

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

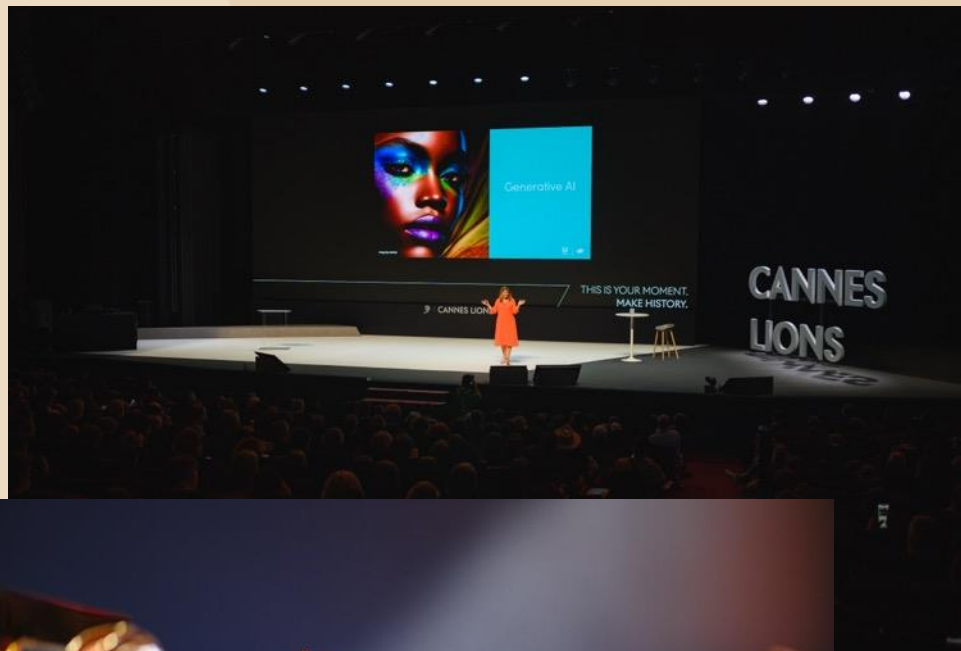


Cheering, Supporting, and Celebrating
Canadians at Cannes since 2005



“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!



#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)



Canada ranks #2 overall globally for YL medals

16 medals since 2005

CANNES LIONS 2024 COUNTRY RANKINGS

	#1	USA
↑ 1	#2	UK
↓ 1	#3	Brazil
↑ 1	#4	Canada
↑ 3	#5	Germany
↓ 2	#6	France
↓ 1	#7	Spain



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[...]

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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[...]

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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[...]

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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[...]

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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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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: [@globeandmail.com/cannes-lions-2024/#younglions2024](https://globeandmail.com/cannes-lions-2024/#younglions2024) @karenhoho @CMDCCanada

Cannes Lions 2024: Day 4 Wrap-Up

From globeandmail.com

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

MORE Snapchat

The Story Behind Koji Yanai's Oscar-Nominated Film

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Dentsu's five principles of innovation

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Cannes Lions 2024: Day 2 Wrap-Up

Cannes Lions 2024: Day 4 Wrap-Up

Cannes Lions 2024: Day 3 Wrap-Up

Cannes Lions 2024: Day 1 Wrap-Up

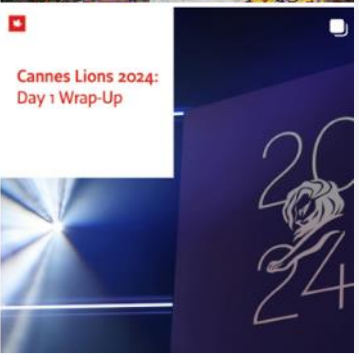
Film	Digital
Charles Côté Copywriter, Retnik	Emma Lorenzi Copywriter, Courage Inc.
Charles-Antoine Theriault Freelance Director, Retnik	Sammy Lo Art Director, Courage Inc.
Marketers	Print
Nick Canson Partnership Marketing Manager, Dentsu Inc.	Jordan Junor Brand Art Dir.
Jess Bailey Marketing Specialist, McDonald's Canada	

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"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



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.

Marketers participating in the competition should follow their company's AI guidelines and policies if incorporating AI tools into their work.

AI should support creativity, not replace it.

Stay in touch



LI/IG: globemediagroup

X: CannesLionsCAN

globemediagroup.ca/canneslions

globeandmailyounglions.ca

cannes@globeandmail.com

#YoungLions2025