



CANNES LIONS CANADA YOUNG LIONS 2026

Media Training Workshop



YOUNG LIONS
COMPETITIONS



Agenda



1. Welcome Remarks: Shannon Lewis, President, Canadian Media Directors' Council (CMDCC)

2. Cannes Lions Festival Overview: Marcin Zerek, The Globe and Mail

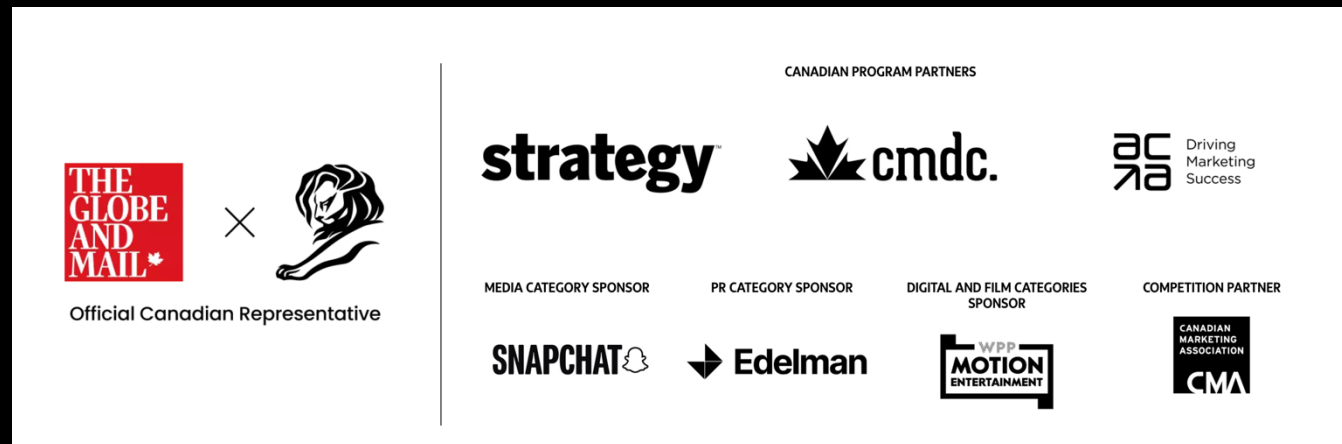
3. Strategy: How to Win: Speaker: Mike Rumble, Founder, Epitaph Group Inc

4. Fireside Chat with 2025 Young Lions Media Winner Tristan Bonnot-Parent, Cossette Media

5. Q&A (10 mins)

CANNES YOUNG LIONS 2026

- The Globe and Mail has proudly served as Canada's Official Representative to the Cannes Lions International Festival of Creativity since 2005 – championing Canadian talent and work for over 20 years!
- Cannes Lions is the world's most recognized benchmark for creative and marketing excellence, celebrating breakthrough work from almost 100 countries
- Young Lions reflects that same global standard – spotlighting emerging talent and future industry leaders
- Empower Canadian media talent to collaborate, learn, grow, compete and be recognized on the world stage



CANNES YOUNG LIONS 2026 JURY

 YOUNG LIONS COMPETITIONS		 2026 MEDIA JURY		Canadian Program Partners   		Media Category Sponsor 		Competition Partner 
 BROOKE LELAND, PRESIDENT, MEKANISM MEDIA		 SHANNON LEWIS, PRESIDENT, CMDC		URANIA AGAS, CHIEF OPERATING OFFICER, CANADA, WPP MEDIA		DEREK BHOPAL SANG, EVP, PLATFORM MEDIA, PUBLICIS		
BOB CORNWALL, COUNTRY MANAGER, CANADA, SNAP INC.		MARC-ANTOINE GRENIER, SENIOR VICE PRESIDENT AND GENERAL MANAGER, COSSETTE		RICHARD IVEY, EVP, BUSINESS SOLUTIONS, HORIZON		TRACEY JOHNSON, PRESIDENT, I PROSPECT.COM		
DEVON MACDONALD, PRESIDENT, CAIRNS ONEIL		MATT MCGOWAN, SVP, BUSINESS SOLUTIONS, BELL MEDIA		SAMMY RIFAI, CHIEF STRATEGY OFFICER, INITIATIVE		MIKE RUMBLE, FOUNDER, CHIEF STRATEGY OFFICER, EPITAPH GROUP INC.		
RITA STEINBERG, VICE PRESIDENT, MEDIA, FUSE CREATE		SARAH THOMPSON, EXECUTIVE MANAGING DIRECTOR, GLASSROOM		NOAH VARDON, GENERAL MANAGER, OMNICOM MEDIA		KARL WEGERT, CEO, MEDIA EXPERTS		

“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



CANNES LIONS

The Festival at a glance

73

years celebrating
creative excellence

13.8k+

attendees

94

countries
represented

27%

brands

49%

agencies

77%

of delegates in senior roles

30

specialist
Awards

26k+

entries

500

Jury
Members

520

speakers

200+

content sessions
in 16 stages

180

hours of
content



Top 5 for Cannes Lions; Top 3 for Young Lions

#5 out of 48 countries
2024 -1 change
2023 - change
2022 +1 change

Canada's medal
breakout:

27 medals, 5 co-wins

- Grand Prix: 0 (2024: 2)
- Gold: 4 (2024: 11)
- Silver: 7 (2024: 19 + 3)
- Bronze: 17 (2024: 25 + 5)
- Shortlists: 132 (2024: 166)

COUNTRY RANKINGS 2025		
#1	USA	
#2	Brazil	↑ 1
#3	UK	↓ 1
#4	France	↑ 2
<i>tie</i> #5	Canada	↓ 1
#5	India	↑ 7
#6	Germany	↓ 1

 CANNES LIONS

Canada ranks #3
globally for YL medals

Canada Shines at the 2025 Cannes Lions Young Lions
Competitions



In the news

Canada Shines at the 2025 Cannes Lions Young Lions Competitions

It's official – Canada's rising creative stars are bringing hardware home from Cannes...



Cannes Lions 2025: Marketing Real-Time Truths That Move Culture

Kicking off his session, Todd Kaplan argued that much of today's marketing still clings to the traditional approach of advertising...

Cannes Lions 2025: AI and the Future of Creativity

At Cannes Lions 2025, Mustafa Suleyman joined Colleen DeCourcy to explore what the rise of AI means for creative marketing...



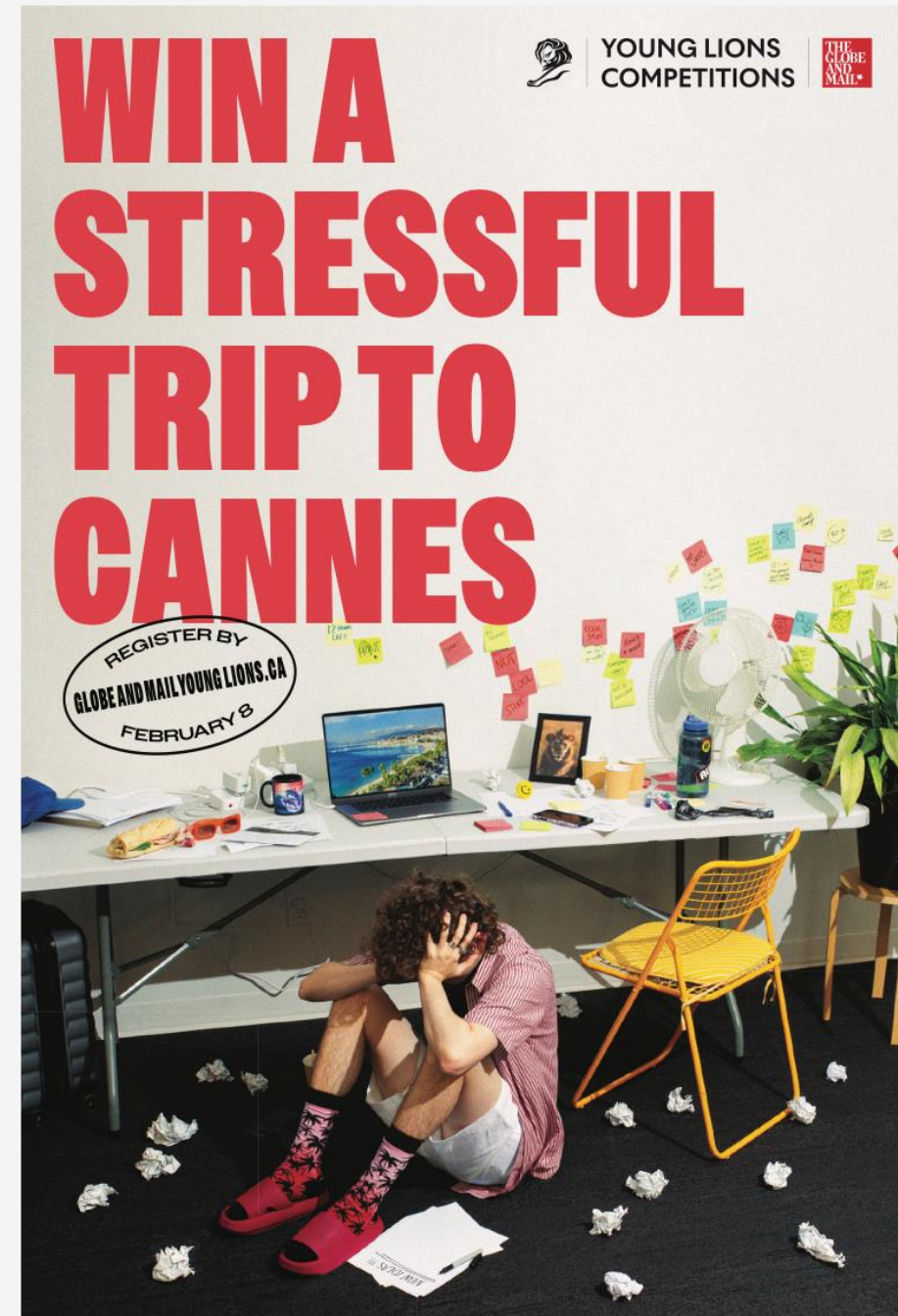
2026 competition

Every year, Canada's top emerging talent takes on a real brief – and the clock.

- Teams of two compete against the best across the country
- Respond to a not-for-profit brief in 24-hours (48-hours for Film)
- Present to senior industry juries
- One winning team per category earns the honour of representing Canada at Cannes Lions (June 22–26)

This is more than a competition.

It's a national stage for rising talent – and a global opportunity for those ready to step up.



Media – Category overview

Category info

Teams will be asked to create an innovative media strategy that answers a brief given by The Globe and Mail, for a not-for-profit.

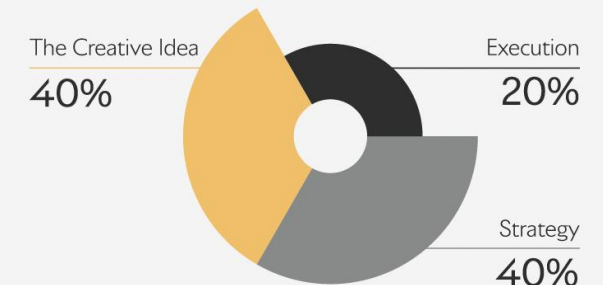
Teams must demonstrate how they intend on using selected media channels, how they will encourage engagement, how they will make use of emerging media, and how they will unearth consumer insights to drive the most compelling communication strategy.

Eligibility

To be eligible to compete in the Media competition, the team must be:

- Made up of two young professionals
- Age 30 or under, born on or after 26 June 1995
- Working full time in creative communications / advertising/ digital agencies
- Freelancers and in-house creative teams are eligible for this competition
- Students cannot compete in this competition
- or any Young Lions Competition

Judging criteria



Media – Need to know's

The Basics

- Brief live: 9AM EST Feb 28
- Comp ends: 9AM EST Mar 1 (24-hours)
- Ask: develop a media strategy for the NFP
- Submission will contain a 10-slide PowerPoint. Each slide will have a max of 50 words.
- Entry submission form will be live **ONLY** during these periods. Late entry will result in disqualification, **NO** exceptions
- [Official rules](#)

Live Judging

- Top 5 shortlisted teams in the Media category will present their submission in an in-person live judging session. 5 minutes & max. 5 slides. Criteria for this round in T&C's
- Top 5 shortlisted teams notified by Mon, April 6
- Live judging: Mon, April 13 9AM-Noon EST
- Both team members must be in attendance
- Top 3 shortlisted teams notified by Mon, April 20
- Winners announced on April 24 in Toronto, 1-4PM

The Prize

- Canada Young Lions 2026 title
- Registration to the Cannes Lions International Festival of Creativity in Cannes, France
- Full-week festival pass
- Round-trip airfare
- Accommodation during festival

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.

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

Image Creation & Copyright

We allow the use of AI to create images or vector images in the creation of your campaign, as long as these are commercially safe.

AI should support creativity, not replace it.

Stay in touch

LI/IG: globemediagroup

X: CannesLionsCAN

globemediagroup.ca/canneslions (our Cannes Lions hub)

globeandmailyounglions.ca (where brief will drop & you can see winning work)

cannes@globeandmail.com

#YoungLions2026



Strategy

- Mike Rumble
- Founder, CSO of Epitaph Group



YOUNG LIONS BREAKING THE BRIEF

SITUATION

70% OF YOU WILL SUBMIT
THE SAME IDEA

OBJECTIVE

WE DON'T JUST PICK THE BEST
WE PICK DIFFERENT

CHALLENGE

YOUR FIRST IDEA
THE OBVIOUS ANSWER

STRATEGY

DIG SHALLOW HOLES

SET A NUMBER

TACTIC 1

LISTEN HARD
BUILD TOGETHER

TACTIC 2

ANSWER THE BRIEF
DELIVER ON THE OBJECTIVE

TACTIC 3

MAKE THE CHANNEL
THE CREATIVE IDEA

TACTIC 4

THE BIG IDEA

LEAD WITH CLARITY

TACTIC 5

DON'T LOSE
ON THE BASICS

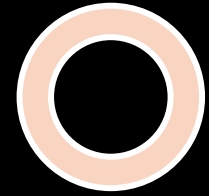
SUMMARY

DIFFERENT. BIG. ON BRIEF.
THAT'S THE FORMULA

Q&A



Shannon Lewis
President, CMDC



Tristan Bonnot-Parent
Superviseur, Cossette Media



Thank you!
Let's ROAR in 2026.