

UK Young Lions Competition 2024 Terms and Conditions

Entrants must be employed within the advertising industry, be UK residents or have a valid UK work permit and be aged between 18 and 30 on 21 June 2024. Each category has its own terms and conditions. Be sure to double check yours before submitting an entry.

By entering the Competition and/or submitting an entry you agree to accept the following terms and conditions:

The organiser of the Competition is The Advertising Association whose address is 5th Floor, 95 Aldwych, London, WC2B 4JF. If you have any questions regarding the Competition these should be sent to: events@adassoc.org.uk

1. The Young Lions Competition 2024 (the “Competition”) is open to young advertising professionals.
2. Entrants must be:
 - a. UK residents or have a valid UK work permit;
 - b. employed in the advertising industry;
 - c. Be aged between 18 and 30 on 21 June 2024.
3. By entering the Competition and/or submitting an entry you (“You”) agree to be bound by these terms and conditions.
4. Only teams of eligible entrants who have pre-registered via our system will be eligible to (i) receive the Competition brief and (ii) subsequently submit an entry. Entries received from non-registered applicants will not be accepted.
5. All competitors must be aged between 18 and 30 on 21 June 2024 and meet the criteria as specified at the start of each competition brief, summarised below.

DESIGN

Open to a team of two design professionals e.g. graphic designers, specialist designers, art directors, photographers or freelancers

DIGITAL

Open to a team of two digital professionals e.g. social media managers, creative technologists, UX designers, digital designers/producers or freelancers

FILM

Open to a team of two creative professionals e.g. art directors, producers, film makers, creatives or freelancers

MARKETERS

Open to a team of two marketing professionals working for a brand i.e. a client company that engages the services of advertising and communications companies (i.e. Unilever, Coca-Cola etc.) Brand managers, category, product managers, client services managers, channel marketing managers. Agencies may not compete in the Marketers competition and nor may freelancers

MEDIA

Open to a team of two media professionals working for media agencies, specific in-house media departments in agencies, media owners or freelancers

PRINT

Open to a team of two creative professionals e.g. art directors, copy writers, producers, creatives or freelancers

6. Restrictions as to size and/or length of entries (as detailed in the competition brief) must be adhered to. Entries that exceed the relevant limit(s) will not be considered.

7. Entries must be submitted (via the relevant entry form) no later than 23:59 GMT on Monday 4 March 2024 for all categories. Entries received after the applicable deadlines will not be considered. There is a limit of one entry per team and no one person can be part of more than one team. If an entrant is found to have entered more than one competition, we will only consider the entry submitted closest to the deadline and disqualify any others.

8. a) **USE OF KELLOGG'S MATERIALS:** In the event that intellectual property protected elements, including without limitation trademarks, logos, trade names, slogans, pictures, designs ("Kellogg's Materials") are made available by Kellogg's to participants in order to incorporate in the submissions and to participate in the Competition, the participants are granted a royalty-free, non-exclusive license for the duration and the territory of the Competition to use such intellectual property for the sole purpose of creating the submissions and submitting the submissions to the Competition. The participants acknowledge that Kellogg's Materials shall be used strictly in the manner that they are provided and no modification is permitted except for reasonable trimming and cropping them to fit the submissions. The participants acknowledge and agree that the right to use Kellogg's materials shall be limited to the making of the submissions for the purpose of participating in the Competition on the Advertising Association's competition website. Nothing herein shall be deemed to confer on any participant any right to use the Kellogg's materials in any other form, manner or for any other purposes including reproduction or communication of such submissions.

b.) You own the copyright to your Competition entry as its author. Third Parties are prohibited from contributing to entries, for example, by filming your entry.

9. Your entry must be your own work, must not be copied, must not contain any third-party materials and/or content that you do not have permission to use and must not otherwise be obscene, defamatory or in breach of any applicable legislation or regulations. The Promoter may make further enquiries regarding the provenance of your work in the event that you are shortlisted for a prize and you must respond to all reasonable requests for information. If We have reason to believe your entry is not your own work or otherwise breaches this paragraph 12, then we may not consider it.

10. By submitting an entry to the Young Lions 2024 Competition (the Competition) you grant Kellogg's and the Advertising Association:

a) A non-exclusive, royalty-free, worldwide right and licence to use, reproduce, display and publish your Competition entry in all available formats, whether now known or hereafter invented, (including on Kellogg's and/or the Advertising Association's website) and hard copy for purposes connected with the Competition and Kellogg's / the Advertising Association's marketing and to adapt the Competition entry in whatever way Kellogg's sees fit to enable such use, reproduction, display and/or publication (including to shorten or edit it for such purposes).

b) The right to use your name, photograph and town or city of residence for the sole purpose of identifying You as the author of your entry and/or as a finalist or winner of the Competition.

11. Neither Kellogg's or the Advertising Association is under any obligation whatsoever to use, reproduce, display or publish your competition entry, winning or otherwise.

12. By entering the competition, entrants confirm and agree that they are available to take part in the Young Lions Competition at the Cannes Lions International Festival of Creativity, which takes place between 17 and 21 June 2024 (the "Festival"). Entrants must have at a valid passport for at least 3 months after the day you plan to leave the country.

Picking the winners

13. A panel of judges from across the industry will review the entries between 6 and 15 March 2024. Judging will be carried out online and the 6 winning teams will be announced during the week of 20 March.

14. The judging criteria for each entry has been detailed in the competition brief.

15. The judges' decision is final and no correspondence will be entered into regarding their decision.

16. The prize is the chance to represent the UK in the Young Lions Competition at the Festival.

17. Each winner will receive a Young Lions full week registration to the Festival, which includes:

- Full week Festival pass
- All Cannes Lions talks and award shows

Additional pass benefits:

- Digital on-demand access to all talks post-Festival
- Access to Closing Party
- Entry to Sponsored Cabanas and Connections Lounge
- Access to selected events at the Festival Fringe
- Daily happy hour networking drinks
- Official Festival app

- Access to [The Work](#) for the duration of the Festival
- Complimentary Wi-Fi across the city

18. As part of the Advertising Association's Ad Net Zero Initiative, travel will be via train. The Advertising Association will provide return train tickets from London St Pancras to Cannes leaving on the morning of 16 June and returning 22 June (time TBC). Full journey details and instructions will be provided nearer the time. **Note - all competitors will be booked on the same trains and any alternative transport will need to be covered yourself.**

19. Winners must obtain and will be responsible for paying for any required visas or travel insurance and must comply with the Eurostar's conditions of travel. We accept no responsibility for any costs associated with the prize that are not expressly included in the prize. In particular, the prize does not include any spending money so winners will need to ensure that they take appropriate funds with them.

20. Accommodation: Competitors will be provided with a shared room (twin beds, ensuite bathroom) on a bed and breakfast basis at the ibis Styles Cannes Le Cannet Hotel. Note that most competitors choose to share their room with their team partner, but you may request to share with another Young Lion competitor if preferred. **Any alternative accommodation will need to be covered yourself.**

21. Winners will be notified by email w/c 18 March 2024. Due to the time critical nature of the prize, if any winner does not (i) respond and (ii) confirm acceptance of the prize within 5 working days of being notified, then the winner's prize will be forfeited and we shall be entitled to select another winning team (and both members of that winning team will have to respond to the email from within 5 working days or else they will also forfeit their prize). If any winner rejects their prize, then the winner's prize will be forfeited, and the Advertising Association shall be entitled to select another winning team.

22. The Advertising Association will provide a Cannes briefing session ahead of the festival - date TBC.

23. Winners will receive 2 tickets per team to our post Cannes Lions event, held in September, date and venue TBC.

23. The prize is non-exchangeable, non-transferable and not redeemable for cash or any other prize.

24. The Advertising Association retains the right to substitute the prize with another prize of similar value in the event that the original prize offered is not available.

25. By submitting your entry to the Competition you represent that you have read, understood and agree to all Competition rules and regulations.

26. We take no responsibility for entries that are lost, delayed, misdirected or incomplete or cannot be delivered or entered for any technical or other reason. Proof of delivery of the entry is not proof of receipt.

27. No purchase is necessary.

28. The winners may be required for promotional activity and shall participate in such activity on the Advertising Association's and Kellogg's reasonable request. Each member of each winning team consents to the use of their photograph and name for publicity purposes in any medium, including still photographs and films, and on the internet, including any websites hosted by the Advertising Association and Kellogg's and in advertising, marketing or promotional material without additional compensation or prior notice and in entering the Competition, all entrants consent to the same.

29. The Advertising Association will award a 'Highly Commended' prize In each of the six categories. The winners will each receive:

- An announcement on our website with details of the winning teams and link to view their work
- Promotion on our social channels
- 2 tickets per team to our post Cannes Lions event, held in September, date and venue TBC

29. If anyone under the age of 16 appears in your Competition entry you will need to highlight this when asked on the entry form and provide contact details. We will then get in touch with you to ask for signed, written consent (which may include email) from the relevant parent or guardian for each person under the age of 16 who appears in your Competition entry. This is required for us to publish your entry. If written consent is not provided we will not be able to publish the entry or to award it a prize.

30. By submitting your entry to the Competition you represent that the content you submit:

- a. is not and does not contain any material that is obscene, threatening, harassing, libellous, deceptive, fraudulent, invasive of another's privacy, offensive, defamatory of any person or otherwise unlawful;
- b. does not infringe any patent, trade mark copyright, or other intellectual property right or breach any confidentiality obligation or contain anything which is proprietary and which you do not have permission to use for the purposes of the Competition; and
- c. will not contain software viruses or any other computer code, files, or programs designed to interrupt, destroy, or limit the functionality of any computer software or hardware or telecommunications equipment.

31. By entering the Competition You agree that the Advertising Association can share your name, contact details and date of birth with Cannes Lions for the following purposes:

- a. to issue passes for the Festival; and
- b. to promote the Young Lions Competition before, during and once the Festival has finished on the Cannes Lions Website.

32. The Advertising Association may pass entrants' details to third parties and/or otherwise engage third party providers in connection with this Competition where the third party is acting on the Advertising Association's behalf for the purposes of administering this Competition and/or any subsequent publicity, and/or as otherwise required by law.

33. The Advertising Association accepts no responsibility for any damage, loss, liabilities, injury or disappointment incurred or suffered by you as a result of entering the Competition or accepting the prize. The Advertising Association further disclaims liability for any injury or damage to your or any other person's computer relating to or resulting from participation in or downloading any materials in connection with the Competition.

35. The Advertising Association reserves the right at any time and from time to time to modify or discontinue, temporarily or permanently, this Competition with or without prior notice due to reasons outside their control (including, without limitation, in the case of anticipated, suspected or actual fraud). The decision of the Advertising Association in all matters under its control is final and binding.

36. The Competition and these terms and conditions will be governed by English law and shall be subject to the exclusive jurisdiction of the courts of England and Wales.