

YOUNG LIONS DESIGN





DESIGN CO-CHAIR
MO BOFILL
PARTNER, CCO - ONE23WEST



DESIGN CO-CHAIR
DAVE WATSON
HEAD OF DESIGN - BHLA

Welcome
Congratulations
on being part of
the Young Lions for
Design in Canada

01	Intro	Marcin	10 mins
02	Competition Overview	Marcin	2 mins
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06	AI guidelines	Co-Chairs	2 min
07	Q&A		15 mins

Introduction to Young Lions

01

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
- Our commitment: empower Canadian marketers and creatives to compete, grow, and be recognized on the world stage

Program partners: CMDC, Strategy, ACA

Media category sponsor: Snapchat

PR category sponsor: Edelman

Digital category sponsor: Motion Entertainment

Film category sponsor: Motion Entertainment

Young Lions partner: CMA



YOUNG LIONS COMPETITIONS



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

Ad Age



"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 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



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



Canada in global top 5 for 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
#5	Canada	↓ 1
#5	India	↑ 7
#6	Germany	↓ 1

tie

  CANNES LIONS

Canada ranks #3 globally for YL medals

Canada Shines at the 2025 Cannes Lions Young Lions Competitions



Our coverage



Canada Shines at the 2025 Cannes Lions Young Lions Competitions

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

YOUNG
LIONS



winners



DAY 3 WRAP-UP



CANNES
LIONS



insight



CANNES
LIONS

"GOOD IS NOT
GOOD ENOUGH"

Jay Chel

insight



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



CANNES LIONS
AWARDS 2025

DAY 1 WRAP-UP



CANNES
LIONS



insight



Cannes Lions 2025: AI and the Future of Creativity

At Cannes Lions 2025, Mustafa Suleyman joined Colleen



DAY 4 WRAP-UP



Competition Overview

02

COMPETITION OVERVIEW

The Basics

- Brief live: 9AM EST Feb 28
- Comp ends: 9AM EST Mar 1 (24-hours)
- Ask: design a visual identity for a NFP
- Submission will contain a 1-page presentation board (logo, brand identity) and a written submission (max. 150 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 Design category will present their submission in an in-person live judging session
- Top 5 shortlisted teams notified by Mon, April 6
- Live judging: Thurs, April 16 1PM-4PM EST. You'll have 5 minutes, max. 7 slides, & 5 min Q&A. Criteria for this round in T&C's
- 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

DELIVERABLES

01

Design & Visual Language

1-pager that shows the design

- Logo
- Brand identity across 3+ touchpoints (collateral, website, environmental, social, swag, etc) +

NOTE

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

02

Written Component

- 150 word description of how the brand identity fits the brief (separate from the 1-pager)

Judging Criteria

03



DESIGN CO-CHAIR
MO BOFILL - ONE23WEST



DESIGN JURY MEMBER
VANESSA ECKSTEIN - BLOK



DESIGN JURY MEMBER
TERESA TAM - INDEPENDENT



DESIGN JURY MEMBER
MUSTAALI RAJ - INDEPENDENT



DESIGN JURY MEMBER
SARAH DI DOMENICO - WEDGE



DESIGN JURY MEMBER
MARIE ELAINE BENOIT - SID LEE



DESIGN CO-CHAIR
DAVE WATSON - BHLA



DESIGN JURY MEMBER
KELSEY HORNE - NFA



DESIGN JURY MEMBER
MAN WAI WONG - LEO



DESIGN JURY MEMBER
BRITTANY WALDNER - UNDERLINE



DESIGN JURY MEMBER
ALEX BAKKER - RETHINK



DESIGN JURY MEMBER
DANIEL ROBITAILLE - PAPRIKA

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?

2025 Winners

04

**GOLD
!!!!!!!**



ZOE BOUDREAU
ASSOCIATE CREATIVE DIRECTOR, RETHINK

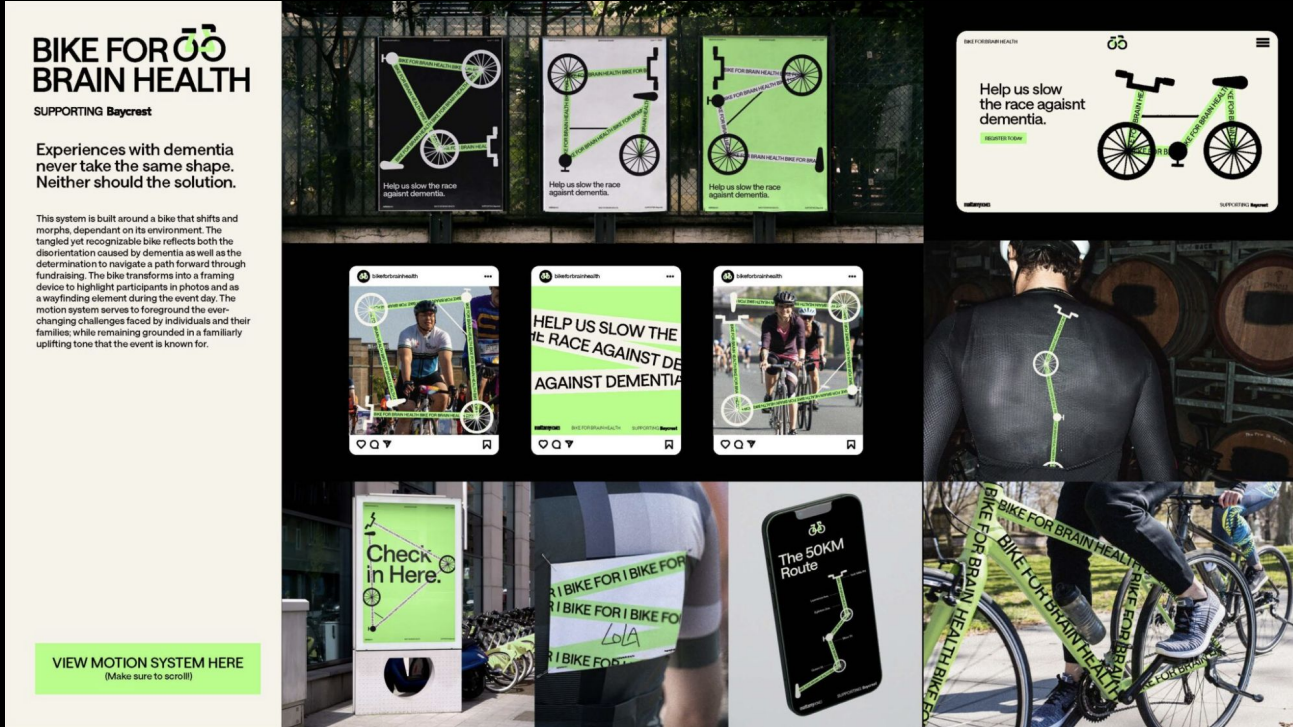


JESSE SHAW
SENIOR MOTION DESIGNER, RETHINK

BIKE PATH

Jesse Shaw, Sr. Motion Designer, Rethink.

Zoë Boudreau, Associate Creative Director, Design, Rethink.



How to Win with the Judges

05

01

Disruptive Design

DISRUPTIVE DESIGN

Will it Disrupt?

- Think all the most common approaches. Then do something opposite of that. If one image and one sentence can make your idea clear, you're in a good place.
- Experiment & play

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Does it have legs?

- Think digital first: (iterative/responsive)
- Can you build it to live everywhere? (from social to swag) Is it adaptable & expandable

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Craft always wins.

- Obsessive attention to detail: type, layout, color, motion, everything!
- If you had fun making it, it will show

02

Owning your Presentation

OWNING YOUR PRESENTATION

It's a presentation
TREAT YOUR SLIDES LIKE THE PITCH. LESS IS MORE.

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Mimic a case study
LOOK TO CASE STUDY STRUCTURES FOR SLIDE INSPO

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LOOK TO CASE STUDY STRUCTURES FOR SLIDE INSPO

Leave an impression & Have Fun!
TAKE ADVANTAGE OF EVERY SLIDE. BE YOURSELF. BREATHE.

AI Guidelines

07

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.

Q&A



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

Good Luck!



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

TACKLING THE BRIEF

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