Glossary

AAM – Abbreviation for 'Assistant Awards Manager'.

AM – Abbreviation for 'awards manager'.

B2B – Business to business, referring to work directed from one professional organization to another.

B2C – Business to consumer, referring to work directed from one professional organization to the consumer.

Bounce Rate – The percentage of people who left a website within a specified period of time.

Client – The brand/company/organization that work was produced for.

CMS – Central Management System, that allows you to organize & structure your website or online space.

CPC – Cost-per-Click

Creative – A professional working within an agency, involved in the creative process.

Cross-Channel – Work that features across mediums & channels.
C-Suite – Refers to chief officers within a company (CFO, CEO etc.)
CTA – Call-to-action. Imperative commands used within advertising to generate action.

CTR – Click-through rate.

Disruptor Brand - A smaller than incumbent brand looking to usurp the big players of its industry.

DPI – Dots-per-inch or Digital Presentation Image. The former refers to the quality of image printed, the latter is a wide campaign summary mentioning brief, results and execution.

eCommerce – Electronic commerce or Internet Commerce. **E.O.D.** - End of day.

Execution – A single submission of work (sometimes belonging to a wider campaign).

Fill Rate – The ratio of ad requests that are successfully filled in relation to the total number of ad requests made, expressed in percentage.

FMCG – Fast-moving Consumer Goods, that are ordinarily sold quickly and at a low cost.

Grand Prix – The highest accolade available to win at Cannes Lions. There will only be one of these allocated to each Lions category.

Holding Area – The portal space containing all entries and assets. **Incumbent Brand** - A brand that is currently dominant within its industry.

Industry-side – Or 'working in industry', refers to those who are working within the advertising sector.

Jury – Collection of nominated officials delegated to judge work.

Kingsway – The head Ascential office where the SLT and others work to produce events & comms.

Labs – The temporary office, where operations for Cannes Lions takes place.

OOH – Refers to Out-of-Home advertising that appears in ambient locations or in non-domestic environments.
Palais – The convention center in Cannes, France, where the festival takes place.

Payroll - The timesheet resource used to calculate wages and handle Ascential finance issues

Pharma – Abbreviation of pharmaceutical, referring to B2B industry practices or solutions. A pharma campaign must be directed at medical professionals.

PPC – Pay-per-Click

PR – Public Relations, the relationship between consumers and the brand in question.

Pro-Bono – Non-profit work that was carried out for a charitable cause.

Rasterise - Convert a digital image into pixels.
Reach - How many people and from where did the campaign or advert succeed on reaching in one spot of advertising.
Retail - Selling goods to the public, over counter or in shops.
Sector - The industry or area of work.
SLT - Senior Leaders Team, referring to the top seniors within an organization or company.

Temp – Someone working on a temporary basis.
Tracks – The wider brackets that contain different Lions.
Truck Day – Deadline for all physical materials to be readied for judging. They're taken away in big trucks and sent to the palais.
TVC – Television Commercial.

Vector – A digital image that is comprised of shapes and can be scaled to any size without losing resolution.

Line Manager:

Alex Chau alexc2@canneslions.com (+44) 07775756030 LABS, Hogarth House, London Judging Operations & Delivery Manager







FILM LIONS Assistant Awards Manager Leaflet

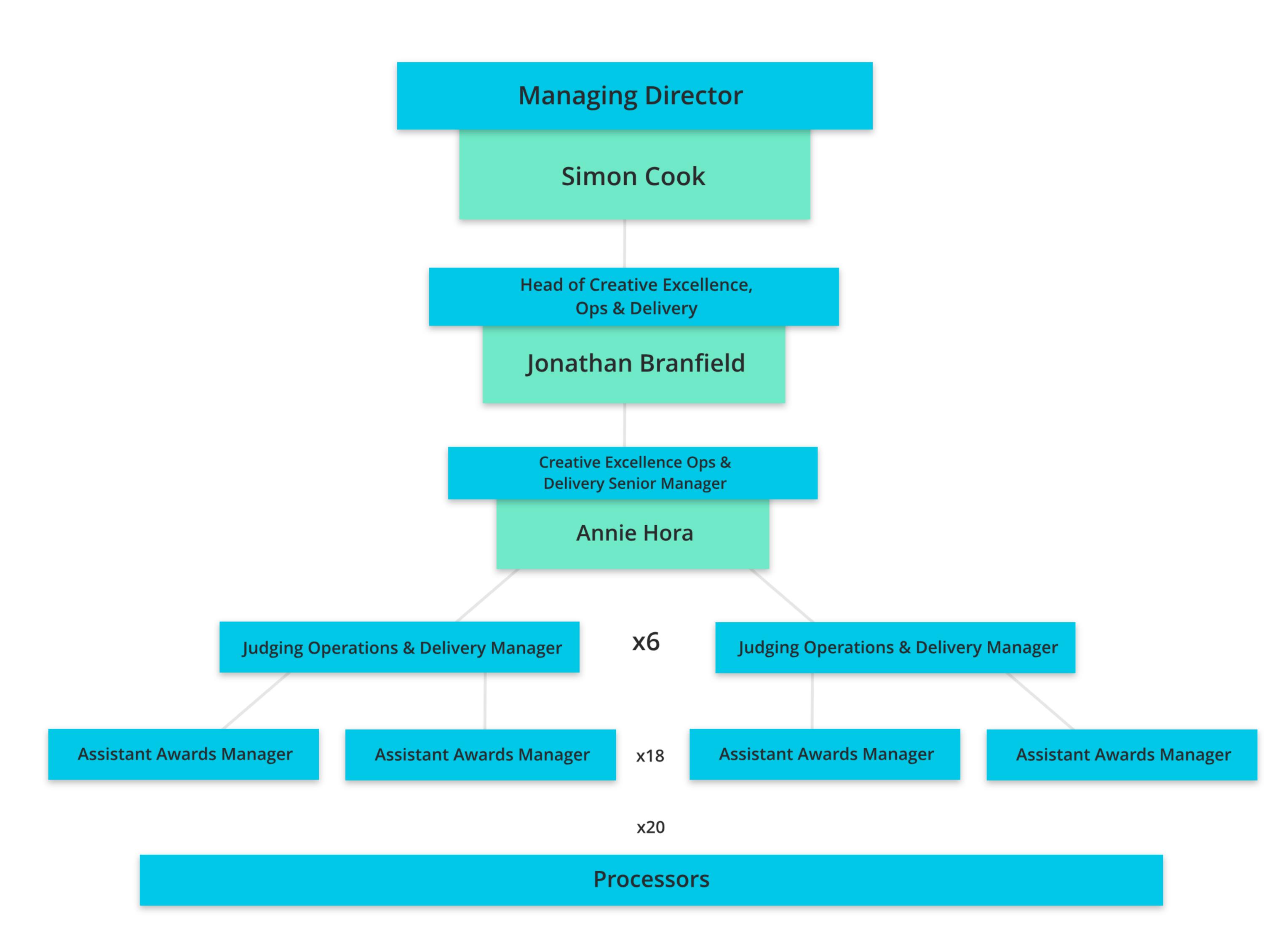
Georgia Tucker LABS, London Printer PIN:____ GeorgiaT@canneslions.com

YOUR ROLE as Assistant Awards Manager

Cannes Lions' Assistant Award Managers are experts on their assigned awards category. As an AAM, you will work to maintain impeccable processing standards within your field, liaise with clients to ensure their submissions are valid and aid delivery managers in supervising the team.

- Meticulous attention to detail
- Solid understanding of your awards category
- Confident, friendly and respectful approach when dealing with clients
- Discipline and neutrality whilst supervising your jury
- Flexibility and willingness to take on new responsibilities
- Strong team mentality and a selfless streak
- Calmness and a cool-head under pressure
- Diligence throughout the processing stage
- Willingness to ask questions
- Punctuality at all times
- Clear understanding of your role and a willingness to take directions
- Patient, respectful, nurturing mentality when treating with processors
- Plenty of courage

Operations & Delivery



What makes a good AAM?



Film is one of the most general and, therefore, most competitive Lions within the festival. As its official AAM, you will be responsible for high quantities of submissions in a medium that can be time-consuming to process and tricky to quality-check. To succeed in your role, you must show patience, diligence and a keen eye for detail.

Film Lions are awarded to submissions that exhibit clever ideas and beautiful execution. All filmed content built for TV, cinema, online and out-of-home experience is eligible within this Lion. There is no limit as to how many times an entry can appear within Film but the same piece of work may only be entered once within section 'A' and once into 'B'. A campaign of Executions may be entered into A, B, C, D.



The Film Lion is broken up into six categories. Each of these represents a different lens through which to view the work. All submissions that are not submitted in English should be translated via subtitle, not dubbed.

A. TV/Cinema Film: Sectors - Films aired on TV or in Cinemas. The same entry can be submitted only once in this section and section B, however campaigns with multiple executions are valid. The correct sector is determined by who the client is. Pay close attention to each sector description, there are specific rules applying to each; for example, fast food outlets do not appear in 'Food & Drink'. Length limited to 3mins.

B. Online Film: Sectors - The 'B' section contains films that were aired online, including pre-roll adverts. URLs must be checked for validity. Suspicious websites or social media accounts should be verified.

C. Viral Film - Films created for the purpose of going 'viral', therefore shared and/or user-distributed online.

D. Screens & Events - Films aired on screens other than TV, Cinema or the internet. Micro-films may not be longer than 1 minute, VR films must be either 360° live action photography or explorable digital simulations.

E. Innovation in Film - Submissions within this category are graded based on their use of the film medium to innovatively communicate a brand's message.

F. Culture & Context - This new section is concerned with locality & size and provides entrants who produced work for niche clients with a category of their own.

Categories FILV



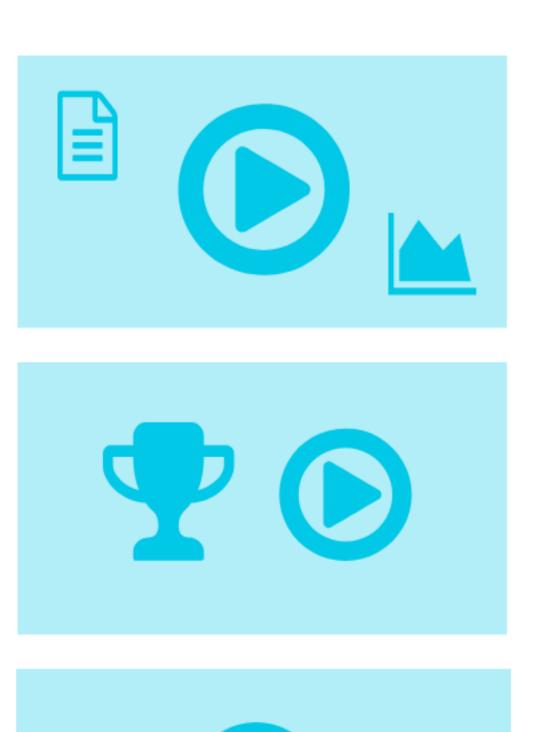


Compulsory





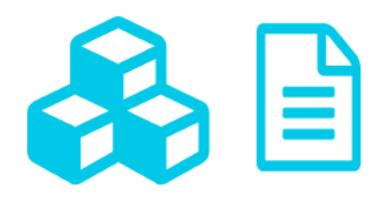
Optional











All film content should be supplied in .MOV/MP4 format and under 350MB. All images should be JPG, CMYK, 7063x5008 pixels and between 5-15MB. All videos & presentation images must be in English.Proofs or images that were not originally in English should be translated or subtitled.

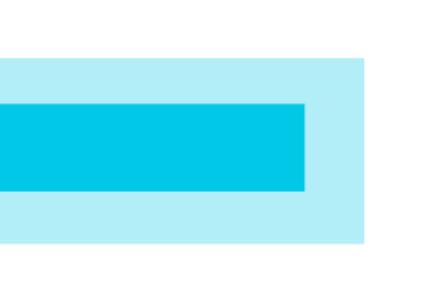
Materials

Materials are the submitted files and documents that judges will use to assess work. In Film, the actual 'film' itself is compulsory in every category and in digital brackets, a URL is also required. Supporting content/images are optional and must be relevant to the campaign.

Below are all the materials relevant to Film Lions.

Film:

The original film advertisement or content, exactly as it aired. No extra slates or info. May not run for longer than 3 minutes within the A. bracket.



URL: This is a link to work that has been featured online (compulsory to B, C & E02).

- Case Film: A <120 film explaining the work. This should explain the brief, execution & results. Used for judging.
- Awards Show Film: A short, 30-45 second-long edit of the case film to be shown if the entry wins gold.
- Demo Film: <120 second long 'making of' or 'walkthrough' of the work.
- Digital Supporting Image: Digital images that support the entry and are relevant to the campaign.
- Digital Supporting Content: Multimedia items that support the entry and are relevant to the campaign.
- AR/VR Files: A collection of zip. files of supplementary material to support the written submission for D03.