



# CANNES LIONS CANADA YOUNG LIONS 2025

## Media Training Workshop



YOUNG LIONS  
COMPETITIONS



# Agenda

1. Welcome Remarks: Brooke Leland, President, MD, Jungle Media and Shannon Lewis, President, Canadian Media Directors' Council (CMDC)
2. Cannes Lions Festival Overview: Shannon Lewis, President, CMDC
3. Strategy: How to Win: Speaker: Mike Rumble, Founder, CSO, Epitaph Group Inc
4. Fireside Chat with 2024 Young Lions Media Winners.
  - Moderated by: Brooke Leland, Young Lions Media Chair
  - Past Winners: Gabriel Lafond, Media Strategist, Cossette Media and Alphée Lamothe, Media Strategist, Cossette Media
5. Q&A (10 mins)

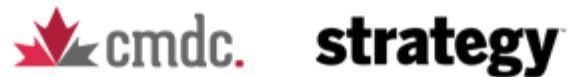
# CANNES YOUNG LIONS 2025

- The Globe and Mail – Official Canadian Representative to the Cannes Lions International Festival of Creativity since 2005 – 20 years!
- World’s Most Recognized Awards in advertising and marketing, celebrating top ideas & work from 100+ countries
- Commitment to Canada’s Industry – empowering marketers to thrive on the global stage
- Showcasing Excellence in creativity, innovation, and brand storytelling

OFFICIAL FESTIVAL REPRESENTATIVE



CANADIAN PROGRAM PARTNERS



2024 MEDIA CATEGORY SPONSOR



*“Cannes Lions marks a gathering of the most innovative and imaginative individuals who set the tone for the year ahead.”*

Ad Age



“Cannes is a massive amplifier of ideas. The good ones and the ones worth spending time considering. I think that the exposure Cannes gives you comes with a responsibility.” – Fastcompany

*“Creativity is an overpowered economic growth lever - \$985bn and could represent 10 percent of global GDP before 2030, according to the think tank G20 Insights.*

*With this pace and scale we believe that countries and governments have an opportunity to supercharge their creative economy by showcasing their capabilities at Cannes Lions in front of some of the most influential minds in the industry.” – Cannes Lions Festival 2025*

“Cannes Lions is the epicentre for the world’s best creativity.” – Phil Duncan, Global Design Officer, Procter & Gamble

# The Festival at a glance

**72**

years celebrating  
creative excellence

**13k+**

attendees

**95**

countries  
represented

**350+**

brands

**550+**

agencies

**77%**

of delegates in  
senior roles

**30**

specialist Awards

**26k+**

pieces of work  
entered

**500+**

Jury members

**500+**

speakers

**200**

content sessions in  
11 stages

**170h**

of on-stage  
content



# Another record-breaking year for Canada!

## 2024 festival by the numbers:

- 26,753 entries (+16% pt)
- 1,279 from Canada (+1% pt)
- 222 delegates (+17% pts)

## Canada's medal breakout:

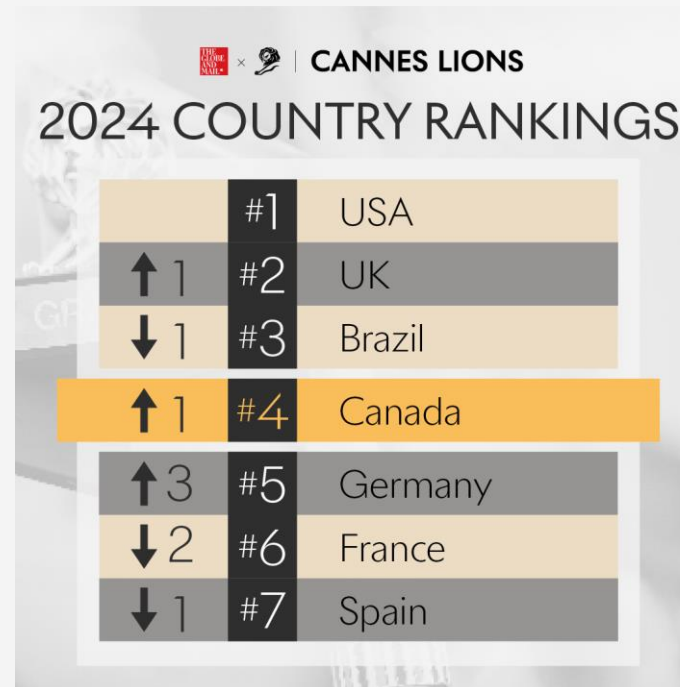
57 medals, 9 co-wins

- Grand Prix: 2 (2023: 1)
- Gold: 11 (2023: 12)
- Silver: 19 + 3 co-win (2023: 21)
- Bronze: 25 + 5 co-win (2023: 20)
- Shortlists: 166

## Top agency: Rethink

- 24 medals

#4 out of 51 countries  
+1 change from 2023  
+2 change from 2022



Country	Medals
USA	233
UK	82
Brazil	78
<b>Canada</b>	<b>57</b>
Germany	48
France	47
Spain	36

# In the News.



## Cannes Lions 2024 - Orlando Wood's Secret to Advertising Effectiveness

Orlando Wood and Sir John Hegarty Break Down the Importance of Creativity in Advertising This session with Orlando Wood, Chief Innovation[...]

[READ ARTICLE >](#)



## Cannes Lions 2024 - Innovation and Inspiration: Canada's Standout Success at Cannes Lions 2024

"This is the most fascinating time in all of history Enjoy the ride!" These words from Elon Musk perfectly capture the excitement at the Cannes[...]

[READ ARTICLE >](#)



## Experiencing the Cannes Lions International Festival of Creativity: Insights from the World of Sports Marketing

Mike Miura and Ryan Grippo Highlight Their Key Insights From Cannes Lions 2024 This past week, we had the privilege of attending the Cannes Lions[...]

[READ ARTICLE >](#)



## CANNES LIONS 2024 - THE STORY BEHIND KOJI YANAI'S OSCAR-NOMINATED FILM

How Koji Yanai and Takuma Takasaki created the Oscar-nominated film, Perfect Days "Perfect Days" is an Oscar-nominated and award-winning movie[...]

[READ ARTICLE >](#)



## CANNES LIONS 2024: DAY 4 WRAP-UP

Day 4 at Cannes Lions has come to an end, with Canada winning a record number of Lions Shannon Lewis and Karen Howe, Cannes Canada Advisory Board[...]

[READ ARTICLE >](#)



## CANNES LIONS 2024: DAY 3 WRAP-UP

As Day 3 of Cannes Lions comes to an end, Cannes Canada Advisory Board Members, Shannon Lewis and Karen Howe, share their highlights from the day[...]

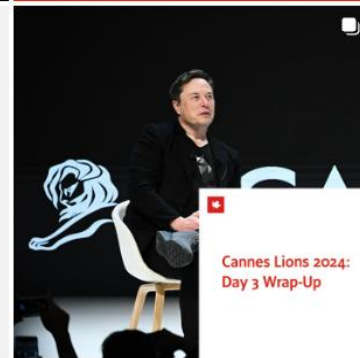
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## The Story Behind Koji Yanai's Oscar-Nominated Film



## Cannes Lions 2024: Day 4 Wrap-Up



## Cannes Lions 2024: Day 3 Wrap-Up



“

"The best Canadian work stands out at Cannes because the idea has to be strong. Canadian creatives have been trained their whole career to use creativity (vs production value) to make the advertising great."

– Brent Choi, Partner & CEO, Angry Butterfly

**Cannes Lions Canada** @CannesLionsCAN · Jun 20

Day 4 at @CannesLions ends with a record number of Lions for 🇨🇦 🏆. Cannes Canada Advisory Board Members Shannon Lewis & Karen Howe share their standouts and the Young Lions lunch. Read more: [globemediagroup.ca/cannes-lions-2](https://globemediagroup.ca/cannes-lions-2) #canneslions2024 #younglions2024 @karenhoho @CMDCCanada

Cannes Lions 2024: Day 4 Wrap-Up

From globemediagroup.ca

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**Cannes Lions spotlight: Colleen DeCourcy on the power of authentic, online connection**

**MORE Chapehat**

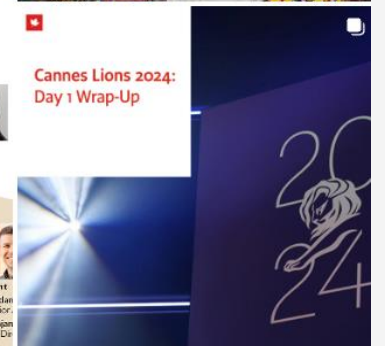
**Dentsu's five principles of innovation**

**Cannes Lions 2024: Day 2 Wrap-Up**

**Cannes Lions 2024: Day 3 Wrap-Up**

**Cannes Lions 2024: Day 1 Wrap-Up**

<p><b>Film</b></p> <p>Charles Côté Copywriter, Red Ink Charles-Antoine Theriault Freelance Director, Red Ink</p>	<p><b>Digital</b></p> <p>Emma Lorenzi Copywriter, Courage Inc. Sammy Lo Art Director, Courage Inc.</p>
<p><b>Marketers</b></p> <p>Nick Cannon Partnership Marketing Manager, DDB Inc. Jenna Bailey Marketing Specialist, McDonald's Canada</p>	<p><b>Print</b></p> <p>Jordan Junior Benjamin Art Director</p>



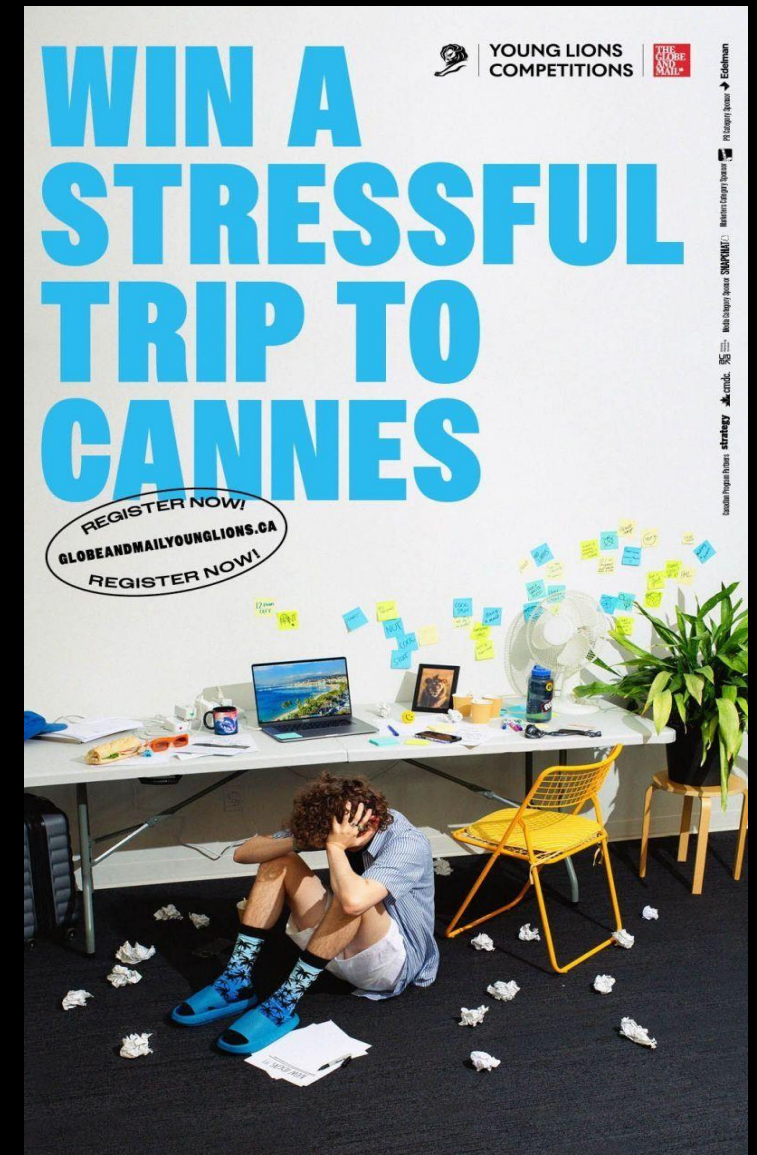
# CANNES YOUNG LIONS 2025 – Go Team Canada! CA

This exciting competition gives emerging media talent the chance to tackle a 24-hour NFP brief, all while competing for the honor of representing Canada on the world stage at the Cannes Lions Festival 2025.

It's not just a competition — it's a platform for growth, creativity, and purpose. Encourage your young talent to flex their media minds for good, showcasing teamwork, ideation, critical thinking to presenting.

## Competition Details:

- Saturday, March 1, 2025 – Monday, March 3, 2025:  
Competition Weekend
- Teams of two will receive the brief on March 1, 2025, at 9:00 AM EST, with 24 hours to complete their submission.
- Entries & Participation: 183 Media teams with Media leading the way across all categories!





# MEET THE JURY CA

**YOUNG LIONS JURY**  
2025  
YOUNG LIONS COMPETITIONS



**BROOKE LELAND**  
Managing Partner, Jungle Media

CO-CHAIR



**SHANNON LEWIS**  
President, Canadian Media Directors' Council

CO-CHAIR



**ALICE DIGIOVANNI**  
Client President, Wavemaker



**ALESSIA GROSSO**  
SVP, Communications Strategy,  
Havas Media Canada



**RICHARD IVEY**  
Executive Vice President, Business Solutions,  
Horizon Media



**SAMANTHA KELLY**  
CEO, touché!



**JOHN KILLAM**  
Chief Operating Officer, INNOCEAN Canada



**THIERRY LESSARD**  
Vice President, Audiences & Insights,  
Glassroom



**MATT MCGOWAN**  
Director & General Manager, Snapchat Inc.



**LAUREN REDMAN**  
VP, Media Services, Think Shift

**MEDIA COMPETITION JURY**  
Canadian Program Partners  
strategy c.m.d.c.  
Media Category Sponsor SNAPCHAT



**MIKE RUMBLE**  
Founder, Chief Strategy Officer,  
Epitaph Group Inc



**CHRISTINE SCOTT**  
Founder, The Accomplice Project



**SHELLEY SMIT**  
CEO, IPG Mediabrands Canada



**NIKKI STONE**  
Chief Commerce Officer, GroupM Canada



**ALASTAIR TAYLOR**  
CEO, Publicis Media Canada

# Strategy

- Mike Rumble
- Founder, CSO of Epitaph Group



STRATEGY

**Sell a great story in 5 steps**

**1**

**Forget the brand, what's the current condition?**

2

**What is your brand trying to achieve in this situation?**

3

**What 's the biggest challenge in reaching this objective?**

4

**What is your approach to overcoming this challenge?**

5

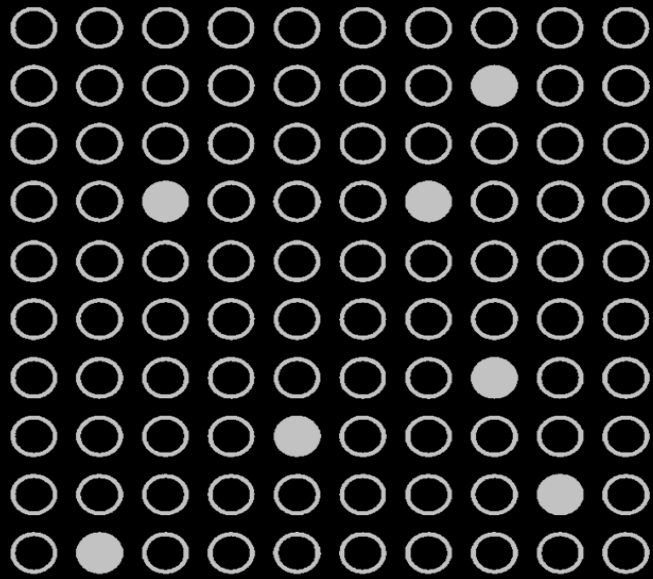
**What are you going to do differently to get attention?**



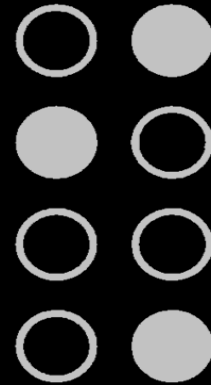
IDEAS

**The best idea is rarely the first idea**

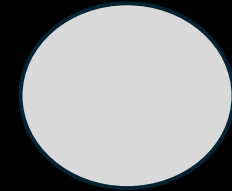
# Shallow Holes



# Refinement



# Dig Deep



WAYS OF WORKING

**Hold yourself accountable**

30.60.90

**30 minutes**

**60 minutes**

**90 minutes**

30.20.10

**30-point**

**20 minutes**

**10 Slides**



**5 Step Strategy**

**Shallow Holes**

**30.60.90**

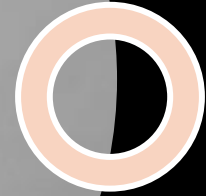
**30.20.10**

**Good luck!**

# Q&A



Alphée Lamothe  
Media Strategist  
Cossette Media



Gabriel Lafond  
Media Strategist  
Cossette Media



Brooke Leland,  
President, MD,  
Jungle Media





Thank you!  
Let's ROAR in 2025.