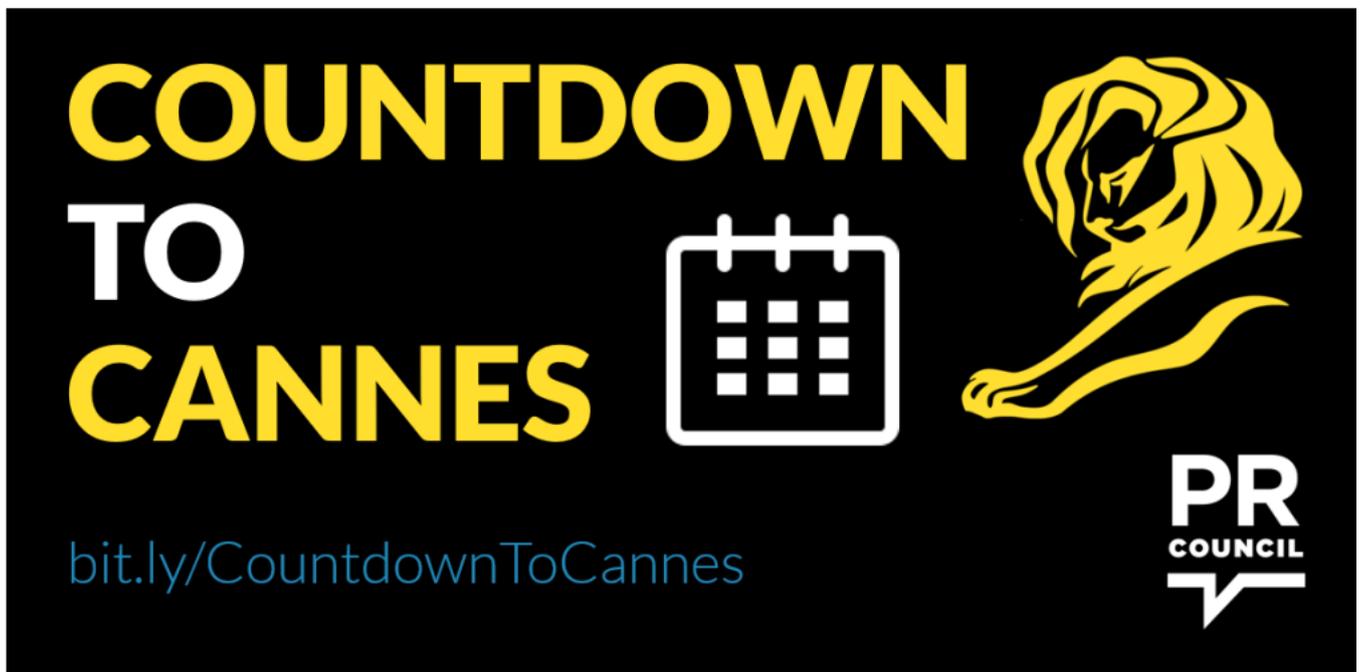


Countdown to Cannes: Submit Your Campaign



Have you ever wanted to enter the Cannes PR Lions but didn't have the financial resources to make it possible? Let the PR Council help.

The Cannes PR Lions represent a global benchmark for what good creative looks like, and the annual Festival of Creativity connects communications professionals with a similar vision to learn, network and celebrate. To ensure agencies that practice public relations are well-represented this year at Cannes, the PR Council (PRC) is sponsoring two single entries to the 2017 Cannes PR Lions from our mid-size and boutique Member agencies.

PR Council Member agencies may submit one entry for the PRC to

consider – this should represent the agency’s most creative work that also has business outcome (e.g. sales data). The agency will also identify which category in the PR Lions it would like to enter, and the campaign will be judged accordingly by the PRC Board. Please see below for an outline of what should be submitted for consideration.

Member agencies must submit a summary of their campaign to the PRC by January 27, 2017. The PRC Board will select the two winning campaigns no later than February 10, 2017. As the first Cannes Lions deadline is March 24, this allows for 5 weeks of video production and final editing of each written entry. Please note that agencies will be responsible for the creation of a presentation board, all supporting materials and a list of credits.

Campaign Submission

In the Cannes PR Lions, a number of criteria will be considered during judging and weighted as follows: 20% idea; 30% strategy; 20% execution; 30% results.

While the final Cannes PR Lions entry allows for around 500 words per section, please send 1-2 sentences for the following categories:

- Overview of campaign
- Creative Idea
- Strategy/Research
- Execution
- Results

If you have already written an awards entry for a different program (PR Week Awards, SABRE, Silver Anvil, etc.), you may submit that entry.

Member agencies, please submit entries to Sara Ghazai at sghazai@prcouncil.net.

After February 10, the PRC will work with the selected agencies to develop their full entries and create a 2-minute and 45 second video for each entry.



Video

Video is a key part to every Cannes entry, with required 2-minute and separate 45-second versions of the campaign. Because we recognize that creating the entry video can be a burden, we have partnered with Consolidated Content to produce the required Cannes videos at no cost to the selected agencies.

Consolidated Content is a full service video production company that has perfected the art and science of making high quality video production affordable. They have deep expertise in digital, social, and broadcast, and know how to leverage content to tell a cohesive story.

Consolidated Content will work with the selected agencies and the PRC to develop the storyboard, script and content of the videos. Agencies are expected to provide video clips and other assets and engage with Consolidated Content to develop the best story for their campaign.

Previous PR Lions Grand Prix-winning campaigns by PR agencies:

