

A thank you
from Cannes Lions
for your participation
in the Young Lions
competitions
this year...



CANNES LIONS 70

Cannes Lions 70th Year

As you know, this is a very important year for us here at LIONS.



In June 2023, the Cannes Lions International Festival of Creativity celebrates its 70th edition and we want to acknowledge this huge milestone with an offer especially for all our Young Lions competitors.

Since 1954, the Cannes Lions International Festival of Creativity has championed creative excellence, providing the definitive benchmark for creativity that drives progress, globally.

In 2023, it's about looking forward to the next 70 years; supporting those 'in the making' and using creativity to drive progress - for people, for business and for society.



A thank you from Simon Cook, LIONS CEO



“At the Festival this year we look forward to reflecting on the last seven decades – and looking ahead and preparing for the next 70. This includes investing in future talent and leaders – diverse in terms of gender, class, colour, preference, perspective and experience.

We know that not everyone can make it to the Festival, so we’ve put together a special pack just for you. A small token of our appreciation. I hope it gives you a flavour of Cannes Lions in its 70th year. We look forward to seeing you on the Croisette in the future.

I want to personally thank everyone who took part in this year’s Young Lions competitions. The quality of work we see year on year never fails to impress.

We remain committed to young talent and the next generation who will continue to set the bar for creativity and pave the way for the entire industry.”



We'd like to thank you for taking part this year...





Watch this year's State of Creativity Study Unwrapped video presented by the LIONS Advisory team

(usually only accessible to LIONS members)

This incredibly insightful video will give an overview of the contents of our Study and some fascinating takeaways from our team.

Please use [this link](#) to access your very own exclusive copy of this video.

Thank you

#1

Discounted Digital Festival Pass & LIONS Membership -

We know that not everyone can make it in person to Cannes Lions, but our Digital Festival Pass allows you to experience the Festival from wherever you are in the world.

Plus it gives access to LIONS Membership for a full year.

Special Young Lions rate - **€209**
(discounted from €299)

Sign up for your Digital Festival Pass [here](#).

Thank you

#2

LIONS State of Creativity Study Unwrapped 2023

As a thank you to all our incredible Young Lions competitors, we'd like to offer you special access to our Wrap Up video of our State of Creativity Study.

Thank you
#1



THE STATE OF
CREATIVITY
STUDY
2023

STRONGER TOGETHER

What's powering creative impact?

 LIONS | ADVISORY

The third edition of the State of Creativity Study draws on insights, data and case studies from over 2,400 creatives and marketers from across the industry, to help you rise above the challenges facing brands in 2023.

Presented by the LIONS Advisory team, the exclusive Wrap Up video is an incredible piece of work which showcases the key findings from this year's Study.

If you have any questions or issues, please contact the Membership team and they will be able to assist you- membership@lionscreativity.com

Cannes Lions Digital Festival Pass & LIONS Membership – €209

If you can't be with us in person, LIONS Membership includes access to the Cannes Lions Digital Festival Pass – a new way for you to take part in the Festival. Wherever you might be in the world, you can follow the Festival as it happens – with exclusive highlights and insights, and videos of our professionally curated Talks uploaded every day of the Festival.

Thank you
#2



Watch Live, as it happens:

- Talks from the 2 main stages – Lumiere & Debussy
- Nightly Awards shows

On Demand, when it's convenient for you:

Content from the following stages:

- Lumiere
- Debussy
- Palais II stage – a new stage for 2023
- The Terrace Stage
- The Forum
- The Insights Stage

Plus the nightly Awards shows where the Lion-winners are announced on stage.

With your LIONS Membership, you'll also be able to access the full 42 page State of Creativity Study to read in your own time.

Your Digital Festival Pass comes with LIONS Membership and the opportunity to participate in “The Brief” – a global collaboration challenge for talented creatives.

Buying a Digital Festival Pass also gives you LIONS Membership and LIONS Members are able to register to work on The Brief.

LIONS Members **work collaboratively with fellow creatives from around the globe** on selected **pro-bono briefs for not-for-profit causes**, requiring a wide range of disciplines.



The first edition of The Brief welcomed hundreds of participants from 43 countries, working on a project for the World Woman Foundation. The winning team, team WRIOT, won passes to Cannes Lions and produced an idea that the Foundation would be able to build on at multiple levels

The second edition’s challenge you can see below – partnering with Great Ormond Street Hospital, one of the world’s leading children’s hospitals.

The Brief creates the opportunity to use your creativity for good and drive societal change.

Here’s the challenge.

Your task? Collaborate with a network of global creatives to solve a real business challenge for Great Ormond Street Hospital.

The Client: Great Ormond Street Hospital (GOSH Charity) is a leading children’s hospital in the UK, and one of the top children’s research hospitals in the world – aiming to build a world-leading Children’s Cancer Centre.

Buying your Digital Festival Pass now grants you access to content from Cannes Lions 2023, plus the opportunity to participate in the 3rd edition of The Brief, which will start in August 2023.

Read about the winners and shortlisted entries from The Brief #1 [here](#).

By participating, you’ll get to present your work to a jury of industry leaders and potentially win passes to next year’s Festival.

How To Activate Your Young Lions Digital Festival Pass 2023



The Digital Festival Pass for Young Lions costs €209, discounted from €299 and can be accessed by following the steps outlined below:

Create your account

To buy a pass, first of all, you need to create a LIONS account using this link [here](#)

1

Confirm your eligibility

To confirm your eligibility, you'll need to upload your proof of age (copy of your birth certificate, driving license or passport. Only those aged 30 or under at the time of booking will be eligible)

2

Book your pass

You'll need a credit card to book your Pass

3

Any questions or issues?

If you have any questions or issues, please contact the Delegates team and they will be able to assist you - delegates@canneslions.com

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Thank you again for helping make Cannes Lions
unique & for raising the creative bar