

# The Competitions PR



## HOW DOES IT WORK?

The Young Lions PR Competition offers the opportunity to young professionals working in PR agencies to test their skills and showcase their talent. In 2017 we had 27 teams of 2 young PR professionals aged 30 years old or younger going head to head in this global challenge. After flying to Cannes teams are briefed and given insights from the panel of judges selected by the Festival.

The brief will be set by a charity or non-profit organisation that will act as the 'client'. The competition will show how PR is effectively used to engage audiences with an organisation or a specific topic that the 'client' is dealing with. Teams are asked to think bravely and use a big creative idea to solve the clients brief.

The PR campaign should:

- Connect with the charity's brand value and have an impact (i.e increase in donations or other applicable parameters)
- Increase awareness/create engagement with the publics
- Identify and build relations with relevant stakeholders (journalists, interest groups, opinion leaders, industry representatives, internal audiences etc.)
- Create PR supporting material applicable in relevant media channels (press releases, infographics, statistics, online content, etc.)
- Each team will need to prepare a 10 slide PowerPoint presentation as well as a written submission. They will have access to their workstations between 08:30 - 20:00 and
- All work must be submitted by the 20:00 deadline. teams must then prepare for the delivery of their presentation to the jury the next day.

## ELIGIBILITY

To be eligible to compete in the PR competition the team must be made up of two young professional, under 30, born on or after 25 June 1986 working for PR agencies or specific in-house PR departments in agencies. In-house PR departments of clients are not allowed to take part in the PR competition.

## THE WINNERS

Gold, Silver and Bronze medals will be presented to the winners. The Gold winners will be presented with their medals during the Cannes Lions Awards Ceremony on Tuesday 20 June.

Software is provided by Adobe. The teams also have access to an image bank provided by Getty Images. Each workstation consists of an Apple iMac.

