Entry is awarded a Gold Lion or Titanium Lion Award in any Lions other than Health & Wellness Lions or Pharma Lions; and
 - 3.2.2. the Brand is considered as a charity, not-for-profit organisation or NGO.
- 3.3. The Lions Health Grand Prix for Good is a specialist Lions Award. Work cannot be entered directly but becomes eligible if:
 - 3.3.1. an Entry is awarded a Gold Lion in the Health & Wellness Lions or Pharma Lions; and
 - 3.3.2. the Brand is considered as a charity, not-for-profit organisation or NGO.
- 3.4. An Entry is eligible for the Grand Prix for Good or the Lions Health Grand Prix for Good if the Work was produced for:
 - 3.4.1. one or more charities, not-for-profits or NGO Brands only; or
 - 3.4.2. any event produced or put on by charity, not-for-profit or NGO Brands where the profits are used for charitable aims only.
- 3.5. Examples of Entries that may be eligible for a Grand Prix for Good include work created for the following: charities; charitable funds; charitable foundations; appeals; donations; NGOs; not-for-profit unions & associations; and not-for-profit facilities such as libraries and museums (Entrants must provide evidence that the library or museum is not-for-profit).
- 3.6. If a piece of work wins a Creative Effectiveness Gold Lions Award in 2024 it will only be eligible for the Grand Prix for Good if it was only awarded a Silver or Bronze Lions Award or was shortlisted only in 2024, 2023 or 2020.
- 3.7. An Entry that is eligible for the Grand Prix for Good or the Lions Health Grand Prix for Good is not eligible for any other Grand Prix.
4. For the avoidance of doubt if the Work creates profits for individuals or shareholders or creates tangible PR or corporate image benefit for a Brand that creates profits for individuals or shareholders, the Entry will be ineligible for the Grand Prix for Good or the Lions Health Grand Prix for Good.
5. For the avoidance of doubt where an entry is associated with the commercial, rather than charitable or not-for-profit, part of an organisation, it will not be considered as being for NFP or charitable purposes
6. We have absolute discretion to decide if an Entry is eligible for a Grand Prix or a Grand Prix for Good. We retain the right to contact Brands or other interested parties to ask for any information we need to make that decision. Our decision shall be final and binding.

GLOSSARY - PART E

In these Rules and associated Entry Kits, unless otherwise stated, the following words shall have the following meanings:

“2025 Festival Companies List”	means the information in respect of the 2025 Entries which we make available online to Representatives, as set out in Clause 31 of Part B of these Rules, including all Companies credited in Entries to the 2025 Cannes Lions Awards;																																			
“Additional Company”	means a single office of any Company credited within an Entry as having held a non-Significant Role in relation to that Entry, which does not attract any points towards any Special Awards;																																			
“Additional Company Role”	means any Company who contributed a non-Significant Role in relation to that Entry;																																			
“Additional Requirements”	means any additional Eligibility Requirements set out on our website https://www.canneslions.com/ (e.g. in an entry kit);																																			
“Affiliated”	means a Company that satisfies the applicable Affiliation Test, in relation to the relevant Special Award for which it is eligible;																																			
“Affiliation Test”	means one of: the Healthcare Network Affiliation Test; the Media Network Affiliation Test; the Independent Affiliation Test; the Independent Healthcare Network Affiliation Test; or the Network Affiliation Test (together being the "Affiliation Tests");																																			
“Agency” (plural “Agencies”)	means a single office of an advertising, communications, PR, design or other agency that is a service-based business dedicated to creating advertising and other forms of promotional marketing and communications in any media for Brands;																																			
"Asia"	<div>means the region that includes the following locations:</div> <table><tr><td>Bangladesh</td><td>Laos</td><td>Singapore</td></tr><tr><td>Bhutan</td><td>Macau SAR</td><td>South Korea</td></tr><tr><td>Brunei Darussalam</td><td>Malaysia</td><td>Sri Lanka</td></tr><tr><td>Cambodia</td><td>Mainland China</td><td>Tajikistan</td></tr><tr><td>Chinese Taipei</td><td>Micronesia</td><td>Thailand</td></tr><tr><td>Hong Kong SAR</td><td>Mongolia</td><td>Timor Leste</td></tr><tr><td>India</td><td>Myanmar</td><td>The Philippines</td></tr><tr><td>Indonesia</td><td>Nepal</td><td>Turkmenistan</td></tr><tr><td>Japan</td><td></td><td>Uzbekistan</td></tr><tr><td>Kazakhstan</td><td>Pakistan</td><td>Vietnam</td></tr><tr><td>Kyrgyzstan</td><td></td><td></td></tr></table>			Bangladesh	Laos	Singapore	Bhutan	Macau SAR	South Korea	Brunei Darussalam	Malaysia	Sri Lanka	Cambodia	Mainland China	Tajikistan	Chinese Taipei	Micronesia	Thailand	Hong Kong SAR	Mongolia	Timor Leste	India	Myanmar	The Philippines	Indonesia	Nepal	Turkmenistan	Japan		Uzbekistan	Kazakhstan	Pakistan	Vietnam	Kyrgyzstan		
Bangladesh	Laos	Singapore																																		
Bhutan	Macau SAR	South Korea																																		
Brunei Darussalam	Malaysia	Sri Lanka																																		
Cambodia	Mainland China	Tajikistan																																		
Chinese Taipei	Micronesia	Thailand																																		
Hong Kong SAR	Mongolia	Timor Leste																																		
India	Myanmar	The Philippines																																		
Indonesia	Nepal	Turkmenistan																																		
Japan		Uzbekistan																																		
Kazakhstan	Pakistan	Vietnam																																		
Kyrgyzstan																																				
“Audience”	means the intended consumer, internal or business to business recipient or readership of a publication, advertisement, marketing activity or other branded communication;																																			
“Brand”	has the meaning given to it in Clause 1.1 of the “Creative Brand of the Year Special Award” and “Brand of the Year by Sector” sections of Part C of these Rules and for the purposes of the Entry system only also mean the organisation whose products or services are being communicated in the Entry;																																			
“Campaign Lions Award”	means a Lions Award given for a series of two or more Executions of the same creative idea, advertising the same product/service, via the same medium; entered into the same Category within a Lion;																																			
“Campaign Points”	means those points which are awarded when a Campaign Lions Award is awarded. For the purpose of calculating Campaign Points, a Campaign Lions Award as a whole will be considered as one Lions Award. The Entry’s shortlist points will be converted into a combination of points attributable to winning the Lions Award and Campaign Points corresponding to the number of Executions within the Multiple Executions of Works. For example, where a Campaign Lions Award, featuring three Executions, wins a Gold Campaign Lions Award, the entry will be awarded fifteen points for the Campaign Lions Award, plus two Campaign Points for the remaining Executions;																																			
“Cannes Lions Awards”	means the part of the Festival where Entries are judged by juries with the outcome of awarding Lions Awards & Special Awards;																																			
“Category”	means a constituent category within a Section, e.g. A05. Automotive;																																			
“Commissioning Brand”	means any Brand which provided permission for their brand to be promoted in Work;																																			
“Company” (plural “Companies”)	means an Agency, Additional Company, Client/Brand, Post-Production Company or Production Company (whether incorporated or not, and in any corporate form);																																			
“Declaration Form(s)”	means Declaration Form 1 and, if required in accordance with the Network Affiliate Tests, part (c), Declaration Form 2; and, if required with the Independent Network of the Year or Independent Agency of the Year, Declaration Forms 3 or 4 (as applicable).																																			
“Declaration Form 1”	means the form submitted by each Representative confirming that they have been authorised to validate the ownership or affiliation of Companies on behalf of their Network and/or Holding Company and that the information submitted is correct and true;																																			

"Declaration Form 2"	means the form submitted by the relevant Representatives to verify the affiliation of Companies with their Network and/or Holding Company in accordance with the Network Affiliate Tests, part (c);
"Declaration Form 3"	means the form submitted by the relevant Representatives to verify their Network is Independent in accordance with the Independent Network Ownership Test;
"Declaration Form 4"	means the form submitted by the relevant Representatives to verify their Agency is Independent in accordance with the definition in the Glossary of an Independent Agency;
"Display"	means a feature, display, exhibition or presentation of an Entry or Entries;
"Dispute"	has the meaning given to it in Clause 54 of Part A of these Rules;
"Eligibility Requirements"	has the meaning given to it in Clause 5 of Part A of these Rules;
"Eligibility Period"	means 08 February 2024 to 10 April 2025 inclusive;
"Europe"	means the region that includes the following locations: <div> <div>Albania</div> <div>Andorra</div> <div>Armenia</div> <div>Austria</div> <div>Azerbaijan</div> <div>Belgium</div> <div>Bosnia & Herzegovina</div> <div>Bulgaria</div> <div>Croatia</div> <div>Cyprus</div> <div>Czech Republic</div> <div>Denmark</div> <div>Estonia</div> <div>Finland</div> <div>France</div> <div>Georgia</div> <div>Germany</div> <div>Gibraltar</div> <div>Greece</div> <div>Hungary</div> <div>Iceland</div> <div>Ireland</div> <div>Israel</div> <div>Italy</div> <div>Kosovo</div> <div>Latvia</div> <div>Liechtenstein</div> <div>Lithuania</div> <div>Luxembourg</div> <div>North Macedonia</div> <div>Malta</div> <div>Moldova</div> <div>Monaco</div> <div>Montenegro</div> <div>Norway</div> <div>Poland</div> <div>Portugal</div> <div>Romania</div> <div>San Marino</div> <div>Serbia</div> <div>Slovak Republic</div> <div>Slovenia</div> <div>Spain</div> <div>Sweden</div> <div>Switzerland</div> <div>The Netherlands</div> <div>Turkey</div> <div>Ukraine</div> <div>United Kingdom</div> <div>Vatican City (Holy See)</div> </div>
"Entrants" (also "you", "your")	means the person, company or other legal entity that submits an Entry for consideration in the Cannes Lions Awards. If an Entry is shortlisted for or wins a Lions Award, the Entrant is the entity which receives any trophies or certificates awarded;
"Entry" (plural "Entries")	means the Work submitted by an Entrant for consideration in the Cannes Lions Awards (an Entry occurs when you submit an Entries Payment Form to us);
"Entry Fee"	means the amount paid by an Entrant to us, which is due immediately, at the time of entry into the Cannes Lions Awards and submission of the Entries Payment Form
"Entry Materials"	means all materials you provide to us, including your Entry;
"Entries Payment Form"	means the online entry form required for the submission process (Entries are only submitted once this online payment form has been completed);
"Execution"	means a specific instance of branded communication, e.g. a particular TV spot, poster or branded event;
"Festival"	means the Cannes Lions International Festival of Creativity, comprising of the Cannes Lions Awards and the Special Awards;
"Festival Purposes"	has the meaning given to it in Clause 20 of Part A of these Rules;
"Final Deadline"	means the deadline for each Representative to submit a signed Declaration Form and for: (a) providing information regarding ownership and/or affiliation of Agencies and Companies (in accordance with the relevant Affiliation Test or Ownership Test) for the purposes of calculations for Special Awards, which information must be verified by way of the Declaration Form; and (b) requesting any amendments to the credits in the 2025 Festival Companies List The Final Deadline shall be 5pm BST on 12 June 2025, and references to expiry of the Final Deadline shall mean any point in time after 5pm BST on 12 June 2025;
"Guiding Principles"	means the guiding principles set out in Part A of these Rules which indicate the spirit in which we will interpret and apply all the Rules;
"Grand Prix for Good Rules"	means the rules for Grand Prix for Good Awards which are set out in Part D of these Rules;

“Healthcare Agency”	means an Agency where more than 50% of the Agency turnover is attributable to health and wellness, pharma or RX Client/Brands, products, services or messages and/or those products, services or messages associated with these sectors;
“Healthcare Network”	means one of the Healthcare Networks included in the list of Healthcare Networks set out in Clause 19 of Part B of these Rules (as amended from time to time);
“Healthcare Network Affiliation Test”	means a test that will be satisfied by Companies if they: (a) include the Healthcare Network’s name in their Legal/Trading Name; or (b) are owned by an entity that shares the same Legal/Trading Name as the Healthcare Network; or (c) they: (i) have clear financial, creative and reporting lines to the Healthcare Network; (ii) are clearly and publicly acknowledged as affiliated, or aligned with, the Healthcare Network; (iii) the Creative Lead of the Healthcare Network is, directly or indirectly, the Creative Lead of the Company; and (iv) the Healthcare Network has the power to direct the management of such Company, (as verified by Declaration Form 2).
“Healthcare Network Ownership Test”	means a test that will be satisfied by Companies if they are 51% or more owned by: (a) the Healthcare Network Parent Company; or (b) a Subsidiary Company of the Healthcare Network Parent Company which is itself 51% or more owned by the Healthcare Network Parent Company;
“Healthcare Network Parent Company”	means the parent company of the Healthcare Network;
“Holding Company”	means one of the Holding Companies included in the list of Holding Companies set out in Clause 17 of Part B of these Rules (as amended from time to time);
“Holding Company Ownership Test”	means a test that will be satisfied by Companies if they are 20% or more owned by: (a) the Holding Company; or (b) a Subsidiary Company of the Holding Company which is itself 20% or more owned by the Holding Company;
“Idea Creation Role”	means any Company that was Significantly involved in the creation of the idea at the core of an Entry;
“Independent Agency”	means an Agency that is: (a) majority (51% or more) owned by its management or independent shareholders; and (b) not associated with any Holding Company or Network (excluding Independent Networks). For the avoidance of doubt, Agencies that are not part of a Network, but which are owned more than 20% by a Holding Company are not considered to be an Independent Agency. The number of offices an Agency has and the number of countries in which an Agency is located is irrelevant as to whether an Agency is an Independent Agency;
“Independent Healthcare Network”	means one of the Independent Healthcare Networks included in the list of Independent Healthcare Networks set out in Clause 22 of Part B of these Rules (as amended from time to time);
“Independent Healthcare Network Affiliation Test”	means a test that will be satisfied by Companies if: (a) they include the Independent Healthcare Network’s name in their Legal/Trading Name; (b) they are owned by an entity that shares the same Legal/Trading Name as the Independent Healthcare Network; or (c) they: (i) have clear financial, creative and reporting lines to the Independent Healthcare Network; (ii) are clearly and publicly acknowledged as affiliated, or aligned with, the Independent Healthcare Network; (iii) the Creative Lead of the Independent Healthcare Network is, directly or indirectly, the Creative Lead of the Company; and (iv) the Independent Healthcare Network has the power to direct the management of such Company, (as verified by Declaration Form 2); or (d) they are a collection of independent Healthcare Agencies that identify themselves as a global Healthcare Network;
“Independent Healthcare Network Ownership Test”	means a test that will be satisfied by Companies if they are 51% or more owned by: (a) the Independent Network Parent Company; or (b) a Subsidiary Company of the Independent Network Parent Company which is itself 51% or more owned by the Independent Network Parent Company;
“Independent Network”	means one of the Independent Networks included in the list of Independent Networks set out in Clause 21 of Part B of these Rules (as amended from time to time);
“Independent Network Affiliation Test”	means a test that will be satisfied by Companies if: (a) they include the Independent Network’s name in their Legal/Trading Name; (b) they are owned by an entity that shares the same Legal/Trading Name as the Independent Network; or (c) they: (i) have clear financial, creative and reporting lines to the Independent Network; (ii) are clearly and publicly acknowledged as affiliated, or aligned with, the Independent Network; (iii) the Creative Lead of the Independent Network is, directly or indirectly, the Creative Lead of the Company; and (iv) the Independent Network has the power to direct the management of such Company, (as verified by Declaration Form 2).
“Independent Network Ownership Test”	means a test that will be satisfied by Companies if they are 51% or more owned by: (a) the Independent Network Parent Company; or (b) a Subsidiary Company of the Independent Network Parent Company which is itself 51% or more owned by the Independent Network Parent Company;

“Initial Validation List”	means the list produced by us during the Validation Process, as further explained in Clause 28.1 of Part B of these Rules;
“Latin America”	means the region that includes the following locations: <div> <div>Argentina</div> <div>El Salvador</div> <div>Panama</div> <div>Belize</div> <div>French West Indies</div> <div>Paraguay</div> <div>Bolivia</div> <div>Guatemala</div> <div>Peru</div> <div>Brazil</div> <div>Guyana</div> <div>Puerto Rico</div> <div>Chile</div> <div>Haiti</div> <div>Suriname</div> <div>Colombia</div> <div>Honduras</div> <div>Trinidad & Tobago</div> <div>Costa Rica</div> <div>Mexico</div> <div>Uruguay</div> <div>Dominican Republic</div> <div>Nicaragua</div> <div>Venezuela</div> <div>Ecuador</div> <div>Dominica</div> </div>
“Legal/Trading Name”	means either: (a) the legal name of the company (e.g. as registered with the relevant authority); or (b) the trading name of the company, where the company is able to demonstrate to our satisfaction use of this name in the ordinary course of business (e.g. by reference to invoices, contracts, terms and conditions, or the company’s website);
“LIONS” (also “we”, “us”, “our”)	means Ascential Events (Europe) Limited, a company registered under company number 07814172, which has its registered address at Informa, 2nd Floor, 81-87 High Holborn, London, WC1V 6DF;
“Lion(s)”	<p>means a grouping of Sections, which are as follows:</p> <ul style="list-style-type: none"> Audio & Radio Brand Experience & Activation Creative B2B Creative Business Transformation Creative Data Creative Commerce Creative Effectiveness Creative Strategy Design Digital Craft Direct Entertainment Entertainment Lions for Gaming Entertainment Lions for Music Entertainment Lions for Sport Film Film Craft Glass: The Lion for Change Health & Wellness Industry Craft Innovation Luxury Media Outdoor Pharma PR Print & Publishing Social & Creator Sustainable Development Goals Titanium
“Lions Award”	means an award which is determined by jury, and awarded during the Festival, given to an Entrant as a result of an Entry winning within a Category. References to types of Lions Awards (e.g. Gold Lions Award, Silver Lions Award) are references to the specific rankings of the Lions Awards;
“Lions Creativity Report”	means the Lions Creativity Report published following the Festival;
“Location”	means a place in the world which are shown in the Glossary under Asia, Europe, Latin America, North America, Pacific & Sub Saharan Africa;
“Media Agency”	means an Agency that advises Brand owners and advertising agencies on a Brand's position, messaging and creative communications;

“Media Network”	means one of the media networks included in the list of media networks set out in Clause 20 of Part B of these Rules (as amended from time to time);
“Media Network Affiliation Test”	means a test that will be satisfied by Companies if: (a) they include the Media Network’s name in their Legal/Trading Name; (b) they are owned by an entity that shares the same Legal/Trading Name as the Media Network; or (c) they: (i) have clear financial, creative and reporting lines to the Media Network; (ii) are clearly and publicly acknowledged as affiliated, or aligned with, the Media Network; (iii) the Creative Lead of the Media Network is, directly or indirectly, the Creative Lead of the Company; and (iv) the Media Network has the power to direct the management of such Company, (as verified by Declaration Form 2);
“Media Network Ownership Test”	means a test that will be satisfied by Companies if they are 51% or more owned by: (a) the Network Parent Company; or b) a Subsidiary Company of the Network Parent Company which is 51% or more owned by the Network Parent Company;
“Media Placement Role”	means a Company that worked Significantly or solely on the media strategy of the work being submitted or any other type of Company who worked Significantly on the media strategy;
“Medium”	means a single channel or branded messaging platform;
“MENA”	means the region that includes the following locations: Afghanistan Morocco Algeria Oman Bahrain Qatar Egypt Saudi Arabia Iraq Tunisia Jordan United Arab Emirate Kuwait Westbank & Gaza Lebanon Western Sahara Libya Yemen
“Mixed Ownership Companies”	means any entity which is owned by two or more Companies;
“Mixed Ownership Test”	means a test that will be satisfied by each Company providing evidence of a minimum of 20% or more ownership in the Mixed Ownership Company that has been entered for a Lions Award. Companies with less than 20% will not be treated as an owner unless they can evidence control over management, key decisions or hold voting rights;
“Network”	means one of the networks included in the list of networks set out in Clause 18 of Part B of these Rules (as amended from time to time);
“Network Affiliation Test”	means a test that will be satisfied by Companies if: (a) they include the Network’s name in their Legal/Trading Name; (b) they are owned by an entity that shares the same Legal/Trading Name as the Network; or (c) they: (i) have clear financial, creative and reporting lines to the Network; (ii) are clearly and publicly acknowledged as affiliated, or aligned with, the Network; (iii) the Creative Lead of the Network is, directly or indirectly, the Creative Lead of the Company; and (iv) the Network has the power to direct the management of such Company, (as verified by Declaration Form 2).
“Network Ownership Test”	means a test that will be satisfied by Companies if they are 51% or more owned by: (a) the Network Parent Company; or (b) a Subsidiary Company of the Network Parent Company which is itself 51% or more owned by the Network Parent Company;
“Network Parent Company”	means the ultimate, and common, parent company of a Network, Healthcare Network, Independent Healthcare Network or Independent Network;
“North America”	means the region that includes the following countries: Antigua And Barbuda Bahamas Barbados Bermuda Canada Grenada Jamaica St. Kitts And Nevis St. Lucia St. Vincent and the Grenadines USA
“Notice of Dispute”	has the meaning given to it in Clause 54.1 of Part A of these Rules;

“Owned”	means a Company that satisfies the applicable Ownership Test, in relation to the relevant Special Award for which it is eligible;														
“Ownership Test”	is the collective term used to describe one of: (a) the Healthcare Network Ownership Test; (b) the Holding Company Ownership test; (c) the Media Network Ownership Test; (d) the Network Ownership Test; or (e) the Mixed Ownership Test (together being the "Ownership Tests");														
“Pacific”	means the region that includes the following locations: Australia Fiji Kiribati Maldives Marshall Islands New Zealand Palau Samoa Solomon Islands Tonga Tuvalu Vanuatu														
“Position Field”	means the job title specified in the “Position Field” section of an Entry for creative team credits;														
“Post-production Company”	means a single office of a Post-production Company which is responsible for all or any of the stages of production occurring after initial creation, shooting, recording and/or filming of content;														
“Post-production Role”	means a Company that had a Significant role in the post-production of the Entry being submitted. This can be any type of Company who worked Significantly on the post-production. This does not refer to Companies who solely produced the ‘case film’ for the Entry;														
“Production Company”	means a single office of a Production Company which is responsible for the creation, shooting, recording and/or filming of content;														
“Production Role”	means a Company that had a Significant role in the main production and visual concept of the Entry being submitted. This can be any type of Company who worked Significantly on the main creation, shooting and/or filming of content and/or visual concept. This does not refer to Companies who solely produced the ‘case film’ for the Entry; This does not refer to Companies that worked in post-production of the entry;														
“PR Role”	means the Company which worked Significantly on the public relations ("PR") Campaign for the Entry being submitted. This can be any type of Company which worked on the PR Campaign;														
“PR Agency”	means an Agency where more than 50% of the Agency turnover is attributable to Public relations or Corporate Relations and/or those products, services or messages associated with these sectors;														
“Representative”	has the meaning given in Clause 27.1 of Part B of these Rules;														
“Restriction”	has the meaning set out in Clause 21 of Part A of these Rules;														
“Role on this Entry”	means the role performed and specified in the “Role on this Entry” section of an Entry for creative team credits;														
“Rules”	means: (a) Part A of these Rules (General Terms and Conditions that apply to all Lions and Special Awards); (b) Part B of these Rules (Additional Terms and Conditions that apply to Special Awards only); and (c) Part C of these Rules (Special Awards Rules); and (d) Part D of these Rules (Grand Prix for Good Rules); as applicable and as amended from time to time;														
“Scam Entry”	has the meaning given in Clause 10 of Part A of these Rules;														
“Section”	means a constituent section of a Lion;														
“Special Award”	means an award that is won by the calculation of points rather than being awarded by a jury. Points accrue upon Entries winning or being shortlisted for a Lions Award (as further specified in these Rules);														
“Special Awards Rules”	means the award-specific rules applying to each Special Award which can be found in Part C of these Rules;														
“Significant” or “Significantly”	when used in reference to a Company's Role in relation to an Entry, shall mean the Company or Companies which contributed to the particular Role. At least one Company must be credited with the Role if there is any Company which meets at least one of the following criteria: (a) the Company contributed 20% or more of the key team members involved in carrying out the Role; (b) the Company contributed 20% or more of the total hours expended for that Role in relation to the particular Entry; (c) the Company received 20% or more of the billings/fees for that Role in relation to the particular Entry; (d) the Company was named on the contract with the advertiser and was clearly visible to the advertiser as having performed the relevant Role in relation to the particular Entry;														
"Sub-Saharan Africa"	<div>means the region that includes the following locations:</div> <table><tr><td>Angola</td><td>Gambia, The</td><td>Republique Democratique Du Congo</td></tr><tr><td>Benin</td><td>Ghana</td><td>Rwanda</td></tr><tr><td>Botswana</td><td>Guinea</td><td>São Tomé And Príncipe</td></tr><tr><td>British Virgin Isles</td><td>Guinea-Bissau</td><td>Senegal</td></tr></table>			Angola	Gambia, The	Republique Democratique Du Congo	Benin	Ghana	Rwanda	Botswana	Guinea	São Tomé And Príncipe	British Virgin Isles	Guinea-Bissau	Senegal
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	<p>Burkina Faso</p> <p>Burundi</p> <p>Cameroon</p> <p>Cape Verde</p> <p>Central African Republic</p> <p>Chad</p> <p>Comoros</p> <p>Côte D'Ivoire</p> <p>Djibouti</p> <p>Equatorial Guinea</p> <p>Eritrea</p> <p>Ethiopia</p> <p>Gabon</p>	<p>Ivory Coast</p> <p>Kenya</p> <p>Lesotho</p> <p>Liberia</p> <p>Madagascar</p> <p>Malawi</p> <p>Mali</p> <p>Mauritania</p> <p>Mauritius</p> <p>Mozambique</p> <p>Namibia</p> <p>Niger</p> <p>Nigeria</p>	<p>Seychelles</p> <p>Sierra Leone</p> <p>Somalia</p> <p>South Africa</p> <p>Swaziland</p> <p>Tanzania</p> <p>The Netherlands Antilles</p> <p>Togo</p> <p>Uganda</p> <p>Western Sahara</p> <p>Zaire</p> <p>Zambia</p> <p>Zimbabwe</p>
“Track”	means a specified category reflecting a related set of disciplines practised across the global branded communications industry;		
“Validation Process”	means the validation process set out in Clauses 27 to 34 inclusive of Part B of these Rules;		
“Work”	means a coordinated series of linked, single or multi-channel Executions with a single idea or theme.		