

Young Lions Canada



THE
GLOBE
AND
MAIL*



Anthony Chelvanathan

Global Creative Partner,
CCO Edelman Canada

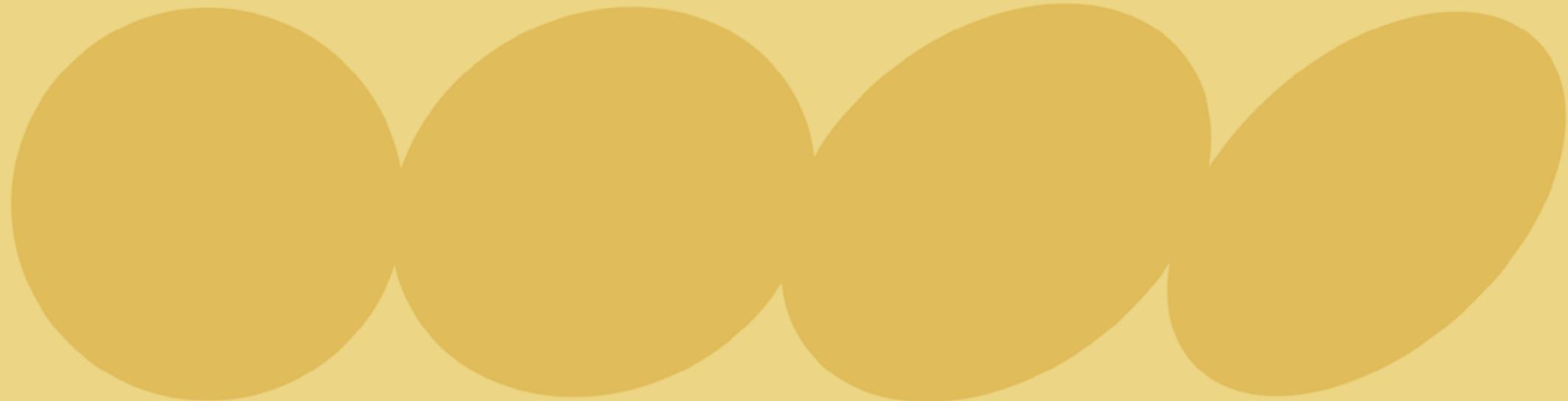




Krista Webster

President and CEO
Veritas Communications;
Meat & Produce; Stagwell Canada

Congrats!



Your ideas this year will set the tone for years to come.

No pressure or anything 😊

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



“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

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 holds strong in the 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)



Canada ranks #3
globally for YL medals

Canada Shines at the 2025 Cannes Lions Young Lions Competitions



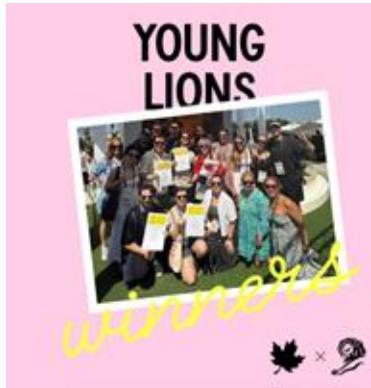
Our coverage

THE
GLOBE
AND MAIL



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: AI and the Future of Creativity

At Cannes Lions 2025, Mustafa Suleyman joined Colleen

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



Need-to-knows

How to succeed

Tackling the brief

Presentation

PR Greats

Q+A

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Need to Know's



The Basics

- Brief live: 9AM EST Feb 28
- Comp ends: 9AM EST Mar 1 (24-hours)
- Ask: develop a PR strategy for the NFP
- Submission will contain a 10-slide PowerPoint and a written submission (max. 450 words)
- 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](#)



Need to Know's

The Basics

- Brief live: 9AM EST Feb 28
- Comp ends: 9AM EST Mar 1 (24-hours)
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- Submission will contain a 10-slide PowerPoint and a written submission (max. 450 words)
- 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 PR 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 15 1PM-4PM 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



Need to Know's

The Basics

- Brief live: 9AM EST Feb 28
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- Live judging: Mon, April 15 1PM-4PM 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.

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



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

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- Talk to previous competitors
- Get plenty of sleep

Day-of

- Eat healthy
- Drink water
- Take breaks
- Remember to have fun



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. Share it with your partner

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

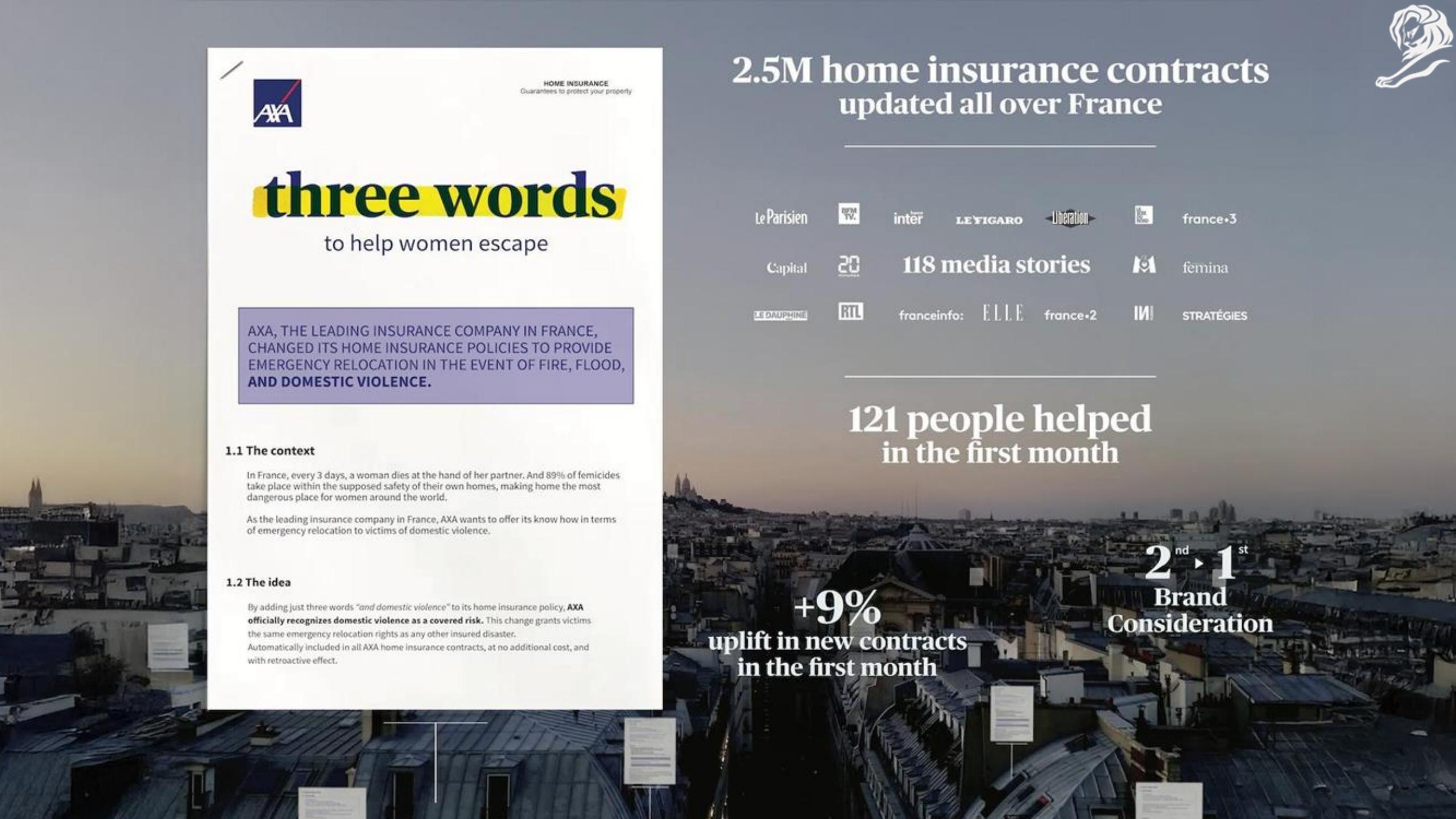


Your PR entry will be comprised of 10 PowerPoint slides and a 450-word write-up. Judges will be judging your idea based on the content of your slides. Make sure you carve out time to plan the most impactful unveiling of your idea.

- 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



AXA

HOME INSURANCE
Guarantees to protect your property

three words

to help women escape

AXA, THE LEADING INSURANCE COMPANY IN FRANCE, CHANGED ITS HOME INSURANCE POLICIES TO PROVIDE EMERGENCY RELOCATION IN THE EVENT OF FIRE, FLOOD, AND DOMESTIC VIOLENCE.

1.1 The context

In France, every 3 days, a woman dies at the hand of her partner. And 89% of femicides take place within the supposed safety of their own homes, making home the most dangerous place for women around the world.

As the leading insurance company in France, AXA wants to offer its know how in terms of emergency relocation to victims of domestic violence.

1.2 The idea

By adding just three words "*and domestic violence*" to its home insurance policy, **AXA officially recognizes domestic violence as a covered risk**. This change grants victims the same emergency relocation rights as any other insured disaster. Automatically included in all AXA home insurance contracts, at no additional cost, and with retroactive effect.

2.5M home insurance contracts updated all over France

Le Parisien

TF1 TV

inter

LE FIGARO

Liberation

france 3

Capital

20

118 media stories

femina

LE DAUPHINE

RTL

franceinfo

ELLE

france 2

STRATÉGIES

121 people helped in the first month

+9% uplift in new contracts in the first month

**2nd ▶ 1st
Brand Consideration**



AXA

Problem

Domestic Violence Crisis:
The campaign addressed the rising,
serious issue of domestic abuse in
France, where home an often become
the most dangerous place for victims.

Insight

Lack of Support:
Victims often cannot leave
due to financial dependence,
no place to go.

Idea

Add "...and domestic violence" to
home insurance

**Solved
a real-world
issue**

Mass awareness educated both men and women, and indirectly, shamed the abuser

Why it's gold

PR educated victims on what the policy provided and how to escape without harm -- for the longer-term

Simple add for the Company to an existing insurance policy, no spin



SMILE REMOVED
IN THE U.K.



PHL17.com

7:15
53°

PHL
17

CURRENTS

CAMDEN

53°

DOYLESTOWN

54°

The Meal



Problem

Children often feel pressure to be happy, leading to a lack of open conversation about mental health struggles



Insight

A 13-year-old's insight "you're not always happy" inspired the campaign to break the stigma



Idea

McDonald's removed the iconic smile from their Happy Meal boxes to normalize the idea the emotions fluctuate, and adding flash cards inside the box that showed a myriad of emotions that kids could choose.

Why it's Bronze

CREDIBILITY

McDonald's contribute to unhealthy eating habits which are directly associated with mood disorders.

**TECATE**

THE GULF OF MEXICO BAR

THE BAR THAT KEPT THE

REAL NAME OF THE GULF

CONTEXT

Donald Trump changed the name of the Gulf of Mexico to the "Gulf of America". Google Maps applied this change on its platform in different parts of the world, erasing the name it has carried for the last 500 years and that represents the identity of Mexicans.

OPPORTUNITY

Google Maps allows the creation of business pins if it includes a name, address, category, phone number, website, and in some cases, a live video for verification.

5 ★★★★☆

"Excellent in every aspect, but more than that, a great experience"

5 ★★★★☆

"It will be hard to beat"

4.8 ★★★★☆

"A unique bar of its kind"

4.6 ★★★★☆

"I would go back every weekend if possible, it's a great experience"

4.8 ★★★★☆

"My new favorite bar"

5 ★★★★☆

"The view is really unforgettable"

+93M

IMPRESSIONS

\$155M

EARNED MEDIA

38.5M MEXICANS

IN THE U.S. WILL SEE THE TRUE NAME OF THE GULF

99.7%

POSITIVE SENTIMENT

+333M

ORGANIC REACH

"TECATE LAUNCHES THE FIRST EVER FLOATING BAR IN THE GULF OF MEXICO"

"TRUMP WILL NOT CRAVE THIS TECATE RELEASES GULF OF MEXICO-FLAVORED BEER"

"IN DONALD TRUMP'S TIME, A MEXICAN COMPANY DECIDED TO TAKE A STANCE ON POLITICAL ISSUES"

"WHERE IS THE VIRAL BAR IN THE MIDDLE OF THE GULF OF MEXICO AND HOW TO GET THERE?"



Celebrating Creativity

ADWEEK

TimeOut

adn40

INSIDER

RadioFormula

roastbrief

EXCELSIOR

Merca20

Esquire

EstiloDF

Adlatina

MILENIO

AdAge

ReasonWhy.



IDEA

We set up a bar on a boat called Gulf of Mexico and placed it in the "Gulf of America". Registered like any other business, the pin of the bar ensured the Gulf's true name would always appear on Google Maps. Visitors could board the boat, live the experience and enjoy our new limited edition beer with salt from the Gulf of Mexico. Meanwhile Mexicans sparked conversation and filled the location with 5-star reviews. Even though Google Maps removed our pin several times, we still have one out in the open sea. For every pin removed, we'll put another one, again and again, because we Mexicans are really, really stubborn.

The Gulf of Mexico bar



Problem

An executive order from the White House renamed the Gulf of Mexico, erasing a Mexican point of pride from Google Maps.



Insight

Picking a fight with a bigger bully will get you nowhere but outsmarting them may help you win the cultural war.



Idea

Hack the very platform that triggered the change by dropping a cleverly named business pin on Google Maps.

Tapped into a cultural moment in a timely manner.

SOOOO FRESH!!!

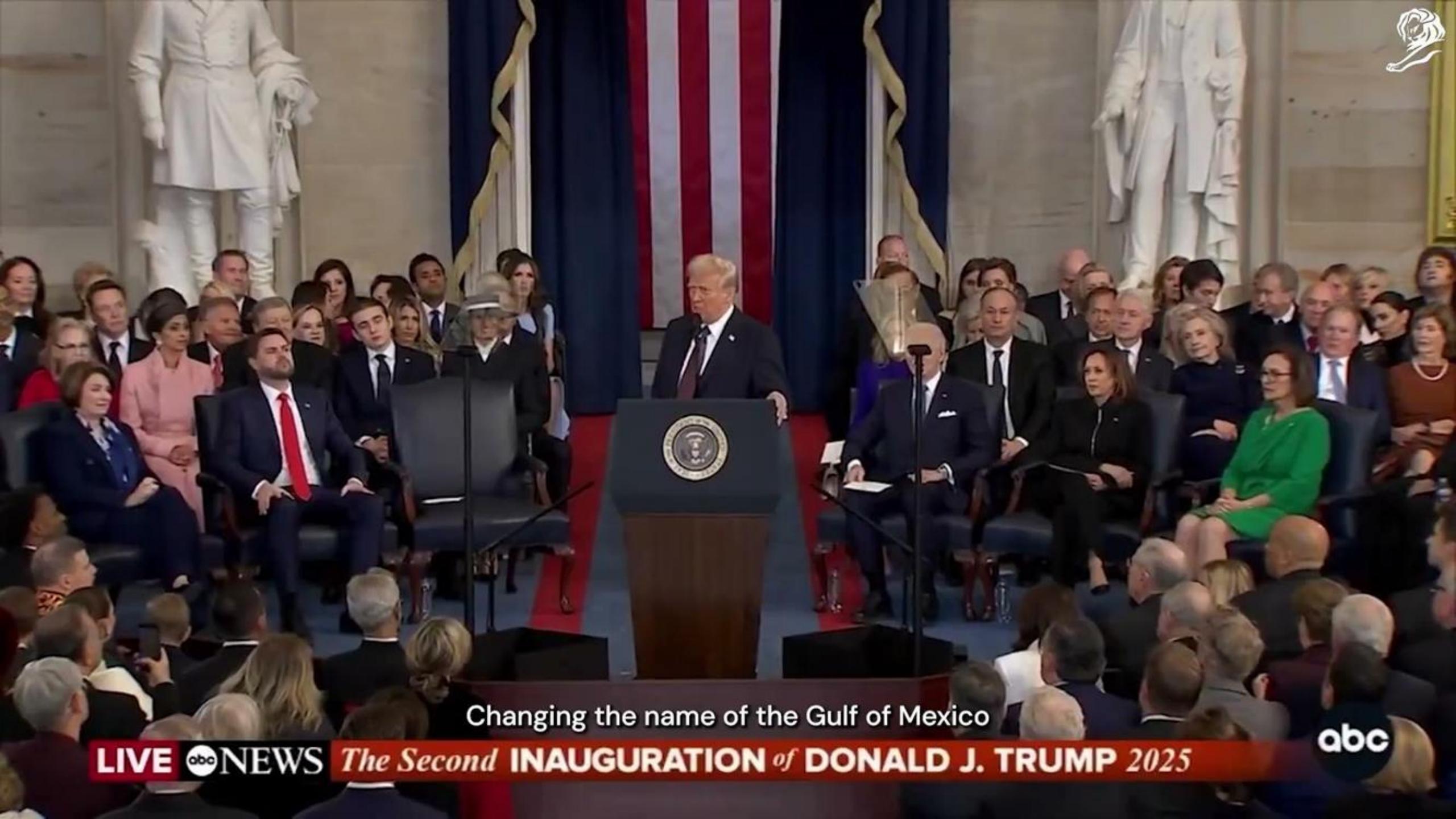
Hack the very platform that caused the change.

Why it's great

Anticipated Google's next move and were ready with an answer.

REBELLIOUS AND FUN!

Execution makes perfect sense for a beer brand.



Changing the name of the Gulf of Mexico

LIVE abc NEWS *The Second INAUGURATION of DONALD J. TRUMP 2025*

abc



Q+A

Good luck



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