

CANNES YOUNG LIONS DESIGN

February 25, 2025

OFFICIAL GUIDE:
YOUNG LIONS

WHO WE ARE



Laura Stein

Chief Creative Officer
Bruce Mau Design



Stephanie Yung

Chief Design Officer
Zulu Alpha Kilo

Welcome!

**And congratulations on being
part of the first Young Lions
for Design in Canada**

AGENDA

- ① Competition overview
- ② Judging criteria
- ③ 2024 Winners
- ④ Setting up for success
- ⑤ Tackling the brief
- ⑥ AI guidelines
- ⑦ Q&A

INTRODUCTION TO YOUNG LIONS

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

Program partners: CMDC, Strategy, ACA

Marketers category sponsor: Interac

Media category sponsor: Snapchat

PR category sponsor: Edelman

20 YRS

Cheering, Supporting, and Celebrating
Canadians at Cannes since 2005



YOUNG LIONS 2025

“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

“Cannes Lions is the epicentre for the world’s best creativity.”

—Phil Duncan, Global Design Officer,
Procter & Gamble



“Creativity is an overpowered economic growth lever — \$985bn and could represent 10% 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

THE FESTIVAL AT A GLANCE

72

years celebrating
creative excellence

13K+

attendees

95

countries
represented

350+

years celebrating
brands

550+

agencies

77%

of delegates in senior
roles represented

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!

#4 out of 51 countries

+1 change from 2023

+2 change from 2022



Canada's Lions 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)



campaign

HOME HIGH-VALUE CONTENT NEWS WORK DATA SOUNDS

Young Lions Competition winners announced

Five gold medal-winning teams will represent Canada at the global Young Lions competition in Cannes in June.

by Chris Powell | April 29 2024



Canada ranks #2 overall globally for YL medals

16 medals since 2005

OUR COVERAGE



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[...]

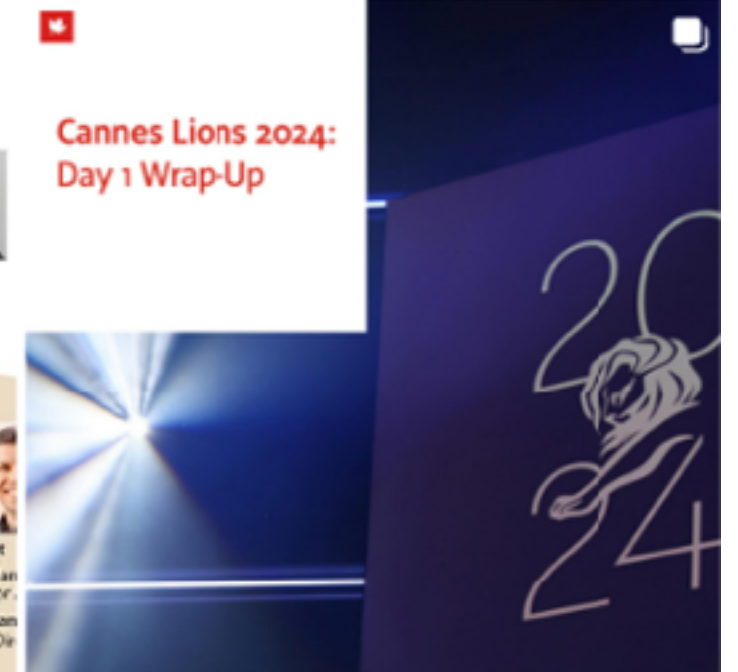
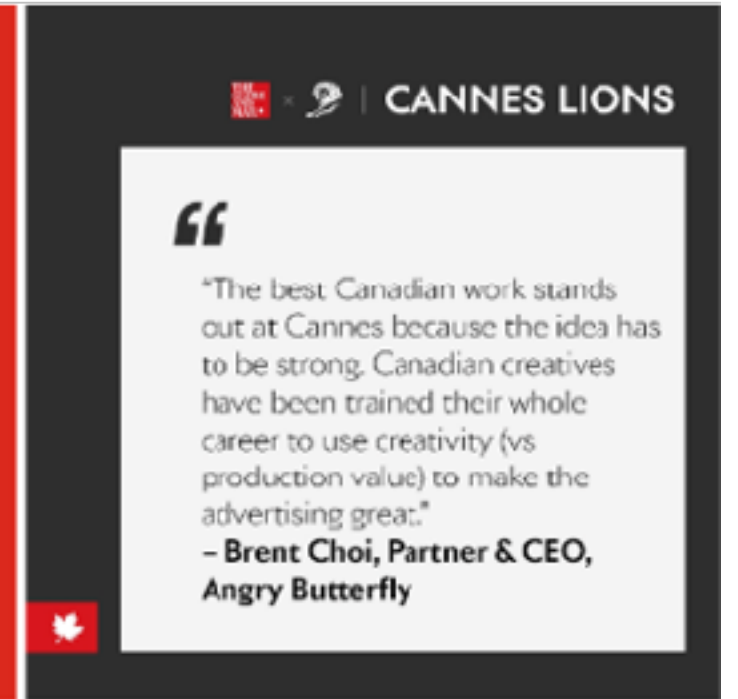
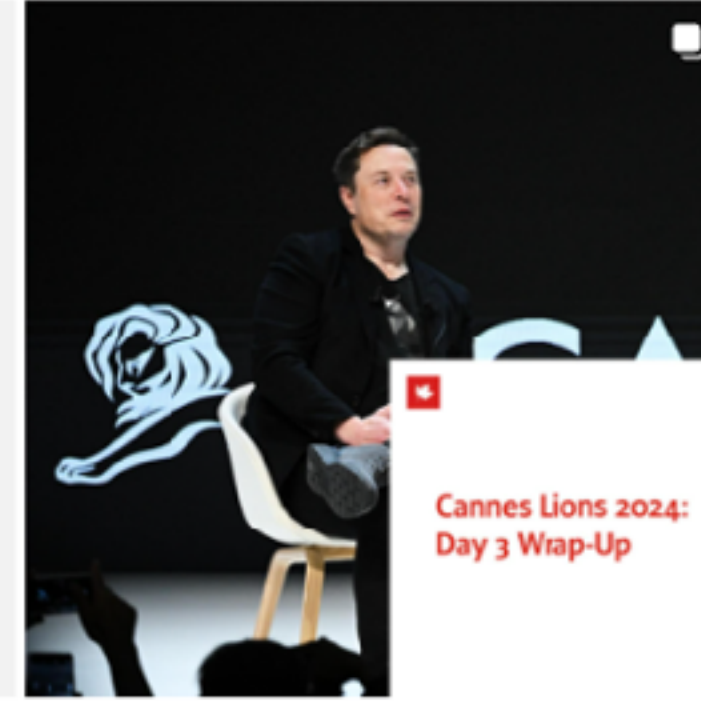
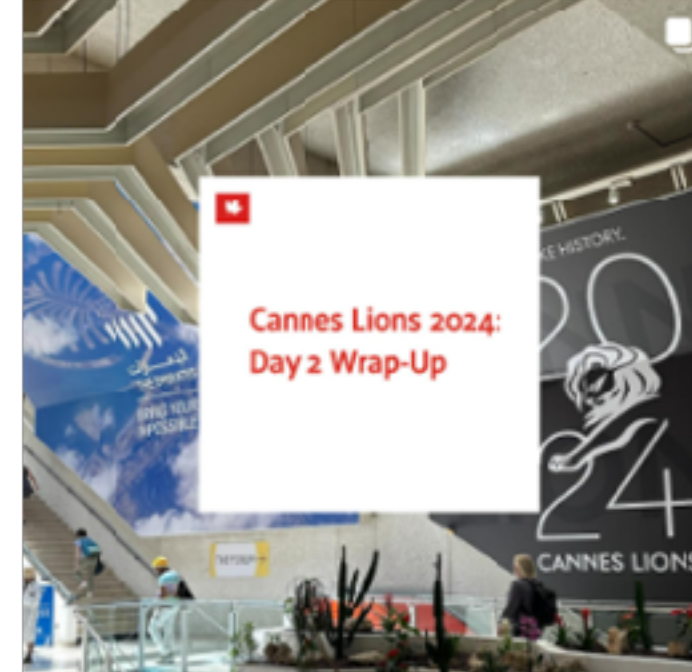
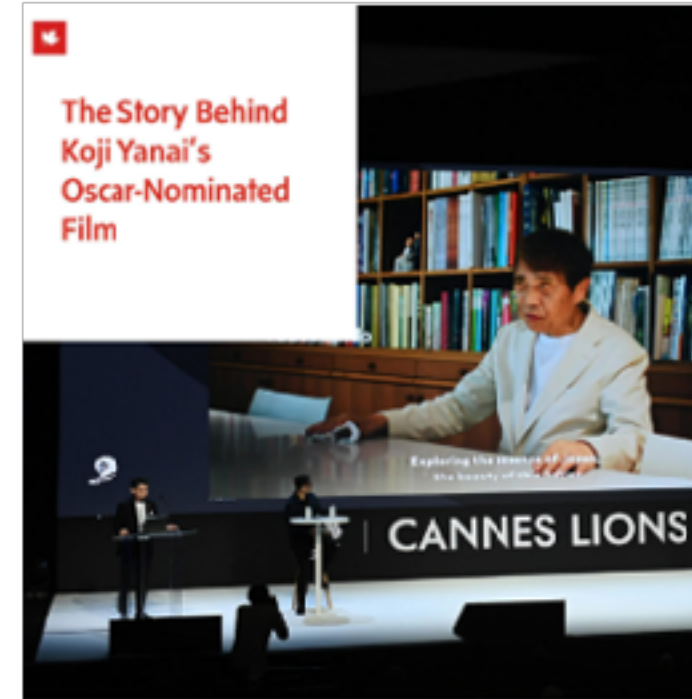
[READ ARTICLE »](#)



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[...]

[READ ARTICLE »](#)



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... #canneslions2024 #younglions2024 @karenhoho @CMDCCanada

From globemediagroup.ca

2 ❤️ 362

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

MORE Snapchat

STAY IN TOUCH

LI/IG: globemediagroup

X: CannesLionsCAN

globemediagroup.ca/canneslions

globeandmailyounglions.ca

cannes@globeandmail.com

#YoungLions2025

COMPETITION OVERVIEW

OUR JURY

YOUNG LIONS JURY



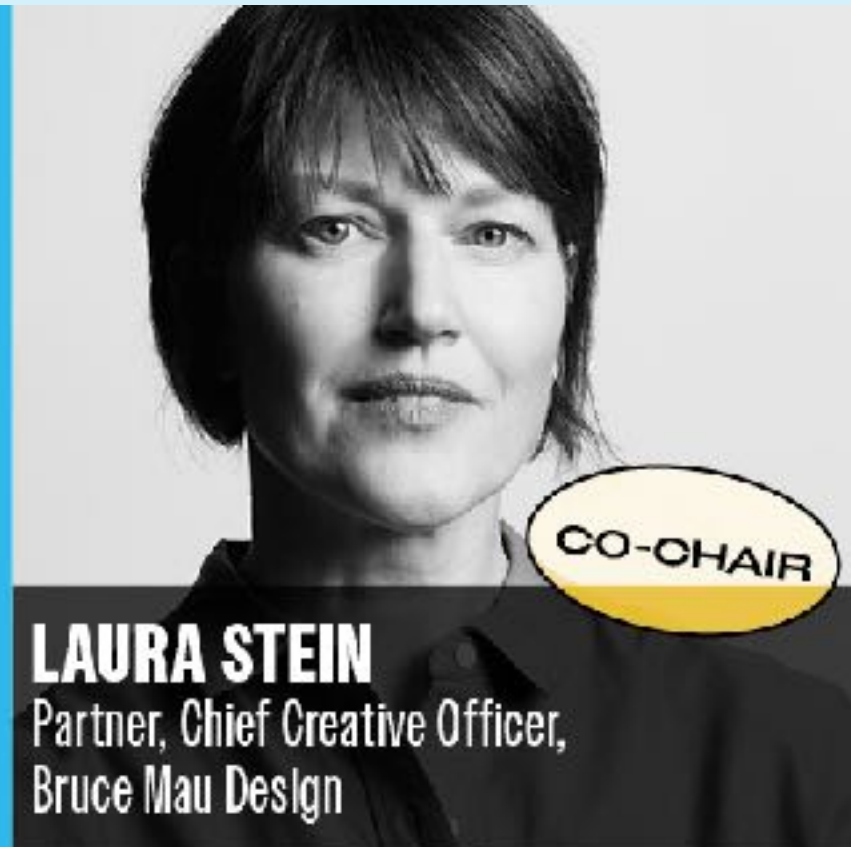
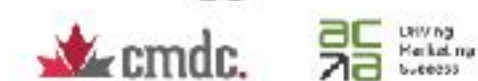
YOUNG LIONS COMPETITIONS

2025

DESIGN COMPETITION JURY

Canadian Program Partners

strategy



CO-CHAIR

LAURA STEIN
Partner, Chief Creative Officer,
Bruce Mau Design



CO-CHAIR

STEPHANIE YUNG
Chief Design Officer, Zulu Alpha Kilo



BRIAN BANTON
Co-founder and Creative Director,
Plan of Record



MARIE-ELAINE BENOIT
Executive Design Director, Sid Lee



MOOREN (MO) BOFILL
Partner, CCO, One Twenty Three West (123w)



RYAN CROUCHMAN
Partner, VP, ECD Design, LG2



CLAIRE DAWSON
Co-Founder and Creative Director,
Underline Studio



BRYAN-K. LAMONDE
Co-Founder and Creative Director, Principal



JACQUELINE LANE
Executive Creative Director, Whitman Emerson



MAUDE LESCARBEAU
Founder and Head of Design, maubau



KYOSUKE NISHIDA
Design Director, Public Address



JENNIFER TABACK
Co-CEO, Design de Plume



RONALD TAU
Founder and Creative Director, Meat Studio



HANS THIESSEN
Partner & ECD of Design, Rethink



MAN WAI WONG
VP, Group Creative Director, Design, Leo Burnett Design

TIMELINE

The Competition

Pre-competition training webinar

TODAY

Competition weekend

Saturday March 1

— Monday March 3, 2025

Brief drops (design)

9am EST Saturday March 1

Delivery (design)

9am EST Sunday March 2

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Judging

Judging site open & close

March 10, 2025 — March 28, 2025

Judging call to select shortlist

Wednesday, April 2, 2025, 1-2:30pm

Live-Judging

Monday, April 14, 2025, 2-4pm

Winners Announcement

April 30, 2025

(CMDC Media Summit)

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If you win...

Pre-Cannes Bootcamps

Mid — end of May

Pre-Cannes Cocktail Party

May 27, 2025

Cannes Lions International Festival of Creativity in Cannes, France

June 16, 2025 — June 20, 2025:
Global Young Lions Competition takes place during the festival week at Cannes Lions

DELIVERABLES

1-pager that shows the design

+

The written component

—**Logo**

—**Brand identity across 3+ touchpoints**

*(collateral, website, environmental,
social, swag, etc)*

—**150 word description**

of how the brand identity fits the brief

(this can be separate from the 1-pager)

NOTE: **Core design elements/system should be clearly represented:** *typography, colour, imagery + treatment, graphic elements, etc)*

JUDGING CRITERIA

JUDGING CRITERIA

The Creative Idea

- Is the work memorable?
- Does the work have a clear design intent and point of view?
- Is the work creatively bold?

Strategy, including insight

- Is the work relevant to the brand and its goals?
- Would the work appeal to the target audience?

Execution

- Does the work demonstrate thoughtful design choices?
- Is there a holistic aesthetic that works across a variety of touchpoints?
- Does it deliver a visual punch?

2024 WINNERS

BILLY WILDER

“The best director is the one you don’t see.”

BACKGROUND

The São Paulo Museum of Image and Sound has curated an exhibition celebrating Billy Wilder, a legend of cinema responsible for shaping many of the industry’s most iconic scenes. While his work is widely recognised, his name remains less familiar to the general public. Our mission is to design a visual identity for the exhibition that invites the public to discover the man responsible for so many of their favourite cinematic moments. Our design outcome is versatile, accommodating a range of budgets and applications, from interactive displays to branded pencils. The identity embodies Billy Wilder’s name, mindset, and personality, strategically positioning himself behind his work and allowing it to speak for itself, reflecting his belief that ‘The best director is the one you don’t see.’

CREATIVE IDEA

Our goal is to engage spontaneous and curious individuals aged 18 and above, including cinema enthusiasts, Hollywood aficionados, students, researchers and those intrigued by pop icons and historical moments.

Our approach is unconventional, designed to hint, captivate, and ignite curiosity among passersby, acknowledging that attendees are likely familiar with Billy Wilder’s work but not his name, we emphasise his pivotal role ‘behind’ Hollywood’s greatest moments by placing his name and logo behind his iconic quotes, scenes, and images. Reflecting his understated yet pivotal presence in cinematic history as ‘The man behind the picture.’

EXECUTION

Inspired by Wilder’s iconic film posters, the logo incorporates characterful ligatures, between double ‘L’s and ‘L&D’. A subtle clapperboard motif in the ‘R’ pays homage to Wilder’s directorial role. In executions where the logo is purposefully obstructed, a full version is also used to ensure legibility.

The identity overlays objects and imagery, emphasising the concept of ‘being behind’ and connecting visually seamlessly to the brand. The colour palette is inspired by Wilder’s renowned film posters.

From grand spatial executions like the exhibition entrance to branded merchandise such as pencils, the identity adapts flexibly. This includes creative placements of the logo, like on the back of t-shirts or at the bottom of mugs showcasing wit. Social posts feature iconic items from Wilder’s films, playfully obscuring the logo for users to discover.

Promotional posters explore integrating Wilder’s image beneath typography and incorporating the logo behind film posters.

PROJECT 113 CA

BILLY WILDER



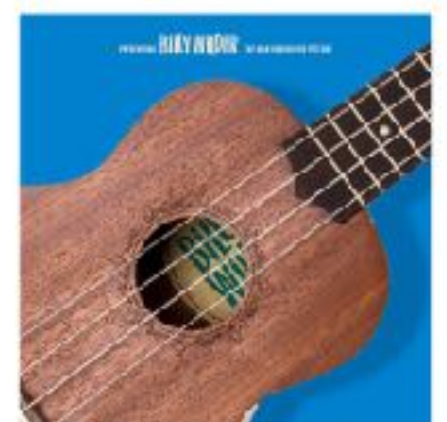
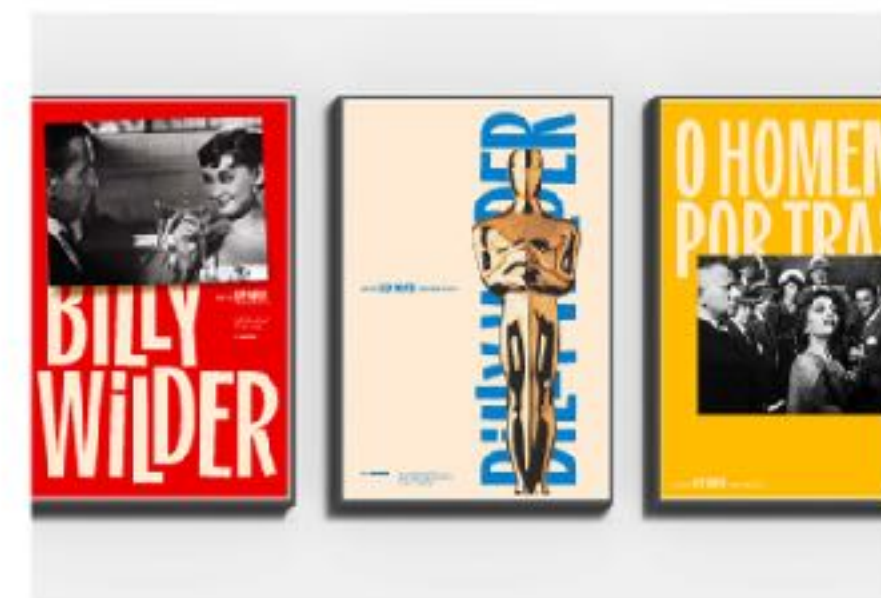
EXHIBITION Interactive entrance



POSTER



APPLICATIONS



KENSINGTON COMPRESSED DEMO
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

VISUAL TOOLKIT

2024 WINNERS

The Creative idea:

The Idea is simple and memorable.

The written explanation sets it up — using the quote as headline brings delivers the concept of layering and covering clearly.

Strategy

Nostalgia (typography, images) with modern cues (colour, layout) appeals to film buffs and others

Execution

Holistic aesthetic with enough variance to give it life

Simplicity and visual punch

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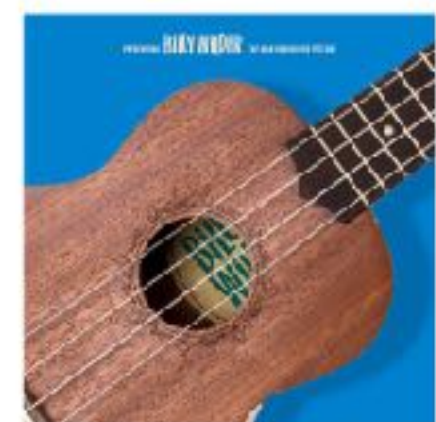
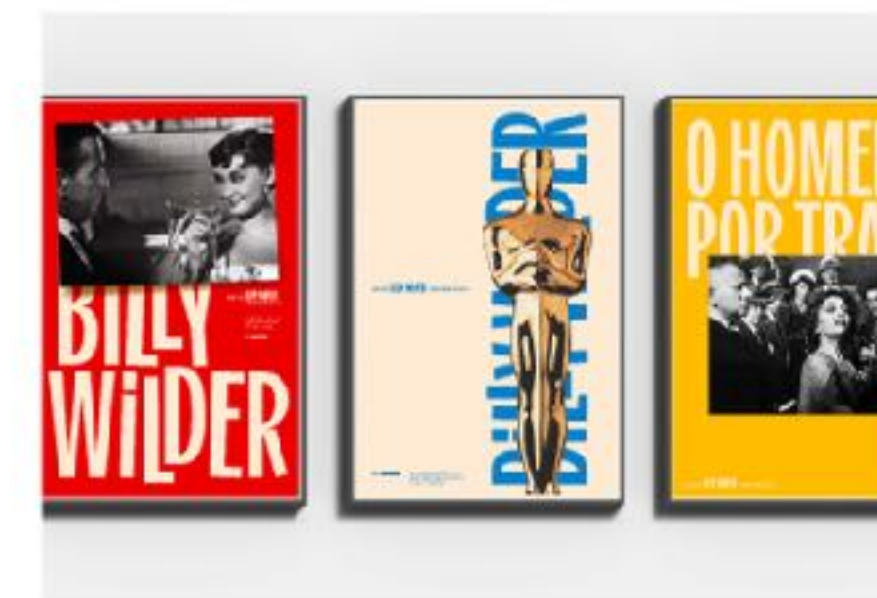
EXHIBITION Interactive entrance



POSTER



APPLICATIONS



KENSINGTON COMPRESSED DEMO
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

VISUAL TOOLKIT

SETTING UP FOR SUCCESS

Before

- Make a plan together
set your approach, internal milestones, outline 1 pager, think on applications
- Look at case studies
- Get plenty of sleep

During

- Make sure to eat
- Drink water
- Take breaks
- Have fun, enjoy the madness

Remember!

- Don't be late (set an earlier mental deadline)
- Give yourself for any last minute tech issues

TACKLING THE BRIEF

Read the brief. Then read it again 3 more times.

Write your own mini-brief, with most important info

You can do your own research to unearth other insights

Explore many ideas, “shallow holes”, then narrow down

Keep it visual, keep it simple

PRO TIP

If one image and one sentence can make your idea clear, you're in a good place.

AI GUIDELINES

AI GUIDELINES

General AI Usage

Individual aspects of the entry may be automatically generated by computer or created by artificial intelligence, however, if the majority or entire entry is generated using such means, we reserve the right to disqualify the entry from the competition. Participants must disclose AI usage when submitting and explain how it was used. The jury will review this, but it won't impact judging unless it violates competition rules.

Image Creation & Copyright

Reminder, as per the Contest Rules, you must ensure that you have all necessary rights to use AI-generated assets as part of your entry.

AI should support creativity, not replace it.

QUESTIONS?

BONNE CHANCE!

Good luck!