

# Young Lions PR

Your Official Guide



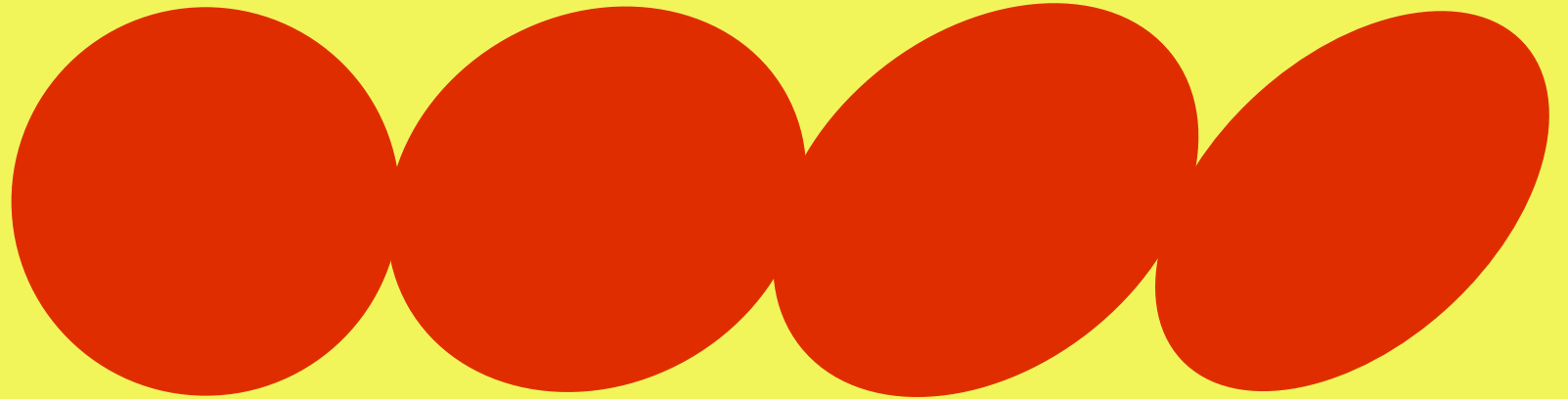
A portrait of Shauna Roe, a woman with shoulder-length blonde hair, wearing a white t-shirt. She is smiling slightly and looking directly at the camera. The portrait is set against a black background and is framed by a large black hexagon. The entire graphic is set against a bright orange background.

**Shauna Roe**  
VP, Creative Director  
Edelman Canada



**Eva Salem**  
Chief Marketing Officer  
Canadian Tire

# Congrats!



By taking part in the PR category this year, you're making Canadian Cannes Young Lions history! Your ideas this year will set the tone for years to come.

No pressure or anything 😊

Need-to-knows  
How to succeed  
Tackling the brief  
Presentation  
PR Greats  
Q+A

# Need-to-knows

How to succeed  
Tackling the brief  
Presentation  
PR Greats  
Q+A

# Need-to-knows

## The Basics

- Brief live: 9AM EST Mar 1
- Comp ends: 9AM EST Mar 2
- Submission will contain a 10-slide PowerPoint and 450-word write-up.
- Entry submission form will be live **ONLY** during these periods. Late entry will result in disqualification, NO exceptions
- [Official rules](#)

# Need-to-knows

## The Basics

- Brief live: 9AM EST Mar 1
- Comp ends: 9AM EST Mar 2
- Submission will contain a 10-slide PowerPoint and 450-word write-up.
- Entry submission form will be live **ONLY** during these periods. Late entry will result in disqualification, NO exceptions
- [Official rules](#)

## Live Judging

- Up to 5 shortlisted teams in the PR category will present their submission in an in-person live judging session.
- Live judging: Thurs, April 17 2-4PM EST
- Both team members must be in attendance.
- Winners announced late April.



# Need-to-knows

## The Basics

- Brief live: 9AM EST Mar 1
- Comp ends: 9AM EST Mar 2
- Submission will contain a 10-slide PowerPoint and 450-word write-up.
- Entry submission form will be live **ONLY** during these periods. Late entry will result in disqualification, **NO** exceptions
- [Official rules](#)

## Live Judging

- Up to 5 shortlisted teams in the PR category will present their submission in an in-person live judging session.
- Live judging: Thurs, April 17 2-4PM EST
- Both team members must be in attendance.
- Winners announced late April.

## The Prize

- Canada Young Lions 2025 title
- Registration to the Cannes Lions International Festival of Creativity in Cannes, France
- 2 x full-week festival passes
- Round-trip airfare
- Accommodation during festival

Need-to-knows  
**How to succeed**  
Tackling the brief  
Presentation  
PR Greats  
Q+A

# Before

- Make a plan
- Watch case studies
- Talk to previous competitors
- Get plenty of sleep

# Before

- Make a plan
- Watch case studies
- Talk to previous competitors
- Get plenty of sleep

● Eat healthy

● Drink water

● Take breaks

● Remember to have fun

# Day-Of

Need-to-knows  
How to succeed  
**Tackling the brief**  
Presentation  
PR Greats  
Q+A



If I had an hour to solve a problem, I'd spend 55 minutes thinking about the problem, and 5 minutes thinking about solutions.

**Read the brief in full. Read it again at least 3 more times.**

---

**Write your own 1-page “mini brief” with most important info.**

---

**Do your own research to unearth insights.**

---

**Idea dump: Go wide, not deep.**

---

**Don't go with your first good idea -  
it's probably the most obvious.**

---

**Make a shortlist.**

---

**Pressure test.**

Need-to-knows  
How to succeed  
Tackling the brief  
**Presentation**  
PR Greats  
Q+A



# Presenting your idea



Your PR entry will be comprised of 10 PowerPoint slides and a 450-word write-up. Judges will be judging your idea based on the content of your slides. Make sure you **carve out time** to plan the most impactful unveiling of your idea.

- It's a presentation**  
TREAT YOUR SLIDES LIKE THE PITCH
- Keep it simple**  
OPT FOR CLARITY OVER A VERBOSE EXPLANATION
- Mimic a case study**  
LOOK TO CASE STUDY STRUCTURES FOR SLIDE INSPO
- Leave an impression**  
TAKE ADVANTAGE OF EVERY SLIDE
- Remember:**  
IF YOU'RE SHORTLISTED, YOU'LL PARE DOWN TO 5 SLIDES

Need-to-knows  
How to succeed  
Tackling the brief  
Presentation

**PR Greats**

Q+A



The  
**post-poned**  
day



THE  
**BREAK  
AWAY**

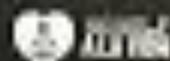
Het eerste  
eCycling-team  
voor gevangenen



Specsavers  
PRESENTS  
**THE  
MISHEARD  
VERSION**



Dove 🐦  
**#LetHerGrow**



All major NGOs united to postpone



Adesem  
+ Cedim



# Postponed Day



## Problem

70% of women postpone their mammogram indefinitely, leading to more late-stage diagnoses.



## Insight

Getting an annual mammogram is the most effective way to protect yourself from breast cancer.



## Idea

Postpone National Breast Cancer Day to inspire women not to postpone their test.

Not only leveraged a National holiday, but augmented it to send a message.

Little to no media buy spend.

Strength in numbers: Several NGOs banded together for the cause.

# Why it's great

Offered an incentive for women who participated in the movement.

Simple, beautiful key visual.

Each postponed day created a new reason to discuss breast cancer-related topics in the media.

# THE BREAK AWAY

Het eerste  
eCycling-team  
voor gevangenen



# The Breakaway



## Problem

Many people believe prisoners are incapable of changing and reintegrating back into society.



## Insight

Mental and overall health plays a crucial role on a prisoner's ability to reform.



## Idea

Assemble the world's first virtual cycling team made up of prisoners.



Found a way to be unexpected in the very oversaturated fitness category.

Leveraged modern trend and technology.

# Why it's great

Offered value to both prisoners and gen pop.

Chosen platform made it easy for anyone beyond the prison to participate.

Scalable in nature, starting with 6 prisoners.

A hand is holding a black microscope over a vinyl record. The record has a green Specsavers logo at the top. The background is a dark wooden surface.

Specsavers

PRESENTS

# THE MISHEARD VERSION

# Misheard Version



## Problem

Many people put off hearing tests for up to 10 years.



## Insight

In addition to hearing loss, *mishearing* can also be a sign of a hearing problem.



## Idea

Change the lyrics of a well-known song to start a conversation around mishearing.

Leveraged an iconic song and artist.

Fun!

# Why it's great

Played off of timely social trend.

Campaign let the public start the conversation first before jumping in.

Clear and measurable goal (increase hearing test bookings).



# Let Her Grow



## Problem

In Thailand, students are forced to wear the same haircut, stunting individual growth and expression.



## Insight

The Thailand school bob is infamous across the country.



## Idea

Turn the infamous bob from a symbol of oppression into a symbol to spark change.

Drove people to take action through a petition + shared stories.

Leveraged modern technology.

# Why it's great

Every piece was created with intention to drive discussion.

Diversity of channels and touchpoints, from TV hosts, to influencers, athletes, and more.

Clear and measurable goal (abolition of hair rules in schools).

Need-to-knows  
How to succeed  
Tackling the brief  
Presentation  
PR Greats  
**Q+A**



# Q+A

**Good luck**

