



Young Lions Canada

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.



“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

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



Canada holds strong in the global top 5 for Lions; top 2 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



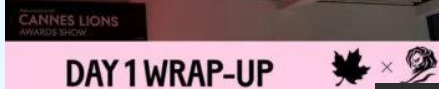
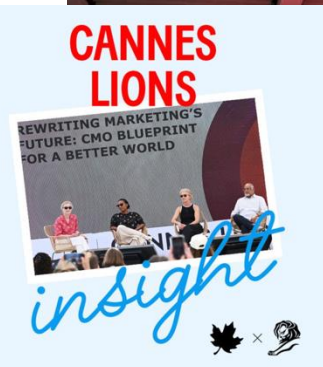
Canada Shines at the 2025 Cannes Lions Young Lions Competitions

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



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...



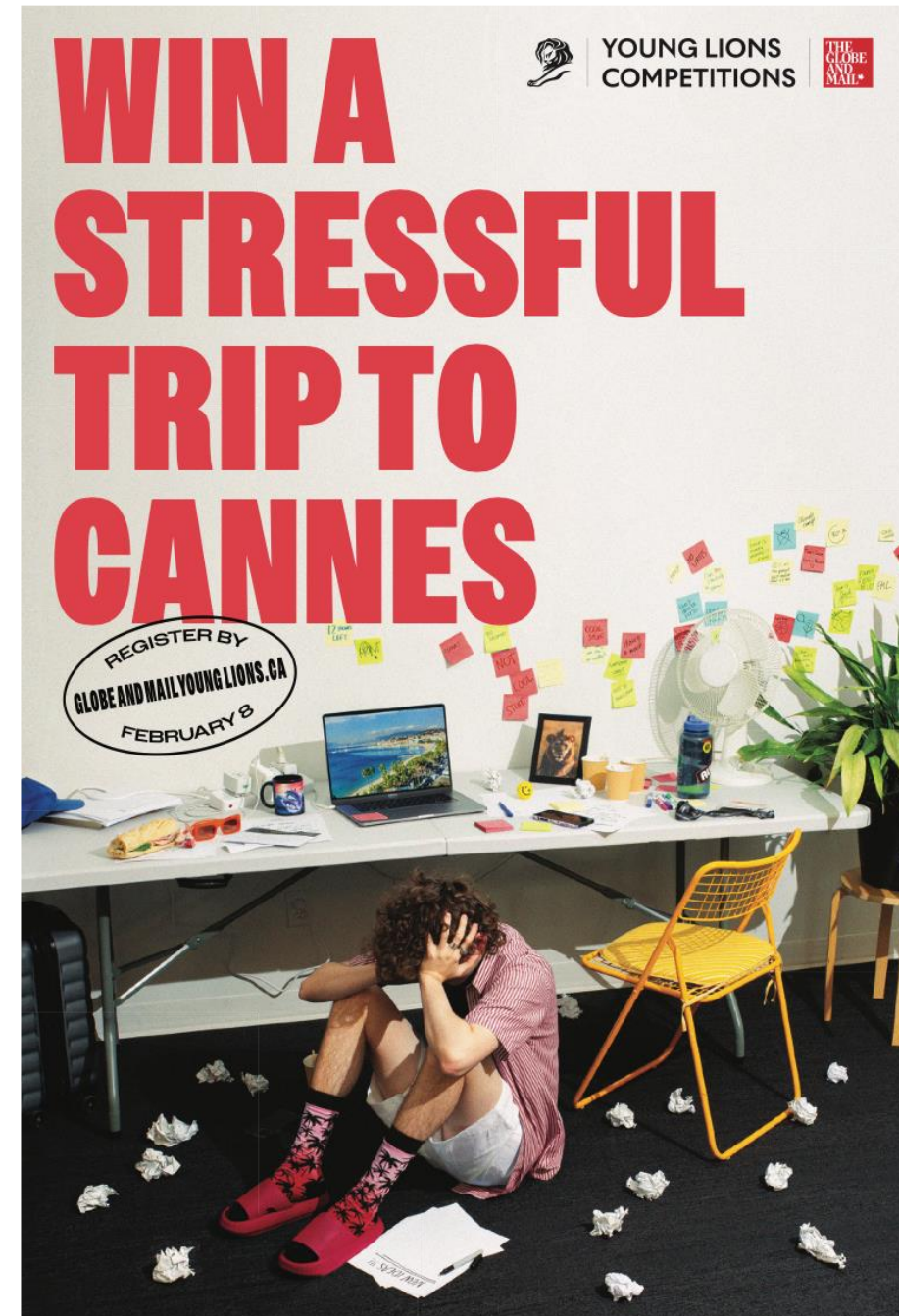
2026 Canadian competition

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.



Marketers – Category overview



Category info

Teams of two will be asked to create a product/service that answers the brief given by The Globe and Mail, for a Not-For-Profit.

Competitors will be representing the organization they currently work for, and they must create a product/ service that is relevant to their industry.

Eligibility

To be eligible to compete in the Marketers competition the team must be:

- Made up of two young professionals
- Age 30 or under, born on or after 20 June 1994
- Working for client companies that engage the services of advertising and communications companies (i.e. Intel, Coca-Cola)
- We do not accept advertising agencies to compete in the Young Marketers competition
- Freelancers are not eligible to compete in Young Marketers
- Students cannot compete in this competition or any Young Lions Competition

Judging criteria

The creative idea (50%)
Strategy including Insight (20%)
Relevancy to brief (20%)
Execution (10%)

Marketers – Need to know's



The basics

- Brief live: 9AM EST Feb 28
- Comp ends: 9AM EST Mar 1 (24-hours)
- Ask: create a big idea (product, service, promotion, campaign) that represents the organization/ brand you work for and answers the NFP brief
- Submission will contain a one-page concept board (max. 250 words) and a written submission (max. 500 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 Marketers 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: Tues, April 14 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.

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